



### **PRESS RELEASE**

Eveready Industries India Ltd. (Eveready) today declared its financial results for the quarter and year ended March 31, 2013. Major highlights of the standalone results are the following.

Item	2011-12 (Rs.crores)	2012-13 (Rs.crores)	Gain / (Loss) %
Net sales	976.20	1034.30	5.95
EBDITA	58.07	74.80	28.81
Net Profit / (Loss)	(79.85)*	5.08	

\* Contained charge on account of exceptional items of Rs.76.84 crores

The 2 main product segments of Eveready – batteries and flashlights – registered growth contributing to the sales gain reported above. However, EBDITA growth was at 29 % as the Company could additionally contain costs effectively.

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, CFL & GLS lamps and other lighting products and packet tea. Eveready also launched power back up systems for mobile phones recently. Eveready has an extensive distribution network of 3000 distributors reaching all the way down to 5000 population towns.

While outlook for batteries & flashlights is stable, Eveready is basing its growth in the coming year on the new products – especially the various lighting products and devices. The Company also recently announced its step on taking up prices in batteries. The Company is hopeful that these measures should result in further improvement in the coming year – in sales as well as in margins.

May 29, 2013