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Technology with Vision

HELLA TIMES

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From the desk of the Managing Director



Hello Everyone. Festivities are around the corner and the months gone by were quite happening and special for Hella.

A bouquet of events kept us on our toes throughout. It all began with AMCA tech show 2019 at Pune; where our wide array of lighting products for commercial vehicles were showcased. Through our cumulative partner outreach programme we reconnected with our extremely valuable and special partners operating at all ends, to strengthen our relationship and it helped us add more panache to our business.

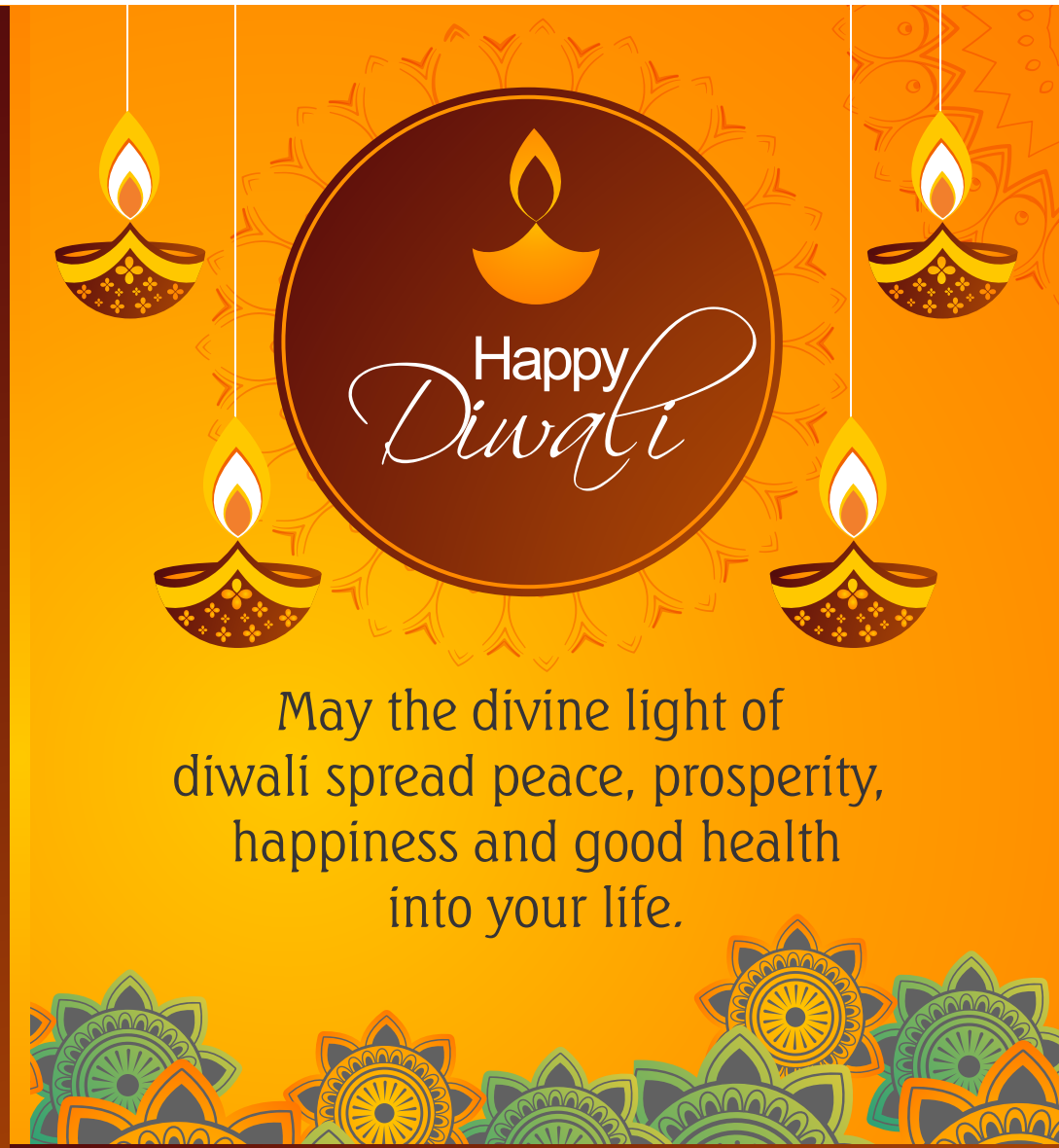
The Hella Value partner meet in Kalimpong gave us an opportunity to get in touch with our crucial partners; while the retailer and electrician meets across the country helped us forge an immense amount of mutual commitment and trust among each other.

We successfully launched two new products named Classic Horn and Midnight Black Horn in the horn-set Category.

I would like to thank everyone from the core of my heart, who were involved in this entire endeavour and made it a success. It is your unconditional support and tireless commitment that drives Hella to continue creating new milestones.

Here's wishing you all a very happy and dazzling Diwali. Peace and Prosperity always!!

Rama Shankar Pandey



May the divine light of diwali spread peace, prosperity, happiness and good health into your life.

THE GOLDEN TRUMPET HORN



Available only on **amazon**

TATA ACMA TECH SHOW 2019, PUNE



HELLA India participated in the ACMA Tech Show 2019, held in Pune, Maharashtra on 30th March 2019. Hella's range of lighting products for commercial vehicles was showcased at the event that included LED

headlamps and Tail Lamps, Side Markers, Module Lamps, Bulbs and switches. Also were on display were HELLA Shapeline single-function and multi-function light series for front, side and rear.

HELLA VALUE PARTNER MEET 2019 (KALIMPONG)



2019 edition of the annual HVP Meet took place in picturesque town of Kalimpong. Hella India connected with its value partners to discuss on important aspects relating to the growth of the company. The meet concluded in positive spirit

where the company's planning along with the valuable suggestions received from the partners looked promising enough to propel the business to the next level.

RETAILER MEET (AHMEDABAD)



HELLA RETAILER MEET, GURGAON (9TH AUGUST)



HELLA RETAILER MEET, PUNE (28TH AUGUST)



Hella India organised Retailer meets in Gurgaon on 9th August and in Patna on the 28th August. The objective of these retailer meets is to strengthen the relationship with the

retailers and to create an environment of trust, open communication and mutual commitment as the company works towards achieving common goals with its partners.

HELLA ELECTRICIAN MEET, CUTTACK (27TH AUGUST)



ELECTRICIAN MEET (BARASAT)



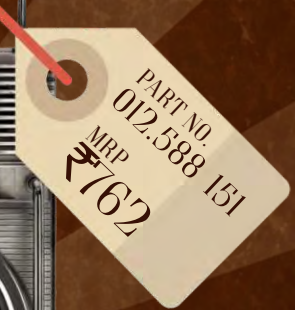
SIMPLY providing customers with access to world-class automotive lighting products is not the end with HELLA. Superior installation is also important. To keep Hence, we regularly

organise workshop for auto electricians with the objective of familiarizing them with the tools and techniques of installing HELLA lighting products correctly.

NEW PRODUCT LAUNCH



ZOOM WITH A BOOM



CLASSIC HORN SET

PRODUCT FEATURES

- The compact HELLA Classic disc horn consumes less power, yet delivers a focused, far-reaching sound for highway driving.
- Full-form oscillator design for optimal sound performance.
- Well-designed tubular vent and filter is highly resistant against water spray.
- Powder-coated corrosion-resistant surface.
- Compact and yet big on performance
- Optimal sound projection



Diameter
77mm



Sound Level
110 dB (A)



Voltage
12V



Frequency
360/430 Hz



Approval
ECE R28



Certification
E1/Germany



ANNOUNCE YOUR ARRIVAL

INTRODUCING MIDNIGHT BLACK HORN SET

- New generation trumpet horns with harmonious and strong bassy tone
- Projects a wide sound emission for safer driving on the road
- Classic black and stylish matt finish horn housing
- Full harmonious tone and strong bass for wide sound radiation
- Corrosion resistance
- Proven quality and performance



Part No.	011.225-161
MRP	₹686/-



Diameter
84mm



Sound Level
110 dB (A)



Voltage
12V



Frequency
410/490 Hz



Approval
ECE R28



Certification
E1/Germany

Showcase the best display of Hella product range and stand a chance to win exciting rewards!

OFFER VALID
1st Sept. - 15 Oct. 2019

PARTICIPATION CRITERIA:

Participating Retailer will have to showcase Hella Products covering maximum product range in a decorative way at a prominent position in their shop. Retailers will also have to display - 'Dial Karo, Befikar Raho' posters at their shops for product warranty registration.

ENTRY SUBMISSION:

Offline: Hella representatives will visit retail shops during the contest period and will take pictures of the Retail Display as well as 'Dial Karo, Befikar Raho' poster.

Online: There will be a Retail Display Contest post, pinned on the Hella India Facebook page. Retailer can participate by submitting the product display pictures with the Shop's Name and Location in the comments section of the contest post. Minimum 4 pictures to be submitted with different angles (Hella Products & 'Dial Karo, Befikar Raho' poster).

WINNER SELECTION CRITERIA:

- Overall Presentation – 30%
- Shoppers Visibility to the Product Placement – 20%
- Product Range Display – 20%
- Dial Karo, Befikar Raho Poster Placement – 30%

*TERMS & CONDITIONS APPLY

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

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