

EVEREADY >>>
INDUSTRIES INDIA LTD.

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Annual Report 2004-2005



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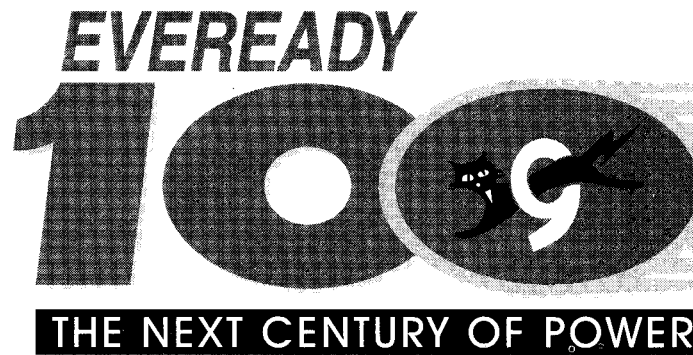
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In a world of fleeting preferences, there is nothing like the trust you build across generations.

When this happens, a product ceases to represent the functional; it begins to connect with the emotional.

And so it is with Eveready.

Which explains why in an information-cluttered world,
Eveready is more than a brand;
it stands for batteries.

Which explains why in a choice-driven world, Eveready is more than an option; it is a foregone conclusion.

Which explains why in a high mortality world, Eveready is one of the few brands in India to have lived through a complete century in 2005.

And in doing so, extending the brand of Eveready beyond the product, making it timeless.

What makes Eveready timeless?

Because users find
good habits addictive and
difficult to give up.

When Eveready introduced the first batteries in India in 1905,
consumers found them reliable and convenient.

When Eveready strengthened its batteries presence in India in
2004-05, consumers continued to find them reliable and
convenient.

As a result, Eveready pioneered the category and continues to be
the brand leader today.



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Consider some more points of interest:

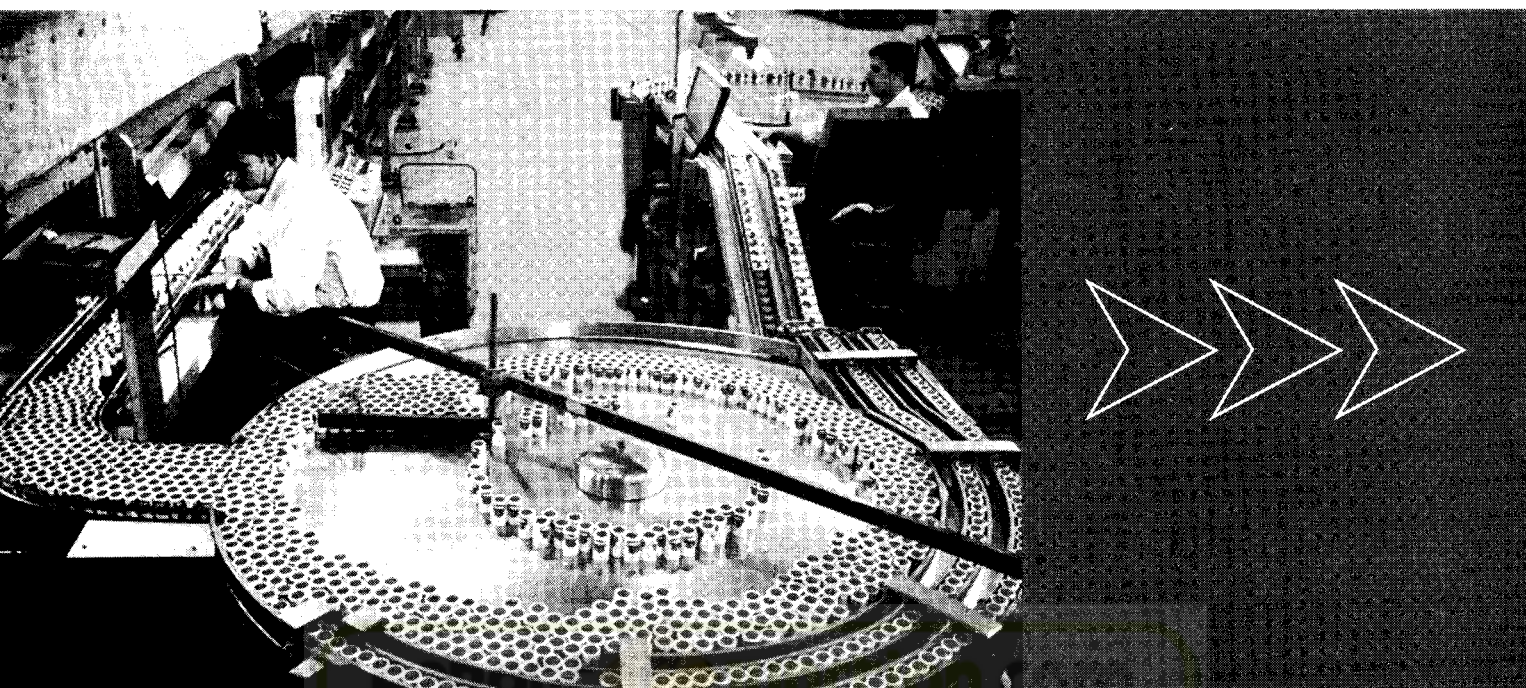
- Eveready is probably one of the few FMCG brands in India with a market share as high as 46 per cent
- That means every second Indian who uses a battery inevitably uses an Eveready; that's almost equivalent to all the other battery brands in India combined
- Research shows that three of every four who intend to buy batteries, given no constraints, will opt for an Eveready
- Eveready enjoys an impressive 73.4 per cent mind share among the large (D size) battery users; in the pencil (AA) segment, the corresponding mind share is 62.4 per cent
- Almost three out of every four Indians who possesses a brass flashlight own an Eveready Jeevan Sathi

Note: The quoted figures on this page have been extracted from market surveys conducted by AC Nielsen and Mode.

What makes Eveready timeless?

Simply because for a
hundred years we have
been providing world-class
batteries.

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Over the decades, Eveready has evoked the trust that its batteries are powerful and long lasting, prompting consumers to simply buy, insert and forget.

A number of proactive initiatives have made them so:

- The use of a robust technology that ensures consistent quality
- A TQM-led manufacturing approach in which every single organizational initiative revolves around the question: “How will it enhance value for consumers?”
- A quality discipline that benchmarks our products to beyond industry standards

As a result, Eveready batteries deliver more value than the competing brands in the country.

What makes Eveready timeless?

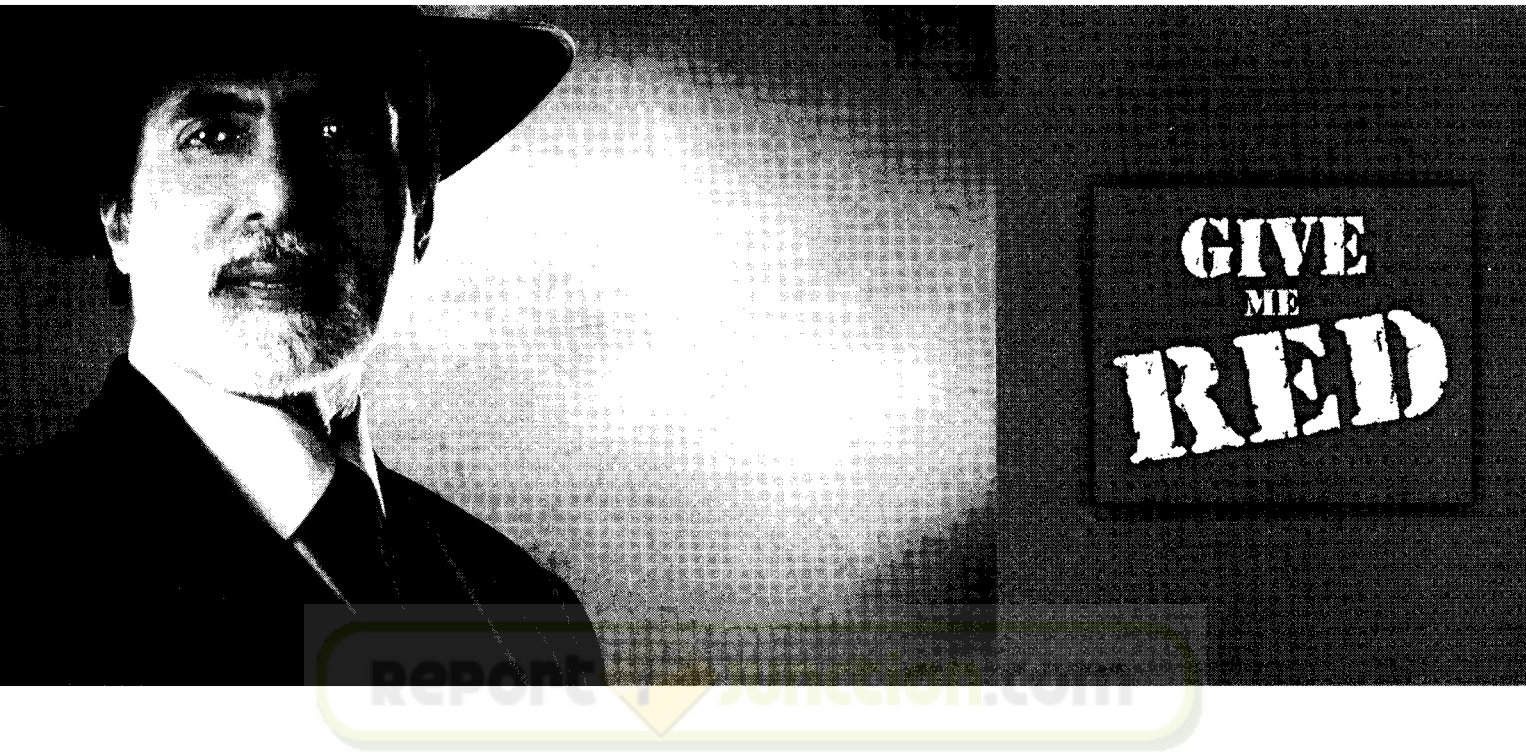
Because we have always
stood for the values of the
traditional and the dynamism
of the contemporary.

Across generations, Eveready has emerged as more than a battery; it has emerged as an idea.

It is not only available on retail shelves in the marketplace; it is found in the minds of its consumers.

As a result, Eveready has consistently represented the trusted reliability of the enduring and the dynamic personality of the contemporary.

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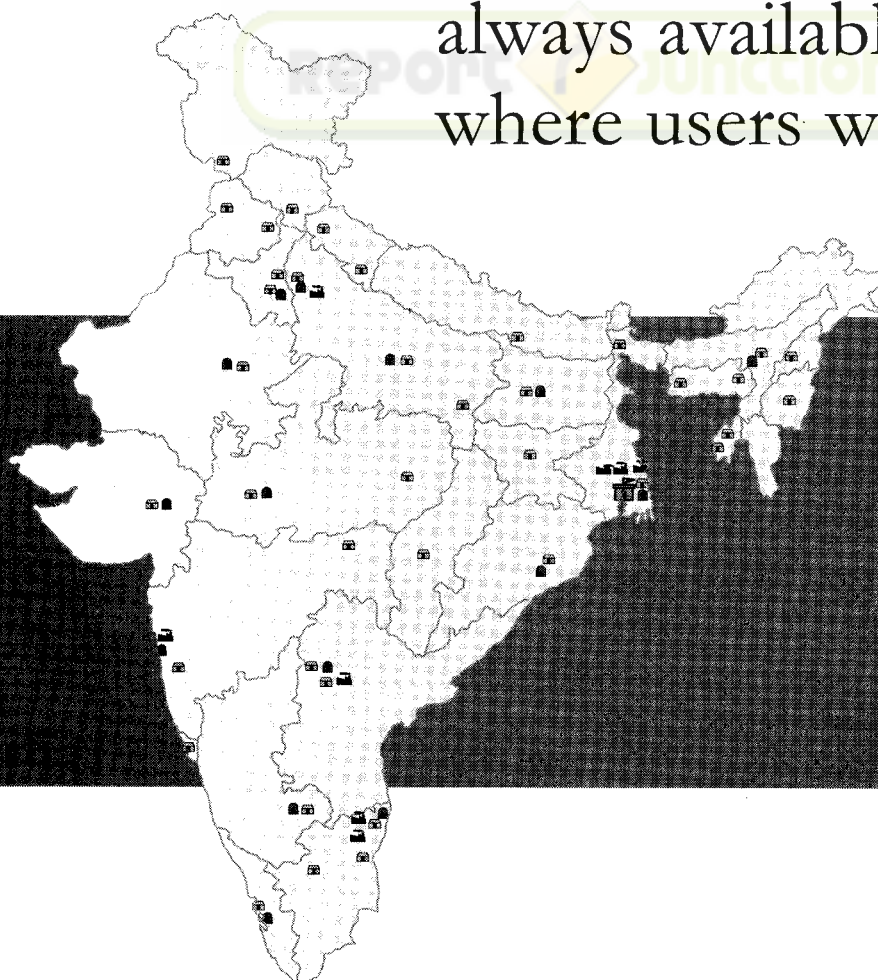
This positioning has been reinforced through the following initiatives:

- An active marketing and promotion strategy that has enhanced the brand presence right down to the interiors of rural India
- A partnership approach with our dealers making them missionaries in spreading our brand message
- A positioning of our product for traditional and modern uses across all age profiles
- A reinforcement of this positioning through the appointment of Mr. Amitabh Bachchan as our brand ambassador, synchronizing personality with product image





As a result, 'Give Me Red' is more than a brand slogan at Eveready; it has emerged as a war cry among India's youth.

What makes Eveready timeless?

Because our batteries are
always available when and
where users want them.



EVEREADY SALES AND DISTRIBUTION NETWORK

-  Corporate office
-  Branch office
-  Godown
-  Factory