

**EVEREADY >>>****INDUSTRIES INDIA LTD.**

1, MIDDLETON STREET, KOLKATA - 700 071

PHONE : 2288-2147, 2288-3950

FAX : (033) 2288-4059

Website : www.evereadyindustries.com

February 22, 2012

Bombay Stock Exchange Ltd.  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building, P.J. Towers,  
Dalal Street, Fort  
Mumbai – 400001

FAX NO. (022) 2272-2037 / 2039 / 3121

➔ The National Stock Exchange of India Ltd.  
Exchange Plaza, C-1,  
Block –G, 5<sup>th</sup> Floor,  
Bandra – Kurla Complex  
Bandra (East)  
Mumbai – 400051

FAX NO. (022) 2659-8120 / 8235 / 8237

The Calcutta Stock Exchange Association Ltd.  
7, Lyons Range,  
Kolkata – 700001

FAX NO. (033) 2210-4492 / 4500 / 2223

Dear Sirs,

Subject : Disclosure in terms of Regulation 13(6) of the  
Securities and Exchange Board of India  
(Prohibition of Insider Trading) Regulations, 1992

We submit herewith a copies of the letter dated February 21, 2012 together with Form C in terms of Regulation 13(3) of the above mentioned Regulations, as received by us from American Funds Insurance Series – Global Small Capitalization Fund, informing us of the details of their change in shareholding in the Company in the said Form C.

The above is for your information and record.

Thanking you,

Very truly yours,  
EVEREADY INDUSTRIES INDIA LTD.



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

REGD. OFFICE : 1, MIDDLETON STREET, KOLKATA-700 071

 **American Funds**

American Funds Insurance Series  
333 South Hope Street, 55<sup>th</sup> Floor  
Los Angeles, California 90071-1406  
Phone (213) 486 9200  
Fax (213) 486 9698

21 February 2012

BY FAX - ORIGINAL IN POST  
(91-33-2486-4673)

Eveready Industries India Ltd.  
1, Middleton Street  
Kolkata - 700 071  
India

Re: Substantial Acquisition Notification

Tehnaz Punwani:

Pursuant to Regulation 13 of the SEBI (Prohibition of Insider Trading Regulations, 2002), we are submitting this notice disclosing American Funds Insurance Series' shareholding in Eveready Industries India Ltd.; details are contained in the enclosed Form C.

For the purpose of this Notice, an outstanding share balance figure of 72,687,000 shares was used to calculate the percentage of holdings. We believe this figure is current; however, if this number is not accurate, please contact us as soon as possible so we may make the necessary revisions.

Should you have questions or require additional information, please contact Gina Martinez or Vivien Tan at (213) 615-0469, or send a fax message to (213) 486-9698. Alternatively, you may contact us via email at GRGroup@capgroup.com.

Regards,



Courtney R. Taylor  
Assistant Secretary

## FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 (Regulation 13 (3) and (6))

## Regulation 13(3) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed company - Eveready Industries India Ltd.

| Name, PAN No. & address of shareholders | Shareholding prior to acquisition / sale                               | No. & % of shares/voting rights acquired/sold                          | Receipt of allotment/advice/acquisition of shares/sale of shares specify | Date of intimation to company | Mode of acquisition (market purchases/public rights/preferential offer etc.) | No. & % of shares/voting rights post-acquisition / sale                | Trading member through whom the trade was executed with SEBI Registration No. of the TM                                                                                                                                                              | Exchange on which the trade was executed | Buy quantity | Buy value | Sell quantity           | Sell value          |
|-----------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------------|-------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|--------------|-----------|-------------------------|---------------------|
| American Funds Insurance Series         | 3,596,419 shares<br>4.948% of the total voting rights and total shares | 2,115,626 shares<br>2.911% of the total voting rights and total shares | Sale of shares on 17 February 2012                                       | 21 February 2012              | Market sale                                                                  | 1,480,793 shares<br>2.037% of the total voting rights and total shares | Bidways Securities (INB231292732)<br>CLSA India Ltd. (INB230826436)<br>Morgan Stanley (INB231054231)<br>Geojit BNP Paribas (INB231337230)<br>Bidways Securities (INB011292738)<br>Morgan Stanley (INB011054237)<br>Geojit BNP Paribas (INB011337236) | National Stock Exchange of India         | n/a          | n/a       | 360,000                 | 26,4291 – INR/share |
| Global Small Capitalization Fund        |                                                                        |                                                                        |                                                                          |                               |                                                                              |                                                                        |                                                                                                                                                                                                                                                      |                                          |              |           | 400,000                 | 26,4061 – INR/share |
|                                         |                                                                        |                                                                        |                                                                          |                               |                                                                              |                                                                        |                                                                                                                                                                                                                                                      |                                          |              |           | 459,080                 | 26,6468 – INR/share |
|                                         |                                                                        |                                                                        |                                                                          |                               |                                                                              |                                                                        |                                                                                                                                                                                                                                                      |                                          |              |           | 308,626                 | 27,5996 – INR/share |
|                                         |                                                                        |                                                                        |                                                                          |                               |                                                                              |                                                                        |                                                                                                                                                                                                                                                      |                                          |              |           | 340,000                 | 26,7019 – INR/share |
|                                         |                                                                        |                                                                        |                                                                          |                               |                                                                              |                                                                        |                                                                                                                                                                                                                                                      |                                          |              |           | 140,920                 | 26,7100 – INR/share |
|                                         |                                                                        |                                                                        |                                                                          |                               |                                                                              |                                                                        |                                                                                                                                                                                                                                                      |                                          |              |           | 110,000                 | 27,7200 – INR/share |
|                                         |                                                                        |                                                                        |                                                                          |                               |                                                                              |                                                                        |                                                                                                                                                                                                                                                      |                                          |              |           | Total: 2,115,626 shares |                     |

*Courtesy R. Taylor*  
Assistant Secretary

**EVEREADY >>>**  
**INDUSTRIES INDIA LTD.**

1, MIDDLETON STREET, KOLKATA - 700 071  
PHONE : 2288-2147, 2288-3950  
FAX : (033) 2288-4059  
Website : www.evereadyindustries.com

February 22, 2012

Bombay Stock Exchange Ltd.  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building, P.J. Towers,  
Dalal Street, Fort  
Mumbai – 400001

FAX NO. (022) 2272-2037 / 2039 / 3121

↗ The National Stock Exchange of India Ltd.  
Exchange Plaza, C-1,  
Block –G, 5<sup>th</sup> Floor,  
Bandra – Kurla Complex  
Bandra (East)  
Mumbai – 400051

FAX NO. (022) 2659-8120 / 8235 / 8237

The Calcutta Stock Exchange Association Ltd.  
7, Lyons Range,  
Kolkata – 700001

FAX NO. (033) 2210-4492 / 4500 / 2223

Dear Sirs,

Subject : Disclosure in terms of Regulation 29(2) of the  
Securities and Exchange Board of India  
(Substantial Acquisition of Shares and Takeover) Regulations, 2011

We submit herewith a copies of the letter dated February 21, 2012 together with Annexure B in terms of Regulation 29(2) of the above mentioned Regulations, as received by us from American Funds Insurance Series – Global Small Capitalization Fund, informing us of the details of their change in shareholding in the Company in the said Annexure.

The above is for your information and record.

Thanking you,

Very truly yours,  
EVEREADY INDUSTRIES INDIA LTD.

*Thun*  
(T. PINWANT)  
SENIOR GENERAL MANAGER – LEGAL  
& COMPANY SECRETARY