



Eveready launches lantern portfolio with rechargeable range

Kolkata, 21stth September, 2012: Eveready Industries India Ltd, India's largest marketer of dry cell batteries and flashlights has come up with a complete range of new-age, emergency rechargeable lanterns to empower every urban and semi-urban household in India by improving their quality of life through access to uninterrupted supply of light during power cuts.

Mr Amritanshu Khaitan (Executive Director, Eveready), speaking on the occasion, said "The power blackout that recently engulfed most of India, was a grim reminder of the fact that there is a power crunch in India. To combat the current power crisis Eveready has launched three new rechargeable lanterns and upgraded the light output in its current portfolio of battery operated lanterns."

The new range of rechargeable lanterns comes with LED technology and provides uninterrupted light upto 15 hours with very low recharging time.

In a country where around 40% of the households do not have access to enough electricity and require basic sources of light to sustain them, Eveready provides portable lighting solutions to more than 60 million households.

In the mid-nineties, Eveready launched its first major advertisement campaign with the famous slogan "Give me Red". The advertising byline of the popular Red series of batteries, it is today symbolic of the empowered urban lifestyle that the brand reflects.

Eveready is India's largest marketer of dry cell batteries selling about 1.2 billion units annually. Apart from selling 20 million torches (per annum) the company has also sold 5 million pieces of lanterns from the time of its launch (in 2009-2010). Eveready offers a basket of FMCG products that find place in every household. This includes rechargeable batteries, rechargeable lanterns, CFL & GLS lamps and packet tea.

Eveready has one of the most extensive distribution networks in India of over 4000 distributors. Its products are available in more than 3 million outlets across the country.