



**EVEREADY** >>>  
INDUSTRIES INDIA LTD.

Press Conference & Media Activity 11.5.2015

# The Telegraph

calcutta, india



Amritanshu Khaitan in Calcutta on Monday.

Picture by Kishor Roy Chowdhury

**Calcutta, May 11:** Eveready Industries is eyeing a business of Rs 700-1,000 crore from LED lighting over the next three years with the company expecting a shift in consumer preference away from CFL lights.

"In 2015-16, the company is really focussed on establishing itself as a leading brand in the LED category. This alone would be a huge growth driver for the company in the coming years. I expect in three years time, the LED business could be anywhere between Rs 700-1,000 crore for the company. We actually started actively entering the category in February," said Amritanshu Khaitan, managing director of Eveready Industries.

He added that the maximum retail price of LED lamps is also expected to come down by 25-30 per cent as volumes build up.



## Corporate News

### Eveready Industries India Ltd

In a bid to garner revenues of more than Rs 700 crore from LED lights segment in the next 2-3 years, Eveready Industries India reportedly will switch to made-in India LED lights by the year end. At present, the company sells LED lights which are outsourced from China.

LEDs would be the growth driver over the next few years as the company sees the lighting and electrical business growing by 35-40 per cent in the next 2-3 years.

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 26 million units per year.

Eveready Industries Q4 profit at Rs5.44 crore

The screenshot shows the Eveready website homepage. At the top, there is a navigation menu with links for Home, ABOUT US, BUSINESSES, INVESTOR RELATION, PRESS ROOM, CAREERS, and CONTACT US. The main banner features a man holding a large LED light bulb, with the text "EVEREADY GIVE MERED" and "SWITCH TO THE BRIGHTEST LEDs". To the right of the banner, there are three key performance indicators: "100 LUMENS PER WATT", "15 YEARS LIFE", and "50% ENERGY SAVING". Below these, a circular graphic lists wattage and lumen outputs: 3W → 300 lm, 5W → 500 lm, 7W → 700 lm, 9W → 900 lm, 12W → 1200 lm, and 14W → 1400 lm. The text "Get 100 lumens/Watt across all wattages\*" is displayed below the graphic, along with footnotes: "\*Highest lumens means brightest light", "\*\*At 3.5 hours per day", and "\*\*\*For lamps with color temperature 6500K only".

EVEREADY  
INDUSTRIES INDIA LTD.

Home |

ABOUT US | BUSINESSES | INVESTOR RELATION | PRESS ROOM | CAREERS | CONTACT US

EVEREADY  
GIVE MERED

SWITCH TO THE  
BRIGHTEST  
LEDs

100 LUMENS  
PER WATT

15 YEARS  
LIFE

50%  
ENERGY  
SAVING  
(Vs. compared to CFL)

3W → 300 lm  
5W → 500 lm  
7W → 700 lm  
9W → 900 lm  
12W → 1200 lm  
14W → 1400 lm

Get 100 lumens/Watt across all wattages\*

\*Highest lumens means brightest light  
\*\*At 3.5 hours per day  
\*\*\*For lamps with color temperature 6500K only

WHAT'S NEW  
1 of 16  
Notice of Board Meeting -  
11.05.2015

GIVE  
MERED

Website optimised for Internet Explorer 6.0 with 1024 x 768 screen resolution | ©2010 Eveready India

- Shares of Eveready Industries were trading at Rs269.30 apiece, up 2.36% from their previous close on the BSE.
- **New Delhi:** Battery maker Eveready Industries India Ltd on Monday reported over four-fold jump in standalone net profit at Rs.5.44 crore in the fourth quarter ended 31 March 2015.
- The company has reported net profit of Rs.1.24 crore in the January-March period of 2014. Eveready's net sales in the quarter under review stood at Rs.274.75 crore, up 6.91% compared with Rs.256.98 crore it posted a year ago.
- For the fiscal ended 31 March, the company reported net profit of Rs.49.02 crore as against net profit of Rs.13.6 crore in the previous year. Eveready Industries' net sales in the year ended 31 March 2015, stood at Rs.1,277.76 crore compared to net sales of Rs.1,152.33 crore in the previous year.

May 12 2015 : The Times of India (Kolkata)

LED PUSH - Eveready shines in Q4 on price rise of dry cells

Kolkata:

TIMES NEWS NETWORK

: Eveready Industries Ltd has posted a 336% growth in its net profit from Rs 1.25 crore in the fourth quarter of 2013-14 to Rs 5.45 crore in Q4 2014-15. The yearly net profit for the company gained a 261% from Rs 13.60 crore in 2013-14 to Rs 49.30 crore in 2014-15.

The improved performance was mainly driven by price increase in the category of dry cell batteries and 33% growth in the newly launched lighting category .

Amritanshu Khaitan, MD, Eveready Industries Ltd, said the key area for the company this fiscal will be the LED category . “The positive effect of the LED business should start reflecting on our topline and profitability in Q1 results itself,” added Khaitan.

The company which recently saw a rating upgrade by two notches might tap the commercial paper market if required. In the longer run, the company is also looking at manufacturing LED parts and components in India depending on the volume growth in the category .

# Business Standard

## Eveready Industries gains on strong Q4 results

The company reported net profit of Rs 5.45 crore for the quarter ended March 2015 against Rs 1.25 crore in the year-ago quarter.

SI Reporter | Mumbai May 11, 2015 Last Updated at 14:50 IST

Eveready Industries has moved higher by 5% to Rs 278 on the NSE after reporting an over four-fold jump in net profit at Rs 5.45 crore for the fourth quarter ended March 2015 (Q4), on the back of strong operational performance. The company had reported a profit of Rs 1.25 crore in the year year-ago quarter.

During the quarter, operating income grew 7% at Rs 275 crore against Rs 257 crore in the corresponding quarter of previous fiscal.

Though the volumes remained flat, battery operations remained healthy and contributed to the EBITDA or operating margin expanding by 7.01% from 6.05% in the previous year quarter, Eveready Industries said in a press release.

Reduction in finance cost to Rs 7.82 crore from Rs 8.83 crore during the quarter also contributed to the higher profits.

The company said the new product launch of LED bulbs towards end of the year is gaining market traction and is expected to be a major contributor of growth in the coming year.

The company stands by its plan to improve operating margins and reduce debts substantially in the coming year, it added.

Meanwhile, the board has recommended a dividend of Rs 2 per share (40%) or Rs 5 each for the year ended March 31, 2015.

The stock opened at Rs 266 and has seen a combined 1.38 million shares changing hands on the counter so far on the NSE and BSE.

At 14:48 hours, the stock was up nearly 2% at Rs 269 on the NSE.

## Eveready Industries' net at Rs5.45 cr

By [Ritwik Mukherjee](#) May 11 2015

Tags: [News](#)

Eveready Industries on Monday registered four-fold jump in net profit at Rs 5.45 crore for the fourth quarter ended March 31 on the back of strong operational performance. The company had reported a profit of Rs 1.25 crore in the year-ago quarter.

The battery maker is bullish about the latest offering from the company's stable, that is LED bulbs. The LED bulb, rolled out towards end of the year is gaining market traction and is expected to be a major contributor of growth in the coming year, top company officials said.

Operating income of the company grew 7 per cent from Rs 257 crore to Rs 275 crore during the quarter.

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# THE ECONOMIC TIMES

May 12 2015 : The Economic Times (Kolkata)

Eveready Industries Net Up at Rs.49.03 Cr

Kolkata:

Our Bureau

Battery maker Eveready Industries India (EIL) consolidated net profit was higher at ` . 49.03 crore in the year ended March 31, 2015, compared to ` . 13.60 crore net reported the previous fiscal. Total income in the said year at ` . 1278.92 crore grew by 11 % over ` . 1153.41 crore the previous year. Company officials attributed the improved annual performance to ` a price increase of around 20 % in FY-15 in two tranches, coupled with reduction in interest costs and a 33 % growth in the new product vertical of lighting products'.

Though volumes remained flat, battery operations remained healthy and contributed to the EBITDA or operating margin expanding by 7.01% from 6.05% in the previous year quarter, the company's media statement stated.

**Eveready Industries hopes the LED lighting business will shine**



New Delhi, May 11:

Dry cell battery maker Eveready Industries India Ltd (EIL) is betting big on the LED lighting business, which it expects to account for at least 30 per cent of its turnover, or around ₹700 crore, in three years.

“LED will be big in the coming days,” Amritanshu Khaitan, Managing Director, told reporters here.

The company entered the LED business late last fiscal.

Over the next one year, EIL will look to spend substantially on advertising and branding, with the prime focus being on the LED vertical. The company is likely to raise its ad spend from 3 per cent of turnover in FY-15 to around 5 per cent, or ₹75 crore this year.

Asked if the Kolkata-based company would manufacture its own LED bulbs, Khaitan said: “By the end of this fiscal (FY-16), we will take a call on whether to go in for own manufacturing or look at outsourcing.”

Banking on its improved financials, the company is hoping to be debt-free over the next two years (FY-17). It has term loans worth around ₹80-crore. The company had repaid around ₹25-crore long and short-term debt last fiscal.

Meanwhile, backed by an increase in battery prices, the company reported a 4.36 times rise in net profit to ₹5.45 crore for the quarter ending March 31. It reported a net profit of ₹1.25 crore for the corresponding quarter last fiscal.

Net sales increased to around ₹275 crore, or a 7 per cent increase over the ₹257 crore it reported in the year-ago period.

For the full year (FY-15), it reported a 250 per cent increase in net profit to ₹49 crore. In FY-14, it had reported a net profit of ₹14 crore. Net sales for the full year increased by 11 per cent to ₹1,278 crore (₹1,153 crore).

“A price increase of around 20 per cent in FY-15 (in two tranches), along with reduction in interest costs, has contributed towards the bottom-line improving,” Khaitan added.

The board has declared a dividend of 40 per cent or ₹2 on each equity share having a face value of ₹5 each for the full year.

The Eveready stock closed at ₹270.80, up by 2.93 per cent on BSE on Monday.

(This article was published on May 11, 2015)

Thank You