

EVEREADY >>>
INDUSTRIES INDIA LTD.
1, MIDDLETON STREET, KOLKATA - 700 071
PHONE : 2288-2147, 2288-3950
F A X : (033) 2288-4059
Website : www.evereadyindustries.com

February 22, 2012

Bombay Stock Exchange Ltd.
1st 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, 5th 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.


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



American Funds Insurance Series
333 South Hope Street, 55th 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: Disclosure under SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Tehnaz Punwani:

Pursuant to Regulation 29 (2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are submitting this notice disclosing American Funds Insurance Series' shareholding in Eveready Industries India Ltd.; details are contained in the enclosed Annexure B.

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,

A handwritten signature in cursive script, appearing to read 'Courtney R. Taylor'.

Courtney R. Taylor
Assistant Secretary

Annexure-B**Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	Eveready Industries India Ltd.		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	American Funds Insurance Series - Global Small Capitalization Fund		
3. Whether the acquirer belongs to Promoter / Promoter group	n/a		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India and Bombay Stock Exchange		
5. Details of the acquisition / disposal / holding of shares / voting rights / holding of the Acquirer and PAC	Number	% w.r.t. total share / voting capital wherever applicable	% w.r.t. total diluted share / voting capital of the TC (*)
<u>Before the acquisition / disposal under consideration, holding of:</u>			
a) Shares carrying voting rights	3,596,419 shares	4.948% of the total voting rights and total shares	4.948% of the total voting rights and total shares
b) Voting rights (VR) otherwise than by equity shares			
c) Warrants / convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			

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Total (a + b + c)	3,596,419 shares	4.948% of the total voting rights and total shares	4.948% of the total voting rights and total shares
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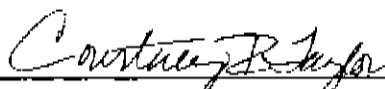
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<u>Details of acquisition / sale</u>			
a) Shares carrying voting rights acquired / sold	2,115,626 shares	2.911% of the total voting rights and total shares	2.911% of the total voting rights and total shares
b) VRs acquired / sold otherwise than by shares			
c) Warrants / convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired / sold			
Total (a + b + c)	2,115,626 shares	2.911% of the total voting rights and total shares	2.911% of the total voting rights and total shares
<u>After the acquisition / sale, holding of:</u>			
a) Shares carrying voting rights	1,480,793 shares	2.037% of the total voting rights and total shares	2.037% of the total voting rights and total shares
b) VRs otherwise than by shares			
c) Warrants / convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			

Total (a + b + c)	1,480,793 shares	2.037% of the total voting rights and total shares	2.037% of the total voting rights and total shares
6. Mode of acquisition / sale (e.g. open market / off market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Sale through open market		
7. Date of acquisition /sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	17 February 2012		
8. Equity share capital / total voting capital of the TC before said acquisition / sale	72,687,000 total voting rights and total shares		
9. Equity share capital / total voting capital of the TC after said acquisition / sale	72,687,000 total voting rights and total shares		
10. Total diluted share voting capital of the TC after the said acquisition / sale	72,687,000 total voting rights and total shares		

Note:

(*) Diluted share / voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities / warrants into equity shares of the TC.



Courtney R. Taylor, Assistant Secretary

Place: Los Angeles, California

Date: 21 February 2012

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

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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



American Funds Insurance Series
333 South Hope Street, 55th 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,

A handwritten signature in cursive script that reads 'Courtney R. Taylor'.

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	Share-holding prior to acquisition / sale	No. & % of shares/ voting rights acquired/ sold	Receipt of allotment advice/ acquisition of shares/ sale of shares specify	Date of Information to company	Mode of acquisition (market purchase/ public/ rights/ preferential offer etc.)	No. & % of shares/ voting rights 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 Global Small Capitalization Fund 333 South Hope St. 5 th Floor, Los Angeles, California 90071-1406	3,596,419 shares 4.948% of the total voting rights and total shares	2,115,626 shares 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 2.037% of the total voting rights and total shares	Barclays Securities (INB231292732)	National Stock Exchange of India	n/a	n/a	360,000	26.4291 – INR/share
							CLSA India Ltd (INB230826436)				400,000	26.5061 – INR/share
							Morgan Stanley (INB231054231)				459,080	26.6468 – INR/share
							Geojit BNP Paribas (INB231337230)	305,626			27.5996 – INR/share	
							Barclays Securities (INB011292738)	340,000			26.7019 – INR/share	
							Morgan Stanley (INB011054237)	140,920			26.7100 – INR/share	
							Geojit BNP Paribas (INB011337236)				110,000	27.7200 – INR/share
											Total: 2,115,626 shares	

Courtney R. Taylor
Courtney R. Taylor
Assistant Secretary