

March 17, 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

Dear Sirs,

We enclose herewith a copy of the Press Release titled 'Enjoy a "Better Life" with Eveready Appliances', being issued by the Company for your information and records.

Thanking you,

Very truly yours,
EVEREADY INDUSTRIES INDIA LTD.



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

Enclo: As Above

ENJOY A "BETTER LIFE" WITH EVEREADY APPLIANCES

Kolkata, March 17, 2016: Eveready Industries India Limited (EIL), market leader of dry cell batteries and flashlights launched its range of small appliances/brown goods under the brand name **"Eveready Appliances"**. The range includes food processors, choppers, mixer grinders, juicers, rice cookers, induction cookers, dry and steam electric irons, OTGs (oven, toaster grill), electric kettles and coffee makers, toasters, sandwich and roti makers, instant water heaters and immersion rods, ceiling fans etc. The new launch is the result of the company's endeavour to provide appliances for the household keeping the Indian Consumer in mind. The new range of Eveready appliances will be available on e retail, modern retail as well as the traditional forms of retail including CSD.

Speaking at the launch, **Mr Amritanshu Khaitan, Managing Director, EIL**, stated, **"Eveready is committed to providing convenience and energy efficiency at your fingertips through innovative, safe and dependable energy-efficient appliances that improve people's lives. Through the launch of Eveready Appliances we will be able to partner with our customers at every stage of their modern-day living by offering household solutions that make their world safer and easier. Every product in this range is designed with precision, making it not only technologically advanced but eco-friendly and aesthetically pleasing as well."**

Mr Khaitan further added, **"To mitigate after-sales service expectations of our customers, we have already set in place a network of 76 authorised service centres across India. A dedicated call centre has also been set up to register and service customer complaints. It is our mission to provide excellent customer satisfaction through home service and a two year warranty on our entire range of appliances."**

Eveready believes that the small appliances market in India is estimated to be around Rs. 10,000 crores growing at around 10-12% per annum with the premium segment growing at a faster pace between 30-35%. EIL aims to be a leading supplier of appliances in the next 2-3 years.

About EIL

Eveready Industries India Limited (EIL) is the industry frontrunner in the portable energy (dry battery and flashlight) segment, with sales of over 1.2 billion batteries and 25 million flashlights every year. Eveready continues to be one of the most trusted brands to millions of people across India for generations. The company also markets LED, CFL, GLS and other lighting products, rechargeable lanterns and devices and packet tea. Eveready has an extensive distribution network of over 4000 distributors and reaches towns with population of 5000 or more.

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