



***INSPIRED BY
A GROWTH MINDSET***

Eveready Industries India Limited
Annual Report 2017-18

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Mr. B.M. Khaitan

*Chairman
Eveready Industries India Ltd.*



>>> As India progresses with optimism, Eveready continues to be a trusted household name in the country, wowing customers with its extensive offerings. I am proud to state that our scales are reaching greater heights as we combine our winning strategy with our brand prominence.

Our consistent growth has been based on the tenets of our widespread distribution network, brand value and optimal utilisation of resources. >>>

***THE WORLD IS CHANGING
FASTER THAN EVER BEFORE
AND IS SHAPING THE WAY
OUR CUSTOMERS LIVE
THEIR LIVES.***





Their desires are turning into aspiration-driven necessities. This is guiding the industry perceptions globally in identifying consumer trends and creating long-term strategic objectives. We, at Eveready Industries India Ltd. (Eveready), are excited about setting new strategic directions to offer our customers enviable quality, choice and value, and to continue to make their lives better and easier every day.

We have been doing this since 1905 as we cut across challenges and powered our sails to move with

the winds of change. We gave our customers brand Eveready. We gave them portable energy, lighting solutions, electrical appliances and confectionery. We gave them the most trusted brand of India.

We are now making more happen. We are pushing boundaries to create long-term objectives to build a more resilient and simplified business platform. By successfully enlarging and enhancing our portfolio and staying relevant across business segments. By deepening our penetration into existing markets

and foraying into new markets. By leveraging our brand value and distribution network with the launch of two new consumer segments.

The outcome promises to be an empowered and agile brand accented on market leadership as we look ahead with a spirit of purpose and innovation.

Corporate Identity

India's Every Day Brand

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.

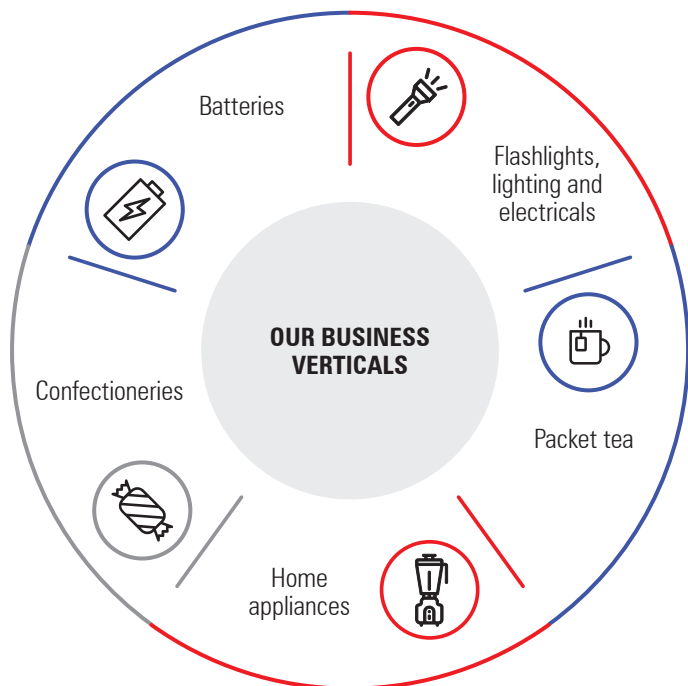
OUR GROUP



We are a part of the illustrious Williamson Magor Group, a pioneer in India's tea story. The Group has successfully diversified its business into Fast-Moving Consumer Goods (FMCG), engineering and construction, emerging as a multi-business enterprise with a ₹ 5,000-crore turnover.



OUR BRAND PORTFOLIO



We are Eveready

WE HAVE REINFORCED BRAND TRACTION

75%+



Market share of India's organised flashlight market

50%+



Market share in the Indian dry cell battery segment

70%+



Top-of-mind recall for brand Eveready batteries

WE HAVE FORTIFIED OUR DISTRIBUTION STRENGTH

1,000+



Vans servicing the retailers

42



Distribution centres

5,000+



Distribution points

18



Sales office branches across India

3.2mn+



Outlets selling Eveready products

0.8mn+



Outlets serviced directly by Eveready's dealer network

WE HAVE GROWN CONSISTENTLY



4.73%

CAGR growth in net sales

3.07%

CAGR growth in operational EBITDA

32.11%

CAGR growth in PAT

32.13%

CAGR growth in EPS

373.20%

CAGR growth in market capitalisation

(CAGR period: 2013-14 to 2017-18)

Key Performance Indicators

Financial Metrics

NET SALES

(₹ IN CRORE)

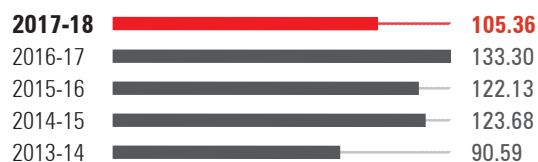
1,451.95



OPERATING EBIDTA

(₹ IN CRORE)

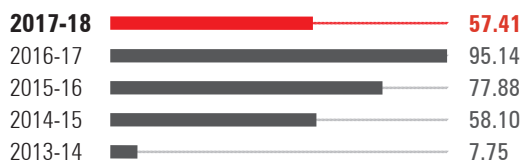
105.36



OPERATING PROFIT BEFORE TAX

(₹ IN CRORE)

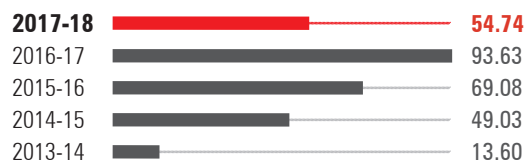
57.41



PROFIT AFTER TAX

(₹ IN CRORE)

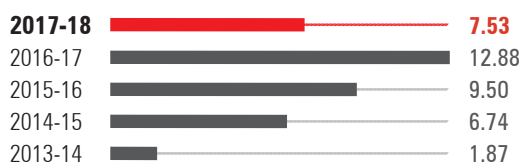
54.74



EARNINGS PER SHARE

(₹)

7.53



DEBT POSITION

(₹ IN CRORE)

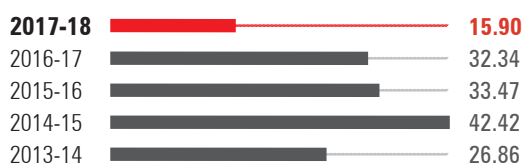
246.06



RETURN ON NET WORTH

(%)

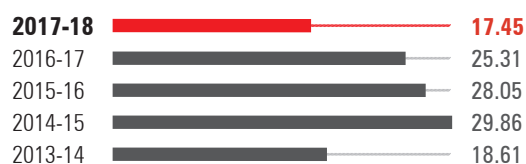
15.90



RETURN ON CAPITAL EMPLOYED

(%)

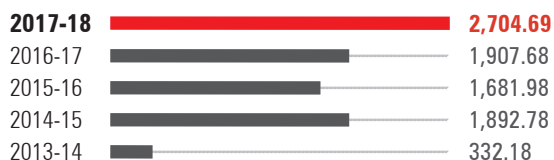
17.45



MARKET CAPITALISATION

(₹ IN CRORE)

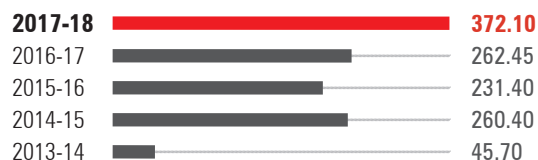
2,704.69



SHARE PRICE

(₹/SHARE)

372.10



KEY FINANCIAL RATIOS

	2015-16	2016-17	2017-18
Debt-equity ratio	0.91	0.68	0.71
Interest coverage ratio	4.14	5.96	3.69
Debt service coverage ratio	0.59	0.65	0.46

Managing Director's Review

Strengthening India's Beloved Brand



>>> We witnessed robust growth in our LED-based lighting products segment that has benefited from the Government's nation-wide campaign of providing LED-based luminaries at affordable prices. <<<

India is moving forward as one of the world's fastest growing major economies, with the country's urban clusters driving the growth. At the same time, a larger force of consumers and purchasing power is emerging beyond the metros, particularly in Tier II and Tier III cities.

Dear Shareholders,

FY 2017-18 saw the Indian economy outline a number of key structural initiatives to build strength across macro-economic parameters for the country's sustainable future growth. During the first half of the year, the economy recovered from the repercussions of demonetisation. And in the second half, the economy was firmly back on track, as indicated by industrial production and stock market indices. Further, international credit rating agency Moody's upgraded India's investment outlook for the first time in 14 years.

During the year under review, the Goods and Services Tax (GST) was rolled out to replace different rates of taxes across the country. The GST subsumed several different taxes and unified the Indian market. Despite initial hiccups in the roll-out, the system is now much more stable.