**Amara Raja Batteries launches new range of power packed ‘PowerZone’ batteries**

* Introduces ‘PowerZone’ batteries with 18 months warranty with enhanced features in 4 Wheeler, 2 Wheeler and UPS segment
* Enhances product features and adds more power to the new range

**April 18, 2011, Lucknow:** Amara Raja Batteries Ltd, the technology leader and one of the largest manufacturers of lead acid batteries in India, today unveiled a new range of ‘PowerZone’ batteries packed with a host of new features in addition to its existing 12 months warranty range. The new range of leak proof & environment friendly ‘PowerZone’ batteries will offer 18 months warranty. Understanding the challenges posed by the unorganized sector and the growing demand from the rural and semi urban regions, PowerZone batteries will provide over 20% enhanced power backup across passenger cars, tractors, heavy commercial vehicles and Inverter batteries.

Preloaded with best in class vent design, the new range is spill free and easy to handle and adds to a whole new experience to all its customers. The new PowerZone batteries offer better performance with higher power output, higher reserve power capacity and higher CCA (Cold Cranking Ampere), thereby, enabling optimum power delivery at low temperatures.

PowerZone batteries inherit the credibility, technological superiority and high standards of customer satisfaction owing to its lineage of brand Amaron. Started in the year 2007, PowerZone was initiated to cater the rural market that was dominated by the unorganized sector. A market leader in less than 3 years of its operation, PowerZone has dedicatedly worked on cutting lead pollution, something that is never looked by the unorganized sector.

**About Amara Raja Batteries Ltd.**

Amara Raja Batteries Limited, a company with 26% equity each from Galla Family and Johnson Controls Inc, USA, is the technology leader and is one of the largest manufacturers of lead acid batteries for both industrial and automotive applications in the Indian storage battery industry.

In India, Amara Raja is the preferred supplier to major telecom service providers, Telecom equipment manufacturers, UPS sector (OEM & Replacement), Indian Railways and to Power, Oil & Gas among other industry segments. Amara Raja is a leading manufacturer of automotive batteries under the brands - Amaron® and PowerzoneTM , which are distributed through a large pan-India sales & service retail network.

The Company supplies automotive batteries under OE relationships to Ashok Leyland, Ford India, General Motors, Honda, Hyundai, Mahindra & Mahindra, Maruti Suzuki, and Tata Motors. The Company’s Industrial and Automotive batteries are exported to Asia Pacific, Africa and Middle East.

**Johnson Controls** is a global leader in Power Solutions, Automotive Seating Systems and Building Efficiency. Johnson Controls provides batteries for automobiles and hybrid electric vehicles, along with system engineering and service expertise. The Company provides innovative automotive interiors that help driving more comfortable, safe and enjoyable. For buildings it offers products and services that optimize energy use and improve comfort and security. Johnson Controls (NYSE: JCI), founded in 1885, is head quartered in Milwaukee, Wisconsin. Its net sales for the year ended September 30, 2010 is US$ 34.30 billion.

**For further details, please contact:**

Dushyant Sharma Parul Shukla

Adfactors PR (P) Ltd. Adfactors PR (P) Ltd.

9953323022 9711316250

dushyant.sharma@adfactorspr.com parul.shukla@adfactorspr.com