

August 4, 2024

National Stock Exchange of India Limited Listing Compliance Department Exchange Plaza Bandra – Kurla Complex Bandra East, Mumbai – 400 051

NSE Symbol: ARE&M

BSE Limited Corporate Relations Department Phiroze Jeejeebhoy Towers Dalal Street, Fort Mumbai – 400 001 BSE SCRIP CODE: 500008

Sub : Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Investor Presentation

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation.

This is for your kind information and record.

Thank You

For Amara Raja Energy & Mobility Limited (Formerly known as Amara Raja Batteries Limited)

Vikas Sabharwal Company Secretary

Encl: a/a







Amara Raja Energy & Mobility Limited (formerly Known as Amara Raja Batteries Limited)

INVESTOR PRESENTATION

August 2024

Snapshot

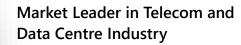


BUSINESS

@ 883









First AGM battery manufacturer for 2W

First VRLA battery manufacturer





10 Manufacturing Facilities (including 2 plastic units)



50+ Million units annualized Capacity for Automotive batteries



2.6 Billion AH - Total Industrial batteries capacity



Exporting to 50+ Countries



~9,000+ employees



Country wide distribution network with 1 lakh+ POS





Market Cap ~ INR 304 Bn+(As on June 30, 2024



Marginal debt in the books



10-year Revenue CAGR ~13%



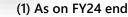
~19% ROCE (1)



AA+ Credit Rating by CRISIL



~40%+ Institutional Shareholding



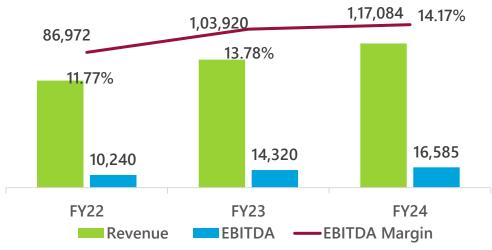


Overview

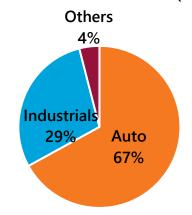
AMARA RAJA
Gotta be a better way

- Amara Raja Energy & Mobility Limited, (ARE&M), formerly known as Amara Raja Batteries Limited, is one of the largest manufacturers of lead-acid batteries in India.
- Name change in 2023 reflects, the broader vision to lead India's Energy Transition, in the Energy & Mobility space by providing comprehensive energy solutions
- Exports to over 50 countries across the globe
- Strong brands like 'Amaron', 'PowerZone', 'Elito', 'Quanta'
- All plants recognized with highest level awards in International level Quality
 Circle Competitions(ICQCC) held in Beijing, China
- TPM is being implemented in all manufacturing facilities, currently all plants certified for sustenance level
- Forayed into the New Energy business in 2022 with ambitious capex plan of INR
 95 Bn for setting up a Giga Corridor in Telangana.
- High emphasis on protecting the environment with focus on Renewable Energy and recycling of Lead
- Long-standing & successful joint venture with a global technology giant, Clarios for over 2 decades till 2019

CONSOLIDATED INCOME (INR Mn) & EBITDA MARGINS(%)



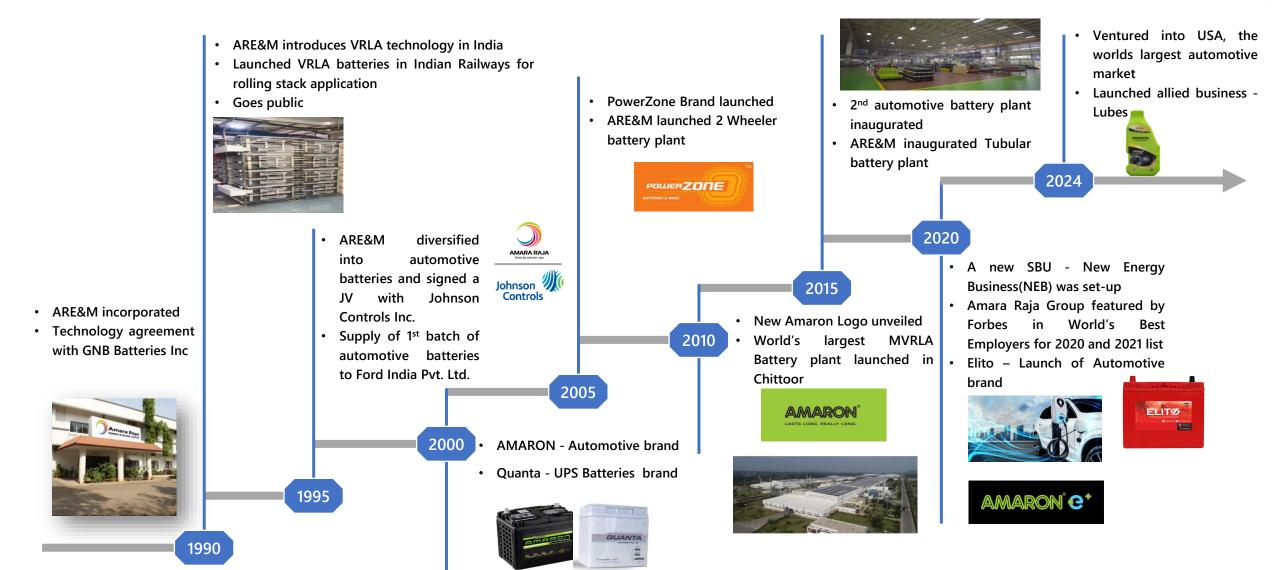
FY24 REVENUE BREAKUP (%)



*Others predominantly includes New Energy business.

ARE&M: Journey So Far





VRLA- Valve regulated lead acid JV- Joint Venture MVRLA- Medium Valve regulated Lead Acid

Marquee OEM Clientele



Lead Acid Business-LAB

New Energy Business- NEB*

Automotive









Industrial















MARUTI SUZUKI



ASHOK LEYLAND



Lucas TVS





L7 legrand







Schneider Electric









EICHER







Mobility & Stationery

















*New Energy Business- Other than Lead acid batteries(including lithium-ion batteries)



State Of Art Manufacturing Facilities







KARAKAMBADI PLANTS
 LAB- 4W Battery
 LAB- LVRLA Battery
 LAB- 2W Battery
 NEB - Pack Assembly Plant

AMARA RAJA GROWTH 4W Battery-**MVRLA** 2W 2 Plants **CORRIDOR-LAB Battery Battery** 8 Battery Manufacturing Plants in 2 locations **SEGMENTS ANNUALISED CAPACITY LOCATION** ~50 Mn Automotive Tirupathi & Chittoor- AP Tirupathi & Chittoor- AP **Industrial** 2.3 bn Ah **NEB- Pack Assembly** ~ 0.9 GWh Tirupathi- AP **Plant**

Awards And Customer Recognitions





Award for consistently Highquality Performance from Maruti Suzuki India Ltd



Awarded exemplary Vendor Partner from ATC India



Overall Excellence Award from Mahindra & Mahindra



India's Notable Supplier Award from Bosch



LEADCON'23 – Hosted Lead Industry experts to spread awareness on lead safety and hygiene



Received JIPM TPM Awards- Excellence in Consistent TPM Commitment award





BUSINESS OVERVIEW

Operations At A Glance

LEAD ACID BATTERIES

AUTOMOTIVE

- Applications 2W, 3W, 4W & CV's
- First AGM battery manufacturer for 2W
- Largest Exporter of automotive Batteries

INDUSTRIAL

- Pioneers in VRLA batteries in India
- Application Telecom, Railways, Power Control, Solar, UPS
- Market Leader in Telecom sector/Largest exporter for VRLA batteries
- Largest Integrated Facility for MVRLA Batteries













Lead Recycling plant



Setting up 1.5 Lakh TPA of a lead recycling facility, showcasing commitment to the circular economy

AUTOMOTIVE | INDUSTRIAL

- Li Cell and Pack Manufacturing
- EV Charging Products
- Energy Storage Solutions
- Developed India's First 21700 Cylindrical Cell (NMC 811)
- Setting up E Positive Energy Labs: a unique innovation & research facility











APPLICATIONS



















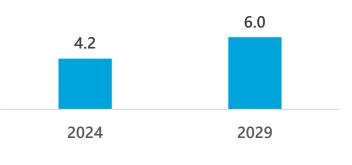


Lead Acid Batteries

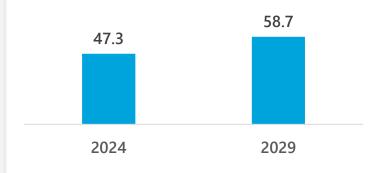
Lead Acid Battery - Industry Outlook



INDIAN LEAD-ACID BATTERY MARKET (USD Bn)



GLOBAL LEAD-ACID BATTERY MARKET (USD Bn)



- ☐ India's Lead acid battery market is projected to reach USD 6.6 billion by FY2029 with a CAGR of ~ 7%
- ☐ Global Lead acid battery market is projected to reach USD 58.7 billion by FY2029 with a CAGR of ~ 4.4%
- ☐ Asia- Pacific is fastest growing market

KEY GROWTH DRIVERS FOR LAB

Cost efficient energy solutions

Cost effective compared to many other solutions in the market

Recyclable

Most recycled product with reported recycling rate of over 90%

Robust Technology

Mature and reliable technology

KEY APPLICATIONS

Automotive

Passenger Vehicles/Commercial vehicles

H-UPS/Other Allied business

Stationery

Telecom

UPS

Battery Energy storage applications



Growth Drivers For Automotive Segment





Growing Demand:

- Rise in middle class income, gender diversity and young population resulting in growing demand for PV
- Commercial Vehicle may increase due to high level of activity in infrastructure



Policy Support to the sector

Initiatives like Make in India , Automotive Mission Plan will give huge boost to the sector





- Greater availability of credit and financing options
- Original Equipment Manufacturers(OEM's) are introducing instant loan products for enabling the tech savvy customers

Home Energy



- Increase in demand from semi- urban and rural areas
- Growing importance of uninterrupted work from home setups
- Reduced tolerance to power outages and voltage fluctuations



Automotive- Multifold Applications With Strong Brand Recall





Products for multiple applications

Automotive













Home Energy

Allied Business





Strong Brand Recall







- Caters to both domestic and international Markets
- Zero Maintenance, Extended Warranty, High Cranking Power, and Enhanced Safety
- Pioneered VRLA batteries for two-wheelers in India
- Amaron, most preferred battery brand in the domestic and various overseas markets
- · Pioneer in launching charged and ready-to-use batteries for automobile applications
- Developed India's first AGM (Absorbent Glass Mat) two-wheeler and car battery
- Widest range of batteries for international markets (JIS,DIN,BCI,AGM,EFB,Deep cycle, L&G)

Expanding brand presence in EU & Americas

Consistent growth in both 2W & 4W

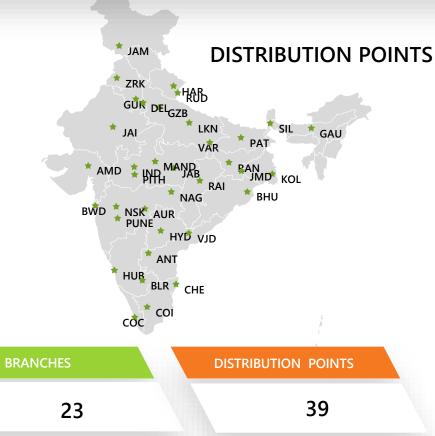
Exploring mfg./ /quasi mfg. facilities in new geographies New technologies for efficient LABs



Automotive- Domestic Distribution Network



Increasing the presence through Amaron franchise network



AMARON FRANCHISEES

550+

Digital initiatives to enhance the experience for esteemed partners





Digital Warranty card

Host of other valuable benefits:

- Latest Product Information
- Navigate to your nearest AMARON pitstop
- Excellent user interface/experience





Partnered with financial institutions to provide financing options to channel partners



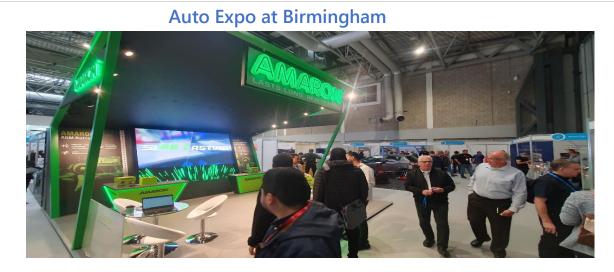
POINTS OF SALE

1,00,000+

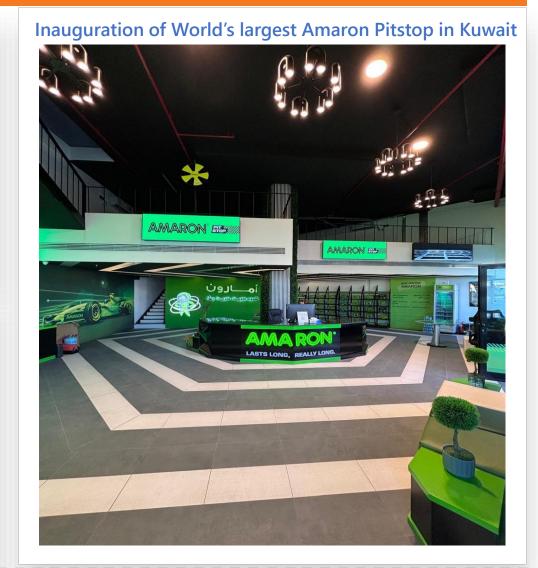
Automotive- Reaching Out To International Markets



Enhancing brand image and strengthening global supply chain Initiatives and Expo Participation in international markets







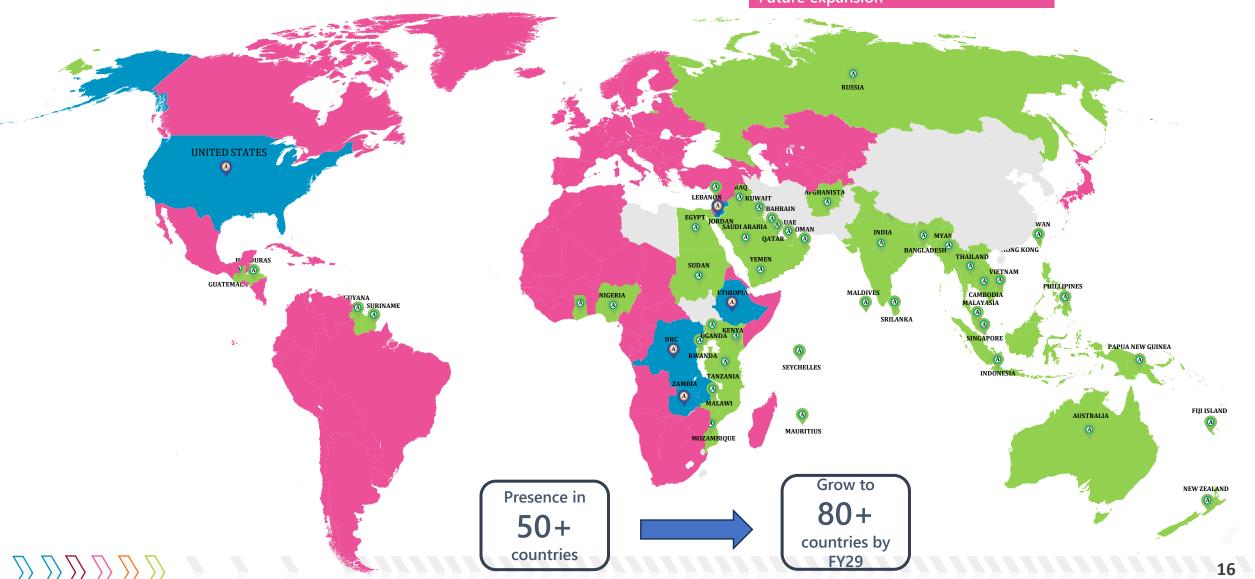
Growing Automotive Footprint

Established presence in 50+ countries



Future expansion





Growth Drivers For Industrial Segment



UPS



- Witnessing steady growth in Data Centers on account of digitization and rising demands for data localization in India.
- The Growth in Industrial UPS market in India due to the growth in mfg, IT/ITES, Retail, Hospitality supported by a strong replacement requirements.
- Expecting higher demand for both LAB and LiB batteries



Railways

- Capital outlay of Rs.2.5 lakh cr has been allocated to Railways for advancement in the interim budget
- Focus Technology developments in signaling and telecommunication
- Building new metros and new railways will drive the demand for batteries



Renewable Energy

- India's RE target to 500 GW by 2030/Focus on solar energy
- Regulations aimed at reducing carbon emissions are pushing industries to adopt cleaner and more efficient energy storage solutions.



Telecom sector

- 5G roll outs, 4G expansion are expected to drive the domestic demand
- Our LAB may see a flat demand, however a good opportunity in LiB demand growth is clear



Exports

- Growth in global UPS/ Data center and other applications will spur export demand
- Poised to take China +1 strategy for supplies to global OEM/pvt label opportunities

Lead Acid Batteries - Industrial



Products across verticals











- ☐ Pioneers in Valve Regulated Lead-Acid(VRLA) batteries in India
- ☐ UPS and telecom contribute a dominating share of revenue
- ☐ Market leader in Telecommunication batteries in domestic market

- ☐ First and only company worldwide to implement VRLA technology in railway rolling stock applications
- ☐ Most preferred battery in over 32 countries in the Middle East & South east Asia, Africa, and Australia

Most preferred brand in industrial segment



Amaron Quanta



Amaron Volt



Power Stack



Amaron Sleek



Amaron Brute



Amaron Solar

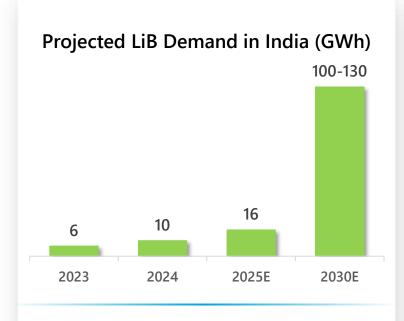




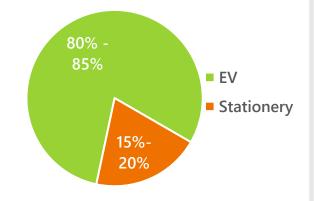
New Energy Business

Lithium-Ion Batteries - Industry Outlook





Projected demand from applications (2030)



Mobility outlook- EV

- Strong thrust on Electrification, the demand for LiB is expected to be 100 to 130 GWh by 2030.
- Envisaged EV penetration by FY30



- Electrification of 4-wheelers is expected to be gradual (10 to 12% by 2030),
- OEMs are working towards reduced exposure to ICE vehicles.

Stationery outlook

- Projected LiB demand in Stationery is expected to be ~20 Gwh by 2030
- Demand driven by continued investments coupled with the need for efficient energy storage solutions
- Key application areas include Grid Support, UPS, Telecom, Data Centers

Long term growth drivers - for Lithium-Ion Battery market Segment





Policy push

- PLI ACC scheme announced to encourage domestic production of cells
- Financial subsidies including manufacturing subsidies valued 50000 cr+



Telecom sector

- Advent of 5G leading to growth in telecom towers
- Secondary demand for replacement of existing LAB batteries with LiBs



Renewable Adoption

- Net zero by 2070
- Meeting 50% power capacity from renewables
- 50 GW RE by 2030...Need storage(BESS)



Digital Economy

- 800 Mn internet users
- 125 lakh crore UPI transactions
- This may lead to more storage, data centers and reliable connectivity



New Energy Business



PRODUCT PORTFOLIO

Battery Packs



Developed



Developed

Developed



Chargers



Developed



Under Development

Developed

Developed

Cells







PAVING THE WAY FOR THE FUTURE

- Amara Raja Advanced Cell Technologies (ARACT) was incorporated to focus on developing advanced cell chemistries, battery packs and chargers
- Lithium Battery packs are currently being supplied to leading 3W OEMs
- Building new pack assembly at Divitipally to cater to 2W, 3W & stationery applications
- Successfully designed and developed a Nickel-rich 21700 NMC cylindrical cell
- Ramped up in-house R&D capabilities and made strategic investments in companies working on these technologies.







2W Battery



Portable chargers

DC/AC Fast Charger



Building State Of Art Giga Factory In Telangana



Pack Giga CQP Cell Giga

Proposed plants







Production Capacity (Annual)

• 2 GW by 2025 and 5 GWH by 2028

• 60 MWh

• 16 GW over next 10 years

Focus/Key activities

- Scaling up of existing pack capacity from 0.9 GW to 5 GW by 2028
- To cater to both Automotive and Industrial applications

- Product Development and Prototyping
- Focus on both NMC and LFP cell technology

- Giga factory for both NMC and LFP chemistry
- To commence with 2 GW in Phase I and scale it up to 16 GW by 2030

Current Status

- 2W line installed
- Expected SOP Q2- FY25

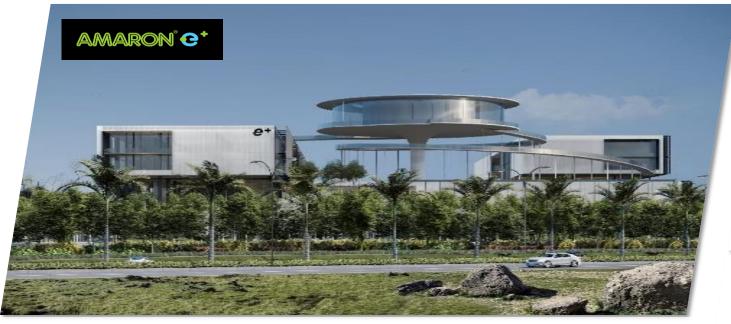
- Construction commenced
- Expected SOP- Q4- FY25/Q1- FY26
- Construction commenced
- Expected SOP of Phase I- End of FY26



Focus On R&D For Innovative Technologies



R&D LAB FOR DEVELOPING LI-ION CELLS AND BATTERY PACK ASSEMBLY



Proposed E⁺ Energy Labs at Hyderabad, Telangana





1st in INDIA

Achieved IATF 16949:2016 & ISO 9001:2015 certification for Li-Ion Batteries

Facility will be equipped with advanced laboratories and testing infrastructure

Development of innovative clean energy storage technologies

Capability to build both EV and Stationary products and solutions

In-house manufacturing capabilities for key components

Trained work force with adequate technical competence

NABL certified lab Battery Packs

Current R& D at Tirupati, AP

Demonstrating its unwavering commitment towards the New Energy Business initiative

New Energy Business Thought Leadership



EVOLVE CONCLAVE- A unique conclave on Advanced battery Technologies



- ☐ To foster enriching exchange of ideas among industry leaders, policymakers, energy and mobility experts, manufacturers, and delegates.
- ☐ It aims to develop a consensus on the way forward in the Battery Storage Technology space for the country.



STRATEGIC OVERVIEW

Growth Strategy



AUTOMOTIVE- DOMESTIC (DRIVE EFFICIENCY)

- Cost efficiencies with ASG/MSG technologies.
- · Deepen the market presence
- Leverage the channel network for penetrating into other allied products

AUTOMTOVE INTERNATIONAL (EXPAND PRESENCE)

- Global manufacturing footprint to avoid tariff barriers
- Expand presence to Europe & American Markets
- Deepen presence in SE & West Asia and African Markets
- Wide range of products for maximum market fit

INDUSTRIAL (ENERGY SOLUTIONS)

- Retain the market leadership in Telecom and UPS
- Capitalize on 5G rollout
- Build Capabilities for offering Chemistry Agnostic
 Solutions
- Expanding to Newer Geographies / Markets

TECHNOLOGY

- Establish E Positive Energy Labs, to build in-house competency in cell technology development
- Build strategic technology partnerships.
- Create best-in-class product portfolio for both EV and ESS

CUSTOMERS

 Leveraging ongoing customer relationships and codevelop custom built products

SUPPLY CHAIN

- Build strategic vendors base
 for Equipment and Raw
 Materials
- Initiatives for strengthening
 domestic Supply Chain

TALENT

- Recruitment of global talent including subject matter experts
- Build deep tech expertise in Technology, Supply Chain and Operations
- To promote Diversity & Inclusion



Aligning With Emerging Industry Trends



LEAD ACID BATTERIES



NEW ENERGY SOLUTIONS



MARKET LEADERSHIP

- Debottlenecking to result in efficiencies in capacities and cost
- Market leadership in 10+ countries in automotive
- Exports focus with wider penetration in EU and Americas
- Preferred brand in MEA and APAC in the industrial battery segment
- Continue to retain market leadership in telecom sector

- Government Policy push supporting NEB growth
- Commitment to invest Rs.9500 cr for Giga Factories
- Diverse product portfolio
- Expanding its battery pack capacity to to 2GWh and beyond in the long run

- To emerge as one of the largest battery manufacturer in the country
- Full suit product portfolio
- Wider distribution network both in India and globally
- Improved growth and returns profile





ESG



Energy and Carbon

- Committed to Net Zero by 2050, net zero plan aligned with SBTi limiting to 1.5 deg increase as per Paris agreement
- Reduced absolute Scope 1&2 emissions by 20% and intensity by 38%
- 23% Renewable energy share with captive renewable at 62 MW

Water Management

- All manufacturing plants are zero liquid discharge and facilities not in water-stressed areas
- Reduced absolute water consumption by 20% and intensity by 51%
- Plan to be water positive in FY25

Waste to Wealth

- 94% of manufacturing waste is recycled
- Reduced waste generation intensity by 26%
- Battery recycling rate in compliance with Battery Waste Management Rules, 2022

Product Stewardship

- Life cycle assessment for key products
- Design for sustainability reduce resource consumption, longer life and ease of recycling
- Setting up 16 GWH of Lithium Cell and 5GWH of pack assembly. E-hub for R&D in New Energy (AR-ACT)

Sustainable sourcing and circularity

- Setting up 1.5 Lac TPA of lead recycling facility (ARCSPL)
- 83% of lead and lead alloys from recycled sources
- Covered 70% + suppliers by value for supplier engagement, capability building, target setting & assessments



People and Community

- Roll out of Amara Raja Sustainability Academy
- All Amara Raja Group companies recognized as Best Place to Work awards from the Great Place to Work Institute
- Safety by Design in our state-of-the-art manufacturing
- CSR initiatives in thematic areas of education, primary health care, water, rural infrastructure, social forestry and skilling India. 30,000+ beneficiaries
- Targets to improve Diversity, Equity, Inclusion and Belongingness. Included in BSC and KRAs of leaders

Governance & Transparency

- Monthly Sustainability committee led by Executive director and dedicated Group Sustainability vertical
- ESG framework & ESG reporting portal for progress monitoring
- Sustainability reporting & BRSR in FY23 and Integrated report in FY24.
- Manufacturing certified for ISO 14001 (EMS), ISO 45001(OHSMS) and ISO 50001 (EnMS)
- Disclosures against Climate Disclosure Project (CDP) for Climate Change and internal report on Taskforce for Climate-related Financial disclosures (TCFD)

Ratings & Awards

- CDP "Climate change" rating 'B" in maiden attempt
- Sustainalytics ESG Risk rating "Low"
- CII Gold award for HSE performance and CII award for Water excellence
- ASSOCHAM award for excellence in Climate Change Mitigation.
- Silver Award Asia Best Sustainability report (First time) by Asia Sustainability reporting Awards (ASRA)
- Golden Peacock Award for Sustainability and many more









School at Diguvamagham

CheckDams

Social Forestry



Zero Liquid Discharge Units



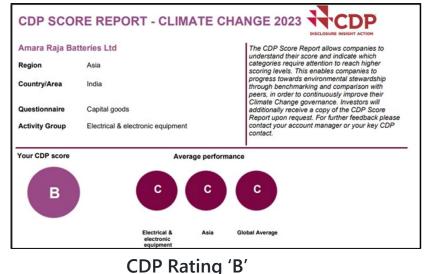
Solar panels (ground mounted)



Fume and Dust extraction systems









Board's Tryst with ESG and Jornanc Lk World E Tryst With ESG and Jornanc Lk World E Tryst With ESG and Jornanc Lk World E Tryst World E Tryst With ESG and Jornanc Lk World E Tryst World E Tryst With ESG and Jornanc Lk World E Tryst World E Tryst World E Tryst With ESG and Jornanc Lk World E Tryst World E Tryst World E Tryst With ESG and Jornanc Lk World E Tryst World E Tryst With ESG and Jornanc Lk World E Tryst World E Tryst With ESG and Jornanc Lk World E Tryst World E Tryst

Silver Award for Sustainability report

Golden Peacock Award for Sustainability



CII Gold Award for ESH Excellence



ASSOCHAM award for Climate change



Best Overall Sustainability Awards



Policy Framework – Sustainability



Environment

- **©**Health, Safety & Environment
- **@**5S
- **©**Energy Management
- **©**Sustainable Sourcing
- **©**Conflicts Minerals

Social

- **©**Health, Safety & Environment
- **©**Corporate Social Responsibility
- **©**Human Rights
- **©**Equal Opportunities & Discrimination
- **©**Prevention of Sexual Harassment
- **©**Supplier Code of Conduct
- **©**Community Grievance Management

Governance

- **©**Code of Ethics
- **©**Anti Bribery & Anti-Corruption
- **@**Vigil Mechanism/ Whistle Blower
- **©**Materiality
- **©**Information Security





FINANCIAL OVERVIEW

Historical Consolidated Income Statement



PARTICULARS (INR Mn)	FY22	FY23	FY24
Operational Revenue	86,971	1,03,920	1,17,084
Total Expenses	76,732	89,600	1,00,499
EBITDA	10,239	14,320	16,585
EBITDA Margins (%)	11.77%	13.8%	14.2%
Other Income	780	924	1,104
Depreciation	3,957	4,504	4,843
Finance Cost	151	296	344
Profit Before Exceptional Items & Tax	6,911	10,443	12,502
Exceptional Items	-	477	-
PBT	6,911	9,967	12,502
Tax	1,785	2,659	3,158
PAT	5,126	7,308	9,344
PAT Margins (%)	5.89%	7.0%	8.0%
Other Comprehensive Income	7	1,093	(61)
Total Comprehensive Income	5,133	8,401	9,283
Diluted EPS (INR)	30.01	39.93	51.05



Consolidate Balance Sheet

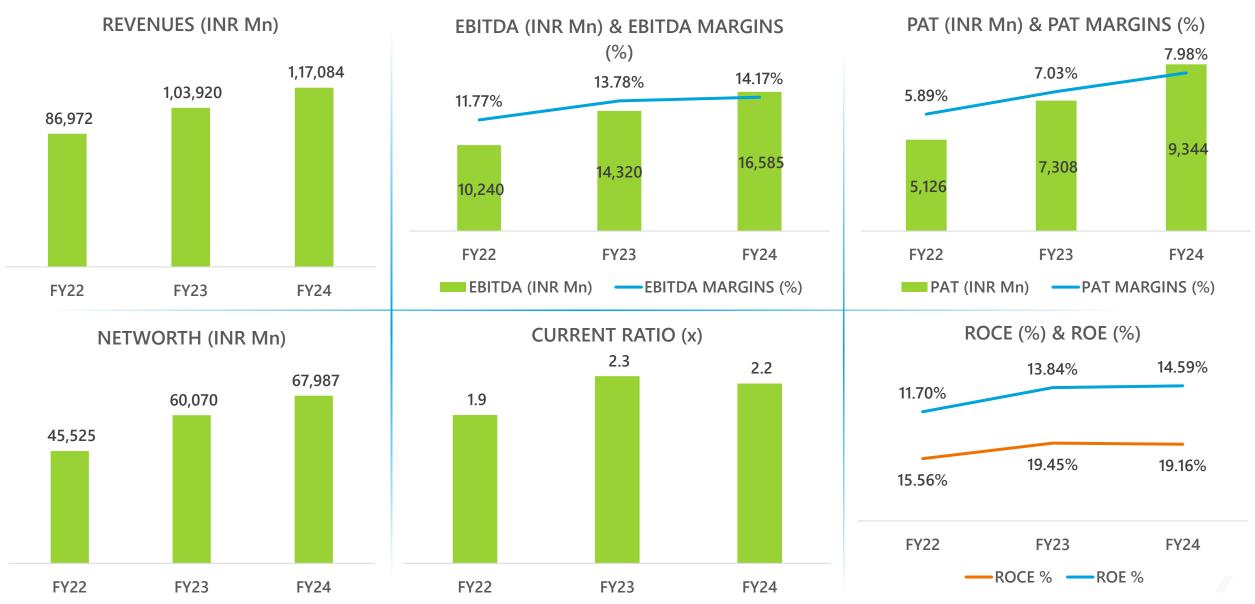


PARTICULARS (INR Mn)	FY22	FY23	FY24	PARTICULARS (INR Mn)	FY22	FY23	FY24
Assets				Equity And Liabilities			
(1) Non-Current Assets				(1) Equity	45,525	60,070	67,987
(A) Property, Plant And Equipment	21,276	28,555	29,095	(A) Equity Share Capital	171	171	183
(B) Right Of Use Asset	2,852	3,966	4,081				
(C) Capital Work-in Progress	8,293	2,487	6,255	(B) Other Equity	45,354	59,899	67,804
(D) Goodwill		4,280	4,358	(2) Non-Current Liabilities			
(E) Other Intangible Assets	795	669	538	(A) Financial Liabilities			
(F) Intangible Assets Under Development	3	8	154	(i) Borrowings	165	800	260
(G) Financial Assets				(ii) Lease Liabilities	773	635	751
(i) Investments	425	2,617	3,608				
(ii) Other Financial Assets	83	1,252	132	(B) Provisions	1,083	1,463	1,838
(H) Deferred Tax Assets (Net)	-	9	17	(C) Deferred Tax Liabilities (Net)	314	1,040	906
(I) Income Tax Assets (Net)	72	15	131	(D) Other Non-Current Liabilities	637	830	785
(J) Other Non-current Assets	1,713	1,251	2,714	Total Non-Current Liabilities	2,972	4,768	4,540
Total Non-current Assets	35,513	45,107	51,083				1,5 10
(2) Current Assets				(3) Current Liabilities			
(A) Inventories	18,046	17,340	19,484	(A) Financial Liabilities			
(B) Financial Assets				(i) Borrowings	69	311	273
(i) Investments	347	1,653	3,531	(ii) Lease Liabilities	252	268	283
(ii) Loans	-	887	-	(iii) Trade Payables	8,055	7,577	8,565
(iii) Trade Receivables	7,920	8,866	11,358				<u> </u>
(iv) Cash And Cash Equivalents	349	949	983	(iv) Other Financial Liabilities	2,988	2,537	3,614
(v) Bank Balances Other Than Cash And Cash	193	104	195	(B) Provisions	1,373	1,417	1,328
Equivalents				(C) Current Tax (Net)	-	3	-
(vi) Other Financial Assets	167	3,222	919	(D) Other Current Liabilities	2,528	2,670	3,188
(C) Other Current Assets	1,227	1,494	2,225	Total Current Liabilities	15,265	14,782	17,251
Total Current Assets	28,248	34,513	38,695			<u> </u>	•
Total Assets (1+2)	63,761	79,621	89,778	Total Equity And Liabilities (1+2+3)	63,761	79,621	89,778



Consolidated Financial Charts

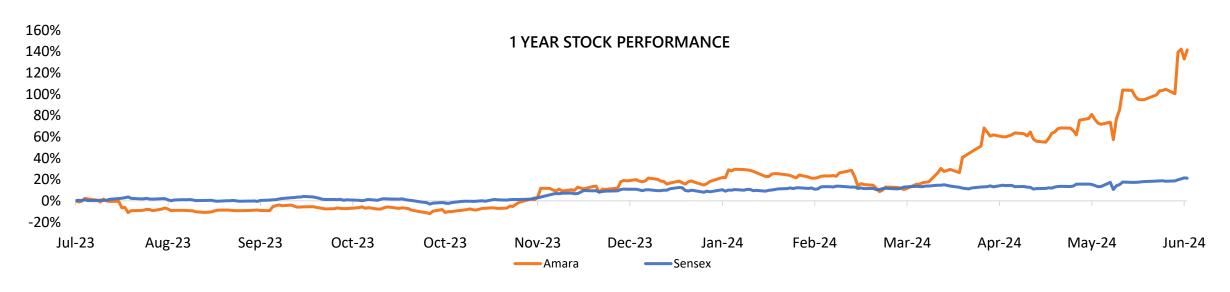




Capital Market Data

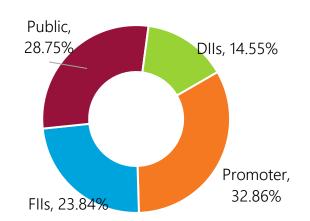


NSE: ARE&M | BSE: 500008 | Bloomberg: AMRJ:IN | Reuters: AMAR.NS / AMAR.BO



PRICE DATA (AS ON 30 TH JUNE, 2024)	INR		
Face Value	1.0		
CMP	1662.6		
52 Week H/L	1,774.9/599.0		
Market Cap (INR Mn)	3,04,298		
Shares O/S (Mn)	183.0		
Avg. Vol. ('000)	1,627.4		

SHAREHOLDING PATTERN (AS ON 30TH JUNE, 2024)





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VALOREM ADVISORS

Mr. Anuj Sonpal Valorem Advisors **Tel**: +91-22-4903 9500

Email: amara@valoremadvisors.com

Investor Kit Link: http://www.valoremadvisors.com/amara



Tel: +91-40-2313 9000

Email: investorservices@amararaja.com



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