



Technology with Vision

# HELLA TIMES

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From the desk of the  
Managing Director



Simply providing customers with the access to world-class automotive lighting products has never been the end with HELLA. We have made continuous efforts in spreading awareness on road safety and safe driving among members the society from all walks of life. We have made dedicated efforts in the past and continue to work towards our mission of making Indian roads safer through our road safety initiatives with schools and students, walkathons, car rallies, No Honking campaigns and training sessions for school bus drivers & cab drivers.

With the New Year, we intend to keep exploring new opportunities to deliver & display quality products and connecting with the society members.

**Ramashankar Pandey**

## Ashok Leyland Tech Day in Chennai

**K**EEPING up with its commitment of Technology of Tomorrow for the Life of Today” to Indian Roads industry, HELLA India demonstrated its cutting edge concepts and latest technological

advancements at the Ashok Leyland Tech Day held in Chennai on 18th January 2018. Hella’s LED tail lamps, Module lamps, 4” LED rear lamps and Shapeline were on display in the event.



Drive Smart, Drive Safe  
HELLA  
Safety Horns & Safety Lights

CLUB D2S

**RESPECT LIFE** TRAFFIC RULES  
सड़क सुरक्षा, जीवन रक्षा

## HAPPENINGS

### Training Sessions in HELLA Training Academy On Wheels



HELLA launched its training academy on wheels for auto technicians & mechanics. The Mobile Training Van (MTV), is equipped with all amenities to conduct an effective training, at the technician's doorstep. Complete with audio-video presentation

equipment, product demonstration facility. 16 Technicians were trained and certified in its first ever session. The MTV will travel across the country to conduct training in areas with maximum concentration of auto-mechanics.

### AIWA Meet in Kerala



With aiming to keep its partners aware and updated about the latest additions to its extensive range of products and solutions, HELLA India participated in the AIWA meet held in Kerala on 15th January

2018. More than 100 workshop owners participated in the automobile workshop meet and benefitted from the interactive sessions held at the event.

## D2S - No Honking Day (25th January 2018)

### BGS International School & Venkateshwara School Dwarka



HELLA India in association with BGS international school & Venkateshwara school Dwarka celebrated the NO Honking day respectively in both schools on 25th January 2018. Children being future road drivers need to be made aware of the importance of

traffic rules, safe driving & proper usage of honking. The message of the importance of honking when required and reducing noise pollution was spread among the students.

### Bal Bahrati Public School, Spring Meadows Public School and Bal Bhavan International School



HELLA India in association with Bal Bahrati Public School, Spring Meadows Public School & Bal Bhavan International School celebrated the NO Honking day respectively in all the schools on 25th January 2018. The objective of the celebration was to spread awareness about how unnecessary blowing of horns majorly contributes to noise pollution in urban areas. HELLA associated

with these schools to spread this message to their students as they are future road drivers. It is crucial that they understand the importance of safe driving, following traffic rules & reducing noise pollution by using horns properly in order to avoid distraction and in turn decline the number of road accidents.

## Road Safety & Safe Driving



### Women's Cab Driver Interactive Session With Sakha Cabs



HELLA India organized an interactive session on road safety and safe driving for women cab drivers with Sakha cabs at their corporate office on 12th January 2018. The interactive sessions were in sync with Hella's objective of creating female road safety

warriors. Topics discussed at the sessions were safe and efficient driving, pre-checks before starting, road signage, rules and markings, defensive driving techniques, driving in difficult conditions, rules of the road and emergency handling.

## HRP BRANDING



Doaba Motors



Khurana Spare Parts



Varindra Motors



# 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)

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