

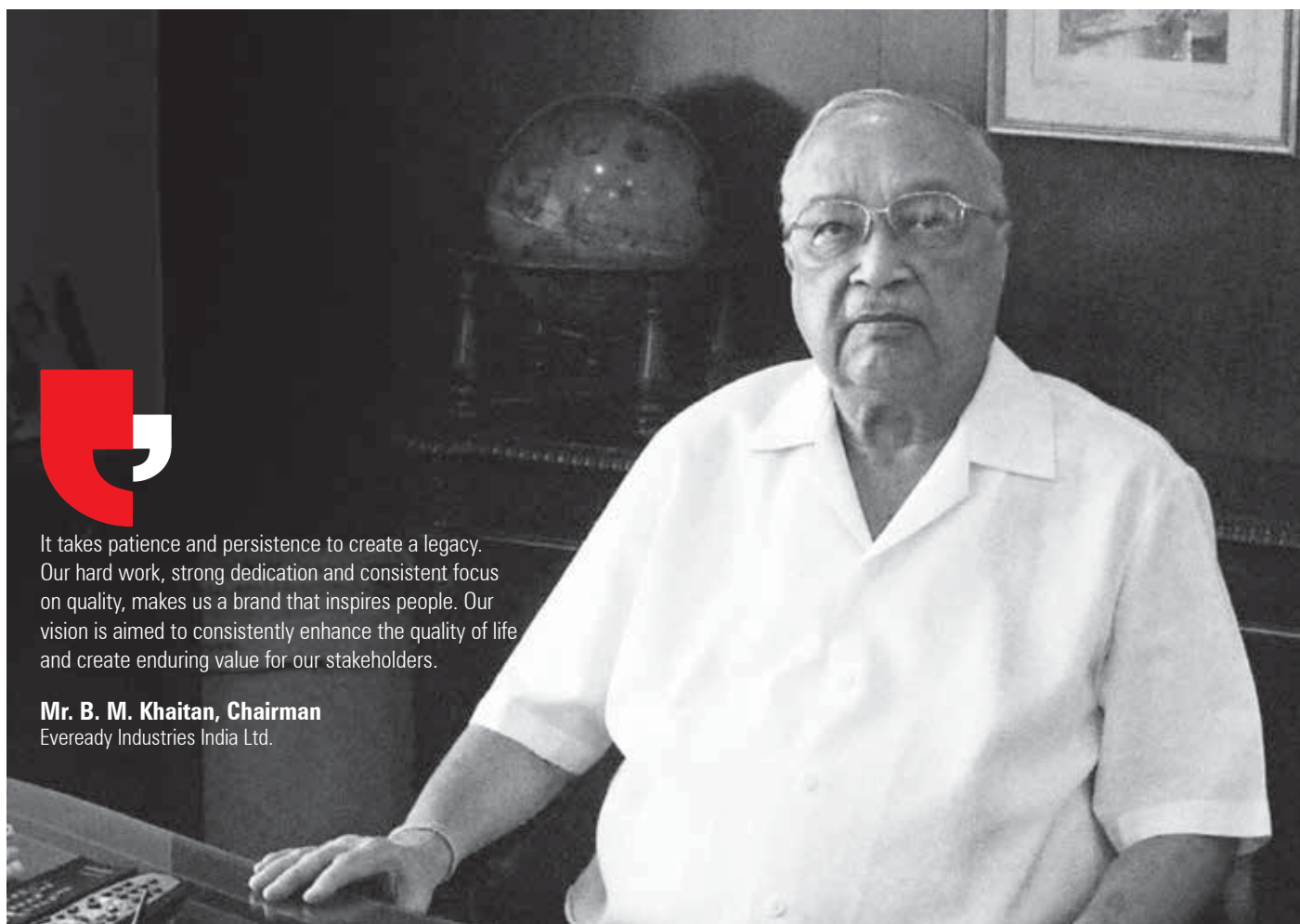


EVEREADY
GIVE ME RED

TOUCHING LIVES WITH PORTABLE ENERGY AND LIGHTING SOLUTIONS



2014-15 ANNUAL REPORT



It takes patience and persistence to create a legacy. Our hard work, strong dedication and consistent focus on quality, makes us a brand that inspires people. Our vision is aimed to consistently enhance the quality of life and create enduring value for our stakeholders.

Mr. B. M. Khaitan, Chairman
Eveready Industries India Ltd.

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REMEMBERING

Mr. Deepak Khaitan

Mr. Deepak Khaitan, the Vice Chairman of the Williamson Magor Group passed away on 9th March, 2015. His untimely demise has created a vacuum that is hard to fill.

Mr Khaitan had a vision - to leverage Eveready's core household battery business in order to sell light bulbs in markets without access to electricity, reflecting Eveready's philosophy that states, "You can live in darkness. But once you are used to light, you will never go back to darkness."

He served as the Director of the Company from the time it became a part of the Group in 1994. He was the Executive Vice Chairman and Managing Director from 1st June, 1999 until 10th August, 2011 and continued as the Vice Chairman thereafter. His business acumen ensured a turnaround for the Company that was previously mired in debt.

Mr. Khaitan was a natural leader. His powerful personality made an impact on everybody he met. He was a fearless businessman and a risk taker. He used to say, "Either you convince me or you be convinced – but when we leave the room, we chase the same idea."

Despite being an astute businessman, he always remained deeply entrenched in the daily workings of the Company, caring for his team members, and extending a helping hand when needed. Mr. Khaitan never sought appreciation for these efforts. These qualities were an inherent part of who he was.

Other than business, Mr. Khaitan was very enthusiastic about sports, especially golf and horse racing.

He truly was, in every measure, a leader to reckon with.

May his soul rest in peace.

In the memory of Late Deepak Khaitan
(9th May, 1955 - 9th March, 2015)



THE EVEREADY BRAND REPRESENTS A
CONFLUENCE OF TRADITION AND MODERNITY.

OUR LEGACY GOES BACK TO OVER A HUNDRED
YEARS AND CATERS TO A WIDE CUSTOMER
SPECTRUM ACROSS GENERATIONS. OUR
SOLUTIONS AND PRODUCT OFFERINGS ARE
BASED ON TECHNOLOGIES THAT ARE
CUTTING-EDGE AND IN LINE WITH
INTERNATIONAL STANDARDS.

FROM BIG CITIES TO FARAWAY VILLAGES,
PEOPLE DEPEND AND TRUST OUR PORTABLE
ENERGY AND LIGHTING INNOVATIONS TO
FULFIL THEIR NEEDS AND THIS RELATIONSHIP
IS ONLY GROWING STRONGER.

TODAY, INDIA IS TRANSFORMING LIKE NEVER
BEFORE, AND ITS BENCHMARKS OF GROWTH
AND DEVELOPMENT, AND ITS ASPIRATIONS
ARE BEING SET BY INDUSTRY-LEADING
BRANDS LIKE EVEREADY.

WE ARE EXCITED TO BE A PART OF THIS
MOVEMENT, AND ARE FOCUSED TO HELP
MAKE THE LIVES OF CITIZENS BETTER AND
BRIGHTER.





Strengthening a Legacy of Trust

100+ years of stakeholder commitment

EVEREADY ENTERED THE INDIAN MARKETS IN 1905 AND WE EVENTUALLY ESTABLISHED OURSELVES AS A COMPANY IN 1934. OVER A COURSE OF SIX DECADES OF BEING AT THE FOREFRONT OF THE MARKET, WE BECAME A PART OF THE ILLUSTRIOUS WILLIAMSON MAGOR GROUP IN 1993.

IN COURSE OF MANY GENERATIONS OF IMPECCABLE SERVICE AND PRODUCT OFFERINGS, BRAND 'EVEREADY' HAS EMERGED SYNONYMOUS WITH BATTERIES AND FLASHLIGHTS IN THE INDIAN MARKET. WE HAVE ALSO MADE A SIGNIFICANT MARK IN NEWER SEGMENTS OF LIGHTING SOLUTIONS: INDOOR AND OUTDOOR ILLUMINATION.



WILLIAMSON MAGOR GROUP

Established in 1869, Williamson Magor Group has played a visionary role in India's tea business. Over the years, the Group has gradually emerged as the world's largest bulk tea producer. The Group has successfully diversified its business interests

into consumer goods, engineering and construction. Its turnover has crossed a ₹ 5000-crores mark.

Headquartered in Kolkata (India), the Group has expanded its operations worldwide through its subsidiaries.



VISION

Our vision is to improve the quality of life of people through cutting-edge, portable energy and lighting solutions and to strengthen the timeless appeal of our brand.



WIDE-SPREAD COVERAGE

We have a wide-spread nationwide network. This enables us to access and service extensive areas, encompassing big cities, as well as distant villages.

National visibility

We have sales office branches at **15** prominent centres all over India. This promises us national visibility.

Extensive network

Our **4000+** distributor network addresses requirements of customers and ensures that we maintain a long business relationship with our clients.

Flexible service

Our **1000+** van servicing retailers enhance flexibility and wider reach.

Nationwide distribution

We have **44+** closely knit nationwide distribution centres. This makes our network strong and stable.



KEY BRANDS



Wider reach

There are **3.2 million** outlets in India selling Eveready products, reflecting our broad network.

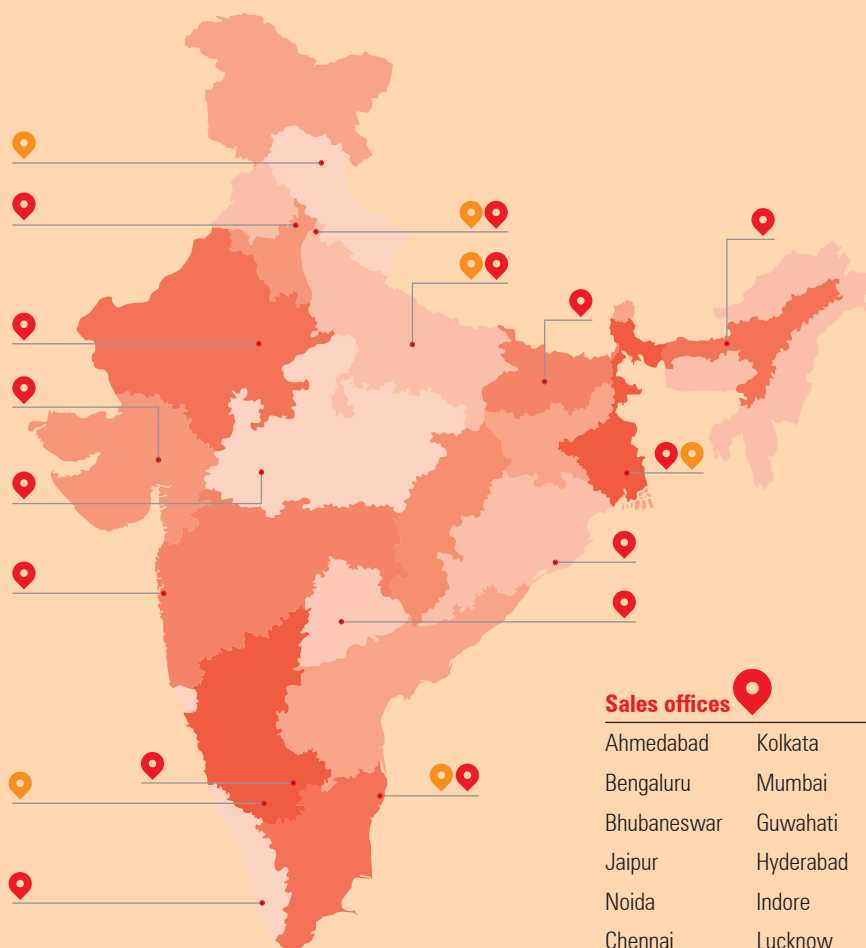
Customer satisfaction

Over **1 million** outlets are serviced by the Company's network. This helps us touch more customers.



NATIONAL PROMINENCE

Our strength is the result of a continuous and well-orchestrated brand development strategy that maximises value from each consumer touch-point.



Sales offices

Ahmedabad	Kolkata
Bengaluru	Mumbai
Bhubaneswar	Guwahati
Jaipur	Hyderabad
Noida	Indore
Chennai	Lucknow
Cochin	Patna
Delhi	

Manufacturing units

Chennai	Maddur
Noida	Lucknow
Kolkata	Uttaranchal

Businesses at a Glance

BATTERIES



We are an undisputed market leader, commanding over 50% of the Indian market's share. Moreover, we are the second largest producer of carbon-zinc batteries globally, with an offtake of over 1.3 billion batteries annually. We enjoy the highest brand recall and the widest product portfolio in India's portable battery industry.

CORE STRENGTHS

- One of the widest product portfolios in India's portable energy requirements
- Extensive deep-rooted distribution network across urban and rural India
- Enjoy significant price leadership over competition

FLASHLIGHTS



We hold 3/4th of India's organised flashlights market, offering a wide product range in terms of quality, price range, shapes, sizes, colours and value-for-money models. We cater to the lighting needs of urban and rural India.

CORE STRENGTHS

- Early movers into LED torches segment, introducing customers to digiLED technology torches
- Well known for offering wide product range in terms of quality, price range, shapes, sizes and colours
- Command price leadership in the industry owing to superior quality and enhanced durability

LIGHTING AND ELECTRICALS



We offer a wide variety of lighting and electrical solutions in urban and rural areas. We have emerged to become a leading name in general lighting system (GLS), compact fluorescent lamp (CFL) and LED lighting solutions.

CORE STRENGTHS

- Enjoy a high market share at modern-format retail stores
- Synergic to Eveready's brand and business portfolio
- Leveraging existing battery and flashlight distribution network, and adding new electrical outlets to supplement the vertical

PACKET TEA



We offer a wide range of tea blends to match the needs of a diverse tea-drinking nation and the different 'tea cultures' that are an integral part of the country's socio-cultural fabric. We have strong regional market presence in many of India's most populous states: Uttar Pradesh, Uttarakhand, Punjab, Rajasthan, Madhya Pradesh and Bihar, among others.

CORE STRENGTHS

- Leverage the Group's knowledge for tea business and Eveready's pan-India distribution network
- Offer 60+ blends of tea, catering to a set of diverse taste preferences

Best-in-class Facilities



MANUFACTURING ASSETS

- Best-in-class manufacturing facilities are located at Kolkata, Noida, Haridwar, Chennai, Lucknow and Maddur (near Bangalore), equipped with globally benchmarked technology platforms
- Dedicated machine design team for special-purpose machines at Chennai for captive consumption
- We are consistently delivering value to our customers without compromising on quality (ISO 9000) and environmental practices (ISO 14000). Our top-notch operations are helping us cater to the evolving aspirations of our customers.



INNOVATION DRIVEN

- To achieve our desired objective, we regularly upgrade our quality benchmarks with consistent research and development. Our R&D facility has been approved by the Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India
- Our computerised testing facility that checks lifecycle and capacity of primary and rechargeable batteries has been accredited by NABL. We also have a world-class design and testing facility for flashlights, CFL bulbs, LEDs and rechargeable products
- Our consistent focus is to increase efficiency of existing products and adding new products to our large product portfolio

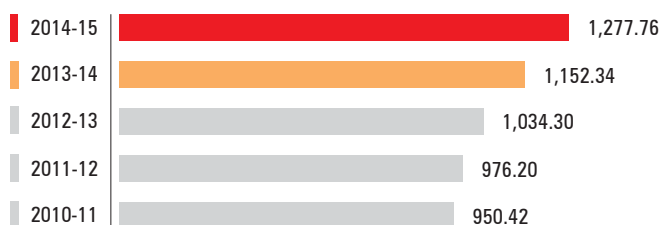


Financial Performance

PROFIT & LOSS METRICS

Net sales

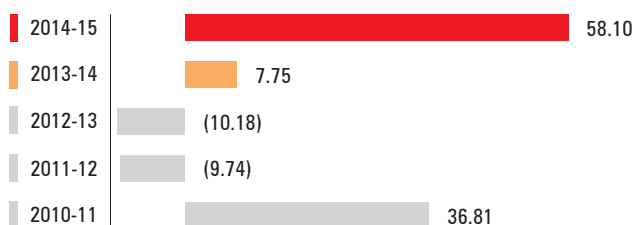
₹ Crores



↑ **10.9%** (Y-O-Y)

Operational PBT

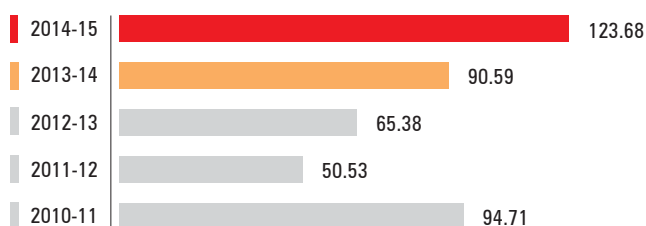
₹ Crores



↑ **649.7%** (Y-O-Y)

Operational EBITDA

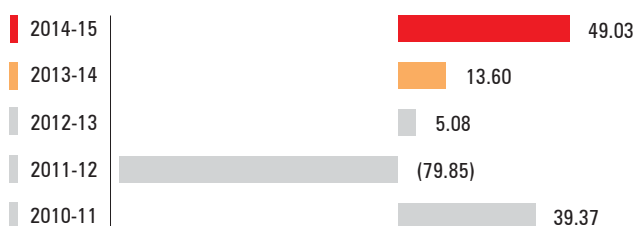
₹ Crores



↑ **36.5%** (Y-O-Y)

PAT

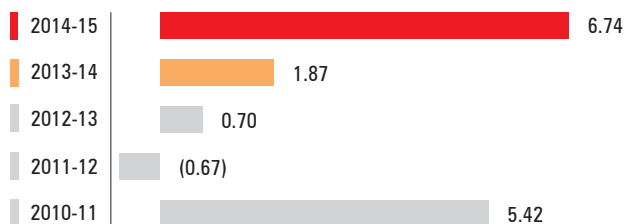
₹ Crores



↑ **260.5%** (Y-O-Y)

Earnings per share

₹



Share of turnover

%

