

August 22, 2011

Bombay Stock Exchange Ltd.
1st Floor, New Trading Ring,
Rotunda Building, P.J. Towers,
Dalal Street, Fort
Mumbai – 400001

FAX NO. (022) 2272-2037 / 2039 / 3121

The National Stock Exchange of India Ltd.
Exchange Plaza, C-1,
Block –G, 5th Floor,
Bandra – Kurla Complex
Bandra (East)
Mumbai – 400051

FAX NO. (022) 2659-8120 / 8235 / 8237

The Calcutta Stock Exchange Association Ltd.
7, Lyons Range,
Kolkata – 700001

FAX NO. (033) 2210-4492 / 4500 / 2223

Dear Sirs,

ANNUAL GENERAL MEETING
CLOSURE OF REGISTER OF MEMBERS
PAYMENT OF DIVIDEND

Notice is hereby given that the 76th Annual General Meeting of the Members of Eveready Industries India Ltd. will be held on Friday, September 23, 2011 at 10.30 a.m. at Rang Manch, Swabhumi – The Heritage Plaza, 89C Moulana Abul Kalam Azad Sarani, Kolkata – 700 054. Notice of the Annual General Meeting, together with the printed copy of the Annual Report and Accounts for the financial year ended March 31, 2011 will be emailed or mailed physically, as the case may be, in due course to the members of the Company at their registered addresses.

The Register of Members of the Company will remain closed from Tuesday, September 13, 2011 to Friday, September 23, 2011 both days inclusive for the purpose of the Annual General Meeting and the payment of dividend.

The Dividend of Re. 0.50 per share on the share capital, if approved at the Meeting, shall be paid on or before October 21, 2011 to those members, holding shares in physical form, whose names are on the Register of Members as on September 23, 2011 or their mandatees. In respect of shares held in electronic form, the dividend will be paid to the beneficial owners of the shares on September 12, 2011 as per details provided by the Depositories for the purpose.

Thanking you,

Very truly yours,
EVEREADY INDUSTRIES INDIA LTD.


(T. PUNWAND)
**SENIOR GENERAL MANAGER – LEGAL
& COMPANY SECRETARY**