

## Eveready hikes Battery prices

**Kolkata 20<sup>th</sup> March 2014:** Eveready Industries India Ltd., market leader of dry cell batteries, announced a hike in the prices of its batteries. According to Mr Deepak Khaitan, Vice Chairman of Eveready - "A long cycle of continuous upward trend in cost of materials and overhead expenses had adversely impacted the cost of batteries. This necessitates another round of price increase to protect margins. Realization will go up by 3 % to 8 % - through increase of MRPs from April, 2014 of pencil size batteries by Rs.5/- to Rs.10/- per strip of 10 batteries and for all D size batteries by Rs.10/- per box of 20 batteries".

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

