

PRESS RELEASE

Eveready Industries India Ltd. (Eveready) today declared its financial results for the quarter and year ended March 31, 2015. Major highlights of the standalone results are the following.

Item	Q4 2014-15 (Rs.crores)	Q4 2013-14 (Rs.crores)	Gain %	FY 14-15 (Rs.crores)	FY 13-14 (Rs.crores)	Gain %
Operating Income	275.13	257.43	7	1278.92	1153.41	11
Operating EBDITA	19.29	15.59	24	123.68	90.59	37
PBT	5.38	(2.16)	349	62.00	16.49	276
Net Profit	5.45	1.25	336	49.03	13.60	261

The turnover for the year rose by 11 % - primarily driven by prices increases taken in the core category of dry cell batteries and a growth of 33% in the new product vertical of lighting products.

The Company had implemented a fresh round of price increases in batteries during the first quarter of the current year. The market absorbed the same. Though the volumes remained flat, battery operations remained healthy and contributed to the EBDITA margin expanding to 9.7% of net sales during the current year from a 7.8% level in the previous year.

The operating EBDITA for the current year grew to Rs.123.68 crores (Rs.90.59 crores in the previous year), despite the Company increasing spends on A & P by Rs.28.6 crores (2 % of net sales). Reduction in Finance Costs from Rs 41.00 crores for the previous year to Rs 33.60 for the current year also contributed to the higher profits in the current year.

The Board of Directors have recommended dividend of 40 %.

The new product launch of LED bulbs (around which the current advertising campaign is centered) towards end of the year, is gaining market traction and is expected to be a major contributor of growth in the coming year.

Outlook on batteries and flashlights remain stable. The Company stands by its plans to improve operating margins and reduce debts substantially in the coming year.

Eveready is the country's market leader of batteries and flashlights - selling more than 1.2 billion batteries and 25 million flashlights. Apart from these, Eveready now offers a basket other products. Most of these products have been launched in the recent past and include lanterns, radios, rechargeable fans, power back up for mobile phones, LED, CFL & GLS lamps & other lighting products and packet tea. Eveready has an extensive distribution network of 3000 distributors reaching all the way down to 5000 population towns. The Company is basing its growth on the new products – especially the various lighting products and devices.

May 11, 2015

