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Eveready hikes Battery prices

Kolkata 5th 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 31st 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.

