

Company Profile

**Eveready Industries India Limited (EIIL)** is one of India’s leading FMCG companies with its products & brands being a household name for the past century. Over the decades, it has strengthened its position & has been the leader of the dry cell batteries & flashlight markets in the second most populous country in the world. As a flagship company of the Williamson Magor group, with a turnover of 1000cr coupled with a 108 year old brand, the organisation has always strived in maintaining its recognition & strength as a company which is synonymous with Power & is the 3rd largest producer of carbon zinc batteries in the world.

India has a low per capita consumption across a number of product categories, batteries included, indicating an inherent potential for growth for all its products. Growing income levels, changing lifestyles and a increased need for convenience have resulted in proliferation of gadgets run by batteries. EIIL is adequately protected from competition due to its enduring brand equity, world class production ensuring tangible quality & ease of availability due to its deep rural distribution.

The companies contemporary product portfolio in the domestic market comprises of the following:

**1)Dry Cell & Rechargeable batteries under the brands Eveready, Powercell & Uniross:**

The battery market has very few players, of which Eveready has market share of 50 % between Eveready & Powercell brands, next player lags by more than 20 percentage points. Similar to the global battery market pattern, for Eveready as well, dry cell batteries enjoy market share of 90%, followed by Alkaline of 9% & rechargeable of 1%.

**2)Flashlight & Lanterns under brands Eveready & Powercell**

The brand enjoys a dominant market share of 76% in the organised segment, however taking into consideration the unorganised market as well, the total market share would be 50%.

Historically the brass segment was the most popular, however, in the last 5 years with the advent of Led & plastic torches, there has been a gradual decline in the demand of the brass segment. Eveready was at the forefront of introduction of the new LED segment which is known for its least battery consumption. This segment now occupies more than 95% of the total volumes sold by the company.

**3)Packet Tea under brands Tez, Jaago, Premium Gold & Classic:**

While the company’s existing share in packet tea market is limited, this product category provides a sustainable turnover thereby adding scale & profitability to the company’s operation

**4)Lighting Products-Lamps & Luminaires:**

The high growth mode of CFL, & the deep distribution model witnessed the foray into this category in 2007 . Since its foray in this segment, the company has launched GLS bulbs in 2009 & added more products like luminaires, tubelights & rechargeable battens. Having witnessed exceeding levels of growth in this business & with an emerging economy like that of India, volume of products related to lighting will continue to have high growth & hence the company’s focus is on expanding the business further through proper distribution channels & new product launches.

**5)Small Home Appliances under “Eveready”:**

The company has just forayed into this segment by leveraging on its existing pan – India distribution network in batteries and flashlights and adding new appliance selling outlets to supplement the vertical. It also plans to leverage its presence in all modern format stores and E – commerce platforms. This category having a low level of penetration, highly fragmented segmentation coupled with a large size offers a good potential for the Company to augment its turnover substantially in the coming periods.