



Eveready upgrades its Torch and Lamp Portfolio

Kolkata, July 18th, 2011: Eveready Industries India Ltd, India's largest marketer of dry cell batteries has upgraded its torch and lamp portfolio by launching new age models and improved packaging.

Speaking on the occasion Mr. Deepak Khaitan, Vice Chairman, Eveready said "Our portfolio has been designed keeping in mind the technology enhancement of our torches and lamps. New torch models in various colours, shapes, price points and light output have been designed in line with consumer preferences. Evolve Creative, a London based consultancy who are experts in the field of brand identity and packaging design, were brought in to revive the look and feel. Our endeavour once again is to communicate the world class quality and unmatched reliability of our products."

In a country where around 40% households don't have access to enough electricity and require basic sources of light to sustain themselves, Eveready provides portable lighting solutions to more than 60 million households.

In the mid-nineties, Eveready launched its first major advertisement campaign with the famous slogan "Give me Red". The advertising byline of the popular Red series of batteries is today symbolic of the empowered urban lifestyle that the brand reflects. The company has also roped in Bollywood superstar Akshay Kumar as its brand ambassador in the month of April.

Eveready is India's largest marketer of dry cell batteries selling about 1.2 billion units annually. It is also the largest marketer of torches selling more than 20 million pieces per annum. Apart from batteries and torches, Eveready offers a basket of FMCG products that find place in every household. This includes rechargeable batteries, CFL & GLS lamps and packet tea.