

Amararaja launches "Amaron Karting Challenge-2007" and "Amaron Karting Scholarship Program"

First ever initiative to identify, nurture and promote young, racing talent in India; First multi city Karting challenge in India; First time in India EVO-AE 1 Karts with the latest version of the Subaru 4 stroke engines are being used

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Imagine a massive media event, millions of people watching with trepidation, billions of bucks in sponsorships and the meanest and fastest cars in business and you are transported to the mystical and magical world of Formula one, the most competitive car racing event ever in the history of this planet.

To map this country and be a part of this huge global sport, to inculcate youngsters with the need to speed and to transcend their careers in the world arena is a responsibility that Amaron seeks to achieve with its first ever multi city, '**Amaron Karting Challenge 2007**'.

To identify, nurture and groom more Indian racing champs, leading battery maker Amara Raja Batteries, in association with ace racer **Akbar Ebrahim, Meco Motor Sports**, today announced the launch of the 'Amaron Karting Challenge 2007'.

The challenge itself is a test of grit and glory and true to style; the winners will get to be a part of the prestigious **Amaron Karting Scholarship Programme**, which shall prepare them for tomorrow.

The **Karts EVO-AE 1** being used in the Amaron Karting Challenge have been **introduced in India for the first time**. EVO-AE 1 karts are first-rate karts which are topped with latest technology version of the Subaru 4 stroke engines which have a power output of 9 BHP.

The eligibility criteria for the Amaron Karting Challenge 2007 (AKC 2007) Calendar are listed below:

1. School students between the age 13 - 17 years and should possess a school identity card
2. Students who haven't been on the podium in any of the Karting championship in last 3 years.

The registration forms can be accessed through www.amaron.in. Entries for the Chennai challenge will open on the 26th June and will close on the 5th June at 5 pm.

AKC 2007 Calendar

1st challenge Chennai 8th July 2007

2nd challenge Bangalore 5th August 2007

3rd challenge Kohlapur 26th August 2007

4th challenge Mumbai 16th September 2007

5th challenge Goa 21st October 2007

Finals Goa 21st October, 2007

The first 250 entries in each city will be chosen to participate in the Karting challenge. They will undergo a practice prior to the event which will be scheduled on Friday of the race weekend. The fastest 64 karters qualified will be divided into 8 karters per batch and will take part in 8 heats. The top 4 of each batch will then qualify to move into Pre Final heats. There will be totally 4 pre final heats which the 32 qualified karters will need to pass. Semifinals will include top four karters from the heats and the semi finals will have 2 races for qualification. Finally, the top 4 from the Semi Final qualifiers will compete against each other to win the race in the finals. The top 3 winners in the Final race will qualify for the Grand Finale which will be held in Goa on the 21st October 2007.

The winner of the Grand Finals will earn a scholarship berth in the Amaron Karting team in 2008 to take part in the JK Tyre Rotax Max Challenge and the Indian National Rotax Max Championship.

'Brand Amaron has long been associated with Motor Racing. Amaron Pro Racing Initiative has been consciously working towards empowering young racing talent in the country. Our objective for Amaron karting Scholarship Program is to support and help these young aspirants do well and also enable them to move on to bigger races. These talented racers will be trained under the guidance of the Amaron NK Racing Academy' said **Mr. Jay Galla, Managing Director, Amara Raja Batteries Limited.**

Commenting on the new programme Mr. Akbar Ebrahim said, 'The Amaron Scholarship Program is a big advantage for the young hopefuls and now they can go ahead and focus on winning. With practice and good skills, they can also set their sights on to bigger levels of achievement.'

Mr. Galla added, 'As a part of the Amaron Pro Racing initiative, the Amaron Karting Challenge objective is to identify and build talent at the grass root level and the Amaron Scholarship Program will nurture and promote the future champions'.

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About Amaron Pro Racing

Amaron Pro Racing is a corporate sporting initiative of leading automotive and industrial battery maker Amara Raja Batteries and will be the umbrella for all motor-sport activities of Amara Raja and consistently promotes events that encourage participation in motor-sports from the junior school level itself.

The motor-sport initiatives of Amaron Pro Racing include: **Amaron Karting Challenge:** To encourage junior/ senior school talent through national-level karting challenge championship programs. **Amaron-NK Racing Academy:** To nurture talent and promote motor-racing in association with Narain Kartikeyan the fastest Indian and the first Indian to reach the pinnacle of motor-sport. **Sponsorship-Endorsement program:** To provide continuous support to the Indian talent by the way of sponsorship. **Amaron Scholarship Program:** A novel initiative to support young aspirants and build talent to move them to bigger races. **Merchandise program:** To induce a sense of aspiration based on the motor-sport lifestyle and grow the motor-sporting community. **Formula Amaron Asia:** The scope of the AMARON PRO Racing initiative will encompass amongst other things to eventually run a prestigious championship.

About Amara Raja

Amara Raja Batteries Limited, an Amara Raja-Johnson Controls Company with 26% equity from Johnson Controls, is the technology leader in the Indian storage battery industry, manufacturing batteries for both Industrial and Automotive applications.

In India, Amara Raja is the preferred supplier to major telecom operators and equipment manufacturers, Indian Railways and a range of industry segments including Power, Oil & Gas and UPS applications. Amara Raja manufactures and sells automotive batteries under the brand name Amaron® which is distributed through a large pan-India sale-service retail network.

The company supplies automotive batteries under OE relationships to Ashok Leyland, Fiat, General Motors, Hindustan Motors, Honda, Mahindra & Mahindra, Maruti, Hyundai & Tata Motors. The company is an exclusive supplier to Daimler Chrysler, Ford and Swaraj Mazda. The Company's Industrial and Automotive batteries are exported to APAC, Africa and the Middle East.

The company is listed on The Stock Exchange Mumbai and The National Stock Exchange.

Johnson Controls is a global leader in interior experience, building efficiency and power solutions. The company provides innovative automotive interiors that help make driving more comfortable, safe and enjoyable. For buildings, it offers products and services that optimize energy use and improve comfort and security. Johnson Controls also provides batteries for automobiles and hybrid electric vehicles, along with systems engineering and service expertise. Johnson Controls (NYSE: JCI), founded in 1885, is headquartered in Milwaukee, Wisconsin. Its sales for 2006 totaled US\$ 32.24 billion.

Safe Harbor

Some of the statements in this news release that are not historical facts are forward-looking statements. These forward-looking statements include our financial and growth projections as well as statements concerning our plans, strategies, intentions and beliefs concerning our business and the markets in which we operate. These statements are based on information currently available to us, and we assume no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual events to differ materially from these forward-looking statements. These risks include, but are not limited to, the level of market demand for our products, the highly-competitive market for the types of products that we offer, market conditions that could cause our customers to reduce their spending for our products, our ability to create, acquire and build new businesses and to grow our existing businesses, our ability to attract and retain qualified personnel, currency fluctuations and market conditions in India and elsewhere around the world, and other risks not specifically mentioned herein but those that are common to industry.

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