

**EVEREADY** >>>

**INDUSTRIES INDIA LTD.**

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January 27, 2015

Bombay Stock Exchange Ltd.  
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The National Stock Exchange of India Ltd.  
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The Calcutta Stock Exchange Association Ltd.  
7, Lyons Range,  
Kolkata – 700001

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Dear Sirs,

We enclose herewith a Press Release dated 27.01.2015, for your information and records.

Thanking you,

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



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

Enclo : As Above.

**PRESS RELEASE**

Eveready Industries India Ltd. (Eveready) today declared its financial results for the quarter ended December 31, 2014. Major highlights of the standalone results are the following.

Item	Q3 2014-15 (Rs.crores)	Q3 2013-14 (Rs.crores)	Gain %	YTD 14-15 (Rs.crores)	YTD 13-14 (Rs.crores)	Gain %	FY 13-14 (Rs.crores)
Operating Income	325.42	296.59	9.7	1003.79	895.98	12.0	1153.41
Operating EBDITA	34.18	25.00	36.7	104.39	74.99	39.2	90.59
PBT	19.77	5.40	266.1	56.62	18.65	203.6	16.49
Net Profit	15.33	4.53	238.4	43.58	12.36	252.6	13.60

During the quarter, turnover grew by 9.7 % primarily contributed by value growth in batteries and a 22% growth in the new category of lighting products. Volume and value in flashlights remained flat on account of subdued market demand, triggered by a weak monsoon in the preceding quarter.

The battery market remained healthy despite absorbing a number of price increases consequent to cost push, though part of the market growth is being taken away by low cost & low quality dumped batteries from China. But for this anomaly, the battery market appears stable. The excise duty relief of 2 %, which stood withdrawn as on December 31, 2014, has been passed on to the market immediately.

Particularly due to the progressive price increases being taken in batteries, EBIDTA margin expanded to 10.5 % during the current quarter from a 8.4 % level in the same quarter of the previous year. Reduction in Finance Costs from Rs.9.22 crores in the same quarter of the previous year to Rs.8.22 crores in the current quarter also contributed to the higher profits in the current period.

The new initiatives undertaken for specifically addressing electrical outlets for distribution of the Company's lighting products was getting gradually entrenched and are reflected in the growth in this category. The Company persisted with higher visibility in its marketing efforts, comprehensively show-casing its new product basket.

The outlook appears to be stable.

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, LED, 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. The Company is basing its growth on the new products – especially the various lighting products and devices.

January 27, 2015

