

**PRESS RELEASE**

Eveready Industries India Ltd. (Eveready) today declared its financial results for the quarter ended June 30, 2013. Major highlights of the standalone results are the following.

Item	Q1 2013-14 (Rs.crores)	Q1 2012-13 (Rs.crores)	Gain / (Loss) %
Net Sales	279.57	256.54	9.0
EBDITA	30.87	21.63	42.7
PBT	8.10	4.19	93.3
Net Profit / (Loss)	4.12	3.35	23.0

The 2 main product segments of Eveready – batteries and flashlights – registered growth contributing to the sales gain reported above. However, EBDITA growth was at 42.7 % in reflection of better price realization and also due to cost conservation.

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, 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 has been effective in taking up prices of batteries during the current quarter. Outlook for batteries & flashlights is stable and poised for growth. Eveready is also basing its growth for the year on the new products – especially the various lighting products and devices. The Company is hopeful that these should result in sustainable improvement – in sales as well as in margins.

July 26, 2013