

Powering up

Expanded offerings >> Enhanced growth



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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.

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₹**133.30**crs ₹**93.63**crs

Operational EBITDA

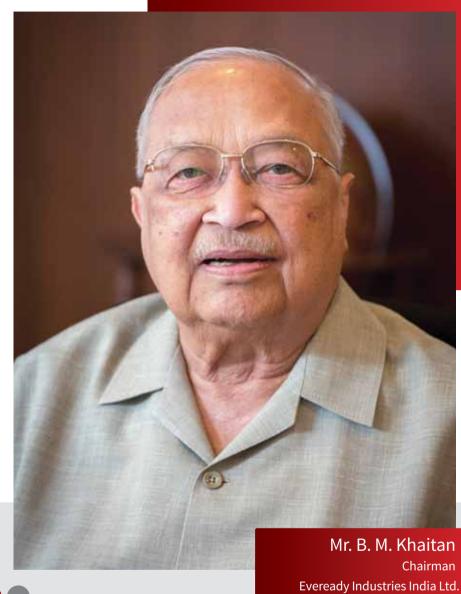
PAT

₹**1,353.81**crs ₹**12.88**

Net Sales

Earnings per share

Figures of 2016-17



99

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 evergrowing 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 bestin-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 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



50%+ Market share in the Indian dry cell battery segment

18 Sales office branches across India **75%+** Market share in the Indian organised flashlights market

4,000+ Distributor network **3.2**_{MN+}

Outlets store Eveready's products

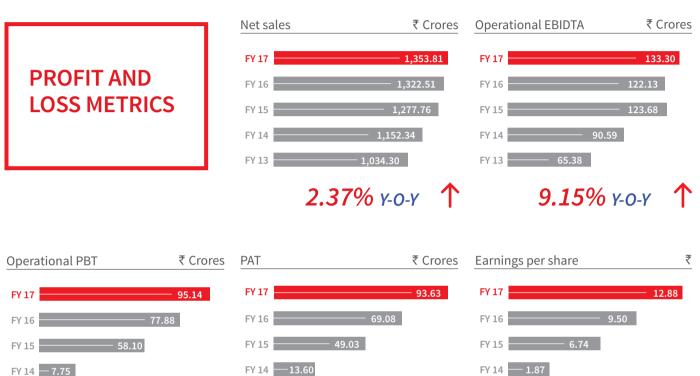
42, Distribution **1**_{MN+}

Outlets are serviced by our network

1,000+ Van servicing retailers



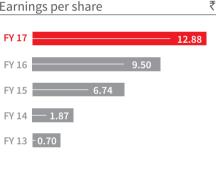
Financial PERFORMANCE ^^



22.16% y-o-y 1

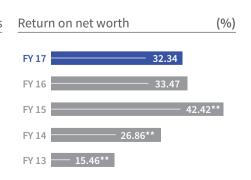
FY 13 (10.18)



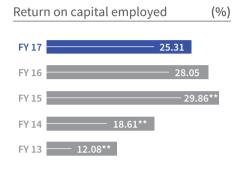








**Adjusted for Goodwill



KEY FINANCIAL RATIOS

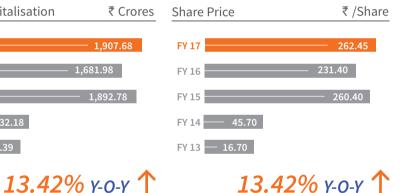
PARTICULARS	2016-17	2015-16*	2014-15
DEBT-EQUITY RATIO	0.68	0.91	1.42
INTEREST COVERAGE RATIO	5.96	4.14	3.07
DEBT SERVICE COVERAGE RATIO	0.65	0.59	0.52

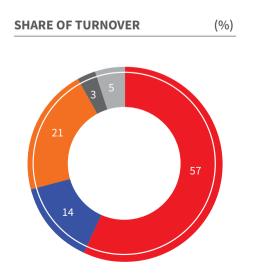
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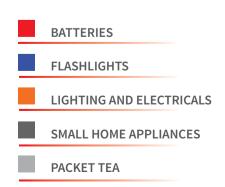
* Restated as per Ind AS

SHAREHOLDER METRICS











MANAGING DIRECTOR'S Perspective



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 macroeconomic 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 shortterm 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.