

## **Amaron Engages Over 5,000 Mechanics Across India Through ‘Boss Mechanic’ Event**

- **With this first-of-its kind initiative in the battery industry, Amaron aims to scale its reach to 25,000 mechanics in the coming seasons, strengthening its connection with the country’s mechanic community**
- **The event saw participation from around 5000 mechanics across Patna, Indore, Kolkata, Pune, and Lucknow reflecting the brand’s growing grassroots engagement**

**National, April 20, 2026:** Amaron®, the automotive battery brand from Amara Raja Energy & Mobility, has engaged over 5,000 mechanics across India through its ‘Boss Mechanic’ program, reinforcing its commitment to the country’s automotive service ecosystem. Building on this momentum, the company plans to scale the initiative to reach 25,000 mechanics across India in the coming seasons.

As part of Amaron’s larger mechanic engagement platform ‘Boss Mechanic’ brought together over 5000 mechanics across India through a four-week, on-ground initiative designed around real-world workshop tasks. The programme gave participants an opportunity to demonstrate technical skill, speed, consistency, and problem-solving ability, while earning recognition within the ecosystem. The campaign culminated in a grand finale, where all the finalist participants competed in the Battery Boost & Endurance Challenge, a multi-stage test of technical accuracy, speed, and stamina.

Winners across Patna, Indore, Lucknow, Kolkata, and Pune were awarded **‘Amaron Boss Mechanic**, emerging as the city’s top mechanic. Each winner took home a brand-new motorcycle, while all finalists were presented with certificates and Amaron-branded mementos in recognition of their performance.

**Speaking on the initiative, Chandrasekar Radhakrishnan, Chief Business Officer – Automotive and Home Energy Business (India & SAARC), Amara Raja Energy & Mobility, said:** *“Amaron has built its brand not just through products, but through strong relationships at the grassroots level, especially with the mechanic community. Every day, vehicles across India run reliably because of countless acts of quiet dedication by mechanics and we believe great work happens in the quiet. Through Amaron Boss Mechanic, we celebrate the skill and trust that power the automotive ecosystem. The overwhelming response inspires us to take this initiative to more cities.”*

With this initiative, Amaron reinforced its strong connection with India’s mechanic ecosystem, recognising them not just as service providers, but as trusted experts and key contributors to everyday mobility. With plans to expand the initiative to reach 25,000 mechanics across India, the programme is set to become one of the largest mechanic engagement platforms in the country, further strengthening Amaron’s grassroots connect across markets. The initiative stands as a celebration of those whose work, much like the brand’s promise, is built to last long, really long.

**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.

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