



PRESS RELEASE

Eveready Industries India Ltd. (Eveready) today declared its financial results for the quarter ended September 30, 2014. Major highlights of the standalone results are the following.

Item	Q2 2014-15 (Rs.crores)	Q2 2013-14 (Rs.crores)	Gain %	YTD 14-15 (Rs.crores)	YTD 13-14 (Rs.crores)	Gain %	FY 13-14 (Rs.crores)
Operating Income	354.80	319.78	11.0	678.37	599.39	13.2	1153.41
Operating EBDITA	37.03	25.69	44.1	70.21	49.99	40.4	90.59
PBT	22.88	5.15	344.3	36.86	13.26	178.0	16.49
Net Profit	17.64	3.70	376.8	28.25	7.83	260.8	13.60

During the quarter, turnover grew by 11% despite volumes of the main categories of batteries and flashlights remaining flat on account of poor monsoon in the seasonal months for these products. The growth was the result of price increases of batteries during the current year and a 28% growth in the new category of lighting products.

The Company had implemented a fresh round of price increases in batteries during the first quarter of the current quarter. The market absorbed the same. Though the volumes remained flat, due to poor monsoon, as explained above, battery operations remained healthy and contributed to the EBIDTA margin expanding to 10.4% during the current quarter from a 8.0% level in the same quarter of the previous year.

Reduction in Finance Costs from Rs.10.12 crores in the same quarter of the previous year to Rs.7.93 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.

November 11, 2014

