

January 6, 2015

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,

This has reference to our mail and fax of January 5, 2015 attaching a press release. We attach herewith the revised press release with the date duly corrected. Regret the typo. Sorry for the inconvenience.

Thanking you,

Very truly yours,  
**EVEREADY INDUSTRIES INDIA LTD.**

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

Enclo : As Above.

## Eveready hikes Battery prices

**Kolkata 5<sup>th</sup> January 2015:** Eveready Industries India Ltd., market leader of dry cell batteries, announced a hike in the prices of its batteries. According to Mr Amritanshu Khaitan, Managing Director of Eveready - "Excise duty on batteries has gone up by 2%, after the concessional rate of excise duty earlier allowed for consumer durables was not extended beyond 31<sup>st</sup> December, 2014. The same quantum is now being recovered through price increases with immediate effect by rationalisation of trade margins".

Eveready is the market leader of dry cell batteries selling more than 1.2 billion units annually. Apart from dry cell batteries, Eveready is also the market leader in flashlights selling in excess of 25 million units per year. Eveready also markets rechargeable lanterns and devices, CFL, GLS lamps & other lighting products and packet tea. Eveready has an extensive distribution network of 4000 dealers reaching all the way upto 5000 population towns.

