

hellaexpress

Volume 10/22

www.hella.co.in

**TOGETHER FOR A
BETTER FUTURE**





**YOU CAN ALWAYS
LEARN SOMETHING NEW
FROM GOOD FRIENDS.**





BUSINESS.



SIMPLIFIED.

FROM THE
DESK OF THE
**MANAGING
DIRECTOR**



Dear Friends,

As we are celebrating the 63rd year of our Company, HELLA India Lighting Ltd., I am personally delighted to share the record benchmark of achieving sales of Rs. 303 crore as per Audited Financials for FY '21-22. Also, very happy to share that we crossed all our old records to register sales of Rs. 30 crore in the month of August. Much of this growth has been achieved in the last one decade with you as our valuable customer.

The tide has turned. The worst seems to be over, but we will continue to pay attention to emerging public Health issues & adopt appropriate Practices to protect and support all people connected to our ecosystem. We have successfully weathered the storm of the pandemic. I take this opportunity to thank each one of you to have unshakable faith and trust in HELLA India Lighting Ltd. Hoping you, your family and loved ones are all healthy and happy. I also firmly believe that adverse times have brought us together more, united us more and aligned us more towards a common vision and mission. Thank you all once again.

Buoyed by your support and encouragement, we continued to stride ahead majestically on the pathways of product portfolio development with dedication and distinction. From introducing new product categories to individual vehicle specific applications & solutions, all happened in this year, resulting into record breaking performance.

We created the whole digital ecosystem to combat the pandemic and post pandemic work schedules. Digital Transformation emerged and has become the norm of the day. Productivity of manpower shifted gears gracefully and

professionally and the results are there for all to see and appreciate. The strategy of marketing communications too went digital and engaging content has now become a part of HELLA culture. Product videos and product photoshoots all integrated the digital presence of HELLA. Company's cataloguing and Channel Management portal Shop4Hella got upgraded, and now it also support our Customer Relationship Management activities.

In Aftermarket Business Division, a full range of filters and lubricants for 2-wheelers and cars was launched with zest and fervour. Bulb for 2-wheelers, Wave 95 Dia Horn, Aux Lamp Black Magic Series and Commercial Vehicle Head Lamp upgrades were also added to the HELLA repertoire. 2-wheeler Head Lamps range also got added brightly under a progressive expansion. HELLA also explored more dimensions in vehicle specific products. From 2-wheeler spark plug for Motorcycles to Tail lamp for small commercial vehicles, your company has many more vehicle specific products on the anvil.

As soon as the dark clouds of the pandemic blew over and normalcy started coming back, HELLA opened doors to ground marketing activities with full force. HELLA Value Partners Meet, Retailers Meet, Mechanics & Electricians Meets, Sales Conference and Regional Expos started to happen with lot of enthusiasm and excitement. HELLA business partners all over the country made these events great occasions to share and strengthen our bonds. The physical interaction has ushered in a new vigour in all of us to explore new horizons together with renewed commitment. The Brand Merchandise/POP basket too got revamped with quality additions.

After our successful customer gathering at Automechanika Frankfurt in September, we invite all of you to join us at Auto Expo 2023 on 12-15 January at New Delhi where we will be demonstrating our latest innovative Products and Services.

Buoyed by your support and encouragement, we continued to stride ahead majestically on the pathways of product portfolio development with dedication and distinction.

You all very well know how strongly we at HELLA feel about connecting and adding value to the communities linked with the automobile industry. Our Technician Training Project has added more than 400 trained Auto Service Mechanics to the Indian Aftermarket Industry in last few years. Motor sports is a key avenue where HELLA keeps contributing in many ways to enhance consumer experience of driving and off-roading. One of the many first initiatives we undertook post pandemic was to connect with the Off road Community. Recently it organised Nazir Hussain Memorial Drive 2022. The event was very well

received and proved to be a great interactive consumer engagement platform where we introduced our Safety Light Bars.

Against all odds we have managed to stay resilient, thanks to your support. We truly believe that human resource management is a critical function and requires equal and utmost attention. In August 2021, The Great Place To Work Institute, in their special study, recognised our Leadership practices as "India's Best Leaders in Times of Crisis 2021", in the mid-size category. As you already know that last year we continued to be among Top50 Great Place to Work company in India.

After our successful customer gathering at Automechanika Frankfurt in September, we invite all of you to join us at Auto Expo 2023 on 12-15 January at New Delhi where we will be demonstrating our latest innovative Products and Services.

As you know, we continued to be very active in awareness and training campaigns across the country for propagating Road Safety. In its quest to ensure Road Safety as our Corporate Social Goal, we don't leave any stone unturned. Seminars to exhibitions, ideas to road safety driving championship, all raised hands and further empowered team HELLA to pursue its vision and mission with intent and action. One such Industry wide awareness campaign was "Pahal" where online training modules on Road Safety got created and delivered by our execution Partner "Drive Smart, Drive Safe" through CSR funding. As our Vision statement says, "Technology of Tomorrow for the Life of Today on Indian Roads", we will continue to work in this direction to save lives.

I would certainly like to take this opportunity to salute the zeal and valor of our entire front line Corona Warriors not only the Doctors, the hospital staffs, the essential service providers, the police but also our Commercial Drivers, Logistic service providers and Production Workers who kept the supply chain alive during our toughest times of ongoing Pandemic, and also thanks to the state governments and the Govt. of India in their relentless fight against COVID-19.

I firmly believe that we shall overcome this pandemic with all guts and glory till then let's keep up the fight.

Stay safe. Vaccinate yourselves. Remain protected.



Rama Shankar Pandey
Managing Director
HELLA India Lighting Limited

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A recognition of our excellence and commitment to quality & innovation



India's Great
Mid-size Workplaces
Award - 2021



India's Best Leaders
in Times of Crisis
Award - 2021



APEA 2021 Award



Company of the Year
Auto & Auto Component Dare
to Dreams Award - 2019



FICCI Road Safety
Awards, 2019



CII Industrial Innovation
Award - 2017



CSR Leadership Award



Auto Components India
Magazine Award for Auto
Component of the Year - 2017



ICAT Trophy for
Excellence in Lighting
Technology at iSOL - 2015



Frost and Sullivan India
Manufacturing
Excellence Awards - 2016



ACMA Silver Trophy in
Large Category for Quality
& Productivity - 2015



ACMA QC Competition
Award - 2016

LIFE AT HELLA

GIVING HEALTH CAMPS THE PERFECT BOOST

Special booster dose and regular health check up camps organised

The pandemic is still lurking around us. As all of us are returning to normal work, all precautions are being taken by our organisation. Booster Dose camps were organized for the benefit of all employees. The tradition of regular health camps also continued like always. Healthy days are HELLA days again!



LOHRI AND REPUBLIC DAY

Unfurling the new year in heartwarming style

The festival of Lohri is a festival of bonding and bonfires. It is the best way to bid winters farewell. Republic Day is again celebrated at HELLA premises all over with same national fervour and joy. Flag hoisting is organized respectfully and observed with the national anthem in our hearts. These two occasions set the tone for the year ahead in the most befitting manner.



HOLI AND WOMEN'S DAY CELEBRATIONS

Saluting women with united colours

Like every month has its significance etched clearly, March too has its in bold and colourful letters. First Women's Day and then Holi, both are occasions and festivals of unique value to everyone at HELLA. Every women member of HELLA team were congratulated and everywhere small celebrations were held to honour all special women in our lives as well as at our workplace. Celebrating Women's Day at office premises further adds credence to the day at home thus further strengthening family bonds.

Well...Holi is Holi. The festival of colours, brotherhood and camaraderie washes off all barriers and allows us to become one with the core essence of Holi.



INTERNATIONAL YOGA DAY

Invoking health in perfect unison

Nothing can stop HELLA from celebrating International Yoga Day in perfect spirit. Despite of all restrictions, everyone joined online from the comfort of their homes. Led by our role model Shri Rama Shankar Pandey our MD, it was indeed a soul stirring session for all of us. We all know how valuable good health is for all of us. Let's try our best to imbibe the essence of Yoga Day in our daily lives and strive from our beings to become healthy and stay fit and keep contributing in our company's growth and in our country's progress too.



LIFE AT HELLA

INTRA SPORTS WEEK

Playing together, growing together

Sporting together, playing together is a HELLA mantra to recharge and refresh our minds and spirits to keep excelling in our respective streams with consistency, efficiency and optimal productivity. Every year HR's task is cut out to plan recreation and sporting events/activities attuned to the workflow management of every department judiciously. This year too the calendar was packed.

Indoor and outdoor sporting events were planned harmoniously. From chess to carrom; from darts to cycling to life size ludo and many more activities summed up the Sports Week. The importance of this week can be judged from that seniors from HELLA Germany who were on an official trip, distributed the winning trophy to the winners.



INDEPENDENCE DAY

Celebrating Amrit Mahotsav

India celebrated glorious 75 years of Independence with enthusiasm and pride. Everywhere the tiranga was flying high with joy. We too hoisted our national flag with gratitude and love. Every HELLA facility echoed with the national anthem. Families too joined in celebrations. It seemed the whole nation blended with HELLA teams and sang 'SaareJahan se Achha Hindustan Hamara' as a huge orchestra.



GANPATI BAPPA MORYA

HELLA world welcomed the Lord

As the whole India celebrated Ganesh Chaturthi with love and passion, we also welcomed the Lord in heartwarming ways. All units held prayers, established Lord Ganesha idols with full sanctity. One prayer echoed from every heart, hey Ganesha give us the strength to overcome every obstacle in our professional and personal lives with unshakable faith and belief.



LIFE AT HELLA



HAPPY BIRTHDAYS ARE HELLA DAYS

Gifting cherished happiness is a tradition

When a family is as big as HELLA family every day is a birthday. Yes we all know it is true. Almost every second day we are celebrating some birthday or other. It is fascinating to see the joy and emotions flowing from the heart without any invitation. Every birthday brings us closer to each other in magical ways. Thank you HELLA culture for making us feel like one big family.



RETIREMENT CEREMONY

Honouring the sunset champions

We all at HELLA have a wonderful tradition of honouring and thanking all family members who bids adieu to professional life after years of service. Like every year there were a number of felicitations. Every precious soul was given a warm farewell. However this year became special as a record was made. For the first time, one gem retired from HELLA ranks after a tireless innings of 39 years...yes we all know him. There is a special section dedicated to him below. Thank you so much Raj Kumar ji.



Raj Kumar Sharma was the longest serving employee at HELLA India Lighting. He retired after 39 years of service on June 30, 2022

39 GUN SALUTE TO HIM!

AFTER 39 YEARS OF CONTINUOUS SERVICE RAJKUMAR SHARMA, RETIRED GRACEFULLY ON JUNE 30TH 2022.

Rajkumar Sharma, joined HELLA India Lighting (HIL) in 1983 at which time it was still a joint venture between Indian Co. JMA Industries Ltd and HELLA. Since then, he was the backbone of the Sales & Marketing department of SOE. He retired on June 30, 2022 after continuously working for the organization for 39 years. When interviewed, Mr. Sharma said: "HELLA is just like a second home as I have been with HIL for such a long time." He further elaborated that he has seen the company grow tremendously since he joined and wishes HELLA and his colleagues good luck to grow even more and to achieve new milestones every year!

Mr. Sharma got sentimental while talking about his association with HELLA, and his contribution and the great support he received throughout the years. His colleagues and the executive team at HIL thanked Mr. Sharma for his long association and his contribution to HIL. They wished him good health and happiness in his life post retirement. More employees like Mr. Raj Kumar Sharma who has been the embodiment of HELLA's philosophy of Passionate Pacesetting Together are needed to keep HELLA on the path of success in the future!

LIFE AT HELLA

POLICY INITIATIVES

The welfare and well being of all employees is the top priority of HR at HELLA. The difference is that the priority is backed by honest and sincere intent. There were many first time policies launched this year. Prime and foremost steps were taken for showing respect and dignity to our women colleagues. A unique Period Leave policy was launched to make them feel belonged and cared for in a heartwarming manner. Secondly the policy of Second Career for Women also shone brightly. Many women seeking to restart their careers walked in the HELLA family with joy. Refer a friend for a role in HELLA; COFFEE with HR were other noted initiatives to further make Life at HELLA a joyful experience.



YOU REFER. WE REWARD.
At HELLA, we trust you to refer your right friend for the right role and reward you for your effort.

REFERRAL INCENTIVE

1 LAKH IN 2023 (Manager or above level) (25%)
75,000 IN 2023 (Senior Manager) (30%) (2022)
75,000 IN 2023 (Sr. Team Lead or above level) (20% for other locations)
50K TO 75,000 IN 2023 (Manager level or other locations)

SKIP LEVEL MEETING

TAKE THE ELEVATOR TO THE HOD WITHOUT DOUBT.

When the need arises please just rise.
Skip the hierarchy stairs take the HOD elevator!

Dear Women Bounce back after the break. Join HELLA!

HELLA INDIA LIGHTING LTD. INTRODUCES PERIOD LEAVE POLICY!

Let's create a more compassionate, inclusive, and healthier work culture for every HELLA team member.

Let's brew confidence!

OPEN YOUR HEART
KNOW MORE ABOUT YOUR ART
LET HR PLAY ITS FRIENDLY PART
BOOK YOUR SLOT AND JUST START

AUTOMOTIVE AFTERMARKET BUSINESS UPDATE

CELEBRATING EXCELLENCE WITH GRATITUDE

Dear Friends,

Wishing you all a very happy festive time ahead.

We are so thankful to all our retail partners, technician friends, garage friends for giving such a warm acceptance and continued support to HELLA. Our Product launches are very successful and accepted by you all which also gives us a confidence to deliver the world class products with our quality assured on it.

The various activities done in the market really made us very close to all of you and could be able to get lot of feedbacks and suggestions for our improvements which were a helpful for us to reach this tremendous growth continuously for the last few years.

We are also very proud to expand our ranges with our Product Management and Marketing expertise which inspires us to launch products as per the market's requirement. Special thanks to our field teams and other ancillary functions for providing the behind the scene support always.

We had always been a customer centric organisation which really paid off well for our business and relationship growth,

Finally, a sincere thanks to our distributors and their field force for

beautiful placement of our products across India which helped us to get lot of customers joining us.

We are committed to all our customers and Indian roads to offer more quality products in the coming days as well.

Thanks for your valuable support, guidance and love towards HELLA !!



Anandhan Venugopal
General Manager- IAM



PRODUCT PORTFOLIO

PASSENGER CAR SPARES



For HELLA, the world of spares is a gamut of dependable and reliable products. That's why its showcase offers a wide range of innovative products for the automotive market. Designed to give optimum comfort and control topped with safety.

Being an integral part of a global manufacturing environment focused on technology and precision, every HELLA product redefines the conventional definition of spares in unparalleled ways.

- LUBRICANTS
- FILTERS
- BRAKE PADS
- FOG LAMPS
- HORNS
- BULBS
- FUEL PUMP
- COOLANT
- WIPERS

FOR ORDERS AND ENQUIRIES, CALL
1800 103 5405
(TOLL FREE)



PRODUCT PORTFOLIO

PASSENGER CAR ACCESSORIES

The hallmark of HELLA excellence shines brightly under the spotlight of passenger car accessories. For many light years our competence of excellence has been reflected in the most varied innovations. With the wide range of auxiliary headlights, LED aux lamps modules, light bars, bulbs as well as non-lighting products such as frame-less wipers, horns and wiring harnesses, we are one of market's leading manufacturers for passenger car accessories.



- PERFORMANCE BULBS**
- HORNS**
- BLACK MAGIC CUBES**
- BLACK MAGIC LIGHTBARS**
- AUX LAMP: LED**
- AUX LAMP: RALLYE SERIES**
- AUX LAMPS: COMET SERIES**
- WIRING HARNESS**
- WIPER BLADES**
- MODULES**

FOR ORDERS AND ENQUIRIES, CALL
1800 103 5405
(TOLL FREE)

PRODUCT PORTFOLIO

COMMERCIAL VEHICLE SPARES



From electrical and electronic components, horns to wipers, switches and lubricants, HELLA offers both universal products and vehicle-specific innovations for commercial vehicles. The entire product range has been designed and developed for tough and extreme Indian roads with due diligence and technological excellence. When it comes to lighting, we have a wide range of lighting products available with halogen, xenon or LED technology, depending on customers' requirements.

As a result, our customers benefit from our many years of expertise as well as technological and economical synergies from large-scale production in the automotive industry.



- LUBRICANTS**
- VOLVO MODULES**
- HEADLAMPS**
- HORNS**
- BULBS**
- LED WORKLAMPS**
- REFLEX REFLECTORS**
- SEALED BEAM**
- TAIL LAMPS**
- COOLANT**
- CV WIPERS**
- RELAYS & SWITCHES**
- SINGLE FUNCTION LAMPS**

FOR ORDERS AND ENQUIRIES, CALL
1800 103 5405
(TOLL FREE)



PRODUCT PORTFOLIO

AGRO/CONSTRUCTION SPARES

Just like the commercial vehicle segment, agro/construction industry has its own requirements and challenges. HELLA is fully equipped and capable of handling rough and tough applications by developing innovative product solutions in premium quality. This also applies to our extensive lighting and non-lighting product range: this is not only impressive due to the wide range of products on offer to meet diverse demands.



A grid of product images is overlaid on the right side of the page. Each product is shown in a white box with a yellow header. The products include worklamps, agro headlamps, agro aux lamps, coolant, filters, horns, lubricants, utto, and greases. The background of the grid is a pattern of yellow dots of varying sizes.

FOR ORDERS AND ENQUIRIES, CALL
1800 103 5405
(TOLL FREE)

PRODUCT PORTFOLIO

2-WHEELER SPARES



This is one segment where HELLA is evolving on a regular basis. The company understands the ever growing demand of quality spares as almost every day some brand or other is introducing one ace or other. Our wide range of 2-Wheeler products which includes Horns, Headlamps, Bulbs, Spark Plugs and Lubricants is designed to deliver quality and performance.

With a strong focus on safety products, HELLA is addressing the safety needs of two-wheeler drivers by bringing its innovative solutions to the mass market.



SPARK PLUGS



2W BULBS



LUBRICANTS



FILTERS



LED AUX LAMPS



HORNS



GREASES



2W HEADLAMPS



FOR ORDERS AND ENQUIRIES, CALL
1800 103 5405
(TOLL FREE)



PRODUCT SHOWCASE



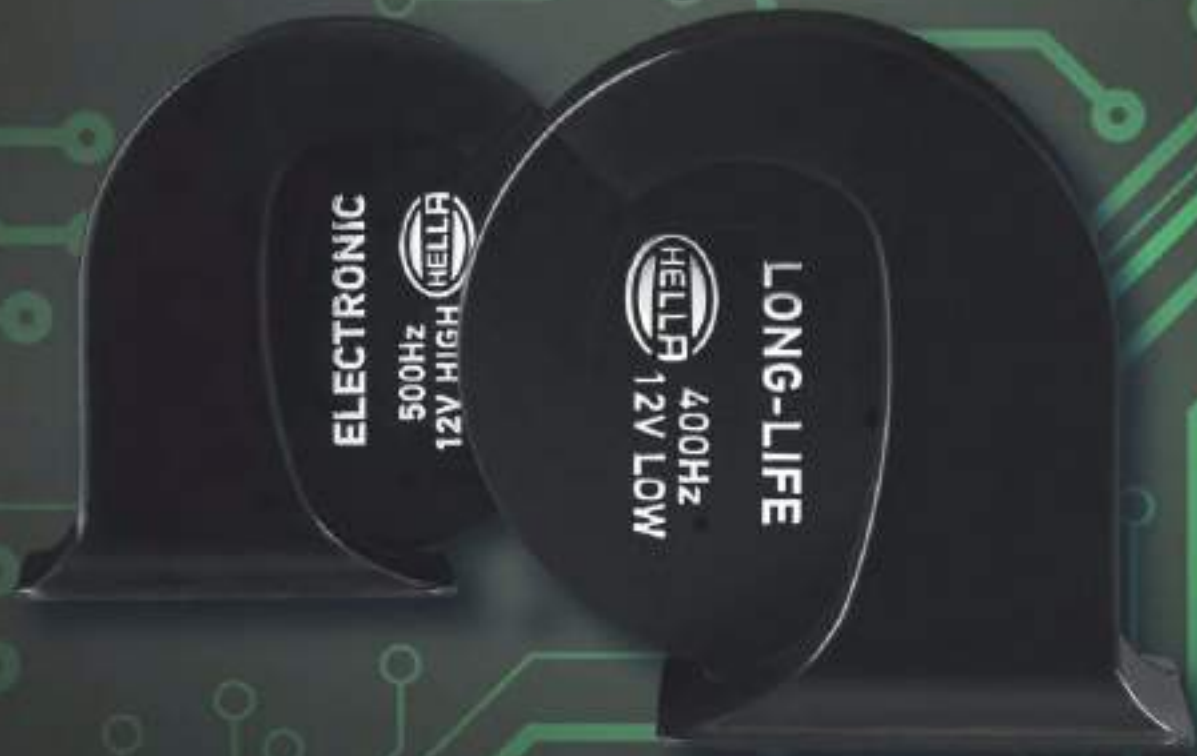


ELECTRONIC
CHIP INSIDE



HELLA
WARRANTY

TE40 SET ELECTRONIC TRUMPET HORN FIT & FORGET



HELLA eLONG-LIFE HORNS



EXPERTISE
SINCE 1899



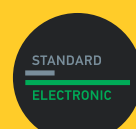
GERMAN
ACOUSTIC
ENGINEERING



TESTED AND
CERTIFIED

120 YEARS EXPERIENCE
DELIVERED IN EVERY HORN
IN 110 COUNTRIES

KINDLY REGISTER YOUR
WARRANTY ONLINE **18001035405**



LONG-LIFE
FIT & FORGET

LET THERE
BE MUSIC
IN THE **AIR!**



**HELLA WAVE 95 HORN SET IS DESIGNED
TO ANNOUNCE YOUR PRESENCE SMARTLY
AND OF COURSE MUSICALLY.**

BRAKE AND CLUTCH FLUID

DOT 3

**NEW
PACK
NEW
DESIGN**

- HIGH DRY-BOILING POINT
- DEVELOPED FOR MODERN VEHICLE HYDRAULIC BRAKE SYSTEMS



SUPER PERFORMER SUPER SMOOTH NEW RED GEL GREASE



OUR JEWELLERY FOR YOUR CUSTOMERS.



POWERFUL BULBS FROM HELLA

REVERSE IN STYLE



HELLA reverse horn has been developed to get easily connected in any car or commercial vehicle.



HELLA FUEL PUMP

MAKE THE ENGINE'S HEART BEAT FASTER



BIKE HIKE LIKE

HELLA new range of 2-Wheeler filters have all the elements to make your ride high on performance, and high on efficiency.



**SPIN YOUR BEST DISCS FOR
GOOD FRIENDS.**



PAGID

BRAKE SYSTEMS



LEAVE A BRIGHT TRAIL

4 CHAMBER LED TAIL LAMP (EURO 6)



CREATE YOUR OWN STAR STUDDED SUPERNOVA



CREATE YOUR OWN LIGHTING RULES



UPCOMING PRODUCTS

GIVE YOUR CAR THE
SHINING MAKEOVER

CAR CARE PRODUCTS

COMING SOON

FLAUNT
CONFIDENCE SAFELY

BRAKE SHOE SET



COMING SOON



ENERGISE YOUR WHEELS

2 WHEELER FULLY SYNTHETIC OIL



COMING SOON

PIERCE THE FOG AT WILL

PREMIUM FOG LAMPS



COMING SOON



MARKETING INITIATIVES



MARKETING INITIATIVES

BRANDING

Taking HELLA excellence to every corner



MARKETING INITIATIVES

BRANDING

Taking HELLA excellence to every corner



MARKETING INITIATIVES

HVP MEET_7-10 APRIL 2022

All value partners welcomed the events with open arms



DSR MEETS

HELLA celebrated DSR meets back on track joyfully

Gurgaon DSR Meet



Lonavala DSR Meet



Mysore DSR Meet



MARKETING INITIATIVES

ANNUAL SALES CONFERENCE_12-15 MAY 2022

This was a special event because it symbolised normality



MECHANIC MEETS

Mechanics from all over, made every meet memorable

Hubli Meet



Jodhpur Meet



Mumbai Meet



MARKETING INITIATIVES

RETAILER MEETS

Once again proved how fast and strong HELLA is growing



MYSORE RETAILER MEET_29 JUNE 2022



UDAIPUR RETAILER MEET_09 JULY 2022



DELHI RETAILER MEET_18 JULY 2022



MARKETING INITIATIVES

BANGALORE RETAILER MEET_23 JULY 2022



RAIPUR RETAILER MEET_24 JULY 2022



HUBLI RETAILER MEET_27 AUG 2022



CHANDIGARH RETAILER MEET_02 SEP 2022



MARKETING INITIATIVES

FICCI CONFERENCE_29 JUNE 2022

Another occasion where HELLA shared dias with the best



NAMAKKAL COMVEXPO_25-26 JUNE 2022

HELLA shone brightly at one of the prestigious events.



MARKETING INITIATIVES



Mr. TANUJ Retailer, Delhi

I am selling HELLA products since long time. Totally satisfied with the products in terms of quality and performance. Recently, I got a scooty by redemption of HELLA loyalty points and I'm very happy with that. Unlike other companies, it fulfils all aspects, glad to sell HELLA products. Thank You!



Mr. RAKESH Retailer, Delhi

Running workshop from last 32 years and using HELLA products for a long time. HELLA covers the complete range of products with their large basket size. I would suggest to use HELLA products and be happy like me. Thanks.



Mr. RAKESH Customer, Bangalore

I am grateful and proud to be part of HELLA Family. From the first interaction with HELLA to the distributor to the retailer, I saw no attitude and though it was just an enquiry, team never took it lightly and helped clarify all my doubts. Their suggestions were wise and trustful. The wide range of lighting especially the black magic is truly amazing. I would suggest everyone to try the light bars. They are efficient and highly reliable. Thank You! HELLA for the wonderful product. I would pledge to use the lights wisely on the roads for the safety of public and other drivers.



Mr. MOHDAYUB Retailer, Kolkata

I'm a HELLA retail partner and selling HELLA products since long time which are always in-demand by our customers. HELLA Wave 95 Horn which is recently launched, is one of the best horns in terms of performance, quality, sound and pricing. This product is highly appreciable and recommendable. Thanks!



Mr. BHUPENDER Mechanic, Delhi

Using HELLA products like Engine Oil, Coolant, Wipers, Horns etc from last 2 years. All these products are really great, commendable & recalled by our customers to use every time. HELLA is the best. Thank You!



Mr. RAJESH Retailer, Kolkata

Having a shop in kolkata and sells all HELLA products like engine oil, horns, brake pads, spark plugs and more. By selling of HELLA products, we get good customer feedbacks and profit margins too, feeling elated to sell HELLA products. Thank you.

GOMOTORING

GOMOTORING (www.gomotoring.in)

GoMotoring is the India's fastest emerging online portal on motoring, motorsport and road safety, sponsored by HELLA. Here, the aim is to be the digital space for Indian motoring and motorsport news and events to reach several categories of audience such as motorsport personnel and motoring enthusiasts, clubs and more. Also, anyone can see pictures, videos, news of most of the events happening in the country.



NH MEMORIAL DRIVE

The Himalayan Drive, organised by Nazir Hoosein, the first edition of this rally was held in 1980 and the last in 1990. For these eleven years the Himalayan Rally was possibly the most interesting and fascinating rally in the world.

On 7th November, the late Nazir Hoosein, was inducted into the inaugural FIVA Hall of Fame Awards and his daughter was given the trophy at a glittering and well attended function in Greater Noida. 90+ vehicles participated in the Nazir Hoosein Memorial Drive (NHMD) were flagged off by the Chief of Army Staff, General MM Naravane. The drive was supported by HELLA, a commemoration in honour of Nazir Hoosein, retraced parts of the original route from the 1981 edition and what was heartening is that several old-timers turned up to take part in this memorial drive.



**LIVING IN THE FAST LANE
- SAFELY ALWAYS**

Motorsports is a very strong part of HELLA DNA. GoMotoring is the highly pumped platform where initiatives, campaigns revolving around motor sports are revving to throttle throughout the year.



DIGITAL TRANSFORMATION

DIGITAL ECO SYSTEM AT HELLA

Shop4Hella (A New Digital Engagement Platform for everyone at HELLA) – It contains all products details along with different level of sales report. It store all media content of the company. It also offers incentives to wholesaler, retailers, workshop, electrician and mechanics together with real time info report.



Toll-Free Services It is a proactive network of trained workforce specialised and trained for receiving or transmitting a large volume of enquiries on call from/to consumers.

Social Media & Digital Communication

Social Media & Digital Communication

A popular communication method to reach out to customers. The power of social media is the ability to connect and share information with anyone on Earth, or with many people simultaneously.

DMS - Distributor Management System

Provides integration with distributor's Tally or Busy and helps to identify the improvement areas

DMS - Distributor Management System

GoMotoring

GoMotoring A progressive motoring/rally event site for end consumer engagement around "motor sports" in India. HELLA has a huge brand recall in motor sports, especially off-road and TSD events. Here we organize "car enthusiasts" onto this neutral site where they can see pictures, videos, news of most of the events happening in the country

1800 103 5405

To know more about HELLA products and services and register product warranty digitally.

1800 103 5406

To know more about Shop4Hella, scanning and redemption details.

DIGITAL TRANSFORMATION

SHOP4HELLA

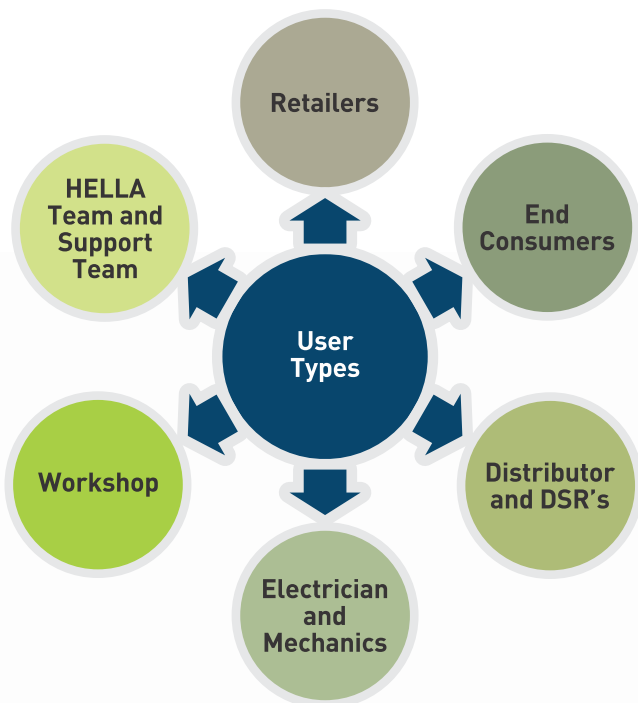
(A New Digital Engagement Platform for everyone at HELLA)

Shop4Hella.com is the official online portal of HELLA India Lighting Limited (Independent Aftermarket). Find all HELLA products for different segments such as 2 Wheelers, 4 Wheelers, Commercial Vehicles and Agriculture/Special Constructions. Here, the products you buy come with the assurance of originality, quality and reliability. The portal also keeps you aware of new launches, and various exciting

offers that make shopping convenient and economical.

It also offers incentives to wholesaler, retailers, workshop, electrician and mechanics together with real time info report.

#TogetherWithYou



Visit to know more
www.Shop4Hella.com

SCAN MORE WIN MORE

GIFT REDEEMED THROUGH SHOP4HELLA



WORKSHOP PROJECTS/INITIATIVES

WORKSHOP PROJECTS/INITIATIVES

In the year 2021, HELLA launched the HELLA Quick Car Service (HQS) workshop concept in order to support the aftermarket workshop network with HELLA products and help them to upgrade their technician skills and increase their visibility via promotional campaigns and brandings.

Since the time of the inception of HQS, we have opened a network of twenty workshops in association with workshop partners across India. We are currently present in Gurgaon, Dhankot, Sonipat, Ambala, Rohtak, Baran, Betun, Gondia, Deesa, Indore, Namakkal, Vijayawada, Udumalpet, Chennai, Hugli, Guwahati, Shillong and Dhanbad.



HELLA QUICK CAR SERVICE

HQS- A commitment becoming stronger

The network of HELLA Quick Car Service Centres is growing everyday. We are happy to welcome new enterprising members to our family.

CARTECH: Guwahati, Assam



CAR PROTON: Gurugram, Haryana



MAA AMBEY AUTOMOBILES: Sonipat, Haryana



PREET MOTORS: Ambala, Haryana



HELLA QUICK CAR SERVICE

ROBIN MOTORS: Gurugram, Haryana



SANGHI MOTORS: Rohtak, Haryana



ARYA AUTOMOBILES: Tirupur, Tamil Nadu



SRI VISHNU SAAVEE MULTI CAR SOLUTIONS: Chennai, Tamil Nadu



TRAINING INITIATIVES

TECHNICIAN TRAINING AND CERTIFICATIONS/ RISE OF TECHNICIANS

In the last fiscal year, HELLA has trained and assessed 3 batches of technicians comprising of total 60 technicians. The candidates were assessed based on ASDC e-learning modules and were placed in OEM service centers. The training comprises of both theoretical and practical hands on training. The duration of the course is 3 months.

Also, HELLA and ASDC conducted the pilot batch of NQT (National Qualification Test) in Andhra Pradesh for students who wanted to pursue a career as a technician. The exam was held to check the technical and general skills and knowledge of the candidates;40 candidates cleared the test.



Apart from these trainings, we also conducted product trainings at workshops so that we could impart the right knowledge to the workshop staff regarding automotive parts.



SOCIAL MEDIA CAMPAIGNS



HELLA SAFETY LEAGUE

As the IPL 2022 kicked off, HELLA too drove on front foot. A dedicated brand campaign cashing on the cricket fever and brand attributes creatively. This campaign was very well received on all social media handles.



SOCIAL MEDIA CAMPAIGNS

MONSOON ESSENTIALS

An equally funky and joyful welcome of monsoon was a spontaneous thought after beating the scorching heat with typical monsoon car care tips. Tip tip barsa paani in style.



SUMMER ESSENTIALS

This summer decided to have fun and impart key simple information with normal consumers just to connect with them informally. Summer, fun and tips were an instant hit with the people.



SOCIAL MEDIA CAMPAIGNS

DRIVER'S DAY

Being an automotive company, HELLA understands the importance of drivers in our lives. In order to create an awareness to respect and express gratitude to all drivers around us, 17th September 2022 was celebrated as Driver's Day. Social media came alive everyone joined.



ON GROUND ACTIVITIES

HELLA teams all over India reached out to drivers, thanked them from the heart. Company's offices, warehouses, plants all said thank you.

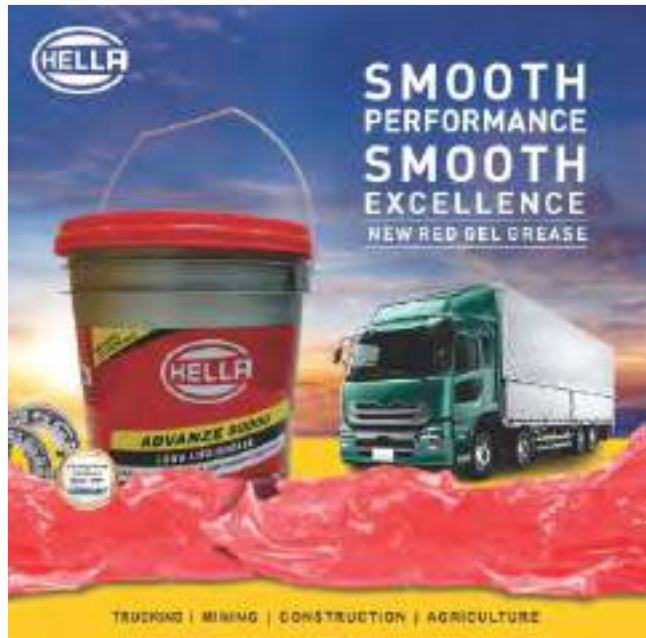


SOCIAL MEDIA CAMPAIGNS



NEW PRODUCTS, NEW BENCHMARKS

True to its tradition, HELLA launched a series of new products pushing the envelope of innovation, range and usage efficacy for the benefits of our partners as well for the convenience of our valued customers.



SOCIAL MEDIA CAMPAIGNS

FESTIVE EXPRESSIONS

Festival greetings on the social media platforms is now the way of life to stay connected with our customers regularly. India being the home of festivals, we get many occasions to renew our precious bond every time.



ENGAGEMENT QUIZ

This Holi was very unique and very special. HELLA organised a Quiz based on Holi trivia to create a buzz on social media. It gives us great pleasure to share that this quiz was very well appreciated by the people. The responses, the participants all had a good time playing #HELLARangUtsav. The winners were rewarded Amazon Gift vouchers.

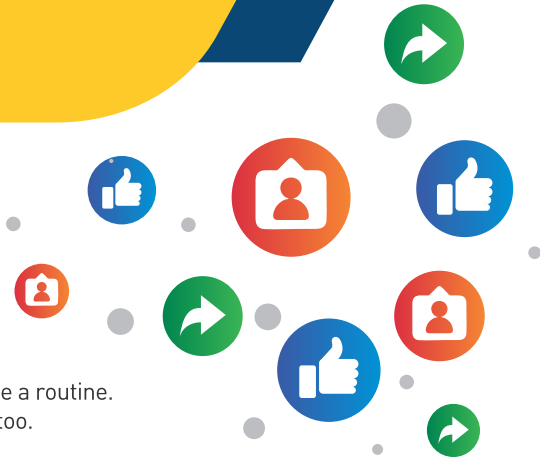


SOCIAL MEDIA CAMPAIGNS

LIKE IT. SHARE IT. TAG IT.

HELLA Social Media presence is appreciated

We urge all to keeping liking and sharing social media handles and posts every day like a routine. Our social media is growing steadily, let's become an industry leader in this segment too.



ROAD SAFETY INITIATIVES

CLUB D2S ACTIVITY REPORT

About Club D2S

DRIVE SMART DRIVE SAFE is a Section 25 Company, an NGO that aims to educate people on road safety and the impact on reducing road accidents and deaths due the same on Indian roads. With the presence of D2S we intend to reduce the occurrence of conditions that

intensify the fatalities on roads like accidents due to poor visibility and less use of dip beam lights, vehicles not being seen, drivers negligence and fatigue, negligence of safety norms, drunken driving, speeding, and actions like dangerous overtaking, lane cutting etc.

PAHAL – DRIVING BEHAVIOUR

We had the opportunity to introduce a unique and wonderful Micro Training concept- 'PAHAL – an initiative to educate road users and start practicing Appropriate Driving Behaviour in our day to day life', where each one of us can participate, practice and help in transforming the current situation on Indian roads.

It is not surprising to know; millions of people drive on Indian Roads and every day 415 of them never come back home. There are many complex & also silly reasons for a Road Crash including inadequate Infrastructure & Enforcement and all of it need to be tackled, but it's overwhelming on scale & complexity of our Nation to solve all of it in short time.

Since the launch of the campaign on 28th of July 2021, it has gained unprecedented success and became first of its kind Road Safety campaign which has already digitally micro trained 3,000 plus road users and has successfully enrolled 100 plus trainers for imparting it across their own circle of family and friends with the campaign still running strong with the participation of various corporate. Various researches and data from the Ministry of Road Transport & Highways have shown that the major cause for these road accidents happening



everyday in India in Human Error which is directly the behaviour that we show while we use our roads. PAHAL has proved that even a pandemic like Covid 19 can be utilised in a positive way to spread the awareness of brining change within self and there by the entire nation. As we always have been saying "Jab Hum Badlenge Tab Desh Badlega".

We plan and intend to launch the unique Micro Training on Driving Behaviour – 'PAHAL' to continue to sensitize the communities across country towards the right driving behaviour.



More than 5000 participants have been trained under PAHAL

ROAD SAFETY INITIATIVES

Indian Wheel Chair Premier League June 2022

The third edition of the Indian Wheelchair Premier League (IWPL) was held at Bal Bhavan International School, Sector 12, Dwarka from 20th to 25th June 2022 and had 8 teams participating representing different franchisees.

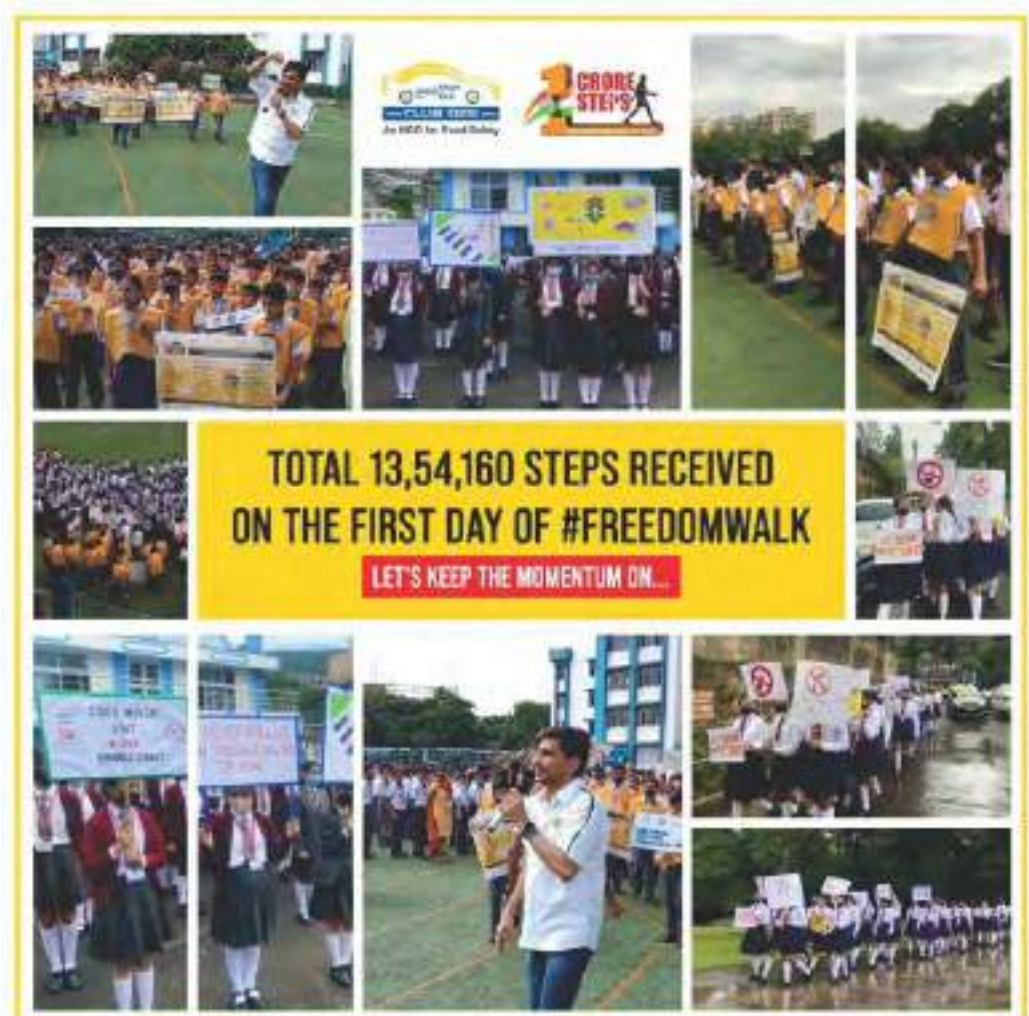
Drive Smart Drive Safe (D2S) decided to be a part of this unique league under its ongoing campaign India Against Road Crash (IARC). The basic idea was to interact with the players, a lot of whom were victims of Road Crashes and bring their story in front of the world. The players were also given a Road Safety Pledge.



FREEDOM WALK

The campaign apart from individual donation across India was done at the following schools and institutions:

- BGS International Public School Dwarka
- Pine Mount School Shillong
- Laban Bengalee Girls School Shillong
- Shishu Mandir School Shillong
- NP Boys School Mandir Marg
- ISBR Business School Bangalore



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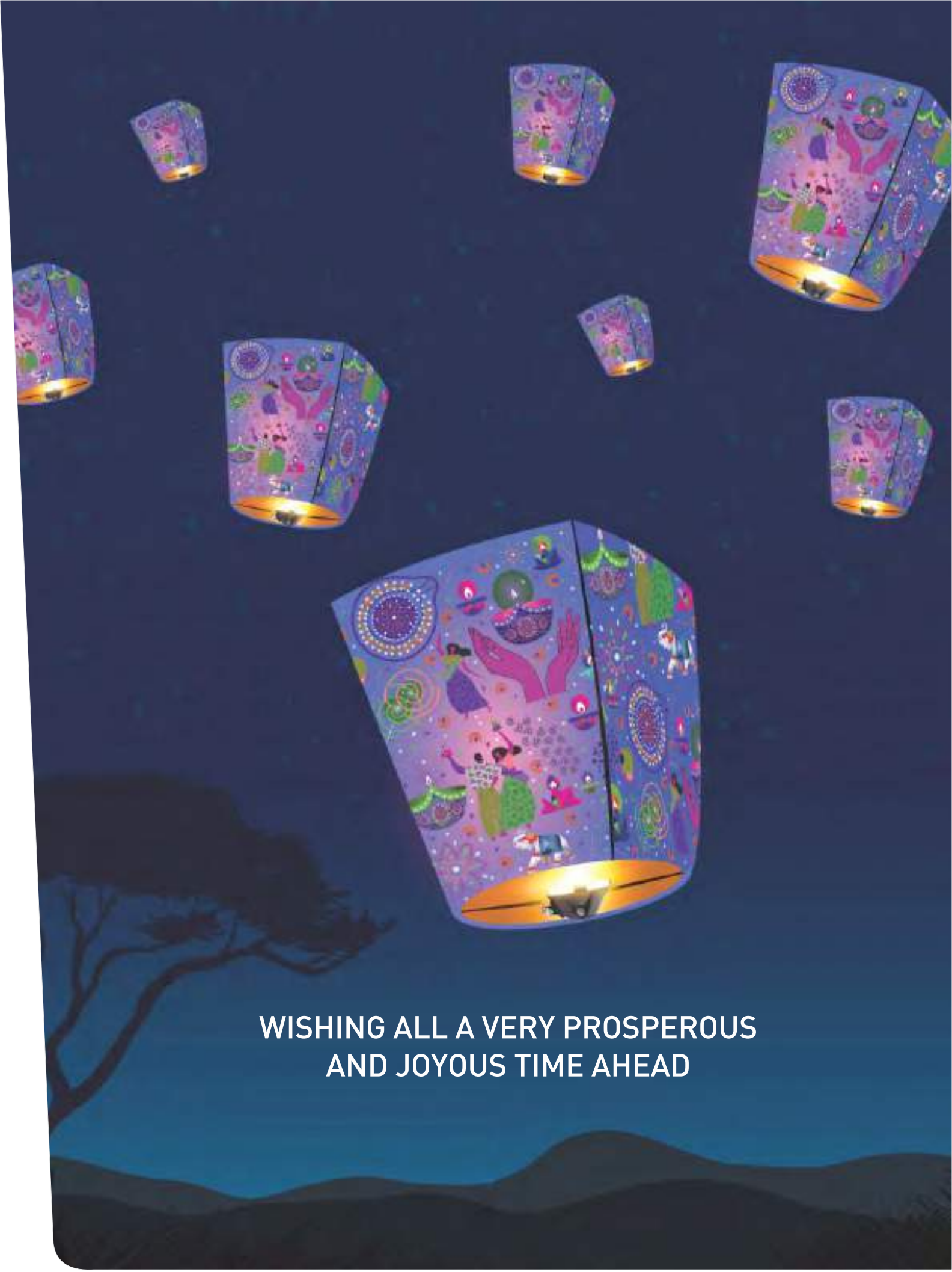
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WISHING ALL A VERY PROSPEROUS
AND JOYOUS TIME AHEAD



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