

December 30, 2015

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

**Sub: Reclassification of Bennett, Coleman & Co. Ltd. from the Promoter/Promoter Group of
Eveready Industries India Limited (“Company”)**

Dear Sirs,

This is to inform you that Bennett, Coleman & Co. Ltd. (“BCCL”), is holding 3,07,400 equity shares aggregating to 0.42% of the paid up capital of the Company and their shareholding is disclosed as part of Promoter & Promoter Group Shareholding in the disclosures filed by the Company with BSE Limited (“BSE”), The National Stock Exchange of India Limited (“NSE”) and The Calcutta Stock Exchange Association Limited (“CSE”) (collectively the “Stock Exchanges”) and in the Annual Report of the Company for the Financial Year 2014-15.

The shareholding of BCCL is less than 0.5% of the paid-up capital of the Company. Further BCCL does not fall in the definition of ‘Promoter Group’ in terms of Regulation 2(1) (zb) of Securities and Exchange Board of India (Issue of Capital and Disclosure requirement) Regulation, 2009. BCCL neither has a right to appoint any director of the Company nor has an ability to control the management or policy decisions of the Company in any manner whatsoever including by virtue of its shareholding.

EVEREADY >>>
INDUSTRIES INDIA LTD.

1, MIDDLETON STREET, KOLKATA - 700 071
PHONE : 2288-2147, 2288-3950
F A X : (033) 2288-4059
E-mail : contactus@eveready.co.in
Website : www.evereadyindustries.com

BCCL has, vide its letter dated December 28, 2015 requested the Board of Directors of the Company to reclassify its said shareholding in the Company from the Promoter and Promoter Group and to include the same in the "Public" Shareholding for purpose of necessary disclosures. A copy of the said letter is attached herewith for your ready reference.

Accordingly, the Company as authorized by its Board vide Board Resolution passed by Circulation dated 30 December, 2015 has reclassified the shareholding of 3,07,400 equity shares aggregating to 0.42% of the paid up capital of the Company of BCCL from the Promoter & Promoter group shareholding of the Company and included in the 'Public' shareholding of the Company for the purpose of reporting to Stock Exchanges, and any other communication and disclosures as may be required from time to time

As required under Regulation 31A of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), we hereby request you to take on record such reclassification.

In case you need any further information in this regard, please contact the undersigned on phone : 033 22884436 or email : tehnazpunwani@eveready.co.in and we shall be glad to provide the same.

Thanking you,

Very truly yours,
EVEREADY INDUSTRIES INDIA LTD.


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

ENCL: AS ABOVE

December 28, 2015

The Board of Directors
Eveready Industries India Limited
Jeevan Deep Building
1, Middleton Street
Kolkata - 700 071

Dear Sir/Madam

Sub: Declassification of Bennett, Coleman and Company Limited from the Promoter/Promoter Group of Eveready Industries India Limited ("the Company").

We hold 3,07,400 Equity Shares of the Company, which we are continuing to hold since the financial year 1994-1995. We understand these shares constitute 0.42% of the paid up capital of the Company ("**Shareholding**").

We have come to know that our above said Shareholding is disclosed as part of Promoter & Promoter Group Shareholding in the disclosures filed by the Company with BSE Limited ("**BSE**"), The National Stock Exchange Limited ("**NSE**") and The Calcutta Stock Exchange Limited ("**CSE**") (collectively the "**Stock Exchanges**") and in the Annual Report of the Company for the Financial Year 2014-15.

We wish to bring to your notice that we do not fall in the definition of 'Promoter' or 'Promoter Group' in terms of SEBI Regulations. Our shareholding is a meagre 0.42% of the paid-up capital of the Company. Further we neither have a right to appoint any directors of the Company, nor have an ability to control the management or policy decisions of the Company in any manner whatsoever including by virtue of our shareholding. We also do not have any management rights or any shareholder agreement or voting agreement, either with the Company or any other shareholder(s).

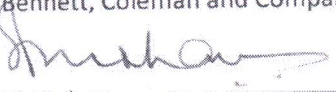
Hence, we are not, and cannot be, treated as a "Promoter" of the Company, nor can we be included within the Promoter Group. Therefore, our being disclosed in the Stock Exchange filings made by the Company as part of Promoter & Promoter Group Shareholding may have been caused through an inadvertent error.

In view of the above, we request you to immediately declassify our Shareholding from Promoter and Promoter Group. Our Shareholding should be included in 'Public' shareholding for the purpose of necessary reporting to Stock Exchanges, in the Annual Reports of the Company and any other private or public communications. We request you to initiate urgently the requisite steps in this direction, including as may be required under the relevant SEBI Regulations.

We request you to also kindly keep us informed about the steps taken by you in this regard.

Thanking you

Yours faithfully,
For Bennett, Coleman and Company Limited


Gopal Mohan
General Manager (Corporate)