



Technology with Vision

HELLA TIMES

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From the desk of the Managing Director



The past few months have been quite eventful and rewarding for us at HELLA; our business has been an active participant at a number of industry events. We participated in the first ACMA Aftermarket Expo in Guwahati and the 13th edition of International Mining and Machinery Exhibition in Kolkata, last November.

We started the year by celebrating Road Safety Week in more than fifteen cities. Over a thousand people participated in the various events organized by us – an attestation to the growth of our mission of reducing accidents and casualties on Indian roads.

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.

The New Year has brought with it new opportunities. Let's stretch the limits of our abilities to achieve beyond par. I wish each of you the very best.

Ramashankar Pandey

HELLA celebrates 'Road Safety Week' across India

THE annual 'Road Safety Week', organized by the Ministry of Road Transport from January 9 to 15, gave HELLA the opportunity to advance its mission of reducing road incidents in India. Besides participating in the 'Walk for Road Safety' organized by

the Ministry in New Delhi, HELLA organized a similar walkathon in Chandigarh and celebrated Road Safety Week in sixteen other cities across the country, including Jodhpur, Gorakhpur, Pune, Salem and Trichi.



Drive Smart, Drive Safe
HELLA
Safety Horns & Safety Lights

DRIVE Smart Safe
CLUB D2S

RESPECT TRAFFIC RULES LIFE
सड़क सुरक्षा, जीवन रक्षा

ROAD SAFETY WEEK

Walk for Road Safety, New Delhi



HELLA India partnered with Automotive Component Manufacturers Association of India (ACMA) to promote and participate in the Road Safety Week inaugural programme in New Delhi. The celebrations started off with a walkathon, 'Walk for Road Safety', held at India Gate. The event was flagged off by Union Minister of Road Transport and Highways, Shri Nitin

Gadkari, in the august presence of Union Minister for Civil Aviation, Shri Ashok Gajpathi Raju, and Minister of State for Home Affairs, Shri Hansraj Gangaram Ahir. Speaking on the occasion, Shri Gadkari reiterated the commitment of his Ministry to reducing the number of road accidents and associated fatalities in the next few years.

Walk for Road Safety, Chandigarh



The Chandigarh walkathon was organized by HELLA on January 14, 2017, in association with Chandigarh Traffic Police and ArriveSAFE. Over 400 people participated in the walkathon from

Sector 16, Cricket Stadium Chowk to the Fountain opposite Neelam Cinema to highlight the importance of following road safety rules and standards.

ROAD SAFETY WEEK

Enthusiastic participation marked the celebrations across India

HELLA also celebrated Road Safety Week in sixteen other cities, besides Delhi and Chandigarh. Interactive games, such as Snakes and Ladders, were used to educate people on basic road safety measures. A large board was installed where participants signed their pledge to adhere to road safety rules. Participants found the road safety tips disseminated through interactive games very exciting and useful, and vowed to adhere to safety standards on the roads.

East:



West:



North:



South:



ROAD SAFETY WEEK

Inculcating right values at the right time



THE education of children as future road users and drivers are our particular concern. HELLA India and BGS 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.

HELLA SHOPPE



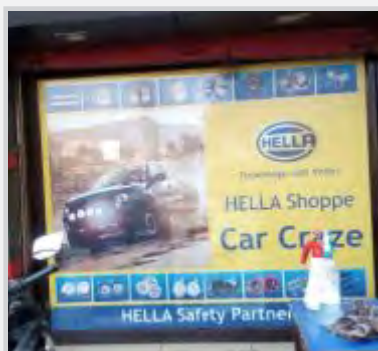
Jay Kay Motors, Faridabad



Amba Traders, Chandigarh



Garg Automobiles, Jind



Car Craze, Yamuna Nagar

HAPPENINGS

Motorists take 'no honking' pledge on 'Horn Not OK Day'



INCESSANT honking is a major contributor of noise pollution in urban India. HELLA proudly partnered an event that promoted its vision of a 'Honking Free India'. On the eve of India's Republic

Day, Young Indians and CII launched a nation-wide campaign, 'Horn Not OK Day', highlighting the ill effects of honking and urging motorists to take the 'No Honking' pledge.

HELLA Autoservice Technicians Academy also opened in Delhi



AS PART of our ongoing endeavor of enhancing skill levels of auto technicians, and contributing to the national agenda for skilling India, an Autoservice Technician Academy was

established in Delhi, in association with Rajiv Motors. The Academy is affiliated to Automotive Skill Development Council (ASDC).

HAPPENINGS

HELLA showcases its expertise in mining lighting at IMME 2016



HELLA MINING participated at the 13th **International Mining & Machinery Exhibition**, organised by CII in Kolkata from Nov 16 –19, 2016. HELLA's range of mining lighting solutions including worklights, beacons, signal lights and interior lights were showcased at the event.

HELLA participates in the 1st ACMA Auto Expo in the Northeast



HELLA INDIA participated in the 1st **ACMA Auto Expo – Northeast**, organised under the aegis of Ministry of Heavy Industries & Public Enterprises. HELLA's authorised distributors Mayur Auto and AKI International also participated in the event.

HELLA organises training workshop for auto electricians in Kanpur



SIMPLY providing customers with access to world-class automotive lighting products is not the end with HELLA. Superior installation is also important. Hence, we conducted a mega workshop for auto electricians in Kanpur, familiarizing

them with the tools and techniques of installing our lighting products correctly. The workshop was organised in association with our national distributor, AKI.

HAPPENINGS

Van campaign launched to train auto electricians across India



HELLA launched yet another innovative campaign to educate auto electricians on the correct methods of fitting our lighting products. A van adorned with HELLA livery

was employed to publicise the initiative and ferry our products. The campaign was carried out at several towns and cities, and benefitted hundreds of auto electricians.

Shop4Hella.com – redesigned for unmatched convenience



IN OUR constant endeavour to provide greater convenience to our customers while exploring HELLA's world-class products online, we have redesigned our shopping portal – Shop4Hella.com.

The portal now offers easier navigation to our wide range of products combined with in-depth information and specifications, altogether enabling our customers to make more informed choices.

BLUE SAPPHIRE HORN SET

- Polymer trumpet housing
- Superior copper coil configuration
- International Hella Technology
- Strong signal for safety on the road



Diameter
82mm



Sound Level
110 dB (A)



Voltage
12V



Frequency
400/500 Hz

NEW LAUNCH



AEROFRESH Car Perfume

- Gel based perfume
- Easy to open box
- Available in citrus flavor

NEW LAUNCH



WINDSHIELD CLEANER

- Ensures proper cleaning on windshield
- Guarantees streak-free vision
- Protects from wiper marks

NEW LAUNCH

