

# hellaexpress

[www.hella.co.in](http://www.hella.co.in)

POWERED BY  
**INNOVATION**

DRIVEN BY  
**TECHNOLOGY**





**EXCEED  
POSSIBILITIES**

# From the Desk of The Managing Director



**Dear Business Partners,**

We thank you for your support in 2019 and wish you and your family a very happy and prosperous new year 2020 !

In our Aftermarket business, we had extremely Successful journey last year and this fruitful Partnership experience has equipped us with immense clarity to functionalize our agenda for this year as well. We assure you that we will continue to provide Solution for all your needs for Aftermarket Products & Services.

Our vision of bringing "Technology of Tomorrow for the life of Today on Indian Roads" will continue to guide us and our communities around and you will enjoy many new product launches from Hella in 2020 to further strengthen your business.

Our efforts to provide Training, Certification and Technical Support to Technician community is reaching a great milestone with the Success of 1st batch of ASDC RPL Certified Technicians through TCS infrastructure.

Our love for Motoring will continue to engage many off-roaders and Rodie's through our newly built portal [www.gomotoring.in](http://www.gomotoring.in). I will encourage you to use the portal for all the news &

schedules of Motoring events across the country.

The overwhelming support for our road safety drives among commuters has inspired us to uptake this cause more firmly and therefore our new initiative named IARC (India against Road Crash) which unfolds this year, looks to sensitize and propagate the idea of safe road transportation with more vigour.

And once again, this whole experience of thriving in the industry for so long and doing business with certain panache; couldn't have been anything near perfect without your humongous support and our robust partnership.

Looking towards a brighter year ahead and pushing the envelope together with more gusto.

A handwritten signature in black ink, appearing to read "Ramashankar Pandey".

**Ramashankar Pandey**

Managing Director  
HELLA India Lighting Limited

# OE Business Update

## Some Recent Success in Hella India Lighting OE Business: -

Hella India Lighting is always known for creating the solutions for their customers which are at first based on new innovations and secondly create some USPs for customer vehicle as well.

We believe to work with our customer on partnership philosophy and always focus to create something new which eventually become the Trend Setter in the industry.

Every new idea comes with the challenge of its acceptance in market but with the time we have learned that an idea supported by tireless analysis of all risk factors & based on innovation is the only must factor for the success!

There are so many examples where we tasted that success, and here we would like to share some of the recent ones!

### (1) First Ever Semi Customized Head Lamp With Light Guide Technology For Tractor In India



Normally when we talk about Indian tractor industry, we visualize some typical decade old technology based Headlamps but what if we say we developed a customized Headlamp using High beam & Low beam projector modules with lightguide technology (the technology basically driven from high end Car Segment) for an Indian Tractor Manufacturer? Yes...we did that, and it finally resulted in Customer (International Tractor Limited) Export markets Sale Growth like never-before. Now customer decided to implement the same for Domestic Market also.

### Some Key USPs Associated with this Concept are:

- Modular Head Lamp with HB3 Bulb(High Beam, Low Beam)& Light Guide first time in market.
- An example of Cost Innovation due to Modular Approach. Ensures less Tooling Investment & Quick development time, as "Basic Core" remains the same yet many stylings possible due to flexibility.



- Investment in Basic Core thus shared by many OEM's bringing down the cost of technology, yet differentiation is possible due to front styling elements.
- Despite 60mm light aperture, produces excellent light output with homogeneous illumination

We are proud to share that Finally Hella India Lighting became the first lighting company in India to dream about and actualize the Idea of a construction Machine having LED work lamps in place of conventional halogen based lights and thanks to our Global Customer JCB who believed in us and gave us the chance to actualize that.

India's leading manufacturer of Earthmoving and Construction Equipment, JCB India launched its new model of Backhoe loader named "ecoXpert" in Dec '19 in Excon this Year and major attraction was Hella India make LED Work lamps fitted on the machine.



### The Key USPs Associated with Led Work Lamps are:

- Increased product Life and strength.
- Increased water & dust protection (Highest ever IP67 & IP69)
- Low Power Consumption
- Increased light output and homogeneity of light.
- Added Aesthetic look etc.

## AWARDS & RECOGNITIONS



## COMPANY VISION

Technology of Tomorrow for the Life of Today on Indian Roads



By 2020 HIL aims to contribute in reducing the Road deaths by 10%

## OE COMPETENCE

### Indian Customer Base:

OE Supplier of Headlamps, Single & Multi Functional lamps, Electrical & Electronic Products for popular commercial models of Ashok Leyland, Tata Volkswagen, Ford, Mahindra & Mahindra, Sonalika, JCB, Volvo Bus, Volvo Construction, Volvo Eicher, Claas, SAME, SML ISUZU, Hyundai Construction, SANY India, Leeboy, Valtas, Godrej, Atlas Copco, Inox India, Terex Vectra, Preet Tractor, John Deere, CNH.

### Global Customer Base:

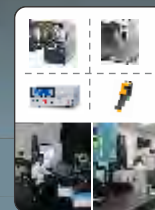
BMW, AUDI, Mercedes-Benz, Renault, Nissan, Volkswagen, SEAT, Skoda, Lamborghini, Jaguar, Scania, Volvo, DAE, Porsche, Bugatti, Ford, Land Rover, IVECO, Opel, SAAB, MAN, Mitsubishi Motors, General Motors, Honda, Nedcar, Fiat, CNH, John Deere, Caterpillar, Hitachi, JCB, Komatsu, Terex, Class, Liebherr, Linde, Kubota, Ingersoll.



## HIL D&D CAPABILITY

- Dedicated Project team ( Project Manager, Process & Quality Planner)
- Mechanical Design (Catia Version 26)
- Optics Design and Simulation (Helios)
- Electronics Software and Hardware Design, Construction, Integration, Testing and Prototyping.
- Thermal Simulation (CFD) – (Siemens Star CCM Plus)

## HIL TESTING FACILITY



- Photometric and Colour Measurement for Head Lamp, Signalling Lamps using LMT-1660
- Rapid Corrosion test rig
- Climatic test chamber 600 ltrs (-75 °C to +180 °C / 99% RH)
- Dust chamber- IP 5X/6X
- Salt spray and condensation chamber
- Electrical testing setup
- Thermal shock chamber
- Resistance to Automotive fluid test

## HIL PRODUCTION FACILITY



- In House BMC Reflector Moulding & Lacquering
- PC lens Moulding & Hard Coating
- Metallizing with Top Coat Injection Moulding with Centralized Material Feeding
- Robotic Gluing Cell with Integrated dispensing unit (PU, Silicon)
- Dedicated ESD controlled zone for manufacturing of LED products

# Awards & Recognition



We take pride in sharing that Mr. Ramashankar Pandey, MD, Hella India Lighting Ltd., has been awarded as "The Most Promising Business Leader of Asia - 2019" by The Economic Times. Congratulations to the Leader who Ignites Our Fire to Hustle!



A proud moment for the Hella Family! Our MD, Mr. Ramashankar Pandey has been added to the Automotive Hall of Fame by the Economic Times Polymer for Automotive Component Sector on 24th September. It has fueled us to achieve our vision everyday and to contribute our share towards the automotive Industry.



We feel honored to have received the award from Mr. Anurag Thakur, Ministry of Finance, for the Company of the Year - Auto and Auto Components at the Dare To Dream Awards by Zee. We thank Zee for motivating us to keep thriving!



We are delighted to be awarded under the category of Innovation in Product and Service in Road Safety in the FICCI Road safety Awards, 2019. Our initiative "LED Tail Lamp for Commercial Vehicle" signifies our vision towards ensuring road safety in every aspect. Grateful and honoured!



Hella India Lighting Ltd. has successfully created a Great Place to Work FOR ALL their employees as they have excelled on the 5 dimensions that are a hallmark of a High-Trust, High-Performance Culture™ – Credibility, Respect, Fairness, Pride and Camaraderie. In a rigorous assessment process conducted by the Great Place to Work® Institute.



Another proud moment for the Hella. Our organisation has been awarded with "Innovation in Product and Service in Road Safety" by FICCI Road Safety Awards, 2019. Our initiative "LED Tail Lamp for Commercial Vehicle" signifies our vision towards ensuring road safety in every aspect.

# New Product Launch

INTENSE, RAW,  
AND BEAUTIFUL



AN EXPLOSIVE  
PERFORMANCE



SHATTERS ALL  
BARRIERS OF SOUND



## THE ETERNITY HORN

SOUNDS LIKE A HELLA

DURABILITY | MICRO CONTROLLER | CONSTANT TONE



YEAR  
WARRANTY\*



DIAMETER  
123 mm



SOUND LEVEL  
115 dB (A) @ 2 m



VOLTAGE  
12V



FREQUENCY  
300/500 Hz



WATER  
RESISTANT

New Product Launch

ANNOUNCE YOUR ARRIVAL



INTRODUCING  
**MIDNIGHT BLACK  
HORN SET**



**Diameter**  
84mm



**Sound Level**  
110 dB (A)



**Voltage**  
12V



**Frequency**  
410/490 Hz



**Approval**  
ECE R28



**Certification**  
E1/Germany

Toll Free: 1800 103 5405

[www.hella.co.in](http://www.hella.co.in)



New Product Launch



# ZOOM WITH A BOOM



Part No.  
012.588-151  
MRP  
₹ 645/-

## CLASSIC HORN SET



**Diameter**  
77mm



**Sound Level**  
110 dB (A)



**Voltage**  
12V



**Frequency**  
360/430 Hz

Toll Free: 1800 103 5405

[www.hella.co.in](http://www.hella.co.in)



# TURN MOMENTS INTO LIFETIME MEMORIES



Full HD  
1080

## HELLA DASH CAM VISION 1.0



- 1080 Full HD
- Format Free Technology
- Turn Moments Into Lifetime Memories
- Capture Evidence For Hassle Free Insurance Claim



Full HD  
1080

## HELLA DASH CAM VISION 2.0



- 1080 Full HD
- Built-in Wi-Fi
- Advance Driver Assistance System
- Turn Moments Into Lifetime Memories
- Capture Evidence For Hassle Free Insurance Claim



Full HD  
1080

## HELLA DASH CAM VISION 2.0 X



- Parking Monitoring Mode
- Built-in Wi-Fi
- Advance Driver Assistance System
- Turn Moments Into Lifetime Memories
- Capture Evidence For Hassle Free Insurance Claim





COMING SOON !

## FOR THE FIRST TIME IN INDIA HELLA CONNECT



### DEVICE FEATURES

- 1.2 GHz processor with 2GB RAM and 8GB Flash running Google Android Operating system
- CAT4 LTE with global network footprint
- Supports embedded SIM and plastic SIM cards
- Integrated with Synoptics far field voice support
- Integrated with Alexa Voice service and a Custom wake word.
- Capability to run any Android APP based on customer requirements
- Integrated with Bluetooth and Wi-Fi Hotspot
- CAN interface to interface with Vehicle networks (J1939, OBD and UDS)
- Vehicle diagnostics and prognosis with CAN
- Integrated IMU with 3 Axis Accelerometer and 3 Axis Gyro
- With many other interfacing Options like Digital Input output, RS232/485 Serial ports, USB OTG, Analog inputs etc.
- In compliance with Indian Govt's AIS140 standards.

### APPLICATION AREAS

- Hands Free drive assistance with Alexa Voice Service (Alexa Auto)
- Voice based/key based Traffic Alerts
- Voice Based/Key based Toll payments
- Voice Based/key Incident Alerts
- Emergency Rescue Assist
- Advance Diagnostics and Prognostics
- Voice enabled Navigation
- Complete Telematics

New Product Launch



# VALUEFIT LIGHT UP YOUR *Adventure*



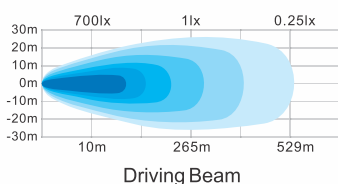
## FEATURES

### HELLA VALUE FIT 7" LED DRIVING LAMP

PN: 357200001

- 20W
- Effective Lumens: 1080
- SAE and ECE approved
- Operating Voltage: 10-30V
- IP: 67
- 1 LED (Cree)
- Current Draw: 1.6A @ 12V
- Color Temperature: 6000K
- Housing Material Die-cast Aluminum
- Lens Material: PC
- Beam Pattern: Driving

### HML-4330DOT





## 4 Inch Value Fit Round LED Series Lamps



Direction Indicator Lamp



Stop Tail Lamp



Reverse Lamp



Stop Tail & Direction Indicator Lamp



Rear Fog Lamp



### BRIEF INFORMATION

- Function available in Stop/Tail/Direction Indicator /Reverse/Rear Fog in LED
- Functional design
- Good value for money



### PRODUCT FEATURES

- The product is suitable for Trucks/Buses and is available in 12V/24V
- DOT/SAE J1889, FMVSS 108, ECE R48 & ECE R10 approved.
- IP 67/69 Sealing
- 3D effect due to Optical free Outer Lens & Metallized Reflector
- EMC/EMI Qualified Lamp

### BRACKET & BEZEL

**Note:** Top of lamp need to be ensured by customer while fitment.



Front



Side



Side



Back

S.No	PART NO	
1.	328.870-131	4" LED Stop/Tail/DI Lamp, Red/Clear with Wire Leads
2.	328.870-091	4" LED Stop/Tail, Red with Wire Leads
3.	328.870-101	4" LED Direction Indicator, Amber with Wire Leads
4.	328.870-111	4" LED Reverse Lamp, Clear with Wire Leads
5.	328.870-121	4" LED Rear Fog Lamp, Red with Wire Leads

New Product Launch



THE CLEARER THINGS ARE  
THE EASIER IT IS TO TAKE  
THE RIGHT DECISION



H1 12V 55W  
P14.5s



H3 12V 55W  
PK22s



H4 12V 60/55W  
P43t



H7 12V 55W  
PX26d



H11 12V 55W  
PGJ19-2



H8 12V 35W  
PGJ19-1



HB3 12V 60W  
P20d



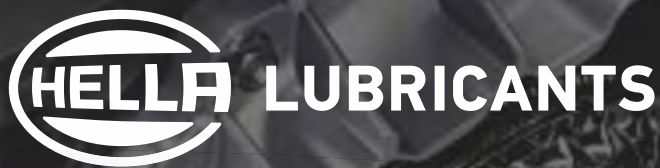
HB4 12V 55W  
P22d

New Product Launch



**CLEAR VIEW  
MORE SAFETY**

New Product Launch



# GEAR & TRANSMISSION OIL FOR A SMOOTHER RIDE

## BENEFITS

MAXIMIZES EQUIPMENT LIFE BY  
RESISTING GEAR WEAR AND SCUFFING

LONG SERVICE LIFE BY RESISTING  
OXIDATION AND OIL THICKENING

PROTECTION AGAINST CORROSION OF  
FERROUS AND NON-FERROUS  
COMPONENTS

PREVENTS LOSS OF LUBRICANT FROM  
FOAMING

NEW  
LAUNCH



PART NO	DESCRIPTION	API	PACK SIZE IN LITRES	APPLICATION	STD PACKING	MRP
358.128-851	GEAR OIL EP-90 1L	GL-4	1	PC, UNIVERSAL	20	285
358.128-801	GEAR OIL EP-80W90 1L	GL-4	1	PC, UNIVERSAL	20	298
358.128-811	GEAR OIL EP-80W90 2.5L	GL-4	2.5	PC, UNIVERSAL	6	745
358.128-931	GEAR OIL 75W90 FULLY SYNTHETIC 1L	GL-4	1	PC, UNIVERSAL	20	595
358.128-941	GEAR OIL 75W90 FULLY SYNTHETIC 2.5L	GL-4	2.5	PC, UNIVERSAL	6	1514



New Product Launch



# POWER WITH PROTECTION



INCREASE IN PERFORMANCE



CLEANER ENGINE



EXTENDED OIL CHANGE INTERVALS



WEAR AND TEAR PROTECTION



BETTER FUEL ECONOMY

New Product Launch



# POWER WITH PROTECTION

## SAFE GUARD PREMIUM 15W40 CF-4



### BENEFITS

- EASY STARTING
- REDUCES FUEL CONSUMPTION
- REDUCES MAINTENANCE COST
- EXTENDS ENGINE LIFE
- RESISTS OIL THICKENING
- PREVENT CARBON BUILT-UP IN ENGINES
- PROTECTS FROM RUST & CORROSION

PART NO	358.128-371
DESCRIPTION	SAFE GUARD PREMIUM 15W40 CF-4
API	CF-4
PACK SIZE IN LITRES	7.5
APPLICATION	SUV
STD PACKING	1
MRP	2202



## EXTENDED LIFE COOLANT FULLY OAT BASED

Hella Radiator coolant is based on Fully OAT (Organic Acid [Additive] Technology) which is responsible for the corrosion protection. This technology provides superior protection to all components of the cooling system including aluminium material.



### FEATURES AND BENEFITS

- Corrosion Inhibitors based on fully neutralized organic acids and azoles.
- Designed for use in automotive, Light duty, Heavy duty & stationery engine applications.
- Silicate free, avoids silicate gelation and related fallout issues.
- Free from borates, silicates, amines, nitrates, nitrites, phosphates and chromates. Exceeds the global OEM requirements.
- It provides excellent wet sleeve liner cavitation protection.
- Extended life in both light and heavy-duty applications
- Change over period: Automotive - Up to 3 years or 100,000 km

New Product Launch



# PREMIUM QUALITY AUTOMOTIVE FILTERS

**FILTER OUT THE RISK WITH THE RIGHT  
SOLUTION FOR EVERY APPLICATION.**



**Oil Filter**  
A clean  
solution



**Air Filter**  
The engine  
can breathe



**Fuel Filter**  
Save fuel and  
stay mobile



**Cabin Air  
Filter**  
Ideal climate



**Hella Toll Free Helpline No.  
1800 103 5405**

[www.shop4hella.com](http://www.shop4hella.com)



MAXIMISED  
**VISIBILITY**  
 REDUCED  
**DOWN-TIME**

**LED WORK  
 LAMP**  
 (ECO 18 / ECO 26)



Compact LED Work  
 light With Universal  
 Application



Flexible  
 Connection  
 System



Good value  
 for money

996.479-001	4 LED WORK LAMP CLOSE RANGE WITH OPEN WIRE	4000
996.479-011	4 LED WORK LAMP LONG RANGE WITH OPEN WIRE	4000
996.579-001	6 LED WORK LAMP CLOSE RANGE WITH OPEN WIRE	5133
996.579-011	6 LED WORK LAMP LONG RANGE WITH OPEN WIRE	5133

New Product Launch



BRAKE SYSTEMS

**BRAKING**  
IS OUR NATURE.



From small urban vehicles through to high-performance sports cars – **HELLA PAGID BRAKING SYSTEMS** offer a perfect mix of safety, durability, and excellent braking convenience for any class of vehicle.



## Events & Activities

### Hella Value Partner Meet 2019 (Kalimpong)



2019 edition of the annual HVP Meet took place in picturesque town of Kalimpong. Hella India connected with its value partners to discuss on important aspects relating to the growth of the company. The meet concluded in positive spirit

where the company's planning along with the valuable suggestions received from the partners looked promising enough to propel the business to the next level.

### FICCI - Seminar On Road Safety



At a seminar on 'Road safety: The Role of Corporates', organised by FICCI in association with the Ministry of Road Transport & Highways, dignitaries from the corporate world as well the Government came together to draw attention to the need for corporates to take the lead on road safety initiatives. Six corporates were also recognised for their contributions with the FICCI Road Safety Awards 2018.

On the occasion, Dr. Ramashankar Pandey, Managing Director, Hella India Lighting Ltd said that road safety was a major concern for all and urged corporates from all the sectors to join hands for aligning and creating a collective vision for road safety.

# Events & Activities

## Tata ACMA Tech Show 2019, Pune

HELLA India participated in the ACMA Tech Show 2019, held in Pune, Maharashtra on 30th March 2019. Hella's range of lighting products for commercial vehicles was showcased at the event that included LED headlamps and Tail Lamps, Side Markers, Module Lamps, Bulbs and switches. Also were on display were HELLA Shapeline single-function and multi-function light series for front, side and rear.



## Training Sessions With Mechanics & Electricians



Simply providing customers with access to world-class lighting products is not the end with HELLA. Superior installation is also important. Hence, HELLA organises training session and workshop for mechanics and electricians all year round.

These workshops and training sessions are also organised during Automotive events such as, ACMA Automechanika, North East Auto Expo, Auto Serve to name a few.

The objective of these workshops is to educate them with the tools and techniques of installation, product features, functions, fitment, working and more. For advanced training and Q&A sessions, the Auto Technicians can connect with the specialists operating at Hella's corporate Office. This training provides the auto Technician an opportunity to develop their existing skills and increase their productivity and work quality.



## Retailer Meet (Ahmedabad)



## Hella Retailer Meet, Gurgaon



## Hella Retailer Meet, Pune



Hella India organised Retailer meets in Gurgaon on 9th August and in Patna on the 28th August. The objective of these retailer meets is to strengthen the relationship with the retailers and to create an environment of trust, open communication and mutual commitment as the company works towards achieving common goals with its partners.

# Events & Activities

## ACMA Automechanika, 2019



Hella India participated in the latest edition of India's foremost aftermarket trade fair, **ACMA Automechanika 2019**. Hella India being the proponent of Road Safety, showcased its extensive range of Safety products at this year's edition. Sales and Product development teams from Hella were present during the event to give live product

demonstrations and answer any product or service related queries from the visitors.

Mr. Ramashakar Pandey, MD Hella India, spoke about "Promoting Road Safety through Technology" in a special address during one of the sessions. The exhibition was held from Feb 14 to 17, 2019 in New Delhi.

## Auto Serve Chennai (ACMA Safer Drive)



Hella India participated in Auto Serve 2019, India's largest Focused Exhibition on Automotive Care, Maintenance, Service, Parts & Garage Equipments. Hella India showcased its latest range Lighting products, Lubricants, Filters, Brakes,

Spark Plugs and Wipe Blades. Hella Gutmann Solutions focused on the latest diagnostics, testing and adjustment products and workshop equipments.

## World Auto Forum – Radisson Blu Delhi



HELLA was an active participant of the World Auto Forum, 4th IVASS - India Vehicle After Sales Summit took place on the 8th of December, 2018 at Radisson BLU Plaza.

HELLA India's Managing Director and Chairman, Aftermarket Committee-ACMA, Mr. Ramashankar Pandey highlighted the need of Experienced and Skilled Auto Technicians. He further announced a Special Task force

which will work closely with different Industry associations like ACMA, SIAM, F A D A, ASDC, AIWA in skilling the Road side auto mechanics and electricians by providing them training in industry certified training centers and Mobile train vans. These certified trainers will then mandate to visit roadside workshops in Mobile Service vans to train and certify technicians across the country.

# Events & Activities

## Hella Electrician Meet, Cuttack, Orissa



## Electrician Meet (Barasat, West Bengal)

SIMPLY providing customers with access to world-class automotive lighting products is not the end with HELLA. Superior installation is also important. To keep Hence, we regularly organise workshop for auto electricians with the objective of familiarizing them with the tools and techniques of installing HELLA lighting products correctly.



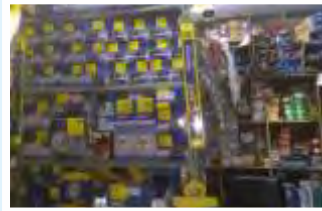
# Retailer Display Contest



## NORTH ZONE



Naman Motors, Delhi



Vinayak Distributors, Hapur



Mahesh Auto, Jodhpur



AK Enterprises, Gorakhpur



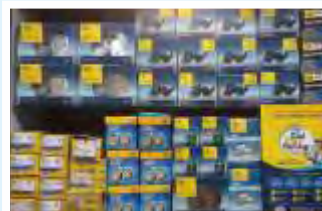
Advance Electricals & Auto Parts, Kota



Surya Auto Mobiles, Meerat



Kalra Motors, Gurugram



Prime Car Décor, Bharatpur



## EAST ZONE



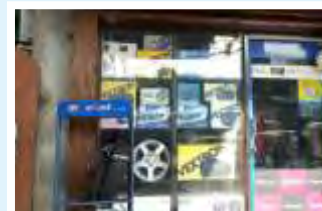
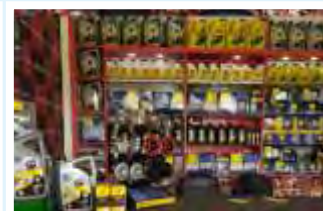
Sri Nirmal Sai AutoZone, Kolkata



Car Beauty, Patna



NRB Auto Mobiles, Shillong



Radha Car World, Kolkata



# Retailer Display Contest



## EAST ZONE



Car Zone, Patna



Maruti Fashion, Asansol



## WEST ZONE



XS Overland, Ahemdabad



Monu Chandrakar, Daya Car Decore, Raipur



Patel Auto Parts, Kalamboli



Shri Battery and Auto Electrical, Pune



## SOUTH ZONE



Shri Pathi Motors, Kamarapalayam



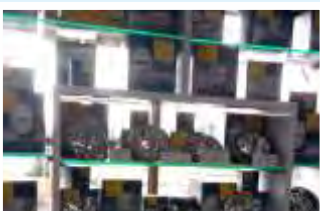
Senthil Auto Electricals, Coimbatore



Shri Sastha Auto Electricals, Pollachi



Grace Auto Electricals, Chalakudy



Thanukkodi Aditya Auto Stores, Coimbatore



Royal One Stop, Hosur



# Retailer Display Contest Winners




# Warranty Registration



## PEACE OF MIND IS JUST A RING WAY

### WARRANTY REGISTRATION PROCESS

STEP-1	STEP-2	STEP-3	STEP-4
Call on Toll free no. <b>18001035405</b>	Select the language and Press 3 for warranty registration.	You'll receive a link in SMS to fill the product details for warranty registration.	Note down the QR Code mentioned on the product packaging for filling the warranty registration details.  <small>HBM804T7</small>



Hella Genuine Parts



Unbeatable Warranty Service



24/7 Customer Support



Hassle Free Claims



No Hidden Charges

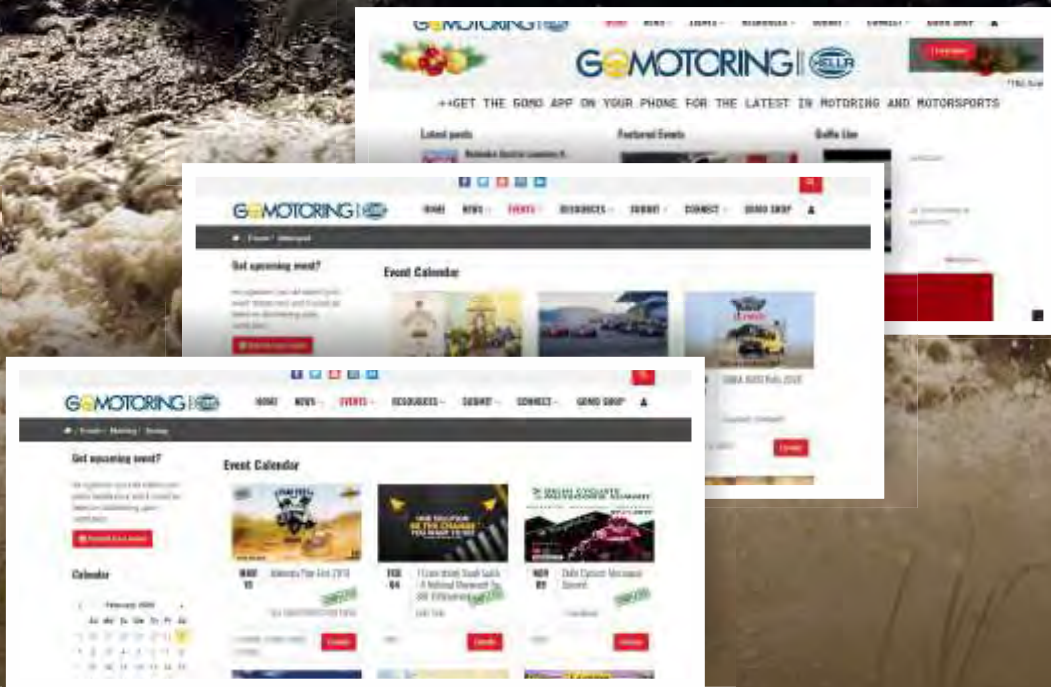


Peace Of Mind

# New Initiative



# THE ADVENTURE BEGINS





# Road Safety Initiative

## The nation rallies behind 1Crore Haath Saath Saath Campaign, joins hands to adopt self discipline on roads.

1 Crore Haath Saath Saath is an unique Action Oriented Campaign which starts the enforcement phase of the mission to reduce road accident related deaths, which started with 1 Crore Steps Campaign.

The objective of 1 Crore Haath Saath Saath campaign was to bring together Industry Associations, NGO's, Corporates, Schools, Colleges and Institutions and create India's biggest collaborative Platform to fight Road Deaths through self-discipline by improving driver behaviour within their own ecosystem.

The campaign started on 4th Feb 2019, with a nationwide observance of 2 Minute silence in remembrance of 1.4 million Indian Road Death Victims.

The campaign appealed to the nation to #JoinTheChain by starting Road Safety Human Chains in their own backyard, and #BringTheChange in their respective ecosystem by deploying a focused

6 point Code of Conduct. The response to the campaign was phenomenal as thousands of volunteers & road users at various locations joined the One Crore Haath Saath Saath Campaign by signing the Code of Conduct. More than 120 schools nationwide participated in the campaign. CRPF & NCC also joined in to support the campaign. The support to #JoinTheChain was also overwhelming as more than 200 Grand Human Chains were reported during the campaign duration.

# 1 Crore Haath Saath Saath

## Performance Snapshot

(4th Feb, 2019 – 10th Feb, 2019)

1 **200+ Human Chains**

2 **100+ Cities**

3 **Hands Joined: 12,00,000**

4 **Total Participants: 15,00,000**

5 **Media Coverage on: 120+ Publications (Digital, Print & News Channels)**

6 **5000+ Students from 120+ Schools**

1 ACCIDENT EVERY MINUTE ON INDIAN ROADS
JOIN THE CHAIN BRING THE CHANGE
1 DEATH EVERY 4 MINUTES ON INDIAN ROADS

एक देश, करोड़ों हाथ, सड़क सुरक्षा में हम सब साथ

**1 CRORE HAATH SAATH SAATH**  
HUMAN CHAIN FOR SAFER ROADS  
04<sup>th</sup>-10<sup>th</sup> FEBRUARY, 2019  
In Remembrance of 1.4 Million Road Death Victims

50 Lakh People Coming Together

100 Cities, 100 Human Chains

5000 Km Countrywide Human Chains

Grand Human Chain in Delhi 8 Feb - 10:00 AM to 11:00 AM

Free Membership\* of "Drive Safe Club"

Free Access\* of "Driver Assist App"

Drive Safe-Earn Rewards\*

On-road Emergency Support\*

\*Phase II

Principal Partners

Associate Partners

Supporting Organizations

For more details: 9354799345

Join the Chain on [www.onecrorehaath.com](http://www.onecrorehaath.com)

# Road Safety Initiative



**INAUGURATION - 1 CRORE HAATH SAATH SAATH CAMPAIGN:** On the 4th February, Mr Ramashankar Pandey, President - Club D2S & MD-Hella India Lighting Ltd., Commandant Vishal Khandpal, CRPF Chandigarh, SDM & ACP Derabassi, paid their respect to 1.4 million Indian Road Death Victims with a 2 Minute silence. This event held at Derabassi marked the opening of One Crore Haath Saath Saath, an unique Action Oriented

Campaign which started the enforcement phase D2S's Road Safety mission. 5000 people from all walks of life got together to form a 5km long grand human chain. The participants included, Employees from Hella India Lighting Ltd., Students of Sukhmani School, Engineering College, Dental College and Nursing College, CRPF and Chandigarh police.



**PRESS CONFERENCE:** A Press briefing was held at The Press Trust of India on the 7th Feb. Mr Ashok Thakur, Vice President Mahindra and Mr Rama Shankar Pandey MD Hella India lighting Ltd announced the formal launch of for the 1 Crore Haath Saath Saath Campaign during the briefing. Road Safety Code of Conduct for Self adopting self-discipline on roads was also released during the press conference. Briefing the press members, Mr Ashok Thakur, Vice

President said, Mahindra said Mahindra Group is committed to the Road Safety Agenda of our Country and is happy to partner with SIAM & ClubD2S on Countrywide Drive Safe Human Chain Campaign, One Crore Haath Saath Saath.

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## 1 CRORE HAATH SAATH SAATH @ INDIA GATE:

The Campaign flag-off event at India Gate saw participants observe a 2 minute silence in remembrance of 1.4 million Indian Road Death Victims followed by the formation of a Grand human chain. Mr Ramashankar Pandey, President - Club D2S & MD -Hella India Lighting Ltd, highlighted the need of adopting self discipline on to roads to reduce the number of road accident related fatalities. 100 participants from JK

Tyres and more than 1500 students from various schools from Delhi participated in the event.

Mr. Ashok Thakur (VP, Mahindra), Ms. Prerana Singh Chandrawat, Mr Devir Singh Bhandari, Chair of Road Safety Initiative of CII YI Delhi, Dr Prashant Vashistha, Medical Superintendent-Manipal Hospitals (Dwarka), Mr Prem, NCC ANO, Rajkiya Pratibha Vikas Vidyalaya, Meenakshi Kukreja, Dy. Director, SIAM were present during the event.



## 1 CRORE HAATH SAATH SAATH @ RAJASTHAN:

The campaign received overwhelming response in Rajasthan. Rajasthan Police organised activities all over the state with the support of Schools, Colleges, NCC, NSS and NGOs.

In Jaipur, Center for Road Safety, Sardar Patel Police Academy and Jaipur Traffic Police organised "Run for Road Safety". The event at Jaipur also saw community members form a impressive human chain from Albert Hall to JLN Marg.

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## 1 CRORE HAATH SAATH SAATH @ MAHINDRA:

Mahindra&Mahindra participated in '1 Crore Haath Saath Saath' campaign. The flag-off event of the campaign saw 80 employees and 78 community volunteers formed an impressive human chain on the Western Express Highway. Mahindra also organised various activities across India,

which included Code of Conduct signing and Pledges. Road Safety sessions were also organised at schools in multiple cities. More the 4000 people, including employees from Mahindra, Road Safety Volunteers and Students participated in the activities.

Mahindra also supported the campaign as a principal partner.



## 1 CRORE HAATH SAATH SAATH @ FADA:

Federation of Automobile Dealers Associations (FADA), the apex national body of automobile retail industry was also part of '1 Crore Haath Saath Saath' campaign. Automobile dealers all over India showed their support for

the campaign by displaying banner supporting the campaign at their dealerships. FADA organised nationwide events where more than 5000 FADA members joined hands with general public to form Human Chains in their respective areas.

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**INDIAN ALLIANCE & HELPGURU :** 1 Crore Haath Saath Saath campaign saw active participation from CRPF, India's largest paramilitary force. Indian Alliance of NGOs and Help Guru organised events at many CRPF camps across

the nation. CRPF Personnel spared time from their busy schedule and formed Human Chains to show their support for the 1 Crore Haath Saath Saath Campaign.



**RSO FARIDABAD :** Events organised under 1 Crore Haath Saath Saath campaign by RSO saw participation from more than 23000 participants in different locations from the Faridabad region. RSO hosted events under the 1 Crore Haath Saath Saath campaign at 24 schools, where children

formed Human Chains in the school premises. The campaign also made its presence felt at the Suraj Kund Mela 2019 where RSO volunteers and visitors joined hand to form a grand human chain.



**1 CRORE HAATH SAATH SAATH @ SCHOOLS:** A child who learns about traffic rules and road discipline will grow up to be a better road user. To instill road sensibility in young children, events under 1 Crore Haath Saath Saath

campaign were organised in over 120 schools across India. More than 5,000 students participated in various activities held during the events.

# Road Safety Initiative



**Observance Of National Road Safety Week  
(Corporates & Suppliers)**



**Observance Of National Road Safety Week  
(Car Carrier Association)**



**Observance Of National Road Safety Week  
(Gurgaon Raahgiri)**

# Road Safety Initiative

29 CHILDREN DIE ON INDIAN ROADS DAILY

जब हम बदलेंगे तो देश बदलेगा

415 ROAD DEATHS PER DAY IN INDIA

एक देश, करोड़ों हाथ! सड़क सुरक्षा, हम सब साथ।



An NGO for Road Safety



The Ministry of Road Transport and Highways Government of India



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ONE NATION, ONE CAUSE, ONE WALK.  
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**1 CRORE HAATH SAATH SAATH FOR SAFER ROADS**  
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**I PLEDGE TO FOLLOW THE CODE OF CONDUCT**

- USE OF SAFETY DEVICES** (Seat-Belts, Helmets, and Child Restraints)
- NO DRIVING UNDER THE INFLUENCE OF ALCOHOL OR DRUGS**
- NO DISTRACTED DRIVING** (Restrictions on Usage of Mobile Phones)
- ADHERE TO SPEED LIMITS. DO NOT OVERSPEED**
- ENSURING RIGHT OF WAY** (e.g. Priority to Pedestrians and Cyclists)
- USE OF SAFER VEHICLES** (Driver & Vehicle both Fit to Drive)

Give a missed call on **1800 208 2030**

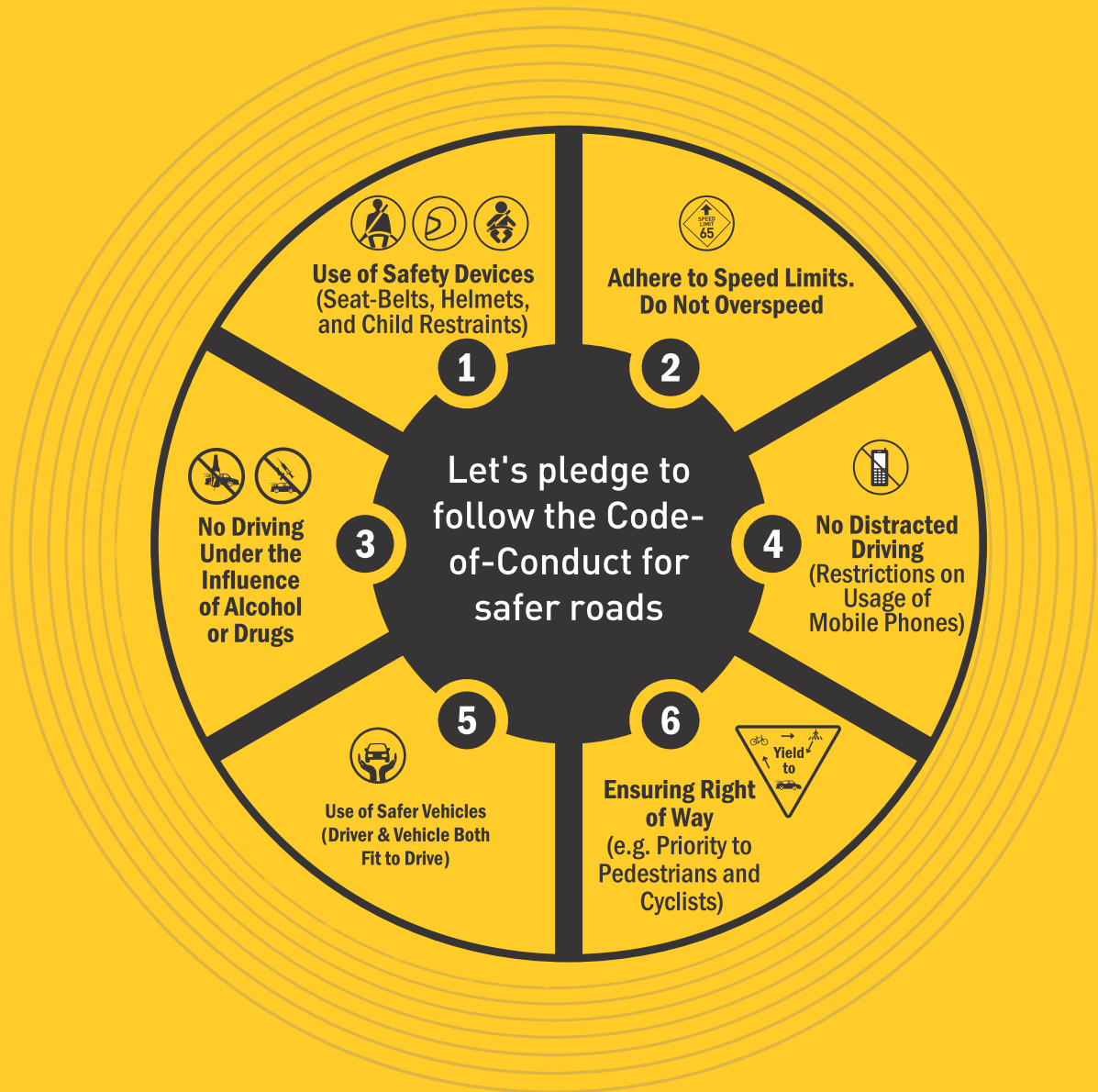
**#IndiaAgainstRoadCrash**  
**#IARC2020**

For more details: **9354799345**

**IT'S TIME TO ACT!**  
Take The Road Safety Pledge At  
[www.iarc2020.org](http://www.iarc2020.org)

Supported by





## HELLA India Lighting Ltd.

6A, 6th Floor, Platinum Tower,  
184, Udyog Vihar, Phase - I  
Gurgaon, 122016 (Haryana)  
Phone: +91 124 4658600  
Toll Free: 1800 103 5405

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 /hellaindialAM

[www.hella.co.in](http://www.hella.co.in)