



For private circulation only

Technology with Vision

HELLA TIMES

www.hella.co.in

April-May 2017, Vol. 1

From the desk of the Managing Director



It was indeed a pleasure to welcome our leaders from Germany and Singapore, led by Dr Andreas Habeck, at the very beginning of the new financial year. We are confident that the quantum of knowledge gained and guidance received will reflect in our performance favourably. Our leaders' engagements with HELLA India partners too have not only strengthened the relationship we value but also set the stage for greater achievements and rewards. In February, HELLA actively participated in the third edition of ACMA Automechanika. Going by the large number of visitors to our stall, we are upbeat about the growing popularity of the brand and our products.

The new financial year has also ushered a buoyant market. Let's us leverage these opportunities to achieve beyond our goals.

Ramashankar Pandey

Ramashankar Pandey

HELLA Global Leadership Team Visit Interaction with top channel and service partners underlined the objectives of visit

Last month, top management leaders of our Group from Germany and HELLA Asia Singapore visited India to assess performance and opportunities in the Indian market. The presence of the leaders reiterated the company's continued focus in the country and strengthened support commitments

made to our partners. The dignitaries shared their valuable knowledge and experiences in all their interactions, which ranged from meetings with HELLA India marketing division to engagements with our channel community. The visit spanned three days starting from March 14, 2017.






RESPECT LIFE

TRAFFIC RULES

सड़क सुरक्षा, जीवन रक्षा



GLOBAL LEADERSHIP TEAM VISIT

Day 1: March 14, 2017



Among the firsts to arrive were HELLA Asia Singapore's Mr Andrew Heng Cheng, Head – Marketing, and Mr Ravichandran Mariappan, Head – Strategic Projects. In the morning, both leaders met with members of our Marketing team and were presented with an overview of activities carried out to promote the brand and products, HVP, HRP and HELLA Shoppe. The presentation also included our roadmap for the next quarter and

digital marketing initiatives. Post lunch, Mr Cheng and Mr Mariappan, along with our senior marketing team, visited several HELLA India resellers and service centres in Gurgaon, including Super Motors, Windshield Weld and Surya Automobiles. The leaders were pleased and satisfied with our endeavours.

Day 2: March 15, 2017



On April 15, Dr Andreas Habeck, Executive Board Member, HELLA Group, accompanied by Mr Alexis Rolland, Managing Director, HELLA Asia Singapore, Mr Darren Robinson, Mr Philippe Thegner, Mr Ravichandran Mariappan, Mr Andrew Heng Cheng, and our MD, Mr R.S. Pandey, visited one of India's largest wholesale markets for automotive components, and one of our leading resellers Show & Shine, in Kashmere Gate, Delhi. The visit

provided the leaders a first-hand experience of HELLA's performance in the Indian market. Thereafter, Dr Habeck inaugurated HELLA's Garage Concept at Muskaan Enterprises and Teg Automobiles, both in Delhi. The 'Garage Concept' has been developed to promote HELLA products to customers who get their cars serviced at these garages.

GLOBAL LEADERSHIP TEAM VISIT

Day 3: March 16, 2017 HVP Prestige Summit 2017



The third day of the visit presented a wonderful opportunity for our value partners to engage with the global leaders. HVP Prestige Summit 2017 brought together several HELLA Value Partners with our leadership team, headed by Dr Habeck, to discuss matters relevant to growing the brand and partnership.

Presentations made by our team 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.

ROAD SAFETY

HELLA inculcates 'Road Safety' values in young children Takes HELLA Road Safety campaign to VIS, Dwarka



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

HAPPENINGS

ACMA Automechanika Delhi 2017



As in previous years, HELLA presence in India's foremost automotive aftermarket trade fair – 3rd ACMA Automechanika 2017 – was a large one. HELLA not only showcased its extensive range of products but also organized training sessions for mechanics and electricians, concurrently at the event.

As an active member of ACMA, HELLA participated in various events organized by the industry body, including a book launch on India's automotive aftermarket, FAIASPDA Dealer Meet, and a seminar on Preparing Aftermarket for Digital Economy & Road Ahead. The exhibition was held from February 14 to 16, 2017 in New Delhi.

HELLA SHOPPE



Badshah Car Shingar
(Gurgaon)



Pummy Show Repairing
(Ambala)



HRP Branding
(Haryana and Delhi)



**LUBRICANTS
COMING
SOON**



BRAKE SYSTEMS

SYNTHETIC BRAKE FLUID

- Next Generation brake fluid formulated in Germany.
- Recommended for brake and clutch systems including ABS
- Meets even the most stringent standards
- Recommended for all vehicles featuring the latest safety and brake systems.
- Wide range of performance brake fluids :-
Dot 4, Dot 4 Pro, Dot 5.1

