

Eveready introduces new age portable power products

Kolkata, 10 Jan 2013: Eveready Industries India Ltd, India's largest marketer of portable power has launched its latest offering – Eveready Ultima Mobile Power, a range of universal portable chargers for mobile devices.

Through this range of products, Eveready aims to bridge the gap between the ever-increasing need for battery life in mobile devices and the limited capacity of batteries available with portable devices like mobile phones, smartphones and tablets etc. from different brands.

Today's India, particularly its youth, is continuously evolving in its attitude and usage of mobile devices. Smartphones, a phenomenon only a few years' old, is a case in point. As mentioned by Mr. Amritanshu Khaitan, 'the number of smartphones users has already crossed 40 million, and the youth, unlike a few years back, does a lot with their phones other than just talking and texting. They use their phones for a plethora of activities including socializing, shopping, gaming, banking and a lot more'. This constant need to stay connected of the modern user requires substantial power back which unfortunately the phone's battery cannot support, leaving the user helpless in the middle of nowhere with a red blinking battery symbol.

This is where Eveready steps in with its range of smart cutting edge products – enabling one and all 24/7 connectivity. The product range comprises of four different products to meet the need of different consumers and different devices. There are two high capacity quick chargers for smartphones and tablets apart from one charger for the feature phones and a universal USB charger. Armed with these new age Lithium Ion and Lithium Polymer batteries and loads of smart features, the brand is sure to catch up with young India and pave the way for a renewed, revitalized modern Eveready.

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 Carbon Zinc batteries and Alkaline batteries, Eveready offers a basket of FMCG products that find place in every household. This includes torches, rechargeable batteries, CFL & GLS lamps and packet tea. In the last one year, Eveready has also launched a range of LED based lanterns aimed at semi/non-electrified households in rural India; providing safe, efficient lighting which are cheaper than even kerosene lanterns in the long run. The consumer acceptance of this range of products has been most encouraging – resulting in the company selling 2 million units in the first year of its launch.

Eveready has one of the most extensive distribution networks in India of over 4000 distributors reaching out to more than 8 lakh retail outlets directly.