

**EVEREADY >>>**  
**INDUSTRIES INDIA LTD.**  
1, MIDDLETON STREET, KOLKATA - 700 071  
PHONE : 2288-2147, 2288-3950  
F A X : (033) 2288-4059  
Website : www.evereadyindustries.com

November 1, 2013

Bombay Stock Exchange Ltd.  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building, P.J. Towers,  
Dalal Street, Fort  
Mumbai – 400001

FAX NO. (022) 2272-2037 / 2039 / 3121

The National Stock Exchange of India Ltd.  
Exchange Plaza, C-1,  
Block –G, 5<sup>th</sup> Floor,  
Bandra – Kurla Complex  
Bandra (East)  
Mumbai – 400051

FAX NO .(022) 2659-8120 / 8235 / 8237

The Calcutta Stock Exchange Association Ltd.  
7, Lyons Range,  
Kolkata – 700001

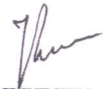
FAX NO. (033) 2210-4492 / 4500 / 2223

Dear Sirs,

We enclose herewith a Press Release dated 1.11.2013, for your information and records.

Thanking you,

Very truly yours,  
**EVEREADY INDUSTRIES INDIA LTD.**

  
(T. PUNWAND)  
**SENIOR GENERAL MANAGER – LEGAL  
& COMPANY SECRETARY**

Enclo : As Above.

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**PRESS RELEASE**

Eveready Industries India Ltd. (Eveready) today declared its financial results for the quarter ended September 30, 2013. Major highlights of the standalone results are the following.

Item	Q2 2013-14 (Rs.crores)	Q2 2012-13 (Rs.crores)	Gain / (Loss) %
Net Sales	319.34	286.90	11.3
EBDITA	25.72	19.69	30.6
PBT	5.15	2.61	97.3
Net Profit / (Loss)	3.70	2.09	77.0

All product categories of the Company – particularly batteries – saw healthy turnover growth - contributing to the sales gain of 11.3 % reported above. EBIDTA growth was at 30.6 % in reflection of better price realization and also due to cost conservation.

The Company had significant adverse impact on input costs on account of the steep rupee depreciation in the recent past. However, it was quick in passing on the impact to the market by taking up prices of batteries and flashlights. Market has absorbed the price increases and outlook for batteries & flashlights is stable and poised for growth.

Eveready is also basing its growth for the year on the new products – especially the various lighting products and devices. The Company is hopeful that these should result in sustainable improvement – in sales as well as in margins.

Also, given the above operational improvement and tight working capital management, the Company is expecting to reduce its borrowings substantially during the current financial year, which will have positive impact on future profitability through lower interest costs.

Eveready is the country's market leader of batteries and flashlights - selling more than 1.2 billion batteries and 25 million flashlights. Apart from these, Eveready now offers a basket other products. Most of these products have been launched in the recent past and include lanterns, radios, rechargeable fans, power back up for mobile phones, CFL & GLS lamps & other lighting products and packet tea. Eveready has an extensive distribution network of 3000 distributors reaching all the way down to 5000 population towns.

November 1, 2013

