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Manikandan Dunamis To Supply Trojan Batteries in India

SANTA FE SPRINGS, Calif., Dec. 6, 2013 – Trojan Battery Co., the world's leading manufacturer of deep-cycle batteries, today announced Manikandan Dunamis Pvt. Ltd will distribute Trojan's deep-cycle batteries in India. Manikandan Dunamis will sell and service Trojan products for a wide range of applications, strengthening Trojan's brand name in the country.

The formal announcement will be made today at 3 p.m. at a press conference at the TAJ Club House in Chennai, India. Executives in attendance from Trojan Battery include Jeff Elder, president and CEO, and Mat Segal, senior vice president of international sales, as well as executives from Manikandan Dunamis. In addition, special guest and government dignitaries attending today's event include Jennifer McIntyre, consul General, and James Golsen, principal commercial officer from the U.S. Consulate General in Chennai.

"Trojan has taken a comprehensive look at the Indian subcontinent and has strategically targeted geographic regions and premium market segments that have a demonstrated need for Trojan's deep-cycle battery solutions," said Jeff Elder, president and CEO at Trojan. "Trojan is excited by the potential to continue growing market share in the country through our alliance with Manikandan Dunamis."

Manikandan Dunamis' distribution of Trojan batteries will focus initially on southern India, primarily the states of Kerala, Tamilnadu, Karnataka, Andhra Pradesh, Goa and Pondicherry with plans to expand further in the Asian subcontinent based on market demand.

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T R O J A N B A T T E R Y . C O M

Manikandan Dunamis is a leading supplier of premium products in the region and will offer Trojan's broad line of deep-cycle flooded, AGM and gel batteries to support all market segments with a particular focus on electric vehicles, inverter, telecom, floor machines, golf and utility vehicles, marine/recreational vehicle, and various renewable energy applications. The company will maintain an extensive stock of Trojan battery models to ensure product availability to meet immediate customer needs.

"Being named as a Trojan master distributor provides Manikandan Dunamis opportunities to supply advanced Trojan battery technologies to a variety of emerging markets in the region including golf and renewable energy," said S. Sivakumar, managing director of Manikandan Dunamis. "Working closely with Trojan Battery to develop programs, define markets, and service customers will ensure our overall success of supplying batteries to power our customer needs in the region."

The official signing of the contract was executed in the presence of Jeff Elder president and CEO of Trojan Battery Company and S. Krishnakumar joint managing director of Manikandan Dunamis.

Trojan Battery Projects in India

Trojan batteries have been successfully used in recent years throughout India in the harshest tropical conditions. Applications include golf cars, off-grid solar energy, rural telecom and boats. Notable projects include two off-grid eco-resorts which were nominated for Intersolar "Solar Projects in India" awards. Both the Spice Village and Hibiscus Villa eco-resorts were developed in conjunction with TeamSustain, and are powered by off-grid renewable energy solar applications with Trojan batteries as the energy storage solution -- making the resorts immune to power failure or grid quality.

About Trojan Battery Company

Trojan Battery Company is the world's leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built batteries for the first electric golf car in 1952. Trojan batteries power a wide variety of golf, electric vehicle, aerial work platform, transportation, floor scrubber, renewable energy, recreational and auxiliary power applications. Founded in 1925, the company is ISO 9001:2008 certified with operations in California and Georgia, and maintains two of the largest and most extensive research and development centers in North America dedicated to engineering new and advanced battery technology. For more information on Trojan Battery Company, visit www.trojanbatteryre.com.

About Manikandan Dunamis Pvt. Ltd.

Manikandan Dunamis provides equipment, consumables and services for a variety of battery-powered application in southern India. The company is located at Cochin, India, 682016.
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