

EVEREADY >>>

INDUSTRIES INDIA LTD.

2, RAINEY PARK, KOLKATA-700 019

FAX : (91) 033-2486-4673, PH. : 2486-4961

E-mail : contactus@eveready.co.in

Website : www.evereadyindia.com

Kolkata, January 24, 2018: Eveready Industries India Ltd. (EIL), a leading player in the consumer goods market has agreed to enter into a Joint Venture with Universal Wellbeing Pte. Ltd. to engage in the business of manufacturing/importing and marketing of fast moving consumer goods (FMCG) in India.

EIL shall acquire 30% shares of the Joint Venture Company to be newly incorporated for the same. Balance 70% shall be acquired by Universal Wellbeing Pte. Ltd.

Universal Wellbeing is one of the leaders in the FMCG market in South East Asia with active presence in several countries. It is part of the Wings Group of Indonesia. It develops, manufactures and sells a wide variety of products in fabric and household care, personal care, skincare, and foods and beverages.

Eveready is the market leader in the domestic dry cell batteries and flashlights markets. It has significant presence in the lighting market and also participates in the product categories of home appliances and packet tea. It has recently announced entry in confectionery items. A key strength area for Eveready is its vast distribution network, which reaches out to the smallest of population in all corners of the country.

The new venture, which is yet to be named, will market FMCG products using the respective strengths of its shareholders, viz., the product expertise of Universal Wellbeing and the distribution strength of Eveready.

Speaking on the occasion, **Ms. Annie An, Director, Universal Wellbeing**, stated, "India presents with immense potential especially as the economy grows and per capita incomes rise, crossing certain thresholds. We believe with our experience in a number of categories in similar Emerging Markets combined with robust distribution of Eveready, we will be able to add value and improve lives of the Indian consumers."

Mr. Amritanshu Khaitan, Managing Director, Eveready, stated, "As I had mentioned sometime back that we are looking to scale up our FMCG play. With this Joint Venture, we will be able to unlock more value from our vast distribution network. We will be able to offer to the Indian consumer better products that are affordable yet of international quality."

About Universal Wellbeing Pte. Ltd.

Universal Wellbeing is a leading Asian MNC, part of Wings Group of Indonesia. It manufactures and markets household, personal care, and food products. Blending local consumer knowledge and advanced manufacturing technologies, it is dedicated to its vision of providing quality products at affordable prices. In Malaysia, Indonesia and countries around the World where it operates, its brands have market leading positions in the respective segments and categories. Some of the categories are detergents, softeners, ironing aids, personal wash, hand wash, ready to drink & powder beverages, and instant noodles.

About Eveready

Eveready Industries India Limited (EIL) is the industry frontrunner in the portable energy (dry battery and flashlight) segment, with sales of over 1.2 billion batteries and 25 million flashlights every year. Eveready continues to be one of the most trusted brands to millions of people across India for generations. The company also markets LED, CFL, GLS and other lighting products, rechargeable lanterns and devices, packet tea and small home appliances. Eveready has an extensive distribution network of over 4000 distributors and reaches towns with a population of 5000 or more.

For further details please contact

Jhum Jhum R Shirali

Advisor, Corporate Communications & PR

(M): +91 98996 82721

Email: jhumjhum.shirali@eveready.co.in