

## **Amaron Recognised as “Prestigious Brand of Asia 2023-24”**

*Award given in the Automotive Batteries Category at the Global Business Symposium in Dubai*

**Hyderabad, February 29, 2024:** Amaron, India's foremost automotive batteries brand, has been recognized as one of the “Prestigious Brands of Asia 2023-24” in the Automotive Batteries Category by Herald Global and BARC Asia at an event held in Dubai.

Amaron, the flagship brand of Amara Raja Energy & Mobility (ARE&M), has been lauded for its visionary approach in shaping the future, offering a blend of cutting-edge products and services, and making significant contributions to the Indian economy.

Mr. Harshavardhana Gourineni, Executive Director - Automotive & Industrial, at ARE&M, was also honored with the prestigious Marketing Meister 2023-24 Award at the same event. Mr. Gourineni expressed his gratitude upon receiving the awards, emphasizing Amaron's commitment to advancing battery technology and its pivotal role in driving the country's growth and development.

On the occasion, **Mr. Harshavardhana Gourineni, Executive Director, ARE&M** said "These awards are a testament to the progress we have made in battery technology, offering products and services that are technologically advanced and the best in the industry. Amaron has redefined the Energy & Mobility solutions space over the last three decades, and we are constantly striving to enhance our offerings."

The Global Business Symposium 2024 witnessed the presence of eminent dignitaries from the UAE, celebrating the achievements of outstanding individuals and brands across Asia. Prestigious Brands recognizes companies that consistently excel and redefine industry standards, while the Marketing Meister category honors individuals who have led their brands to unparalleled success.

These accolades underscore ARE&M's unwavering commitment to delivering world-class energy & mobility solutions to its global stakeholders, further solidifying Amaron's position as a leader in the automotive batteries industry.

### **About Amara Raja Energy & Mobility (ARE&M)**

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 50 countries around the world.