



Technology with Vision

HELLA TIMES

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From the desk of the Managing Director



The past months have been really eventful for team Hella. Our mission of arresting alarming Road Deaths on India Roads has gone national with an unique project titled **'1Crore Steps for Safer Roads'**. The project entails a record walk from Kanyakumari to Kashmir. The project envisages participation and engagement from the general public in the form of short walks to show their solidarity with the cause, by **"WALK DONATION"** from anywhere in the country. I would request all readers to register at www.onecroresteps.com become part of the movement.

Other highlights of the past months were HVP Meet 2018 and the Annual Sales Conference 2018 on the theme **"LEAP - Leveraging Entrepreneurship and Partnership"**. I would like congratulate everyone involved for their time & effort.

We are also excited with the launch of new products in the market. We are confident that these additions will increase our partners' offering and their business.

Let's stretch the limits of our abilities to achieve beyond par. I wish each of you the very best.

Ramashankar Pandey

'1Crore Steps for Safer Roads' Nationwide Campaign for Pedestrian Safety

In a bid to arrest the alarming road accident-related deaths in the country, NGO Drive Smart Drive in association with Hella has kicked off a unique project titled '1Crore Steps for Safer Roads' under the theme 'Sadak Suraksha – Jeevan Raksha'. The project will feature a record walk from Kashmir to

Kanyakumari (distance of 3,600 kms) by Subramanian 'Subu' Narayanan, a Hella India employee to be covered in a time span of 60 days. As part of his grueling walk, Subu will take estimated 32 lakh steps and cover around 20 cities across North, South and West India.



Drive Smart, Drive Safe
HELLA
Safety Horns & Safety Lights

DRIVE Smart Safe
CLUB D2S

RESPECT LIFE TRAFFIC RULES
सड़क सुरक्षा, जीवन रक्षा

1 CRORE STEPS FOR SAFER ROADS

FLAG-OFF CEREMONY OF THE MISSION TO MAKE INDIA'S ROAD SAFER



The flag off for the event happened in Kanyakumari on 28th July, by Rama Shankar Pandey, President CWC of the NGO & Managing Director of Hella India Lighting Ltd. Bharat Scouts & Guides, Students of Rohini college of Engineering and Technology, Vivekananda college of polytechnic, volunteers from Rotary Club & TVS ASL , joined for the flag off . The project has already initiated a nationwide

public debate on the subject of road safety as various organisation, corporates, schools & local people are joining the walk in the cities on the route.

The programme is supported by The Ministry of Road Transport and Highways, NGO Arrivesafe, ACMA, SIAM, FICCI, CII-Yi and partnered by Hella, WABCO & Brakes India.

MEDIA COVERAGE



TV Channels aired the programs on Road Safety. Radio had ads and fillers with Road safety messages in local languages across the route cities. The print media covered the flag-off of the 1Croe Steps campaign, interviews of Subramaniam 'Subu' Narayanan and subsequent news on the walk. This Extensive media coverage of

1Croe Steps campaign has resulted in major public interest in the campaign's mission of Road Safety & Pedestrian Safety. People from all walks of life came in to support the campaign by giving walk donations. The response was so overwhelming that the target of 1 crore steps has been achieved in just a fortnight.

1 CRORE STEPS FOR SAFER ROADS

BRANDING & PROMOTION



1Crore Steps campaign is being promoted through T-shirts caps and vehicles with event branding. Banners and flags with road safety messages and signature walls are being used to promote the event. Social media networks are being utilized to invite the maximum number of people to "Donate Walks" and build awareness for the

event and the cause. A microsite, www.onecroresteps.com has been developed to offer information and register visitors' for walk donations and pledge for road safety. Visitors can get live updates on total distance covered by Subramaniam "Subu" Narayanan and the no of walk contributions.

HELLA VALUE PARTNER MEET 2018

INAUGURATION & WELCOME



From 10th May -13th May Hella India celebrated the contributions of it's most important partners at the Hella Value Partners (HVP) Meet 2018. The main focus of the meet was to strengthen Hella's relationship with its value partners through trust, open communication and mutual commitment as the company works

towards achieving common goals with its partners. The programme started with a lamp lighting ceremony which was followed by an interactive session with Mr. Ramashankar Pandey, Managing Director, Hella India Lighting Ltd.

HELLA VALUE PARTNER MEET 2018

QR CODE SCANNING SESSION



An interactive session with a Technology expert on QR code scanning was held during the HVP Summit, wherein participants were shown how to correctly scan a QR Code. Packaging of all Hella products in Independent Aftermarket come with a unique QR Code. All details

regarding the product including warranty process can be checked by scanning the unique code. The QR code also carry various Retailer/Distributor scheme related reward points that can be redeemed for Gifts or Cash through Hella eConnect program.

Q&A Session



As part of Hella's open communication initiative, a discussion platform was set up where partners exchanged their ideas and suggestions for further improving the market reach and growth of



Hella products. Key people for Hella management, marketing and product development teams gave presentation on new strategies, technologies and the way forward.

HELLA VALUE PARTNER MEET 2018

GO TO MARKET SESSION



A "Go To Market" session was held on the second day of the HVP Meet, which included various stalls featuring products catering to different market segments. Partners were provided information on Hella's latest products, technologies and innovations through product displays and product literature.

PRODUCT LAUNCH



The highlight of the day was the unveiling of Hella's new range of Car Care and Filtration products. Our partners were excited about the new range and had a lot of queries. The product management team was happy to answer their questions and showcase the product USPs.

AWARD CEREMONY



Mr. Ramashankar Pandey, Managing Director, Hella India Lighting Ltd., addressed the participants during the closing ceremony of the HVP Meet 2018. He highlighted mission of HVP program was to build and maintain a strong bond and also to create a win-win

situation for the company and it's channel partners. The meet ended with the distribution of awards to the partners with an excellent track record for the previous year.

ANNUAL SALES CONFERENCE, 2018

EXPLORING NEW IDEAS AND DISCOVERING NEW ROADS FOR THE FUTURE.



HELLA India Lighting Annual Sales Conference 2018 was held at Manesar from 14th – 16th July 2018. The conference brought together HELLA’s sales-force from across the country. The three-day event not only celebrated the successes of the past year but also focused on exploring new ideas and discovering new roads for the future. HELLA’s Annual Sales Conference 2018 gave the sales team a valuable platform to share knowledge and experiences in evolving

the business. Hella’s sales and marketing leaders, under the stewardship of its Managing Director, Mr Ramashankar Pandey, chalked out a comprehensive roadmap for the year.

Besides work and business related discussions, the Conference gave attendees much time for leisure as well. Several team-building exercises were organized for the sales-force to enhance bonding and teamwork.

HAPPENINGS

WAYANAD OFF-ROADING EVENT



On 15th July 2018 it was all about burning rubber, revving engines at Wayanad, where driving enthusiasts and professionals got together to show their off road driving skills at an Off-Roading adventure

organised by Jeep Club Wayanad. The event was supported by Hell, PNB, Fast Track and Savsol. Hella’s range of products for adventure sports was also showcased at the event. .

ROAD SAFETY

HELLA inculcates 'Road Safety' values in young children MORNING DRIVE AT MODERN INTERNATIONAL SCHOOL



The education of children as future road users and drivers are our particular concern. Club D2S, HELLA India and Modern International School, Dwarka, collectively initiated a 'Road Safety' campaign to

instill road sensibilities in young children. The campaign was implemented while parents dropped their children to school every morning.

BASIC TRAFFIC RULES TRAINING BY DELHI TRAFFIC POLICE



A Basic Traffic Rules Training Session was organised by Hella and NGO, Club D2S. Representative from Delhi Traffic Police was present to provide the training. These sessions are important as catching them young will bring about a change, They will not only learn the

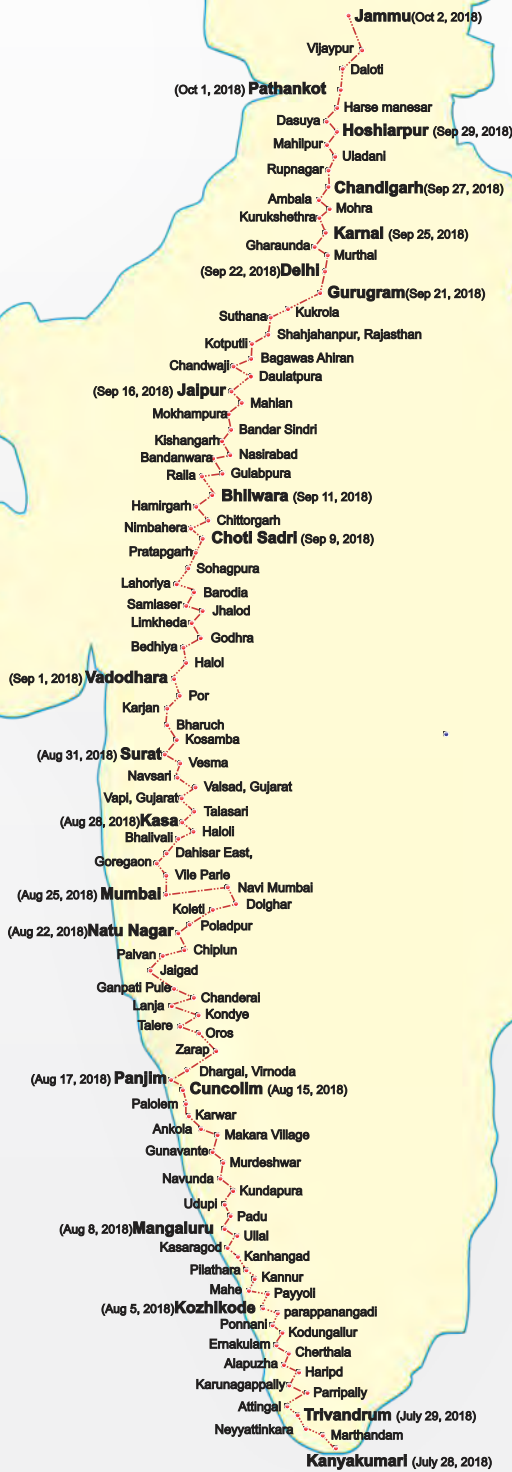
traffic rules but will also pass on this knowledge to their parents and family member. The object of these campaigns is to create road safety warriors and upstanding members of the future society.



An NGO for Road Safety



Ministry Of Road Transport
And Highways
Government of India





**BE A PART OF THE MISSION
TO MAKE INDIAN ROADS SAFER FOR EVERYONE.
FROM ANYWHERE IN THE COUNTRY.**

**Donate Walk
From Anywhere
in the Country!**

#1CroreSteps



If walking is what you love, then walk for your country.
Donate a walk every day to raise awareness around road
safety & make our country proud.

Register with us now

To Register, Visit : www.onecroresteps.com

Donate your walk with 4 simple steps



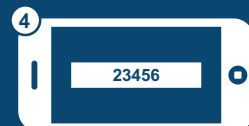
Enter Mobile Number



Enter OTP



Set Password



Donate a walk

For more details, call: (Toll Free) 1800 103 5405 or 9354799345

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