



## BRANDING ACTIVITIES @ BASE

2



## FREE SERVICE CAMPS

4



## TRAFFIC AWARENESS BY ROAD EAGLE 2011

7



## DIRECTORS NOTE

After the overwhelming response that we have received from our Channel Partners, we at Base, on your insistence, have decided to bring to you our Newsletter on a monthly basis from now onwards. At Base, we are committed to building a better future, a better tomorrow; and we believe that business encompasses commitments owed to the society, our immediate environment, our employees on whom the success of Base depends as well as the communities that we serve.

The principles that guide us in our endeavor are our commitment to excellence and our adherence to ethical and transparent dealings. This extends to our broader social goals, so that every enterprise that we undertake is planned and executed to tax the least upon the environmental resources. A one-of-a-kind facility, our plant at Solan, Himachal Pradesh has made a name for itself as a Zero Discharge facility, offering a perfectly pollution free environment to work in. We are dedicated to building sustainable habitats that consume the least amount of energy and are built on the principles of conservation, recycling and renewal.

Our efforts have been endorsed by the trust that our patrons have placed in us and we aim to create a better experience for them with each venture.

Best regards,  
Girish Arora  
Chairman & Managing Director



## ONE SMALL STEP FOR BASE, ONE GIANT LEAP FOR THE BATTERY INDUSTRY

### Base organizes Bhoomi Puja at its Hosur Plant

Amid beating of drums and chanting of vedic hymns, 'Bhoomi Puja' - the traditional foundation laying ceremony - of Base's plant at Hosur was performed to mark the beginning of its construction. The gathering included all eminent personnel from Base. The MD and COO of Base jointly engaged in the rituals.



## BRANDING ACTIVITIES @ BASE

Taking forward our association with cricket, Base Batteries has tied up with the recently held Asia Cup-2012 in Bangladesh. The digital scoreboard for all the 7 matches of Asia Cup 2012 was branded with Base Batteries logo.

The below photographs exemplifies the score board during Sachin's 100th -100 at the India vs Bangladesh match on 16th March, 2012.

Furthermore, Virat Kohli's 183 off 148 balls during the India vs Pakistan match on 18th March, 2012 is the

sixth highest individual score by an Indian in ODIs.

India loves sports and when it comes to cricket, the entire nation diverts its attention towards it, making it an ideal platform for sport enthusiasts. With such records that were being put forth during the Asia Cup 2012, Base Batteries has attained a much better reach and visibility.

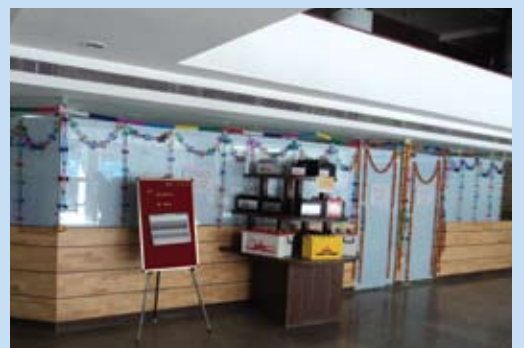
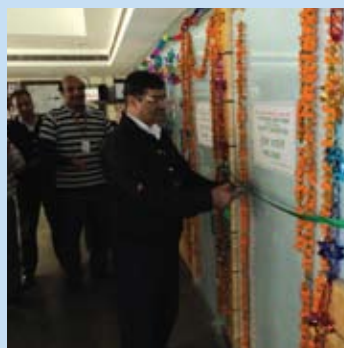
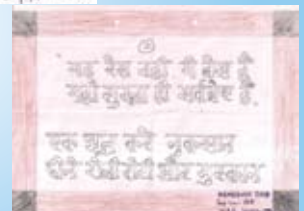
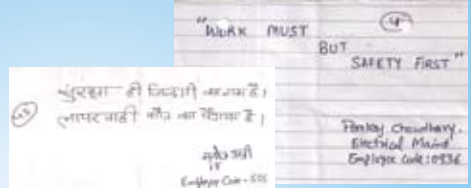
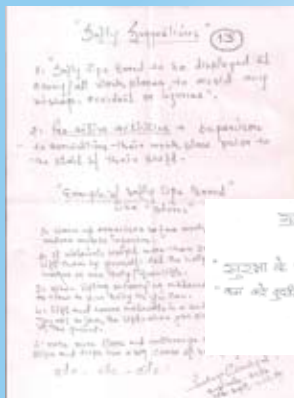


# SAFETY WEEK CELEBRATED

## at the Base Factory in Solan

On the occasion of Safety Week, Base organised different programmes for its employees. Among others, the ideas proposed by the winners of the Slogan Competition and the Suggestion Competition will actually be put to practice in the Factory to ensure a Safe and Healthy working environment.

The Quiz and Poster Sketch Competition also saw active participation from all the employees. Safety and health pledges were taken by everyone present during the occasion.



## BASE ORGANIZES FREE SERVICE CAMPS PAN INDIA

“  
 These one point service camps will facilitate battery/ inverter users to service their batteries/ inverters free of cost irrespective of the brand/ model number  
 ”



In our endeavor to provide unmatched service to all our esteemed customers, we have launched a new Service Campaign pan India this summer.

These one point service camps will facilitate battery/ inverter users to service their battery/ inverter free of cost irrespective of the brand/ model number. The free service camp will be conducted at all Base Batteries' Dealer outlets across the state for the months of April and May 2012.

To begin with, the service camps were organized in the following places :

Jalandhar	Burdwan	Nimbahera
Patiala	Tamluk	Pratapgarh
Ludhiana	Dhulian	Kotputli
Bathinda	Jaigaon	Jodhpur
Nawasahar	Memari	Palakkad
Pathankot	Patna	Kodungallur
Amritsar	Areraj	Malappuram
Jammu	Muzaffarpur	Kochi
Rajori	Ranchi	Calicut
Kathua	Dhanbad	Trivandrum
Chandigarh	Ghatsila	Thrissur
Delhi	Adityapur	Kazarkodu
Kulasara	Guwahati	Malappuram
Bijnore	Kolhapur	Kurnool
Brij	Islampur	Anantapur
Hapur	Sangali	Hyderabad
Bulandsher	Karad	Kdapa
Noida	Pune	Bhimavaram
Dehradun	Alephata	Mandapeta
Haridwar	Goa	Guntur
Haldwani	Ulhasnagar	Satunapalli
Agra	Bhivandi	Tirupathi
Aligarh	Virar	Ongole

Etah	Saralgaon	Giddalur
Jhansi	Karjat	Nellore
Mainpuri	Nasik	Buchi
Gorakhpur	Aurangabad	Rajamundry
Tamkunhi	Dhule	Malkipuram
Barahalganj	Shahda	Palasa
Varanasi	Ahemadnagar	Bangalore
Mau	Akola	Mandya
Ballia	Chandrapur	Udupi
Azam	Nagpur	Mysore
Bahadurgarh	Malkapur	Chikkaballapur
Gurgaon	Buldhana	Tiptur
Sohna	Pusad	Sagar
Rewari	Raipur	Gonikoppa
Jind	Rajanandgaon	Mangalore
Narnaul	Abhanpur	Hubli
Hissar	Ahmedabad	Bellary
Rohtak	Ratlam	Gulbarga
Narain Garh	Mandla	Raichur
Yamuna Nagar	Indore	Gadag
Panipat Local	Jaora	Sirsi
Karnal	Satna	Shapur
Lalgola	Sagar	Bagalkot
Siliguri	Balaghat	Belagaum
Baharampur	Bhopal	Siraguppa
Malda	Jabalpur	Chennai
Purulia	Jaipur	Salem
Medinipur	Dungargarh	Madurai
Howrah	Ratangarh	Tirchy
	Sadulpur	Coimbatore

With the upcoming summer season, a lot of inverter batteries are bound to fail, thus these free service camps will facilitate anybody and everybody who uses any kind of battery/ inverter to get their product serviced with the consultation offered by our experts at the centres for an easy summer ahead.

## KEY INITIATIVES - ENVIRONMENT

Base is totally committed towards the concern for safety and the environment at both at Corporate and facility levels which is evident from the Environment Management System catering to such exigencies.

We have accommodated various policies pertaining to the environment and have incorporated safety guidelines into our system. Our manufacturing site at Solan, is equipped with facilities to handle waste and minimize environmental contamination. Conservation of resources and maintaining a safe working environment are among our top priorities.

We have adopted many measures to control pollutants. Lead dust – which is a potential air pollutant which is released during battery manufacturing operations, for which we have provided with adequate control equipments like mist scrubbers, bag filters and electro static filters. Periodic analysis of stack emissions, ambient air quality and work zone quality is carried out. Adequate stack height is provided to control Sulphur dioxide and there are suction hoods, fume scrubbers and blowers for sulphuric acid mist generated in the process.

Furthermore, we spread awareness externally and internally by displaying the recycle posters externally at all Retail touch points and internally among its employees.

Base has a 'zero-discharge facility' at the Solan plant, where all the effluents

generated are treated and reused. Lead scrap is a major hazardous waste generated at Solan; the entire waste is sent to authorized smelters for recovery. With such firm measures in place, Base is committed towards creating a pollution free environment.

# RECYCLE. GOOD FOR THE ENVIRONMENT, AND FOR YOUR WALLET.



**GIVE YOUR DEALER AN OLD BATTERY  
OF ANY BRAND FOR RECYCLING  
AND GET A NEW BASE BATTERY  
AT A REDUCED PRICE.**



# KEY INITIATIVES -QUALITY MANAGEMENT

“

Improved performance through innovation and evolutionary design remains our goal in order to exceed our customers' expectations.

”

Quality management is given utmost importance in all operations of Base. We are committed to conduct operations in a diligent and responsible manner.

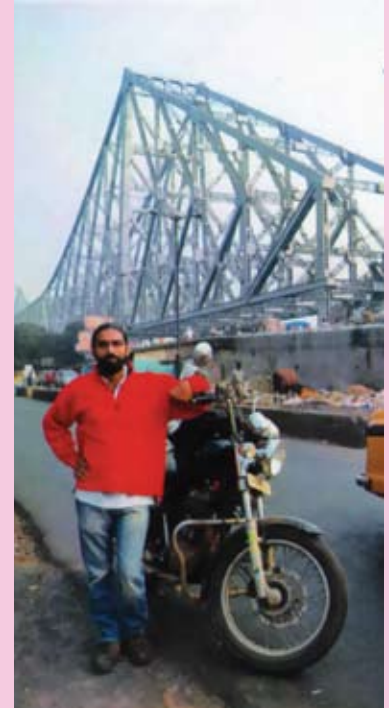
Every process in the factory is closely monitored to ensure the final product is to a highly acceptable quality standard. Built to meet the demands of modern motoring; the product range is the result of many years of continuous development. Technology remains the key to success for Base. Improved performance through innovation and evolutionary design remains our goal in order to exceed our customers' expectations. Deployment of Best Business Practices helps Base to improve metrics related to productivity at every stage of manufacturing. Stability and reliability of products in batches is highly recognized by the market.

As the outcome of practising stringent policies and procedure in terms of Quality, Base has been certified with Quality Management Systems ISO 14001: 2004 and ISO 9001: 2008.



## TRAFFIC AWARENESS EXPEDITION -ROAD EAGLE 2011

Base sponsors travel- photographer Roby Das once again



The 'Road Eagle 2011' Port-to-Port solo motorcycle expedition, by travel photographer Roby Das, from Kandla Port to Kolkata Port, was flagged off from Kandla Port. The journey was being undertaken by him to raise awareness on road safety among the general public. The Expedition was once again sponsored by Base, among various other organizations.

Though India has a beautiful coastline, it is often marred by tragic accidents. Roby Das has for long been committed to spreading awareness on the perils of not following traffic rules. This solo motorcycle expedition was another effort in that direction. During the 60-day journey, Roby spread awareness on road safety by distributing approximately 1 lakh stickers with the slogans "Life is precious, drive safe" and "Jeevan amulya hai, surakshit chalein evam chalayien" in English and Hindi, respectively. During all his stop overs on the way the employees of each branch helped him in distributing pamphlets. On reaching Kolkata to mark the end of his journey, Roby was accorded a warm reception at the office of Base.

In the year 2010, year Roby had completed a solo expedition from Kashmir to Kanyakumari in March, covering a distance of approximately 7,000 km through 12 states in 28 days. He distributed 1 lakh pamphlets on traffic rules, which got him into the Limca Book of Records, 2011.



# TOP PERFORMERS OF BASE



## SUPERSTAR OF THE MONTH

**B. Ranganathan**  
RSM -South 2



## STARS OF THE MONTH SALES GROWTH

**Vinay Bansal**  
NSM -Industrial

**Samir Srivastava**  
ASM -North 2

**Q.M. Zeeshan**  
ASM -North 2

**Ritesh Kohli**  
ASM -North 2

**R. Ramanand**  
ASM -South 2



## STAR OF THE MONTH NETWORK EXPANSION

**Braj Kishor**  
RSM -East 2

## THANK YOU NOTE BY THE COO

Dear Friends,

As most of us are aware, Inverter batteries have a useful life of 3-5 years. Yet certain operational environments can diminish their service life even more. Understanding the actual lifespan of your batteries will keep you protected.

Our new Battery Service Camps will help you assess the reliability and remaining service life of your batteries based on the factors unique to your conditions of usage.

At Base, we have been growing at immense speed. Our endeavor to become one of the Top 3 brands in India inched closer in February 2012, as we achieved record breaking sales, all credit to Mr. Gunjan Johri. Our Solan factory also achieved the highest production in February 2012, where the credit goes to the entire management under the leadership of Mr. A. P. Rodrigues. The entire team is working very hard to ensure that Solan operates at 100% capacity to support us during the upcoming summer season.

While all the executives strive to serve you this coming month, rest assured, Base will put in all efforts to serve you better, every time.

Wishing you all a happy and fruitful Summer season!

**Aditya Arora**  
COO, Base Batteries

