

## Eveready hikes Battery prices

**Kolkata 12<sup>th</sup> April 2013:** Eveready Industries India Ltd., market leader of dry cell batteries, announced a hike in the prices of its full range of pencil size batteries. According to Mr Deepak Khaitan, Vice Chairman of Eveready - "A continuous upward trend in cost of materials and overhead expenses have adversely impacted the cost of batteries. This has left us with very little option but to pass on a part of the impact to the market. Realization will be increased between 5% and 10% from May, 2013 - by increasing the MRP of economy pencil size batteries by Rs.5/- per strip of 10 batteries and by rationalizing trade margins."

Eveready is the market leader of dry cell batteries selling more than 1.2 billion units annually. Apart from dry cell batteries, Eveready is also the market leader in flashlights selling in excess of 25 million units per year. Eveready also markets rechargeable batteries, packet tea, CFL and GLS lamps and other lighting products. In the last one year, Eveready has also launched a range of rechargeable lanterns and fans. Of late, it has entered the market of power back-up systems for mobile phones and tablets. Eveready has an extensive distribution network of 4000 dealers reaching all the way upto 5000 population towns.

