

PRESS RELEASE

Eveready Industries India Ltd. (Eveready) today declared its financial results for the quarter and year ended March 31, 2014. Major highlights of the standalone results are the following.

Item	Q4 2013-14 (Rs.crores)	Q4 2012-13 (Rs.crores)	Gain / (Loss) %	FY 13-14 (Rs.crores)	FY 12-13 (Rs.crores)	Gain / (Loss) %
Operating Income	257.43	227.79	13.0	1153.41	1035.33	11.4
Operating EBDITA	15.59	10.11	54.2	90.59	65.38	38.6
PBT	(2.16)	(8.25)	73.8	16.49	(0.76)	
Net Profit / (Loss)	1.25	(2.15)	157.9	13.60	5.08	167.7

During the quarter and the year, the product categories of batteries and lighting products – saw healthy turnover growth - contributing to the sales gain as reported above. Growth of EBIDTA and profits is a reflection of better price realization and cost conservation.

The Company had significant adverse impact on input costs during the current year on account of the steep rupee depreciation in the recent past. However, it could pass on the impact to the market by taking up prices of batteries and flashlights in 2 rounds.

Market has absorbed these price increases and outlook for batteries & flashlights appears stable. Another round of price increase has already been implemented effective April 2014.

Eveready is also basing its growth for the year on the new products – especially the various lighting products and devices. The Company is hopeful that these should result in sustainable improvement – in sales as well as in margins.

Also, given the above operational improvement and tight working capital management, the Company was able to reduce its borrowings by Rs.50 crores during the financial year. The end of the year borrowing stood at Rs.225 crores. The Company stands by its plans to reduce debts substantially in the coming year with profits from planned improved operations.

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, 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.

May 5, 2014

