



## **Eveready hikes AA Battery prices**

**Kolkata, 14 December 2010:** Eveready Industries India Ltd, India's largest marketer of dry cell batteries announced a hike in the prices of its AA range of batteries today.

Mr Deepak Khaitan, Vice Chairman and Managing Director of Eveready Industries said, "Over the past 3-4 months there has been a continuous upward movement in the prices of nearly all raw materials used in the manufacture of dry cell batteries, which has increased the cost of batteries. This has left us with little option but to pass on a part of the increase in costs to the market. As a result, we are increasing the MRP of the AA batteries by Rs 0.50 with immediate effect".

Eveready is India's largest marketer of dry cell batteries selling about 1.2 billion units annually. Apart from Carbon Zinc batteries, Eveready offers a basket of FMCG products that find place in every household. This includes torches, rechargeable batteries, CFL & GLS lamps and packet tea. In the last one year, Eveready has also launched a range of LED based lanterns aimed at semi/non-electrified households in rural India; providing safe, efficient lighting which are cheaper than even kerosene lanterns in the long run. The consumer acceptance of this range of products has been most encouraging – resulting in the company selling 2 million units in the first year of its launch.

Eveready has one of the most extensive distribution networks in India of over 4000 distributors reaching out to more than 8 lakh retail outlets directly.