



Technology with Vision

# HELLA TIMES

www.hella.co.in

November 2018-February 2019, Vol. 10

## From the desk of the Managing Director



I take this opportunity to thank the nation for supporting 1 Crore Haath Saath Saath campaign. I would also like to thank Industry Associations, NGO's, Corporates, Schools, Colleges and Institutions for their support in making 1 Crore Haath Saath Saath India's biggest collaborative platform to fight against road related deaths. The amount of success the campaign has achieved can be measured just by looking at the number of people that joined in to #BringTheChange by signing the 6 point Code of Conduct. The Human Chain activity under #JoinTheChain was also instrumental in making the campaign a huge success.

All this success has giving us a new energy and we are just getting started. We will not rest until India's roads become free from all avoidable road related deaths.

Other highlights of the past months were our participation in major industry events, Automechanika, Autoserve and IVASS.

HELLA aims at leveraging upcoming opportunities to achieve beyond the current goals and also provide improvised products & services in future.

**Ramashankar Pandey**

## The nation rallies behind 1 Crore Haath Saath Campaign, joins hands to adopt self discipline on roads.

1 Crore Haath Saath Saath is an unique Action Oriented Campaign which starts the enforcement phase of the mission to reduce road accident related deaths, which started with 1 Crore Steps Campaign.

The objective of 1 Crore Haath Saath campaign was to bring together Industry Associations, NGO's, Corporates, Schools, Colleges and Institutions and create India's biggest collaborative Platform to fight Road Deaths through self-discipline by improving driver behaviour within their own ecosystem. The campaign started on 4th Feb 2019, with a nationwide observance of 2 Minute silence in remembrance of 1.4 million Indian Road Death Victims.

The campaign appealed to the nation to

#JoinTheChain by starting Road Safety Human Chains in their own backyard, and #BringTheChange in their respective ecosystem by deploying a focused 6 point Code of Conduct. The response to the campaign was phenomenal as thousands of volunteers & road users at various locations joined the One Crore Haath Saath Saath Campaign by signing the Code of Conduct. More than 700 schools nationwide participated in the campaign. CRPF & NCC also joined in to support the campaign. The support to #JoinTheChain was also overwhelming as more than 500 Grand Human Chains and thousands of mini human chains were reported during the campaign duration.

1 ACCIDENT EVERY MINUTE  
ON INDIAN ROADS

JOIN THE CHAIN  
BRING THE CHANGE

1 DEATH EVERY 4 MINUTES  
ON INDIAN ROADS

### एक देश, करोड़ों हाथ, सड़क सुरक्षा में हम सब साथ

50 Lakh People Coming Together

100 Cities, 100 Human Chains

5000 Km Countrywide Human Chains

Grand Human Chain in Delhi  
8 Feb - 11.00 AM

Free Membership\* of "Drive Safe Club"

Free Access\* of "Driver Assist App"

Drive Safe- Earn Rewards\*

On-road Emergency Support\*

\*Phase II

**NATIONAL CAMPAIGN FOR SELF ENFORCEMENT**

## 1 CRORE HAATH SAATH SAATH

**HUMAN CHAIN FOR SAFER ROADS**

**04<sup>TH</sup>-10<sup>TH</sup> FEBRUARY, 2019**

**In Remembrance of 1.4 Million Road Death Victims**

सड़क सुरक्षा  
जीवन रक्षा

For more details:  
[9354799345](tel:9354799345)

Join the Chain on [www.onecrorehaath.com](http://www.onecrorehaath.com)

#JoinTheChain • #BringTheChange

**Principal Partners**

**Associate Partners**

**Supporting Organizations**

## 1 CRORE STEPS - THE WALK

# Mera Kadam Meri Suraksha

Performance Snapshot (20th July, 2018 – 20th October, 2018)





## 1CRORE HATH SAATH SAATH



### 30TH NATIONAL ROAD SAFETY WEEK

**INAUGURATION:** On 4<sup>th</sup> February 2019, as India observed the 30<sup>th</sup> Road Safety Week. The event was inaugurated by Minister of External Affairs, Smt. Sushma Swaraj and Minister of Road Transport, Sri Nitin Gadkari at Rajghat, New Delhi.

The Hon'ble ministers also flagged off Suraksha Yatra - a motor rally to commemorate the 150th Birth Anniversary of Mahatma Gandhi. The rally traveled through places historically associated with Gandhiji, both in India, as well as outside of India, concluding at Yangon, Myanmar on 24th Feb 2019 covering a distance of 7250 Kms.



### 30TH NATIONAL ROAD SAFETY WEEK @INDIA

**GATE:** 1 Crore Haath Saath Saath Campaign started simultaneously all across India on the 4th February, 2019. A walkathon from India Gate to Shastri Bhawan, with message of Sadak Suraksha Jeevan Raksha was organised by Delhi Police. A Play titled #HatkeBachke Written & Directed by Arvind Gaur was performed by Smita Theatre Group.

Spl. CP, Delhi Traffic Police, Mr Taj Hassan graced the occasion as a Chief Guest and was joined by Insp. Sumitra Solanki and Ms Manju from Dehi Traffic Police Road Safety Cell. A Grand Human Chain was formed by participants from JK Cement, NSS - Shaheed Rajguru College of Applied Sciences, National Service Scheme: Laxmi College, NSS-Gargi College, NSS - PG DAV College, Drive Smart Drive Safe (D2S)-VOLUNTEERS, Hella Employees and SIAM Volunteers.



## 1CRORE HATH SAATH SAATH



### INAUGURATION – 1 CRORE HAATH SAATH SAATH CAMPAIGN:

On the 4th February, Mr Ramashankar Pandey, President - Club D2S & MD -Hella India Lighting, Commandant Vishal Khandpal, CRPF Chandigarh, SDM & ACP Derabassi, paid their respect to 1.4 million Indian Road Death Victims with a 2 Minute silence. This event held at Derabassi marked the opening of one

crore haath saath, an unique Action Oriented Campaign which started the enforcement phase D2S's Road Safety mission. 5000 people from all walks of life got together to form a 5km long grand human chain.

The participants included, Employees from Hella India, Students of Sukhmani School, Sukhmani Engineering College, Sukhmani Dental College, Sukhmani Nursing College, CRPF and Chandigarh police.



**PRESS CONFERENCE (7th February):** A Press briefing was held at The Press Trust of India on the 7th Feb. Mr Ashok Thakur, Vice President Mahindra and Mr Rama Shankar Pandey MD Hella India lighting Ltd announced the formal launch of for the 1 Crore Haath Saath Saath Campaign during the briefing. Road Safety Code of Conduct for Self adopting self-discipline on roads was also released

during the press conference. Breifing the press members, Mr Ashok Thakur, Vice President Mahindra said Mahindra Group is committed to the Road Safety Agenda of our Country and is happy to partner with SIAM & ClubD2S on Countrywide Drive Safe Human Chain Campaign, OneCroreHaathSaathSaath.



## 1 CRORE HAATH SAATH SAATH



**1 Crore Haath Saath @ INDIA GATE:** The Campaign flag-off event at India Gate saw participants observe a 2 minute silence in remembrance of 1.4 million Indian Road Death Victims followed by the formation of a Grand human chain. Mr Ramashankar Pandey, President - Club D2S & MD -Hella India Lighting Ltd, highlighted the need of adopting self discipline on to roads to reduce the number of road accident related fatalities. 100 participants

from JK Tyres and more than 1500 students from various schools from Delhi participated in the event. Mr. Ashok Thakur (VP, Mahindra), Ms. Prerana Singh Chandrawat, Mr Devir Singh Bhandari, Chair of Road Safety Initiative of CII YI Delhi, Dr Prashant Vashistha, Medical Superintendent-Manipal Hospitals (Dwarka), Mr Prem, NCC ANO, Rajkiya Pratibha Vikas Vidyalaya, Meenakshi Kukreja, Dy. Director, SIAM were present during the event.



**1 Crore Haath Saath @ RAJASTHAN:** The campaign received overwhelming response in Rajasthan. Rajasthan Police organised activities all over the state with the support of Schools, Colleges, NCC, NSS and NGOs.

In Jaipur, Center for Road Safety, Sardar Patel Police Academy and Jaipur Traffic Police organised "Run for Road Safety". The event at Jaipur also saw community members form a impressive human chain from Albert Hall to JLN Marg.



## 1 CRORE HAATH SAATH SAATH



### 1 Crore Haath Saath @ MAHINDRA:

Mahindra&Mahindra participated in '1 Crore Haath Saath Saath' campaign. The flag-off event of the campaign saw 80 employees and 78 community volunteers formed an impressive human chain on the Western Express Highway. Mahindra also organised various activities across India,

which included Code of Conduct signing and Pledges. Road Safety sessions were also organised at schools in multiple cities. More the 4000 people, including employees from Mahindra, Road Safety Volunteers and Students participated in the activities.

Mahindra also supported the campaign as a principal partner.



**1 Crore Haath Saath @ FADA:** Federation of Automobile Dealers Associations (FADA), the apex national body of automobile retail industry was also part of '1 Crore Haath Saath Saath' campaign.

Automobile dealers all over India showed their support for

the campaign by displaying banner supporting the campaign at their dealerships. FADA organised nationwide events where more than 5000 FADA members joined hands with general public to form Human Chains in their respective areas.



## 1 CRORE HAATH SAATH SAATH



**INDIAN ALLIANCE & HELPGURU :** 1 Crore Haath Saath Saath campaign saw active participation from CRPF, India's largest paramilitary force. Indian Alliance of NGOs and Help Guru organised events at many CRPF camps

across the nation. CRPF Personnel spared time from their busy schedule and formed Human Chains to show their support for the 1 Crore Haath Saath Saath Campaign.

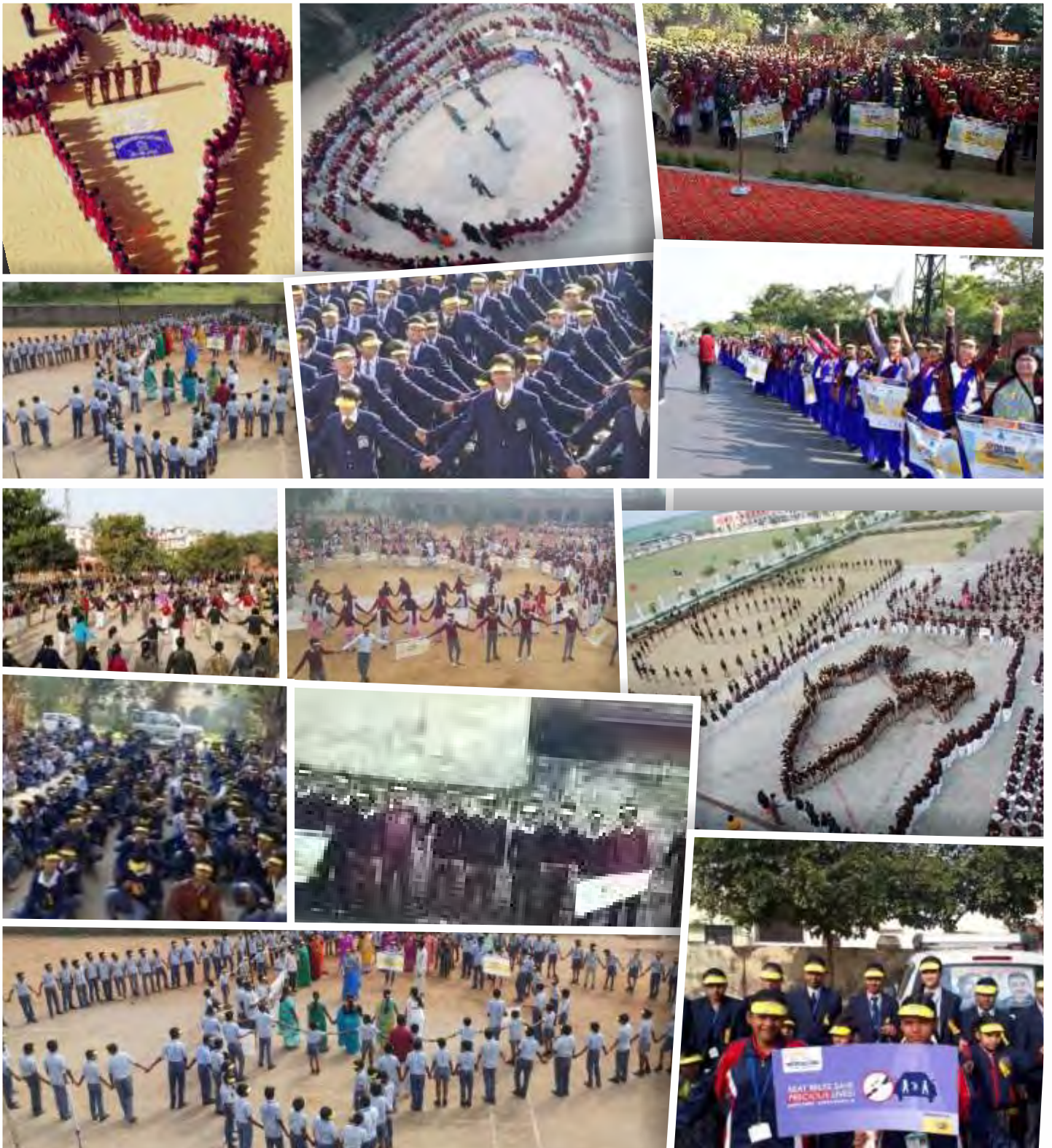


**RSO FARIDABAD :** Events organised under 1 Crore Haath Saath Saath campaign by RSO saw participation from more that 23000 participants in different locations from the Faridabad region. RSO hosted events under the 1 Crore

Haath Saath Saath campaign at 24 schools, where children formed Human Chains in the school premises. The campaign also made it presence felt at the Suraj Kund Mela 2019 where RSO volunteers and visitors joined hand to form a grand human chain.



## 1 CRORE HAATH SAATH SAATH



**1 CRORE HAATH SAATH SAATH @ SCHOOLS:** A child who learns about traffic rules and road discipline will grow up to be a better road user. To instill road sensibility in young children, events under 1 Crore Haath Saath Saath

campaign were organised in over 1000 schools across India. More than 64,000 students participated took part in various activities held during the events.



## ROAD SAFETY WEEK

### OBSERVANCE OF 30TH NATIONAL ROAD SAFETY WEEK 2019 (CORPORATES & SUPPLIERS)



### OBSERVANCE OF 30TH NATIONAL ROAD SAFETY WEEK 2019 (CAR CARRIER ASSOCIATION)



### OBSERVANCE OF 30TH NATIONAL ROAD SAFETY WEEK 2019 (GURGAON RAAHGIRI)





# ROAD SAFETY WEEK

## MEDIA COVERAGE





## ACMA AUTOMECHANIKA, 2019



Hella India participated in the latest edition of India's foremost aftermarket trade fair, **ACMA Automechanika 2019**. Hella India being the proponent of Road Safety, showcased its extensive range of Safety products at this year's edition. Sales and Product development teams from Hella were present during the event to give live product

demonstrations and answer any product or service related queries from the visitors.

Mr. Ramashakar Pandey, MD Hella India, spoke about "Promoting Road Safety through Technology" in a special address during one of the sessions. The exhibition was held from Feb14 to 17, 2019 in New Delhi.

## AUTO SERVE CHENNAI (ACMA SAFER DRIVE)



Hella India participated in Auto Serve 2019, India's largest India's Largest Focused Exhibition on Automotive Care, Maintenance, Service, Parts & Garage Equipments. Hella India showcased its latest range of Lighting products,

Lubricants, Filters, Brakes, Spark Plugs and Wipe Blades. Hella Gutmann Solutions focused on the latest diagnostics, testing and adjustment products and workshop equipments.



## WORLD AUTO FORUM – RADISSON BLU DELHI



HELLA was an active participant of the World Auto Forum, 4th IVASS - India Vehicle After Sales Summit took place on the 8th of December, 2018 at Radisson BLU Plaza. HELLA India's Managing Director and Chairman, Aftermarket Committee-ACMA, Mr. Ramashankar Pandey highlighted the need of Experienced and Skilled Auto Technicians. He further announced a Special Task force

which will work closely with different Industry associations like ACMA, SIAM, F A D A, ASDC, AIAWA in skilling the Road side auto mechanics and electricians by providing them training in industry certified training centers and Mobile train vans. These certified trainers will then mandate to visit roadside workshops in Mobile Service vans to train and certify technicians across the country.

## FICCI - SEMINAR ON ROAD SAFETY



At a seminar on 'Road safety: The Role of Corporates', organised by FICCI in association with the Ministry of Road Transport & Highways, dignitaries from the corporate world as well the Government came together to draw attention to the need for corporates to take the lead on road safety initiatives. Six corporates were also recognised

for their contributions with the FICCI Road Safety Awards 2018. On the occasion, Dr. Ramashankar Pandey, Managing Director, Hella India Lighting Ltd said that road safety was a major concern for all and urged corporates from all the sectors to join hands for aligning and creating a collective vision for road safety.



## TRAINING SESSIONS WITH MECHANICS & ELECTRICIANS



Simply providing customers with access to world-class lighting products is not the end with HELLA. Superior installation is also important. Hence, HELLA organises training session and workshop for mechanics and electricians all year round. These workshops and training sessions are also organised during Automotive events such as , ACMA Automechanika, North East Auto Expo, Auto Serve to name a few.

The objective of these workshops is to educate them with the tools and techniques of installation, product features, functions, fitment, working and more. For advanced training and Q&A sessions, the Auto Technicians can connect with he specialists operating at Hella's corporate Office. This training provides the auto Technician an oppotunity to develop their existing skills and increase their productivity and work quality.



# TURN MOMENTS INTO LIFETIME MEMORIES



Full HD  
1080

## HELLA DASH CAM VISION 1.0



- 1080 Full HD
- Format Free Technology
- Turn Moments Into Lifetime Memories
- Capture Evidence For Hassle Free Insurance Claim



Full HD  
1080

## HELLA DASH CAM VISION 2.0



- 1080 Full HD
- Built-in Wi-Fi
- Advance Driver Assistance System
- Turn Moments Into Lifetime Memories
- Capture Evidence For Hassle Free Insurance Claim



Full HD  
1080

## HELLA DASH CAM VISION 2.0 X



- Parking Monitoring Mode
- Built-in Wi-Fi
- Advance Driver Assistance System
- Turn Moments Into Lifetime Memories
- Capture Evidence For Hassle Free Insurance Claim

