

Amaron Launches True 4Ah Battery for India's Feature-Rich Commuter Motorcycles

- Addresses a long-standing industry gap between claimed and actual battery output amid rising electrical loads from LED lighting, TFT clusters, USB charging, and start-stop systems.
- Phased rollout begins across eight key markets: Delhi, Pune, Bengaluru, Chennai, Hyderabad, Lucknow, Ahmedabad, and Jaipur.

NATIONAL, 12th August 2026 — Amaron®, the automotive battery brand from Amara Raja Energy & Mobility (ARE&M), today announced the launch of the Amaron True 4Ah Battery, built around the brand's new campaign idea, **"Modern Bikes Ki True Power."** As commuter motorcycles grow more feature-rich, the campaign speaks to a simple but overlooked truth: the power behind a modern bike must be as real as the technology it runs. Engineered to deliver a true 4Ah output tested under JIS D5302, the battery is designed to provide dependable starting power and consistent support for motorcycles with higher electrical loads, living up to that promise on every ride.

India's commuter motorcycles are evolving rapidly. Once built primarily for fuel efficiency, today's 100cc–125cc motorcycles increasingly come equipped with features that place greater demand on the battery, including:

- LED lighting
- TFT instrument clusters
- USB charging ports
- Idle start-stop systems

As motorcycles continue to become more connected, battery performance has become increasingly critical to the overall riding experience. The Amaron True 4Ah Battery has been developed to meet these evolving requirements by delivering reliable performance for everyday commuting, whether navigating stop-and-go city traffic or longer daily rides. It is backed by a 48 month pro rata warranty.

Speaking on the launch, Chandrasekar Radhakrishnan, Chief Business Officer – Automotive and Home Energy Business (India & SAARC), Amara Raja Energy & Mobility, said:

"Today's commuter motorcycles carry real technology like LED lighting, TFT clusters, USB charging, start-stop features, all running on real demand. But the battery behind that technology has too often been the one component riders simply trusted without question, on faith rather than fact. With the Amaron True 4Ah Battery, our promise is straightforward: the number on the label is the power in the ride, tested and verified, every single time. That, to us, is modern bikes ki true power, power that lives up to what a modern bike now asks of it. When a bike has evolved this much, the power behind it cannot be an assumption, it has to be true. That is the trust customers have placed in Amaron, and it is the trust we intend to keep earning, ride after ride."

The Amaron True 4Ah Battery is targeted at the fast-growing 100cc–125cc commuter motorcycle segment and will be rolled out in phases across Delhi, Pune, Bengaluru, Chennai, Hyderabad,

Lucknow, Ahmedabad, and Jaipur. The product will be available through Amaron's extensive network of franchisees, dealers, and Amaron Pitstops across these markets.

About Amara Raja Energy & Mobility Limited

Amara Raja Energy & Mobility Limited (ARE&M) encompasses a diverse range of solutions and products, which includes energy storage solutions, Lithium-ion cell manufacturing, wide range of EV chargers, Li-ion battery pack assembly, automotive and industrial lubricants, and exploration of new chemistries, among others. ARE&M is also one of the largest manufacturers of energy storage products for both industrial and automotive applications in India. Amara Raja is the preferred supplier to major telecom service providers, telecom equipment manufacturers, the UPS sector (OEM & Replacement), Indian Railways, and the Power, Oil & Gas industry segments. Amara Raja's industrial battery brands comprise of PowerStack®, AmaronVolt® and Quanta®. The company also manufactures India's leading automotive battery brands Amaron® and Powerzone, 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, Honda, Hyundai, Mahindra & Mahindra, Maruti Suzuki, and Tata Motors amongst others. Amara Raja's Industrial and Automotive Batteries are exported to over 65 countries around the world.

For any media queries, please contact:

Brijesh Menon,
Head of Corporate Communications –
bjml@amararaja.com