



EVEREADY
GIVE ME RED



Powering up^{^^}

Expanded offerings >> Enhanced growth

2016-17

ANNUAL REPORT
EVEREADY INDUSTRIES INDIA LIMITED

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A part of the Williamson Magor Group

Founded in 1860, Williamson Magor Group has been the pioneer in India's tea story. Over the years, the Group has successfully diversified its business interests consumer goods, engineering and construction, emerging as a multi-business enterprise with a over ₹ 5,000-crore turnover.



₹133.30 CRS

Operational EBITDA

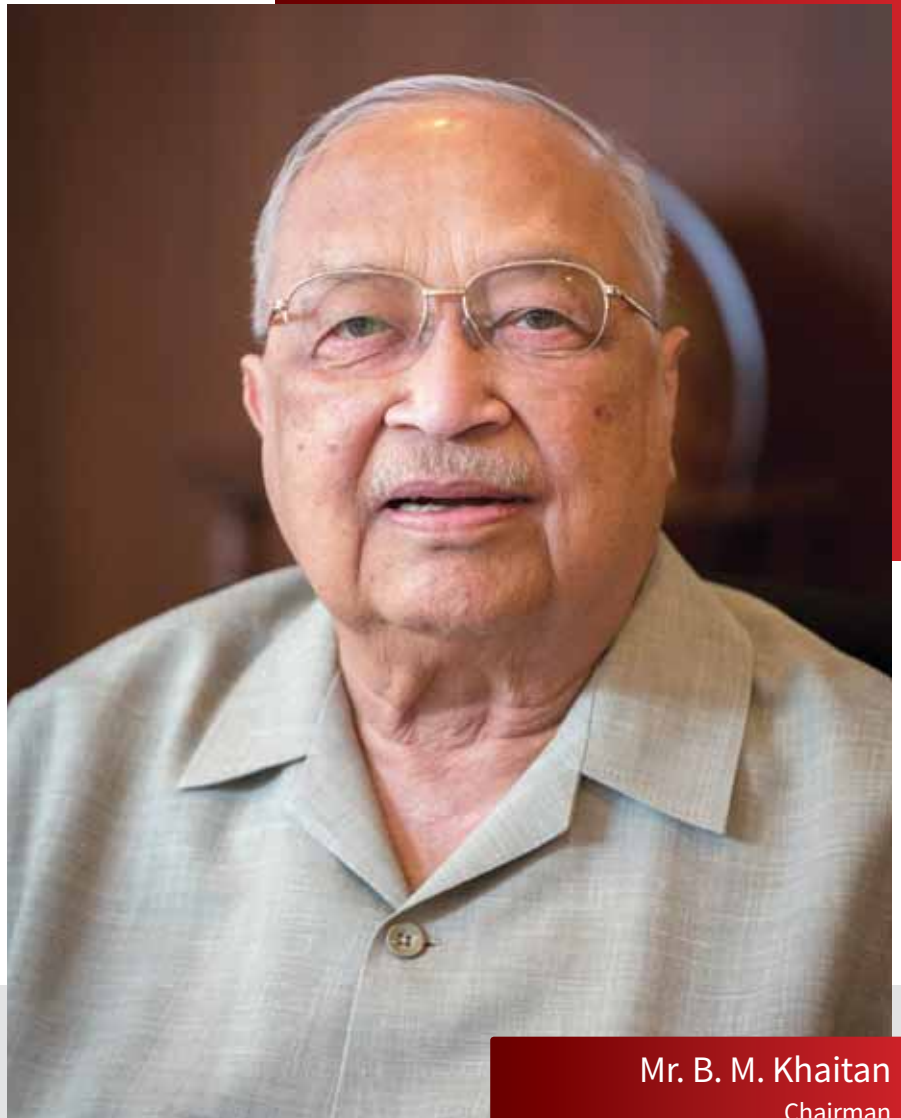
₹93.63 CRS

PAT

₹1,353.81 CRS ₹12.88

Net Sales

Earnings per share



Mr. B. M. Khaitan

Chairman

Eveready Industries India Ltd.



Eveready's century-old legacy has been powering people's lives for generations and enabling their aspirations. We will continue to inspire millions of people with the power of our brand.

**As the Indian
economy accelerates
with over 7% growth
rate, opportunities
are growing in every
sector.**





Brand Eveready has always moved ahead in step with changing times, while at the same time remaining rooted to its legacy that upholds innovation and values stakeholder trust.

At Eveready, we have helped elevate millions of lives by providing intelligent portable power and energy-efficient lighting solutions.

Today, we are an iconic personal power brand, trusted by millions. This trust has given us the confidence to diversify with a rich repertoire of products in the consumer appliances segment.

Our drive for innovation and diversification will continue as our brand reaches more people with smarter products that save energy and sport a contemporary look.

The Goalpara Assam plant will have a capacity of 500 million pieces of batteries and 9 million flashlights. During the year, we commenced commercial production at our new plant in Assam to cater to the ever-growing portable energy requirements.

We reinforced our brand's position in the core product categories of batteries and flashlights and lighting through an intricate and robust distribution network system. It was built over the years to cater to the emerging demand of rural and urban India in the portable energy and flashlights.

This was also the year in which we strengthened our household appliances portfolio to offer smart gadgets for the kitchen and homes of both middle class and affluent consumers. In consonance with our philosophy to extend the Eveready brand equity, we offer best-in-class solutions to make everyday life better and more convenient.

The year also saw us putting significant emphasis on automation to strengthen operations. The result was better capacity utilisation, higher efficiencies and an encouraging financial performance.

The growing promise of India's economy, aspirations of our consumers and the continuing trust of our stakeholders inspire us.

We are powering up with expanded offerings to enhance growth.

Lighthouse of **HOPE** ^^

The world has radically changed in the preceding 100 years. Institutions have come and gone, business realities have changed, ways of life have evolved.

For decades, we have retained and strengthened our timeless appeal, touching lives, and bringing hope to millions through our consistent innovation and product diversification.

In our long journey, we have seen several peaks and valleys and walked with the winds of change. Despite challenges, the Eveready brand has always moved in step with times.

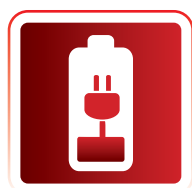
Our endeavour is to consistently remain relevant with new products across business segments.

We sell over 1.3 bn units of dry cell batteries and around 25 mn units of flashlights, annually. We are also consistently growing our portfolio in the LED lighting and consumer appliances space.

OUR 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.

OUR BUSINESS VERTICALS



BATTERIES



FLASHLIGHTS



LIGHTING AND ELECTRICALS



APPLIANCES



PACKET TEA

OUR BRAND UNIVERSE



OUR BRAND TRACTION

- Brand Eveready enjoys **65%+** top-of-the-mind recall
- Market leader in the Indian dry cell battery segment, commanding over **50%** market share
- Commands over **75%** market share in the Indian organised flashlights market
- Emerging as one of the **leading** LED players in the Indian market

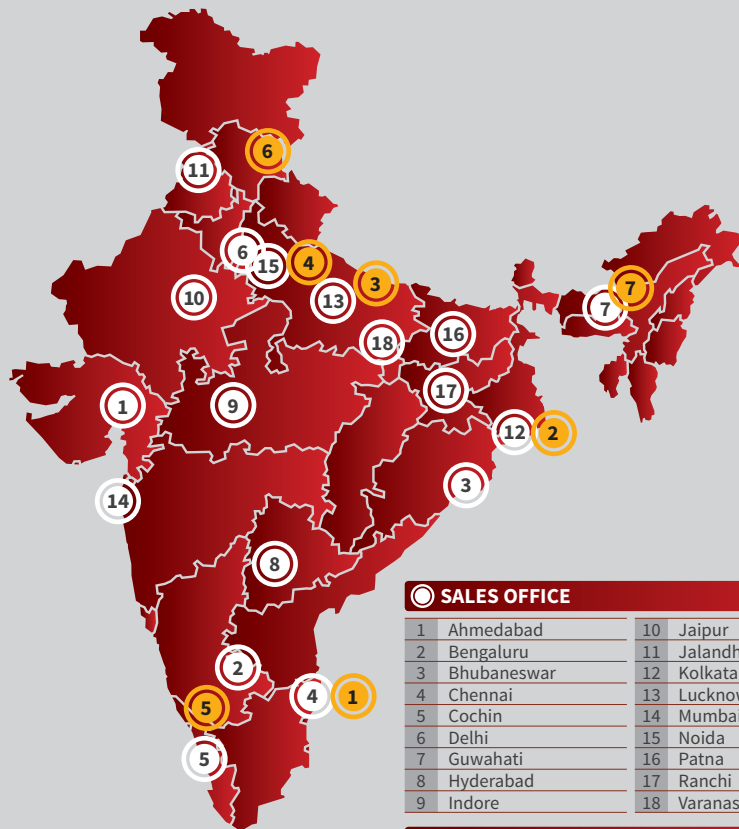
OUR INNOVATION FOCUS

Our consistent focus is to increase efficiency of existing products and adding new products to the product portfolio.

OUR OPERATING PRACTICES

Driven by best-in-class operating standards, we never compromise on quality (ISO 9000) and environmental best practices (ISO 14000).

OUR PAN-INDIA PRESENCE



Map not to scale

50%+

Market share in the Indian dry cell battery segment

75%+

Market share in the Indian organised flashlights market

3.2MN+

Outlets store
Eveready's products

1MN+

Outlets are serviced
by our network

18

Sales office branches
across India

4,000+

Distributor
network

42+

Distribution
centres

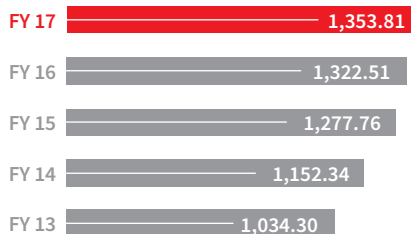
1,000+

Van servicing
retailers

Financial PERFORMANCE ^^

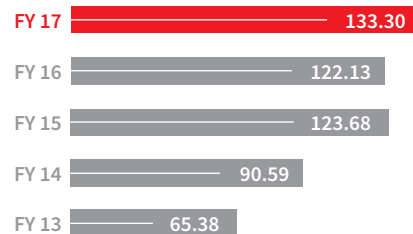
PROFIT AND LOSS METRICS

Net sales ₹ Crores



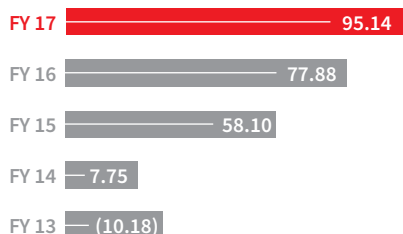
2.37% Y-O-Y ↑

Operational EBIDTA ₹ Crores



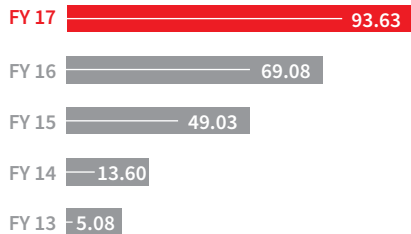
9.15% Y-O-Y ↑

Operational PBT ₹ Crores



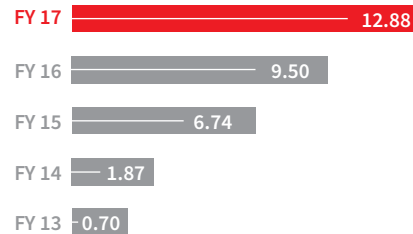
22.16% Y-O-Y ↑

PAT ₹ Crores



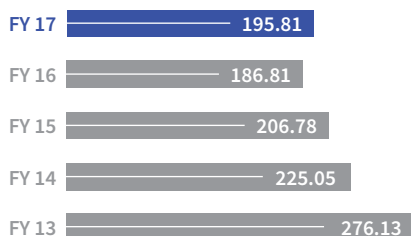
35.54% Y-O-Y ↑

Earnings per share ₹

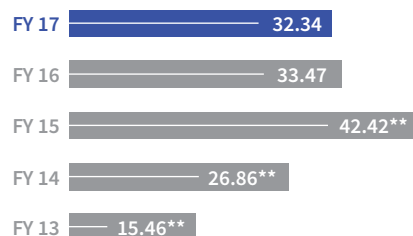


BALANCE SHEET METRICS

Debt position ₹ Crores

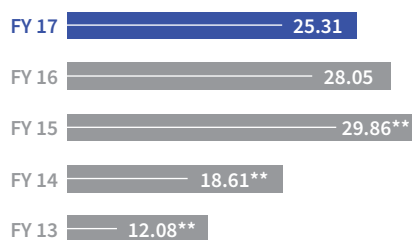


Return on net worth (%)



**Adjusted for Goodwill

Return on capital employed (%)



**Adjusted for Goodwill

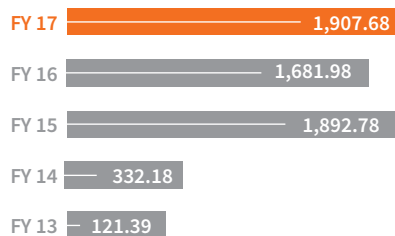
KEY FINANCIAL RATIOS

PARTICULARS	2016-17	2015-16*	2014-15
DEBT-EQUITY RATIO	0.68	0.91	1.42
INTEREST COVERAGE RATIO	5.96	4.14	3.07
DEBT SERVICE COVERAGE RATIO	0.65	0.59	0.52

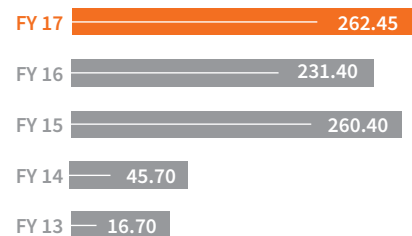
* Restated as per Ind AS

SHAREHOLDER METRICS

Market capitalisation ₹ Crores



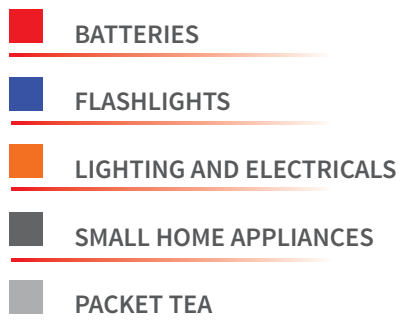
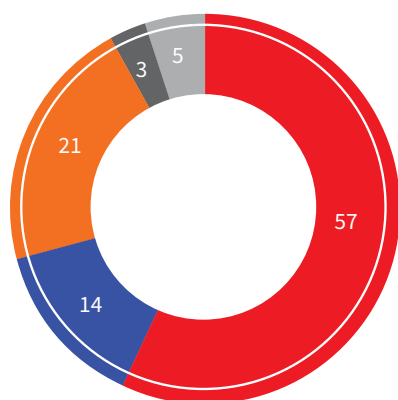
Share Price ₹ /Share



13.42% Y-O-Y ↑

13.42% Y-O-Y ↑

SHARE OF TURNOVER (%)



MANAGING DIRECTOR'S Perspective ^^



Amritanshu Khaitan
Managing Director



We are powering up to touch and transform many more lives. We are both a young, and a time-honoured brand. We are fleet-footed, optimistic and committed to bring change in the lives of our consumers; with a maturity of vision that only experience can bestow.

DEAR SHAREHOLDERS,

At Eveready, we see a larger role for ourselves in the encouraging macro-economic landscape. During the year, the Indian economy continued to be one of the fastest growing major economies of the world. The GDP for FY 2016-17 touched 7.1%, demonstrating the fact that India's economic fundamentals continue to be strong.

Against the backdrop of robust stability, two major domestic policy developments marked the year: the passage of GST bills in Parliament, paving the way for the transformational Goods and Services Tax (GST); and the decision to demonetise the two highest denomination notes. The GST will create a common Indian market, improve tax compliance and governance, and bolster investment and growth. It is also a bold new experiment in the governance of India's cooperative federalism. On the other hand, demonetisation has had short-term challenges, but holds the potential for long-term benefits. According to the Economic Survey, follow-up actions to maximise the benefits of demonetisation comprise: fast, demand-driven, remonetisation; further tax reforms, including bringing land and real estate into the GST; and reducing tax rates and stamp duties. These initiatives would allow growth to return to trend in 2017-18, following a temporary decline in 2016-17.