



Eveready hikes Battery prices

Kolkata 5th August 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 - "While commodity prices continue to remain somewhat soft, currency exchange and normal inflation in overhead expenses had some impact on margins. The Company is thus setting off such impact by increasing prices of its premium range of batteries. The premium range constitutes about 40% of total battery volumes, and MRPs of the various types will be increased from Rs.0.50 to Re.1.00 per piece".

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 LED, CFL, GLS lamps & other lighting products and rechargeable lanterns & devices, and packet tea. Eveready has an extensive distribution network of 4000 dealers reaching all the way to 5000 population towns.

