

EVEREADY INDUSTRIES INDIA LTD.

Regd Office :1, Middleton Street, Kolkata - 700071, Phone No: +91-33-2288 2147, +91-33-2288-3950

Dear Shareholder,

31st May, 2011

As you are aware, the Ministry of Corporate Affairs (MCA), vide its Circulars No.17/2011 dated 21.04.2011 and 18/2011 dated 29.04.2011 has taken a "Green Initiative" by allowing paperless compliances by Companies for service of documents to its Members through electronic mode in compliance with Section 53 of the Companies Act, 1956.

With a view to encourage the Green Initiative, we propose to send all documents and communication as required to be sent to our Members, inclusive of notices, annual reports with balance sheets, profit and loss accounts and the necessary attachments therewith etc. in electronic form to your e-mail addresses as registered by you.

Accordingly, we would request you to, urgently and preferably by July 1, 2011 :

If you are holding shares in physical form:

Register your e-mail address with the Company or its Registrar & Share Transfer Agents, Maheshwari Datamatics Private Ltd, (Registrar), 6 Mangoe Lane, 2nd floor(Surendra Mohan Ghosh Sarani), Kolkata 700 001, by either of the following means:

- Returning the attached registration form duly filled and signed to the Company / the Registrar by hand / post / courier **OR**
- Returning a scanned copy of the said form duly filled and signed through e-mail to **investorrelation@eveready.co.in.**

If you are holding shares in electronic form :

Register your e-mail address with your Depository Participant.

We would also request you to advise of any change in your e-mail address in future, to any of the above, as the case may be, to ensure the updation of your e-mail address.

Please be advised that documents and communication sent to you in electronic form, would also be available on the Company's website, **www.evereadyindustries.com**, as and when issued and you will also be furnished with a hard copy of the said documents and communication, inclusive of the Annual Report & Accounts of the Company, as required, to be sent to you, free of cost, upon receipt of a requisition from you for the same.

We look forward to your support and cooperation with the "Green Initiative" taken by MCA and your Company's desire to participate in this initiative.

Thanking you,

Yours faithfully,

EVEREADY INDUSTRIES INDIA LTD.



T. Punwani

Sr. General Manager - Legal & Company Secretary

Maheshwari Datamatics Private Ltd
Unit : Eveready Industries India Ltd.
6 Mangoe Lane, (Surendra Mohan Ghosh Sarani)
2nd Floor, Kolkata 700 001

In-view of the Green Initiative, taken by the Ministry of Corporate Affairs (MCA) Circular Nos.17/2011 dated 21.04.2011 and 18/2011 dated 29.04.2011:

I.....son/daughter/wife of
Sri..... holding.....equity shares of Eveready Industries India Ltd.,
under Folio No. DP Id.....Client Id.....do hereby
register my e- mail address and convey that I wish to receive all future documents and communication as
required to be sent to me at my following e-mail address.

E-mail address

Thanking you,

Yours faithfully,

Signature (1st/Sole holder)

Signature (2nd holder)

Signature (3rd holder)

Name

Name

Name