

## Eveready hikes Battery prices

**Kolkata 1<sup>st</sup> October 2015:** Eveready Industries India Ltd., market leader of dry cell batteries, announced a hike in the prices of its batteries. According to Mr Amritanshu Khaitan, Managing Director of Eveready - " Post implementing the price hike on the premium range of batteries and market demand remaining stable the company is increasing prices of the remaining popular range of batteries. The popular range constitutes about 60% of total battery volumes, and MRPs of the various types will undergo a change by Rs.0.50 per piece resulting in an increase of around 5%. Post this price increase the company would have passed on all adverse cost pressure due the recent currency depreciation.

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 LED, CFL, GLS lamps & other lighting products and rechargeable lanterns & devices, and packet tea. Eveready has an extensive distribution network of 4000 dealers reaching all the way to 5000 population towns.

