

EVEREADY >>>

INDUSTRIES INDIA LTD.

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March 1, 2017

BSE Limited
P.J. Towers,
Dalal Street, Fort
Mumbai - 400 001

The National Stock Exchange
of India Ltd
Exchange Plaza, C-1,
Block – G,
Bandra Kurla Complex
Bandra (East)
Mumbai - 400 051

The Calcutta Stock Exchange
Limited
7, Lyons Range
Kolkata - 700001

Subject : Regulation 30 of the SEBI (Listing Obligation Disclosure Requirements) Regulation, 2015

Dear Sirs,

Pursuant to above mentioned Listing Regulations, we write to inform you that the Company has launched its range of Air Purifiers, under its brand of Eveready Appliances, in the product category of consumer goods.

The said product will cater to the domestic market.

We enclose herewith a copy of the Press Release being issued by the Company in this regard.

The above are for your information and records.

Thanking you,

Very truly yours,
EVEREADY INDUSTRIES INDIA LTD.



(T. PUNWANI)
VICE PRESIDENT – LEGAL
& COMPANY SECRETARY

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Kolkata, March 1, 2017: Eveready Industries India Limited (EIIL), market leader of dry cell batteries and flashlights launched its range of air purifiers under the brand name **"Eveready Appliances"** today. The range comprises of two models with 7 stage purification and 6 stage purification with built-in humidifier. Both these models are equipped with Activated Carbon Filter, HEPA filter and UV sterilisation for ensuring cleaner air. These air purifiers have been specifically designed for Indian conditions and will be available on e- retail, modern retail as well as the traditional forms of retail.

Mr Amritanshu Khaitan, Managing Director, EIIL, said, "Living in a large city means that you and your family are being constantly exposed to airborne contaminants on a daily basis. According to research, India is home to ten out of twenty worst air quality cities in the world. The Air Purifier market in India is at a nascent stage and we believe this category will be critical in providing cleaner air indoors. We plan to target 5 to 10% of the market by making the product more affordable and accessible to the larger consumer market"

Mr Amitabh Dikshit, Head Appliances said "People generally spend around half the day in their homes and another major chunk is spent at their workplace. So, more than what you breathe outdoors, you should be concerned about the air inside your home or office which can be more toxic for a variety of reasons. It is with this commitment towards the health and safety of its consumers that Eveready has launched its range of air purifiers"

Mr Khaitan further said, "To mitigate after-sales service expectations of our customers, we have already set in place a network of 133 authorised service centres across India. A dedicated call centre has also been set up to register and service customer complaints. It is our mission to provide excellent customer satisfaction through post sale home demonstration and service with a two year warranty on our entire range of air purifiers"

Eveready believes that the size of Air Purifier Market in India to be around Rs 120 Crores growing at around 30-35% per annum for next 3-4 Years.

Eveready Industries India Limited (EIIL) is the industry frontrunner in the portable energy (dry battery and flashlight) segment, with sales of over 1.2 billion batteries and 25 million flashlights every year. Eveready continues to be one of the most trusted brands to millions of people across India for generations. The company also markets LED, CFL, GLS and other lighting products, rechargeable lanterns and devices, packet tea and small home appliances. Eveready has an extensive distribution network of over 4000 distributors and reaches towns with population of 5000 or more.

