

INSPIRED BY A GROWTH MINDSET

Eveready Industries India Limited Annual Report 2017-18

CONTENTS

CORPORATE OVERVIEW

Corporate Identity 4 Key Performance Indicators 6 Managing Director's Review 8 Megatrends 10 Business Segment Review 12 Corporate Information 16

STATUTORY REPORTS

1-16

Report of the Directors 17 Management Discussion and Analysis 33 Report on Corporate Governance 37 Business Responsibility Report 45

17-49

FINANCIAL STATEMENTS



Standalone Financials 50 Consolidated Financials 103 Statement of Subsidiaries 154



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.

EVEREADY >>>>

Corporate Identity

India's Every Day Brand

OUR VISION



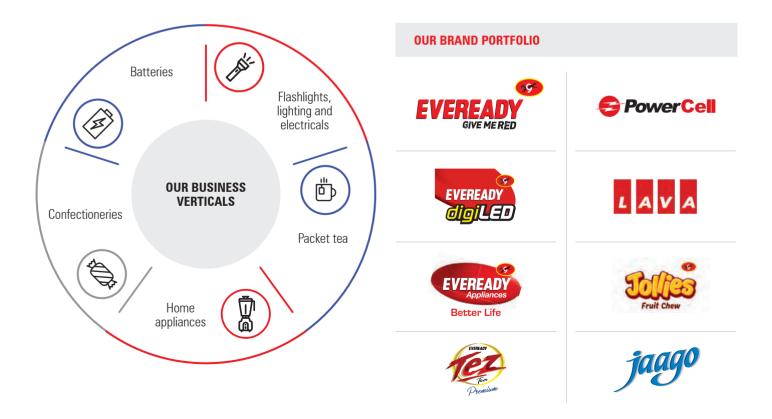
Our vision is to improve the quality of life of people through cutting-edge, portable energy and lighting solutions and to strengthen the timeless appeal of our brand.

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.





4

We are Eveready

75%.

Market share of India's organised flashlight market



Market share in the Indian dry cell battery segment



Top-of-mind recall for brand Eveready batteries



Vans servicing the retailers



Sales office branches across India



Distribution centres

3.2mn₊

Outlets selling Eveready products



Distribution points

0.8mn. (25)

Outlets serviced directly by Eveready's dealer network





CAGR growth in net sales



CAGR growth in operational EBIDTA

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CAGR growth in PAT

32.11% 32.13%

373.20%

CAGR growth in EPS

CAGR growth in market capitalisation

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



Key Performance Indicators

Financial Metrics

NET SALES	(₹ IN CRORE)	
1,451.95		
2017-18	1,451.95	
2016-17	1,353.81	
2015-16	1,322.51	
2014-15	1,277.76	
2013-14	1,152.34	

OPERA	TING EBIDTA	(₹	IN CRORE)
105	5.36		
2017-18			105.36
2016-17			133.30
2015-16			122.13
2014-15			123.68
2013-14			90.59

OPERATING PROFIT BEFORE TAX	(₹ IN CRORE)

57.41

2017-18	 57.41
2016-17	95.14
2015-16	77.88
2014-15	58.10
2013-14	7.75

profit after tax **54.74**

DEBT POSITION

2017-18	54.74
2016-17	93.63
2015-16	 69.08
2014-15	49.03
2013-14	13.60

(₹ IN CRORE)

(₹ IN CRORE)

EARNINGS PER SHARE	
7.53	

2017-18	 7.53
2016-17	12.88
2015-16	 9.50
2014-15	 6.74
2013-14	 1.87

246.06 2017-18 246.06 2016-17 246.06 195.81

2016-17		195.81
2015-16		186.81
2014-15		206.78
2013-14	and the second se	225.05

(₹)

(%)

RETURN ON NET WORTH		(%)
15.	90	
2017-18		15.90
2016-17		32.34
2015-16		33.47
2014-15		42.42
2013-14		26.86

RETURN ON CAPITAL EMPLOYED

17.45

2017-18	 17.45
2016-17	25.31
2015-16	28.05
2014-15	29.86
2013-14	18.61

MARKET CAPITALISATION

(₹ IN CRORE)

2,704.69

2017-18	2,704.69
2016-17	1,907.68
2015-16	1,681.98
2014-15	 1,892.78
2013-14	 332.18

share price (₹/share) 372.10

2017-18	372.10
2016-17	262.45
2015-16	231.40
2014-15	260.40
2013-14	45.70

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

7



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 nationwide 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 rollout, the system is now much more stable.