

Eveready launches the Brightest Ever 8W LED Bulb

Kolkata 13th August 2015: Eveready Industries India Ltd., market leader of dry cell batteries, flashlights and a leading lighting solution provider, today launched India's brightest ever 8W LED bulb . The latest addition to Eveready's bulb portfolio offers the highest lumen efficacy at 120 lumens per watt.

The Eveready brand has always stood for the best in quality and endeavors to offer value- for -money products keeping the Indian consumer in mind.

The new launch is a result of the Company's endeavor to be ahead in a fast changing dynamic lighting industry with focus on innovation, R&D to develop the best-in-class products. This new range of lamps will continue to be energy efficient thus resulting in lower electricity bills for the Indian consumer.

The Company's 8W (960 lumens) LED Bulb is being launched on Snapdeal to ensure that consumers across the country can buy the same starting today. The product will also be available on all leading online / modern retail formats as well as traditional forms of retail.

Keeping the ultimate consumer in mind, the product has been positioned as a value pack of 2 having MRP of Rs. 799/- being offered to the consumer at Rs. 599/- (incl. of all taxes).

Mr. Amritanshu Khaitan, Managing Director, Eveready Industries India Ltd. said "We are delighted to introduce the Brightest Ever LED bulb in India, available through Snapdeal today and are committed to offer the brand's promise of the brightest light at an affordable price to the millions of Indians. Our focus on continuous R&D and innovation has enabled us to pioneer the change in the lighting industry driven by LEDs. I am very happy that through Eveready, Indian consumers will benefit by way of Energy savings without compromising on the desired light output. I expect the LED lighting market to grow manifold in the coming years and Eveready would play a pivotal role in innovation and design to lead the LED revolution in India."

The LED Industry size is expected to grow to Rs. 21600 Crores by 2020, in India and Eveready aims to be a leading LED lighting provider.

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 and other lighting products, rechargeable lanterns and devices and packet tea. Eveready has an extensive distribution network of 4000 distributors reaching all the way to 5000 population towns.

