



Technology with Vision

HELLA TIMES

www.hella.co.in

July-Sep 2017, Vol. 3

From the desk of the
Managing Director



We are glad that the organization is energetically working towards something we strongly aim at that is spreading the message of street security and road safety. By conducting events such as woman car rallies, night marathon, safety awareness campaigns/ underage driving campaigns in schools for both junior and senior students and more, we have covered all parts of the society to start a movement towards a safer road travel. Our active participation in various exhibitions and conferences pan India has help achieve to show what HELLA as a company has to contribute to the automobile industry. We believe we are moving in the right direction and insights from our conferences with our value partners will help us perform better in the upcoming future.

Ramashankar Pandey

Ramashankar Pandey

HELLA'S Initiatives on Road Safety Awareness

From women to children, HELLA's spreading the message of road safety in all parts of the society.

HELLA is extremely energetic about spreading awareness around road safety and hence makes continuous and vigorous attempts of advancing street security. The spread, educate and encourage road safety and safe driving amongst all

members of the society. HELLA takes an interest in different configurations of Motor Sports in India, essentially centering to spread safe driving propensities among road users.



Drive Smart, Drive Safe

HELLA

Safety Homs & Safety Lights

DRIVE Smart Safe

CLUB D2S

RESPECT LIFE

TRAFFIC RULES

सड़क सुरक्षा, जीवन रक्षा

INITIATIVES ON ROAD SAFETY AWARENESS

Women's Car Rally in (Dwarka, New Delhi)



HELLA organized the Heels 'N' Wheels Women's Car Rally, a 40 KM women's car rally that began at 1:30 PM from Radisson Blu, Dwarka and then enrounting through the lanes of Dwarka, finished at the location at 4:30 PM. The rally was flagged off by

celebrity guests Para Athlete Shweta Sharma and Chef Kunal Kapoor. These adventurous road divas were granted grand prizes like a diamond ring, spa vouchers, and inn stay vouchers along with fifteen consolation prizes.

Women's Car Rally (Jaipur, Rajasthan)



HELLA Heels 'N' Wheels's next destination was Jaipur, where the first ever Women's Night Car Rally was organized on September 9. with exciting and attractive prizes. The event was organized by the joint efforts of - Jaipur by Nite, CII, Rajasthan tourist department, Young Indians and more. Jaipur's former royal

family's Diya Kumari will be the brand ambassador for the event. The rally will be kicked off from Hotel Clarks Amer and go to Ramniwas Bagh to spread the message that Jaipur is safe for women at night.

INITIATIVES ON ROAD SAFETY AWARENESS

Jaipur By Nite Marathon



Jaipur by Nite also organized the first midnight marathon for 5K and 10k distances on 17th September 2017. The marathon witnessed 1400 participants from across the world. The venue of the marathon was City Palace .Along with HELLA India, CII-YI

were the proud sponsors. The scintillating night run under the sparkling stars of the Pink City gave a change to all Jaipurites to mingle with each other.

HAPPENINGS

HVP Conference at Timber Trail Parwanoo



HVP Conference 2017 at Timber Trail Parwanoo brought together several HELLA Value Partners to discuss matters relevant to growing the brand and partnership. Discussions gave partners an insight to HELLA's goals and strategies in evolving

the brand and business. We are confident that the valuable suggestions received from our partners combined with the goals we have set for ourselves will propel the business to the next level.

HAPPENINGS

Prawaas Exhibition in Mumbai



Prawaas 2017- India International Bus & Car Travel Show organized by BOCI at CIDCO Exhibition Centre, Mumbai from 28 – 30 July 2017. Over 3000 bus and cab operators came to participate in the bus and cab exhibition. The participants included Tata Motors, Forbes Motors and more. Hella India

Lighting Ltd. displayed a host of products it supplies to the bus industry. The company immersed LED lamps in a tank of water to demonstrate their ability to work even under the most severe conditions without fail.

Krishi Mela in Bangalore



Krishi Mela 2017 was organised by University of Agricultural Sciences / Dharwad in Karnataka state from 22nd to 25th September 2017. The general public, farmers and other eminent members of the agriculture industry and personnel were visiting

stalls. The exhibition of Agricultural industry related products & services witnessed around 10 lakh people comes as visitors and around 600 stalls.

HAPPENINGS

AIAWA Meet in Ahmedabad



Living up to the mark created previously in keeping its partners aware of the latest products and solutions, HELLA India participated in the AIAWA meet held in Ahmedabad on 25th August 2017. The automobile workshop meet witnessed more

than 100 workshop owners as its participants. HELLA India being an eminent player of the automobile industry showcased its extensive range of products and solutions.

AIWA Meet in Bangalore



Just like the previous meet, HELLA's presence in the 2nd AIWA meet held in Bangalore on 31st August 2017 was a large one. HELLA displayed its collection of latest products making all its partners and other workshop owners aware what it has got.

More than 120 workshop owners were present in the meet in Bangalore. All attendees and participants spent a good time networking together.

HAPPENINGS

Ramleela in Dwarka, New Delhi



HELLA India along with D2S Club organized an audio skit in a Ramleela in Dwarka inviting people to take a pledge for Road

Safety. The motive was to spread the message and pledge to kill the demon of speed on roads.

D2S - Morning Activity Drive

Safety Campaign in Bal Bharti Public School Dwarka



HELLA India along with D2S club at school level organized a safety campaign in Bal Bharti Public School Dwarka. The campaign focused on highlighting the effects of underage driving, by a workshop with the students of Bal Bharti Public School Dwarka.

D2S - Morning Activity Drive

Safety Awareness Campaign in Eurokids Dwarka with Delhi Traffic Police



To educate the little minds on road safety, a safety awareness campaign was held at Eurokids Dwarka Sector 7 by HELLA India in association with the Delhi Traffic Police. The motive was to spread awareness about road safety right at the youngest members of the society.

ROAD SAFETY

Bal Bhawan International School Dwarka



HELLA India also organized a teachers training session on road rage and rash driving with Bal Bhawan International School where all the teachers were educated about the effects of road rage.

EXTREME WITH HELLA

Off-Road Adventure & MotorSports Event

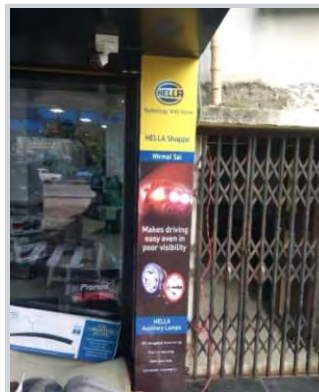


Hella India has associated with Mahindra Adventure as Official Lighting Partner. A unique experiential marketing arm of Mahindra & Mahindra, they specialise in arranging off-road adventure trips to the most exciting places in India and abroad.

Awe-inspiring Himalayas to royal Rajasthan, fun-filled Goa to untouched North East, adventure enthusiasts are spoilt for choice. And Hella is keeping the adventurers safe by supplying high performance lighting solutions.

HELLA SHOPPE

Nirmal Sai Kolkata



HELLA ENGINE OIL

Features

- German Oil Technology
- Extended oil change intervals
- Engine protection & longer life
- Protect against sludge
- Low oil consumption
- Reliable for all weather operation



COOL MAKER
(SYNTHETIC)



FRESH POWER
(SEMI-SYNTHETIC)



SAFE GUARD
(PREMIUM)



HELLA India Lighting Ltd.

6A, 6th Floor, Platinum Tower, 184, Udyog Vihar, Phase - I, Gurgaon, 122016 (Haryana), Phone: +91 124 4658600, Toll Free: 1800 103 5405