



Technology with Vision

HELLA TIMES

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From the desk of the Managing Director



It was indeed a pleasure being part of major Industry events and gaining insights and exposure about the latest technological advancements of the industry. We endeavour to strive for providing safer vehicles to finally ensure enhanced road safety in India. Our meets with retailers, fleet owners & industry players in various events strengthened our relationships with them. HELLA aims at leveraging upcoming opportunities to achieve beyond the current goals and also provide improvised products & services in future.

Ramashankar Pandey

HELLA believes in united effort

From its employees, fellow partners to every member of the society, HELLA believes that united effort is the key to improve road safety in India.

HELLA HELLA educates and compels everyone to take united effort to promote road safety. It ensures and encourages all to make continuous and vigorous attempts of

advancing street security. HELLA India strives to spread, educate and encourage road safety and safe driving amongst all members of the society.



Drive Smart, Drive Safe
Since 1911 - 112 Years of Trust
HELLA
German Engineering Since 1929
 Safety Homs & Safety Lights

DRIVE Smart Safe
CLUB D2S

RESPECT TRAFFIC RULES LIFE

सड़क सुरक्षा, जीवन रक्षा

HAPPENINGS

2nd ACMA Auto Expo North East



The Ministry of Heavy Industries and Public Enterprises had organized the 2nd ACMA Aftermarket Expo- North East on 16th and 17th December, 2017 at the Maniram Dewan Trade Centre in Guwahati. HELLA participated in the same with its stall displaying the latest and wide range of HELLA's products and technological advancements taking place in the auto part industry. With the

committed vision of standardizing the aftermarket while fighting the menace of substandard, spurious parts and making vehicles safer, HELLA's Managing Director, Mr. Ramashankar Pandey inaugurated the 2nd ACMA aftermarket Expo, as the 1st Chairman of ACMA's Aftermarket committee.

Training Session (2nd ACMA Auto Expo North East)



Proper installation of products is as important to the safety of the vehicle as much as the quality of the product. Recognising this fact and to enhance the skill levels of Auto technicians, Training session was organised for Auto technicians at the 2nd ACMA Aftermarket

Expo- North East. Auto technicians learned about features and performance, and the correct method of installing products such as lighting solutions horns, brakes and wipers.

HAPPENINGS

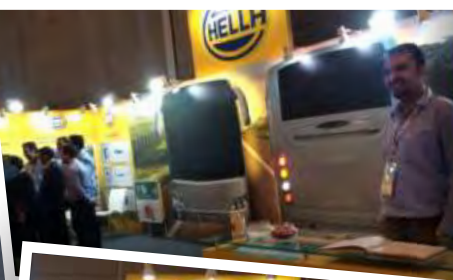
3rd IVASS-India Vehicle After Sales Summit @ Taj Vivanta on 9th December 2017



HELLA was an active participant of the World Auto Forum, 3rd IVASS - India Vehicle After Sales Summit took place on the 9th of December, 2017 at Taj Vivanta. HELLA's Managing Director and Chairman AfterMarket Committee-ACMA, Mr. Ramashankar Pandey highlighted the need towards a united effort of fighting spurious and

substandard auto parts and evolving as open innovation for the same establishing transparency amongst the consumers. He also spoke on the importance of keeping all vehicles fit and safe to lowering the chances of road accidents.

ISOL Event Hyatt Hotel Manesar



HELLA participated in the biennial event of International Symposium on Lighting (ISOL) which had its 5th edition this year (ISOL 2017) at Hyatt Regency- Gurugram and was held on the 16th & 17th of November 2017. The event was organized by the International Centre for Automotive Technology (ICAT) and is Asia's biggest event in the realm of lighting technology. Important aspects

are discussed in form of technical paper presentations, keynote presentations and panel discussions and more. HELLA's panel discussion on "Arresting Alarming Road Deaths during Dark Hours- A Collective Accountability beyond Regulations" that took place on day 2, and was moderated by Mr. Ramashankar Pandey, MD HIL.

HAPPENINGS

Patna Marathan



For the first time in Bihar, the Patna Half Marathon 2017 was organized on 17th December 2017 and HELLA India was a proud Road Safety partner for the event. The total amount money distributed to the winners under all categories was a total of 10 lakh Rupees. Also the event involved a social cause that 10% of the registration fee was donated to Bihar flood relief fund. The event

was graced by the presence of the former Indian sprinter and pride of the country, Mr. Milkha Singh who also flagged off the marathon. Days before the event took place the chief guest Mr. Milkha Singh and HELLA India's Managing Director, Mr. Ramashankar Pandey, encouraged and motivated people to come and participate in the event.

Conference on Safer Mobility: A Road to Safer India @ IIT Delhi on 16th December 2017



HELLA India participated in the conference on safer mobility titled 'A Road to Safer Mobility' held at IIT Delhi on 16th December 2017. The conference was organized by the Ministry of Road Transport and Highways (MoRTH), Indian Roads Safety Campaign (IRSC), DTP and

TRIPP. The conference was aimed to encourage united effort, promote collaboration among multiple stakeholders of the industry and also promote road-safety across India.

HAPPENINGS

Retailer Meet in Patna



Patna retailer meet was held on 18 December 2017. The meet was aimed to strengthen relationship between Hella and its retailers the region and to create an environment of trust, open

communication and mutual commitment as the company works towards achieving common goals with its partners.

Fleet Owner's Expo – TVS Solution (Coimbatore)



A fleet owner's expo was conducted in November in Coimbatore. HELLA participated in the same and displayed HELLA's wide and

latest product range that would be best suited for fleet owners.

HAPPENINGS

Christmas Day Celebrations, Road Safety Training for HELLA EMPLOYEES @Corporate Office & Dera Bassi Plant by Traffic Police on 21st December 2017



As part of HELLA's Christmas Day celebrations, a road safety training session was organized for its employees at the Corporate office & Dera Bassi Plant on 21st December 2017. The training session highlighted the importance of adhering to

road safety regulations. Several road safety videos were also shown during the presentation to emphasize the importance of road safety.

Road Safety Walkathon in Chandigarh



The Road Safety Walkathon was held in Chandigarh on 28 November 2017. HELLA employees participated in the 13 Km

Walkathon from HELLA Plant to Dappar Toll to highlight the importance of following road safety rules and standards.

D2S - Morning Activity Drive

Basic Traffic Rule Training & School Bus Driver & Conductor Workshop In Delhi International School Edge Dwarka



The very first DRIVER & CONDUCTOR TRAINING SESSION by DELHI TRAFFIC POLICE was organized in Delhi International School Edge Dwarka to mark safety for daily road users. Also the

message of Road Safety was spread among school children to educate them about SADAK SURAKSHA JEEWAN RAKSHA mission.

Mobile Van Demonstration



A mobile transport Exhibition Van was used to educate Pre-schoolers (the youngest generation of the society) about transport, traffic rules and road safety.

D2S - Morning Activity Drive

Morning Activity Drive Bal Bhavan International School - Dwarka



School children are the budding youth. They must be aware of the importance of road safety & following traffic rules. Keeping in

mind the above point, club D2S organized a morning activity drive in Bal bhavan International School, Dwarka.

HELLA SHOPPE



A-One Auto Agency (Rajasthan)

HELLA SHOPPE



Bajrang Auto Electric Parts (Rajasthan)



Padmawati Tools & Hardware (Rajasthan)



EK Omkar Motors & Spare Parts (Rajasthan)



Rajasthan Auto Parts (Rajasthan)

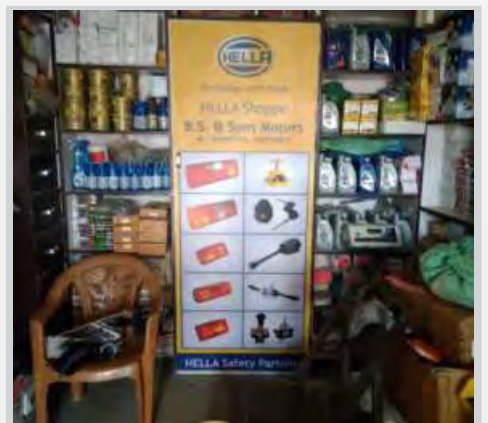
HELLA SHOPPE



(D.K.Car Accessories,(Delhi)



Malhotra Power Point,(Delhi)



B.S & Sons Motors,(Punjab)



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)