EVEREADY
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March 14, 2016

BSE Limited
1st Floor, New Trading Ring,
Rotunda Building,
P.J. Towers,
Dalal Street, Fort
Mumbai - 400 001

The National Stock Exchange
of India Ltd
Exchange Plaza, C-1,
Block – G,
Bandra Kurla Complex
Bandra (East)
Mumbai - 400 051

The Calcutta Stock Exchange
Limited
7, Lyons Range
Kolkata - 700001

Sub: Intimation regarding Analysts/Institutional Investors Meet

Dear Sirs,

Pursuant to the provisions of Regulation 30 (6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find below the schedule of the Analysts/Institutional Investors meet:

Date	Conference organised by	Venue
March 15, 2016	Nomura Financial Advisory & Securities India Pvt. Ltd.	Singapore
March 16, 2016		Hong Kong

The schedule may undergo change due to exigencies on part of the Analyst/Investor or the Company.

Pursuant to the provisions of Regulation 46 (2) (o) of the said Regulations, we enclose the presentation to be used during the above mentioned Analyst/Institutional Investors meet. The said presentation is also being uploaded on the website of the Company.

The above is for your information and records.

Thanking you,

Very truly yours,
EVEREADY INDUSTRIES INDIA LTD.

(T. PUNWANI)
SENIOR GENERAL MANAGER – LEGAL
& COMPANY SECRETARY

Enclo : As Above

Eveready Industries India Limited

EVEREADY®
GIVE ME RED

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What's coming up

Group and Company Profile

Business Overview

Group and Company Profile

Williamson Magor Group

- We are part of the Williamson Magor Group, whose interests include Tea, FMCG, Engineering and Construction

- The Group's headquarters are located in Kolkata (India) and the Group has expanded its operations worldwide through its subsidiaries.

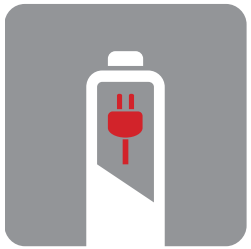
Eveready: Give me red

- Eveready brand marketed in India for over a century
- India's leading brand in batteries and flashlights
- Pan-India distribution network
- Brand recognition owing to broad portfolio of quality focused products
- Adopted a dual brand strategy in the battery industry by acquiring BPL Soft Energy Systems Limited and rebranded it as the PowerCell brand

- In Fiscal 2015, the company enjoyed over 50% of the total Indian organized dry-cell battery market of 2130.4 million pieces*
- Enjoys 70+% market share in the 26.58 million pieces (volume in Fiscal 2015) Indian organized flashlights market *

**Source*: Association of Indian Dry Cell Manufacturers

Business Verticals



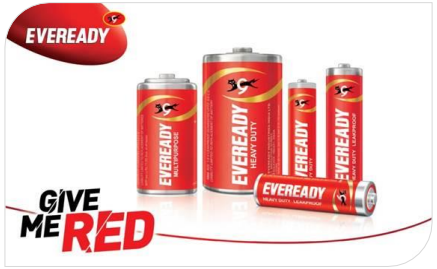
Batteries

Flashlights

Lighting and Electricals

Packet Tea

Brand Power



- Established brand in the Indian market
- Popularity of our brand in the batteries and flashlights spaces provides a platform for us to expand

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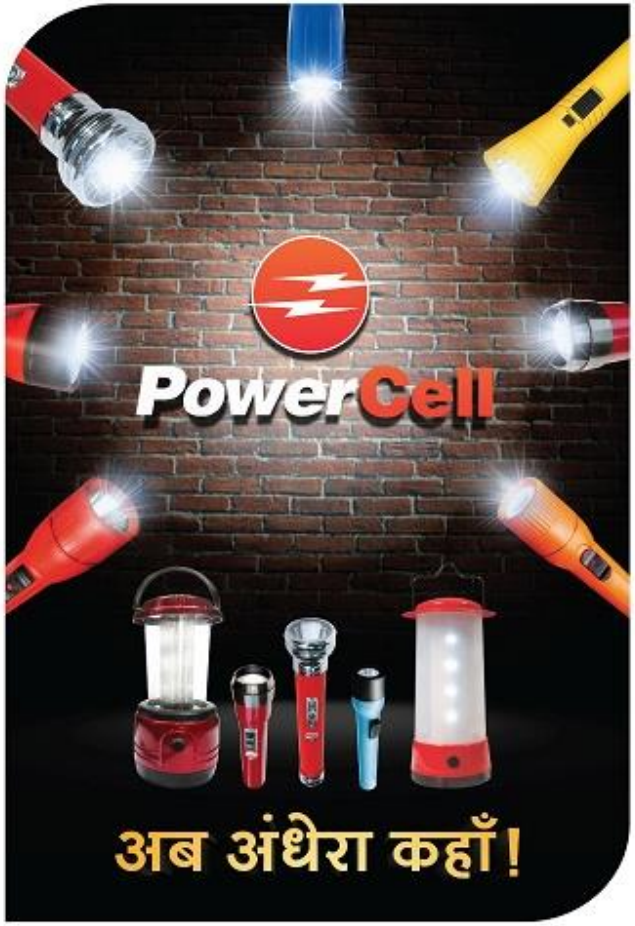
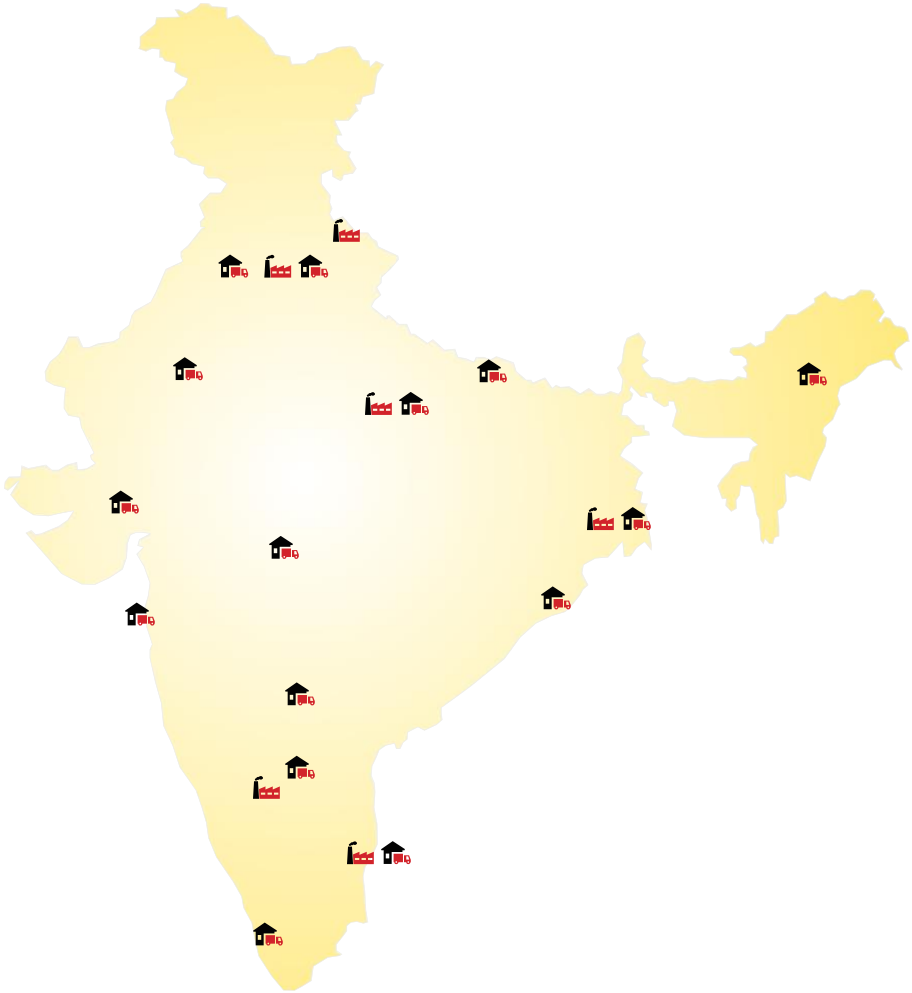
Brand Power



Pan-India Presence



Sales Office

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

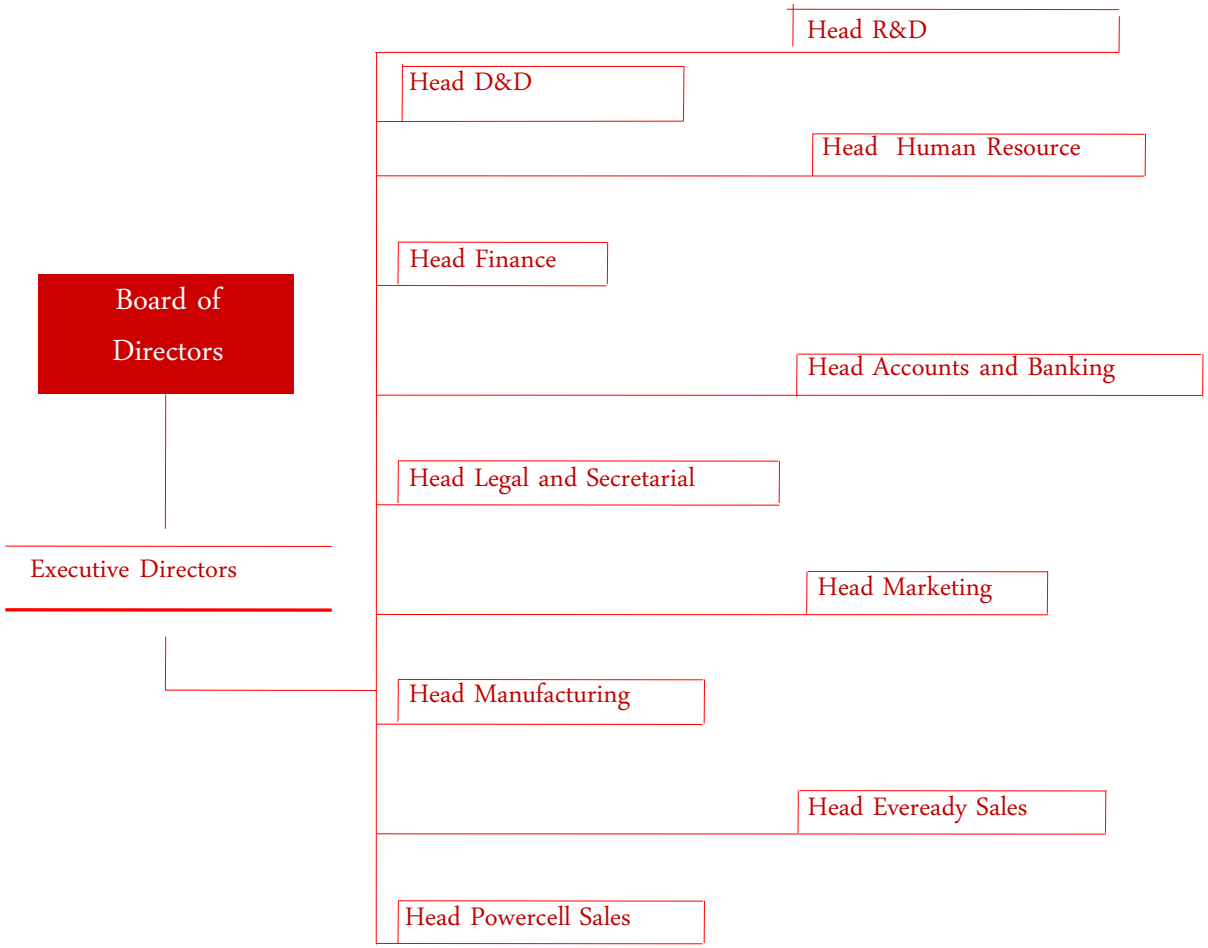
Manufacturing Locations

- Chennai
- Kolkata
- Lucknow (Flashlight Plant)
- Noida
- Maddur
- Uttaranchal

Pan-India focus through:

- 42 distribution centres
- 4000+ distribution points

Organisational Structure



Our strong and reputed management team is an important contributor to our growth

Business Overview

Manufacturing Expertise

- 6 (six) modern **manufacturing facilities** at Kolkata, Noida, Haridwar, Chennai, Lucknow and Maddur (near Bangalore)
- High speed machines and equipment for manufacturing batteries and flashlights
- In-house machines for metal flashlights and a fully automated injection-moulding facility for plastic components
- Certified Quality, Environment and Health & Safety Management Systems (ISO 9001:2008 (QMS), ISO 14001 (EMS) and OHSAS 18001)

Research and Development Centre

- Strong focus on research, design and development to enhance performance of existing products and develop new products
- R&D facility for batteries at Kolkata approved by DSIR (Department of Scientific and Industrial Research), Ministry of Science and Technology, Government of India
- NABL (National Accreditation Board for Testing and Calibration Laboratories) accredited computerized testing facility at Kolkata for checking cycle life and capacity of primary and rechargeable batteries
- Developed at least 20 new products in the flashlight and electrical product areas over the past 3 fiscals
- Conducts sample tests for products supplied by Suppliers.

Increasing efficiency of existing products and adding new products to the product portfolio

Distribution Network

Eveready has a pan-India distribution network. Our unique distribution strength lies in our ability to access and service rural India.

15 sales branch offices

4000+ distributors

42 distribution centres

We intend to undertake initiatives to expand the distribution channels with a particular emphasis on adding new outlets to offer our electrical and lighting business to new customers

We estimate that in the FMCG universe of batteries stocking outlets - Eveready batteries are available in 50%+ of the outlets

Enhancing Brand Visibility

- Strengthening our brand for maintaining market leadership
- Focus is on expanding markets, increasing penetration and catering to evolving customer requirements
- Honoured as one of the "Fortune Next 500" Indian Companies in 2015

Urban Marketing

- Print and television advertisements featuring brand ambassador Akshay Kumar
- 'Give Me Red' marketing campaign focusing on Indian youth
- Effective positioning of products in the market

Enhancing Brand Visibility

Rural Marketing

- Publicising through **wall paintings** across villages
- Regular **Haat** and **Chaupal** activities
- Branding initiatives in **villages**

Business Vertical: Batteries

- Eveready Industries is the **market leader** commanding over 50% of organized Indian dry-cell battery market's share in Fiscal 2015*
- One of the largest producers of carbon zinc batteries in India with a production of **1.3 billion+ batteries in Fiscal 2015***
- Offers **Eveready Alkaline batteries for devices** like digital cameras, remote-controlled toys, among others, Eveready (Carbon Zinc) batteries for most of household appliances and personal electronic devices
- Offers **Rechargeable Batteries and power banks**

* *Source:* Association of Indian Dry Cell Manufacturers

Strengths

- **India's leading brand** in the portable battery industry
- **Broad product portfolio** to cater to India's portable energy requirements
- **Pan-India distribution network** across urban and rural India
- In-house manufacturing facilities

Business Vertical: Batteries

Products Basket

Eveready, Powercell and Shakti

- Carbon Zinc Batteries – D size, AA, AAA, C and 9V
- Alkaline Batteries- Alkaline AA and AAA
- Rechargeable Batteries- AA, AAA

Business Vertical: Batteries

Industry Trends and Drivers

- Indian dry cell batteries market is estimated at **2.7 billion** pieces (volume) and **INR 1400 crores** (value) for Fiscal 2015*
- In the recent past, industry has faced significant **cost push** due to rising input costs and the depreciating rupee
- India has low per capita battery consumption (two per year) compared to China (5-6 per year), indicating an **inherent growth** potential*
- Rising income levels, increasing urbanization, changing lifestyle and enhanced need for convenience is expected to boost battery-run gadgets demand (remote controls, torches, toys, cameras, radio sets and portable music systems)

* *Source:* Capitaline

Business Vertical: Flashlights

- India's leading brand in flashlights
- Captures over 75% of India's organized flashlight market*
- Offers various brass, aluminum and plastic models, either primary or rechargeable, of assorted wattages and sizes
- Caters to the lighting needs of urban and rural India

India's leading brand in the flashlight segment

Strengths

- Offering wide product range in terms of quality, price range, shapes and sizes
- Pan-India distribution network across urban and rural India
- Strong Design & Development capability helps in introducing new products

* *Source:* Association of Indian Dry Cell Manufacturers

Business Vertical: Flashlights

Products Basket

Eveready and Powercell

- DigiLED Torches – Long-life LEDs, focused bright white light and durable bodies
- UltraLED Torches – Durable bodies and wide area light
- Brass Torches – Long life - durable torches and bright white light
- Aluminium and Plastic Torches -Durable bodies, bright white light and slide switch with flasher
- Rechargeable Torches - In-built charger/battery and plug
- DigiLED battery operated and portable Lanterns

Business Vertical: Flashlights

Industry Trends and Drivers

- Dormant population of non-users indicates a large opportunity for flashlights
- With rising income levels, it is expected that demand for flashlights will grow
- Demand for flashlight is diversified across various price points - economical/value added

Business Vertical: Lighting and Electricals

- New entrant in the Indian consumer lighting market
- Offers a wide variety of lighting and electrical solutions in urban and rural area including LED products
- Secured an order of 7.5M LED lamps from Energy Efficiency Services Limited valued at Rs.48.3 crores

Strengths

- Synergic to Eveready's brand and business portfolio
- Pan-India leveraging on existing battery and flashlight distribution network and adding new electrical outlets to supplement the vertical
- Usage of own circuit design enables the company to have a low 5.7% warranty return
- Presence in all modern format stores and E-Commerce platform

Business Vertical: Lighting and Electricals

Products Basket

- Incandescent Lighting/General Lighting System (GLS)
- Fluorescent Lamp/Tube
- Compact Fluorescent Lamp (CFL)
- LED Lamps
- LED Tube battens and Panels
- Luminaries
- Rechargeable Fans
- Radios
- Spike Guards

Business Vertical: Lighting and Electricals

- Eveready LED lamps range from 2.5-14W have light output of 100-120 lumens/per watt.
- These lamps have a life of around 25000 hours
- Third party vendor developed in India

Business Vertical: Lighting and Electricals

Industry Trends and Drivers

- Government embarking on various programs / schemes to replace GLS / CFL lamps with energy efficient LED lamps
- LED lamps are more energy efficient. CFL lamps when compared to GLS, use 75% less energy. LED lamps when compared to GLS use at least 75% less energy*
- When compared to GLS, CFLs last 15 times and LED lamps 25 times longer*
- We believe LED lamps have better growth prospects, compared to CFL, given the diminishing price differential and significant cost savings to consumers

* *Source:* Publications of U.S. Department of Energy

Business Vertical: Packet Tea

- Regional market presence in most of the major Indian states (Uttar Pradesh, Uttarakhand, Punjab, Rajasthan, Madhya Pradesh and Bihar, among others)
- Estimated domestic annual consumption of tea in Fiscal 2014 is 911 million Kg*
- We believe India's packet tea industry is fragmented with a few large players occupying a significant share and several localized players accounting for regional competition

Strengths

- Leveraging from Group knowledge for tea business
- Leveraging on pan-India distribution network
- Offers different blends of tea catering to a diverse taste preference and various price points

Aspires to expand focus from regional business to a pan-India presence by leveraging our established tea brands and blends as well as increasing our distribution network

* *Source:* Tea Board Annual Report 2013-14

Business Vertical: Packet Tea

Products Basket

- Eveready Premium Gold
- Eveready Tez
- Eveready Jaago

Proposed New Business Vertical: Appliances

The company is in the process of launching a range of products in the small home appliance market

Strengths

- Synergic to Eveready's brand and business portfolio
- Pan-India leveraging on existing battery and flashlight distribution network and adding new appliance outlets to supplement the vertical
- Leveraging presence in all modern format stores and E-Commerce platform

Proposed New Business Vertical: Appliances

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Products Basket

- Mixer Grinder
- Dry Irons
- Steam Irons
- Juicer Mixer Grinders
- Water Heaters(Instant)
- Induction Cookers
- Immersion Rod
- Roti Maker
- Pop Up Toasters
- Sandwich Makers
- Juicers
- Food Processors
- Rice Cookers
- Oven Toaster Grillers
- Coffee Makers
- Ceiling Fans
- Choppers, Kettles, Multi Grill

Proposed New Business Vertical: Appliances

Packaging : VFM Range

Proposed New Business Vertical: Appliances

Packaging : Premium Range

Shareholding Pattern

Distribution of shareholding as on 31st December 2015

Category	No of shares Held	% of shareholding
A. Promoter & Promoter Group	3,19,90,995	44.01
B. Public		
1.Institutional Investors		
a. FIIs/FPIs	1,51,23,571	20.81
b. Mutual Funds/UTI	36,57,942	5.03
c. Banks, FIs, Insurance Companies	19,10,415	2.63
2. Others		
a. Indian Public	1,41,50,591	19.47
b. Private Corporate Bodies	50,89,899	7.00
c. NRI's/NBFC's/Trusts/Clearing Member	7,63,847	1.05
GRAND TOTAL	7,26,872,60	100.00

Refer Company's website for complete shareholding pattern

CSR Policy

In collaboration with NGOs, the Company supports various social causes like:

- En-light a girl child: Promoting girl child education, gender quality and empowerment of women
- Eradication of hunger and poverty
- Promotion of sports

Thank You

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West Bengal, India

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