

hellaexpress

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FIT FOR FUTURE



**FULLY ULTRA
SYNTHETIC ENGINE OIL**



PCV BRAKE PADS



2W HEADLAMP



**WORKSHOP
INITIATIVES (HQS)**

LIFE AT HELLA

AFTERMARKET
BUSINESS UPDATE

TECHNICAL
SERVICES

PRODUCT
PORTFOLIO

MARKETING
INITIATIVES

OE BUSINESS
UPDATE

CSR INITIATIVES



Technology with Vision



**GOOD FRIENDS
ARE ALWAYS
THERE FOR
EACH OTHER**



BUSINESS.



SIMPLIFIED.



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FROM THE DESK OF THE MANAGING DIRECTOR

Dear Business Partners,

We hope you're doing fine amidst the pandemic along with your family. This year has brought its own share of upheavals and challenged us with unforeseeable obstacles, both in terms of health & wellbeing of individuals and in terms of doing business. We have managed to stay resilient, thanks to your support.

The Financial Year 2020-2021 was a significant period of growth and prosperity for us, both in terms of sustainability and sales. We have launched various new product like 2W Headlamps, 2W Spark Plugs, Brake Pads for PCV, Engine Oil Range Extension and Filter Range Extension to strengthen our product portfolio. At HELLA, we truly understand the importance of digital transformation and our digital initiatives like eConnect, shop4hella and Dial Karo Befikar Raho helped us to stay connected with our customers during the challenging times of COVID-19. We are constantly upgrading our digital platforms to meet current business needs.

Our Technician Training initiatives and partnership with Workshops will further help us to enrich consumer experience of fitting HELLA products. Our Marketing initiatives, both On-line and Off-line had excellent engagement from Consumers and Trade alike. We will continue to focus on Marketing the distinct advantages of HELLA to communicate our Brand Promise to Vehicle Owners.

HELLA takes great pride that our Leadership Team at HIL has been acknowledged as India's Best Leader in Times of Crisis, by GPTW. We are also pleased to inform you that we have been certified again as Great Place to Work-Certified™ company for building a High-Trust, High-Performance Culture™ in the organization.

HELLA has been recognized among top 50 Great Places to Work Companies for 2021 in mid-size segment. Every year, more than 10,000 organizations from over 58 countries partner with Great Place to Work® Institute for assessment, benchmarking, and planning actions to strengthen their workplace culture.

Our efforts at ensuring road safety manifested into collaborations with NGO ClubD2S that is working towards arresting alarming road deaths. HELLA along with NGO, Drive Smart Drive Safe, FICCI, SIAM & many other like-minded organisations, launched an Innovative & Participative Mass Campaign on Road Safety, titled #SafeSpeedChallenge, in a format of National Road Safety Championship Challenge. The campaign started during the Ministry's 1st ever National Road Safety Month and was flagged off on January 18th 2021 by the Hon'ble Ministers, Shri Rajnath Singh Ji & Shri Nitin Gadkari Ji. An All-Women Team of Challengers travelled from Amritsar to Kanyakumari in India's 1st ever National Championship on Safe Driving. These women took the challenge to be part of Live-On-Camera National Championship of Safe Driving, defeating 3.5 lakh potholes and road risks on Indian roads. The rally was Live all throughout, with Speed & location tracking.

The objective of this campaign was not only to induce behavioral shift among masses, but to also encourage Corporates, Industry Associations, NGOs, and Civic Bodies to come together & take Safe Speed Challenge Championship, for the noble cause of reducing road deaths.

As we look ahead, the post Covid-19 world will have its own share of challenges, however it's with your support that we look forward to conquering them all.

I would like to take this opportunity to thank all our Partners for their

contribution which has led to the continued success of HELLA.

I would certainly like to take this opportunity to salute the zeal and valor of our entire frontline Corona Warriors specially the Doctors, the hospital staffs, the essential service providers, the police and finally 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





Great Place To Work
India's Great Mid-size Workplaces
INDIA 2021

Industry recognition to HELLA's commitment towards Quality & Innovation

 <p>India's Great Mid-size Workplaces Award - 2021</p>	 <p>India's Best Leaders in Times of Crisis Award - 2021</p>	 <p>APEA 2021 Award</p>	 <p>Company of the Year Auto & Auto Component Dare to Dreams Award - 2019</p>
 <p>FICCI Road Safety Awards, 2019</p>	 <p>CII Industrial Innovation Award - 2017</p>	 <p>CSR Leadership Award</p>	 <p>Auto Components India Magazine Award for Auto Component of the Year - 2017</p>
 <p>ICAT Trophy for Excellence in Lighting Technology at iSOL - 2015</p>	 <p>Frost and Sullivan India Manufacturing Excellence Awards - 2016</p>	 <p>ACMA Silver Trophy in Large Category for Quality & Productivity - 2015</p>	 <p>ACMA QC Competition Award - 2016</p>

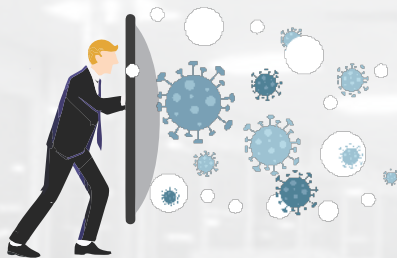
LIFE AT HELLA

We are convinced that only companies with the right inner attitude have the strength to control risks and seize opportunities. This inner attitude is reflected in our corporate values, with which our employees identify. Our daily cooperation is shaped by values - which we have lived by every day throughout a history of more than 100 years.

At HELLA, professionalism and teamwork are part of our DNA. We strive to offer the perfect union of performance-oriented professionalism and teamwork. This approach is key to helping our company achieve healthy and successful long-term growth, along with an authentic awareness of values and superior performance. We work with commitment, take the initiative, and enjoy to achieve good results. We work in a friendly, co-operative and quality-oriented manner.

Every year, Great Place to Work® identifies India's 50 Great Mid-size Workplaces through an objective and rigorous workplace culture assessment process. HELLA India Lighting Ltd. has successfully created a Great Place to Work for all its employees as it has excelled on the 5 dimensions that are a hallmark of a High-Trust, High-Performance Culture™ – Credibility, Respect, Fairness, Pride and Camaraderie.

Hereunder are some details about how we managed the challenging time and delivered our promises:



CHALLENGES FACED DURING COVID-19



STRATEGIES MADE AND IMPLEMENTED DURING COVID-19

- **The Global Spread of Virus During the Pandemic:** We had no idea when it will be under control and whether it will resurface. We were predicting within a few months that we can get back to normal, however there was a lot of uncertainty.
- **Demand and Supply Disrupted:** Shutting down of plant during lockdown affected the company's financial stability.
- **Implementing remote working Policy:** To balance safety and business continuity, including actions in response of COVID-19 exposure.
- **Workforce Safety:** Providing right information at right time was important as the Workmen were not well versed with digital communication, thus it was difficult for them to get an understanding or awareness about the situation of Covid-19 in India. It became essential to reach out to the workforce.
- **Re-engagement with employees due to shutdown:** It was necessary to engage the workforce and maintain 100% connectivity, especially with blue collar employees.
- **Implementing new safety practices at site:** Implementation of HELLA global EHS guidelines on immediate basis and strict adherence of the same.
- **Temporary Shutdown/Suspension of Operations:** It came in to force as soon as GOI announced nation wide lockdown.
- **Employee Communication:** All employee of HIL whether permanent or temporary were regularly in touch with their respective TLs. This has now become a norm for clear communication.
- **HR Policies and Procedure Manual:** Policies like Short Work Week were introduced wherein, employees were asked to take their EL to manage P&L.
- **EHS Manual Roll Out & Effective Implementation:** All safety measures, like sanitization of the workplace, providing masks, temperature check at gate, only manual attendance, placing sanitizers in the plant and all other important guideline were implemented before resuming operations.
- **Employee Engagement:** Amid the crisis caused due to the pandemic, we made sure that the employees were constantly engaged. Various programs & activities such as; Talent Hunt, Bookworm Reading Content and a good number of trainings (technical, functional and behavioural) were done to keep the employees engaged.
- **Remote Working & Scattered Work Hours:** Work from Home guidelines were very well accepted as employees were fully engaged and after opening the Plant, employees are still following the EHS guidelines strictly.

LIFE AT HELLA

HR PRACTICES DURING LOCKDOWN MISSION SAMPARK

Mission Sampark- Blue Collar: The retention of Migrant Workers & Engagement Initiative.

During the lockdown, we were in constant touch with Blue Collar Employees for their retention & Engagement. During a conference call between key managerial personnel, various ideas on how to engage the workforce were discussed. The outcome was to divide entire HIL Blue collar employees in to 30 groups with 10 members in each group and a TL from White Collar staff. The focus of this activity was MAN to MAN marking,

engaging employees via trainings like basic English skills, practicing yoga and providing Internal niche skills training. Every TL made a WhatsApp group of his team members as HR shared entire HIL's employees telephone directory in Task Force. The Outcome was aptly named MISSION SAMPARK, where an SOP was designed for all the team leaders which they had to adhere to.

MISSION SAMPARK GUIDELINES FOR TL

- Daily morning and evening calls to all the members.
- Awareness regarding COVID-19 precautions.
- Awareness regarding lockdown conditions & guidelines.
- Training on basic English through whatsapp.
- Motivate Team Members to engage in daily Yoga and or exercise.
- Explore any other ideas for Engagement & Motivation.
- Reporting every morning and evening in the Whatsapp group.
- Goal - 100% Engagement & Involvement of Team Members.



AWARENESS SESSIONS ON COVID-19



LIFE AT HELLA



BENEFIT OF MISSION SAMPARK INITIATIVE

In the last week of March 2020, we heard the news that migrant workers along with their family members are going back to their native places during lockdown because of scarcity of employment and basic amenities. Fortunately our management was already working towards the direction of engaging blue-collar employees as white collar employees were already

working from home. A thought of training them on a long pending topic of improving basic communication skills ran through our mind. So we launched this very program under MISSION SAMPARK. In this program, English-speaking exercises from Rapidex English book were sent to the workmen everyday. Subsequently their team leaders would do a follow up session about their understanding on the topic for the day.

and we did all arrangements for workmen under EHS guidelines with Covid-19 precautions, hence MISSION SAMPARK helped us in connecting with



the employees when critical plant operations were needed, 100% workmen were available and we did not face any shortage of manpower at our plant.

We were the first company to get the approval on 28th April to run a residential plant



LIFE AT HELLA

HR PRACTICES DURING LOCKDOWN FAMILY TALENT HUNT

HELLA family talent hunt theme was based on Prevention. Every workman, staff and their family participated by sending the videos or photos showcasing their talent on "How to prevent Covid-19." We got a massive response till the last day of the program. Afterwards, the videos and photo entries were compiled and shared with the employees via email,

whatsapp, and other social media platforms. After the huge success of Hella Family Talent Hunt part 1 we initiated phase 2.



HR PRACTICES-3 LEARNING DURING LOCKDOWN - BOOK WORM CHALLENGE

Reading is dreaming with eyes wide open, and in our case, it is also visualizing our goals as we strive to deliver excellence in all areas of our work.

"The #HELLA #BookwormReadingContest was not only exciting, but a great way for us to learn collectively & introspect as well."



HELLA FAMILY SALUTE TO CORONA WARRIORS



AUTOMOTIVE AFTERMARKET BUSINESS UPDATE

SAFETY, PRODUCT DIVERSIFICATION & DIGITAL TRANSFORMATION

The past year was not easy for any one of us, awareness about Covid, following safety protocols and good wishes of our loved ones kept us safe and healthy during the pandemic. The path seemed to be very difficult for us initially, but there enough a strong will to go around amongst the TEAM. It was also due to the constant support through a lot of inputs by our Managing Director, Mr. Rama Shankar Pandey.

As we all are aware that traditional aftermarket business model is to meet the dealer and distributor face to face for any business transactions. But for the first-time travelling was not possible, due to restrictions placed by the local government and also

HIL management made it mandatory for us to work from home.



Anandhan Venugopal

DGM-Sales
HELLA India Lighting Ltd.

But TEAM strength was too good, and we were resilient enough to make a comeback. Then TEAM started Tele Calling our Retail Networks, As we were also not able to meet the retailers in person, we also did the same by staying in constant with them through phone calls to fill in the gap in the relationship created by the lockdown. We turned ourselves into a Digital Aftermarket Sales Team by starting to use our Apps efficiently. We used digital platforms for launching our Products and for giving various trainings to our HVP's, Front Field Executives and many workshop friends during the Pandemic. We stayed as much as close with our Business Communities "Digitally".

Yes, we had a huge Business Growth backed up by Planned Calls and Information sharing methods that HIL followed during the Pandemic. Also, we were keen on the well being of our Employees and HVP's, as we always believe in **People First**.

Being a secondary driven company from its inception, HIL knew the need of market well and started making diversification project as its Strategy. The diversification paid well. By expanding our **product range**, we made sure that our customers benefitted by selling more products from a single source. The diversification received an overwhelming response from our Workshop Friends, Retail Partners and our HVP's.

Our ground work in the Market for decades with decision makers paid off very well in terms of acceptance at both the ends. Today we have hugely benefitted by our diversification strategies not only with increased turn over, but we are serving many more customers than before.

We express our sincere Gratitude to all our HVP's, Colleagues, Retail Partners and Workshop Friends for their tremendous support during the Pandemic.



TECHNICAL SERVICES

TECHNICIAN TRAINING AND CERTIFICATIONS/RISE OF TECHNICIANS

Going with the HELLA tradition of training and upgrading skills of mechanics and technicians in the country, even during the COVID-19 times the tradition is still as strong as ever. With changing times come changing methodology, during the last fiscal year HELLA has successfully trained and assessed technicians via the ASDC online e-learning module during the time of lockdown. Keeping the aim of "The Rise of Technicians" in India, HELLA got hundreds of aspiring future technicians, experienced roadside technicians and workshop technicians certified and assessed under ASDC. These technicians did not have any kind of certification or diploma but were

skilled in their trade due to years of experience and some of the candidates were freshers who aspired to be future technicians. The trainings include theoretical as well as practical aspects.

All the technicians who cleared the assessment were awarded with ASDC certificate recognized by Govt. of India. Due to these certificates these technicians got their skills upgraded, those who were looking for a job got placed in reputed dealerships and they also got the provision to take loans from bank to start their own business.



TECHNICAL SERVICES

WORKSHOP PROJECTS/INITIATIVES

In today's time, it has become immensely important to Organize, Standardize and Digitize the Independent Aftermarket's end to end Value Chain, as a step towards these goals, HELLA has launched its own workshop concept which is the Workshop's friend known as "HELLA Quick Car Service". The Hella Quick Car Service aims to promote the workshop, upgrade technical skills of the workshop technicians, brand the workshop, and

provide quality spares to the workshop, with all these support functions the workshops are able to provide quality service to car owners and bring about the paradigm shift in car servicing. HELLA Quick Car Service workshops are currently operational in Tamil Nadu, West Bengal, Punjab, Rajasthan, Maharashtra, Gujarat and Madhya Pradesh.



*For any inquiries regarding HELLA Quick Car Service or Technician Training, please contact Mr. Ankit Kapoor, Technical Services. Ph.: 8448289446 | Email:ankit.kapoor@hella.com



NEW PRODUCT LAUNCH

HELLA DISINFECTION FUMIGATION MACHINE

With the increasing demand in sanitization and surface disinfectant due to COVID-19, HELLA has launched Fumigation machine for disinfecting

vehicles and office spaces. The machine is easy to use, effective and convenient, the whole disinfection process takes 15 minutes to complete.



PRODUCT PORTFOLIO

PASSENGER CAR SPARES



HELLA offers a wide range of innovative products for the automotive market. Increasing the drivers comfort and safety is as important to us as reducing CO2 emissions. Our products also support reducing these values.

We expect our products to be of the highest quality! Therefore we have established a global development and production network, which is complemented by the latest manufacturing technologies.



LUBRICANTS



FILTERS



BRAKE PADS



FOG LAMPS



HORNS



BULBS



COOLANTS



WIPERS

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



PRODUCT PORTFOLIO

PASSENGER CAR ACCESSORIES



When it comes to accessories, HELLA is always the right partner. For many years our lighting competence has been reflected in the most varied innovations. With our broad range of auxiliary headlights, LED aux lamps modules, light bars, bulbs as well as non-lighting products such as frame-less wipers, dash cams, horns and wiring harnesses, we are one of the market's leading vendors for passenger car accessories.

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



PRODUCT PORTFOLIO

COMMERCIAL VEHICLE SPARES



For Commercial Vehicles we offer both universal products and vehicle-specific innovations. 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. When it comes to lighting, we have a wide range of lighting products available with halogen, xenon or LED technology, depending on customers' requirements. Our product range also includes electrical and electronic components, horns, wipers, switches and lubricants. All our products are designed to deliver quality and performance that can withstand the – sometimes extreme – external influences that heavy-duty trucks, buses and utility vehicles are exposed to on a daily basis.

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

PRODUCT PORTFOLIO

AGRO/CONSTRUCTION SPARES



During daily work in agriculture and forestry, high requirements are made of the material used. Requirements that HELLA meets 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, but primarily due to the durable, highly functional products which will support you, even in the harshest environmental conditions.

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

PRODUCT PORTFOLIO

2-WHEELER SPARES



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.

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



SPARK PLUGS



2W BULBS



ENGINE OIL



2W BLINKERS



LED WORKLAMPS



HORNS



GREASES



2W HEADLAMPS

PRODUCT SHOWCASE

MADE FOR **ULTIMATE ENGINE** PERFORMANCE

5W-30 ULTRA FULLY SYNTHETIC ENGINE OIL

THERMAL & OXIDATION
STABILITY

IMPROVES OIL
FILM STRENGTH

LOWERS OIL
VAPORIZATION

EASY COLD FLOW
CHARACTERISTIC



YOUR JOURNEY
DESERVES A
GOOD BRAKE



SAFETY.
RELIABILITY.
PERFORMANCE.

HELLA DISC BRAKE PADS

**LOVE YOUR
ENGINE**



**Get complete solution for your engine with
Exclusive Range of Lubricants from HELLA**

RIGHT SOLUTION FOR EVERY APPLICATION.

CHOOSE FROM OUR EXTENDED RANGE OF PREMIUM QUALITY FILTERS FOR PASSENGER CARS.



Oil Filter
A clean solution



Air Filter
The engine can breathe



Fuel Filter
Save fuel and stay mobile



Cabin Air Filter
Ideal Climate



**HELLA 2-WHEELER SPARK PLUGS
DESIGNED FOR DURABILITY,
RELIABILITY AND
OPTIMAL PERFORMANCE**

- Installed at the top of an engine cylinder
- Ignite the compressed air-fuel mixture in the cylinder
- Exposed to extreme conditions such as high temperature, high pressure, vigorous vibration and presence of corrosive chemicals
- Important component for achieving an optimal performance and reliable function of the engine
- Ensure a clean and efficient combustion

2W HEAD LAMPS LET THERE BE LIGHT



FEATURES

- International HELLA Technology
- Engineered & Designed for your 2W
- Additional Top Coat Protection
- Clear Lens Technology



Bulb (HS1)



35W



Voltage (12V)



HELLA LED Retrofit LEDification for all!



Brighter, stronger, cooler: with the new HELLA LED Retrofit bulbs, you give the „eyes“ of your vehicle significantly more visual acuity - and without new headlights. Because thanks to LED Retrofit, existing halogen headlights now also receive a genuine LED upgrade with daylight effect in no time at all, simply by replacing the bulbs. The headlights remain the same - the light is breathtakingly better.

See for yourself - and switch to the new HELLA LED retrofit lamps.

High Visibility:

Up to 6500k to ensure high visibility, comfort, and LED cool design

Optimized heat management:

LEDs provide an optimal luminous

Integrated driver:

Constant current driver with automatic dimming in case of over temperature

Built-in fan:

Active ventilation through built-in fan

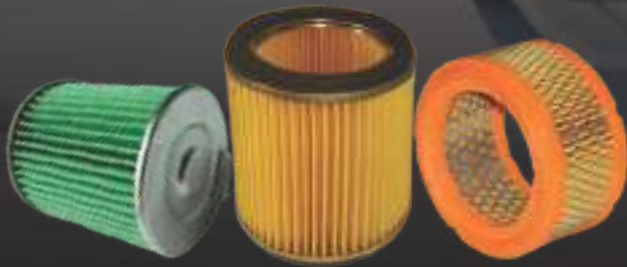
Aluminium heat sink:

Large radiating area



LAUNCHING SOON

BI-WHEELER FILTERS



**COMING
SOON**

BI-WHEELER BULBS



**COMING
SOON**

HELLA LED LIGHT BARS

The Choice of the Professional Driver



LED LIGHT BAR 470
COMBI WORK LAMP
 (Close Range and Long Range)

High & Pencil beam combined into a single LED bar housing making a hybrid LED Bar.

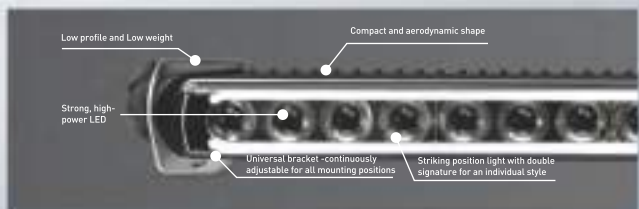


LED LIGHT BAR 470 PO
WITH FRONT POSITION FUNCTION

LED Light Bar with striking LED position light.

FEATURES

Low profile & light weight	Developed for the special requirements of off road vehicles & for aerodynamic installation.	Aerodynamic profile does not restrict cooling airflow
High resistance to corrosion	Low power consumption & highly adaptable mounting system	Totally impervious to the environment



MARKETING INITIATIVES

RESHAPING CUSTOMER COMMUNICATION STRATEGIES

Customer communication is a fine art. When interacting face-to-face, we naturally alter our communication according to their age, tone, facial expressions, and more. When interacting digitally with thousands of consumers, however, this becomes incredibly tricky. Rapid and major shifts in the economic and social landscape in the wake of Covid-19 are fundamentally changing the nature of interactions and relationships among enterprises and individuals.

We at HELLA India Lighting understand very well that pre-coronavirus world was already fast; the luxury of time now seems to have disappeared completely. For all the uncertainty about what the future will look like, it's clear already that it will be DIGITAL.

With granular monitoring of data and trends, we found that need of hour is "Stay Connected with our Customers" & Communicate with them well. As a part of our integrated strategy (Physical +

Digital), we are focusing on optimum outcome from existing communication channels, upgrading our digital platforms (shop4hella, eConnect, social channels, tele-calling...), new Communication Material, innovations in BTL activities and Engage Customers regularly.

Hereunder is glimpse of some of the activities:

CUSTOMER COMMUNICATION (DURING LOCKDOWN)



CUSTOMER COMMUNICATIONS (EMAIL)



CUSTOMER COMMUNICATIONS (SMS)



CUSTOMER COMMUNICATIONS (ECONNECT APP BANNER, WHATSAPP..)



E-CONNECT & SHOP4HELLA



FLYERS/LEAFLETS/PACKAGING



NEW YEAR 2021 – DIGITAL KIT



VIRTUAL EXHIBITIONS

MARKETING INITIATIVES

COVID-19 PROTECTION KIT



MARKETING INITIATIVES

NEW CATALOGUES



DOWNLOAD
PRODUCT CATALOGUE

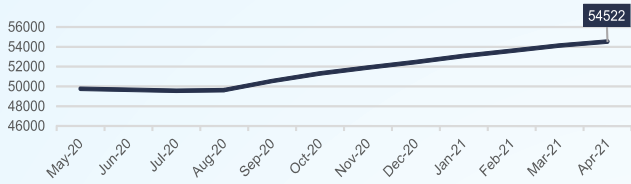


VIRTUAL PRODUCT LAUNCH



MARKETING INITIATIVES

SOCIAL MEDIA PERFORMANCE



Social Media is playing a vital role in connecting with end customers and we have witnessed a significant growth in engagements (Post interactions & customer stories) and customer outreach is constantly increasing from last 1 year and we are constantly following the best working practices to grow day by day.

SOCIAL MEDIA CONVERSATION



MARKETING INITIATIVES

BRANDING



MARKETING INITIATIVES

BRANDING



MARKETING INITIATIVES

CELEBRATING MOMENTS TOGETHER



CUSTOMER & SUPPLIER ENGAGEMENT

HELPING CUSTOMERS, SUPPLIERS AND EMPLOYEES TO UTILIZE THEIR TIME EFFECTIVELY IN CAPACITY/SKILLS BUILDING





GOMOTORING HELLA



www.gomotoring.in

OE BUSINESS UPDATE

In view of upcoming market growth in automotive segment, we need to be in pace with the market to cater customer demands timely with cost effective solutions. For this, critical areas in plants are captured and projects for technological & productivity improvements are taken to be ready for upcoming challenges and to enhance plant capabilities.

KEY HIGHLIGHTS

In this concept we have tried to take care of below parameters:

- Productivity improvement by introduction of TIMWOOD workshops to eliminate waste from shop-floor.
- Space optimizations to increase capacity
- Technological upgradations
- People development

NEW STEPS TAKEN TO EMPOWER PLANT CAPABILITIES

Some of the major steps taken to empower plant capabilities are as follows:

- Use of green energy by installation of solar power plant which can produce 302KW energy
- Lean storage system which uses the vertical space and reducing the space consumption by almost 70%
- Introduction of in-house Galvano cleaning system to improve COP & legal requirements.
- Introduction of Quick Mold opener for achieving SMED concept.
- Introduction of IR based oven for accelerated curing to reduce throughput time and increase capacity for LED based products.
- Capacity enhancement in manufacturing processes like installation of new robots, metallizing machine with higher capacity and 2K/3K molding machine for fast outputs and to support our innovative thinking.



OE BUSINESS UPDATE

NEW LAUNCH

COMPACT FULL-LED REAR LAMP 328 630

- Rear lamp with 5 light functions in 100 % LED technology
- With the tail light in "Glowing Body" technology for particularly homogeneous illumination and with dynamic direction indicator light
- Robust and compact design for tough demands



PRODUCT FEATURES

The innovative full-LED rear lamp 328 630 from HELLA covers all five light functions required at the rear of the vehicle – and it does so exclusively with LEDs.

The tail light's "Glowing Body" technology is particularly eye-catching. The full-LED rear lamp 328 630 produces two flat, homogeneous light strips. Thanks to this technology, the tail light also looks very pleasant to the traffic behind.

The full-LED rear lamp's design is extremely compact. With installation dimensions of only 225 x 105 x 35 mm, it requires very little space and is also available in a horizontal and vertical version. As a result, it offers a lot of flexibility and maximum design scope.

Both versions of the lamp generate an electronic ISO pulse for the direction indicator failure control. The horizontal version has a wiping direction indicator light.

Another typical feature of HELLA's LED lamps is that they are extremely robust. The LED modules of the full-LED rear lamp 328 630 are completely sealed. The polycarbonate external lens is two-tone (red and clear) and impact resistant, meaning that the lamp can withstand tough everyday use with ease.

CSR INITIATIVES

DOORI HAI ZAROORI



The year 2020 was a tough year for the entire world. The year in many different ways, has been so challenging for everyone. With the pandemic turning around lives of many with disappointments, heart breaking tragedies, loss of loved ones, it also has in a way given us the time to realize the

importance of personal lives over the ever challenging and running professional life.

While the year 2020 was full of restrictions bringing the entire world to a standstill during the lockdown phases, we at HELLA & D2S realized that we can utilize this time to reinvent ourselves and emerge as a responsible agency and guide road users through education and awareness.

During the pandemic we all realized how social distancing saved us from losing our lives to the deadly virus, similarly we learnt how maintaining sufficient distance while on the move could save us from avoidable road accidents. This was the key factor which led to the creation of our training and gave us the opportunity

to introduce a wonderful Micro Training concept- 'DooriHai Zaroori' - an initiative to educate road users and start practicing Traffic Distancing in our day to day life', where each one of us could participate, practice and help in transforming the current situation on Indian roads.

The campaign **DooriHaiZaroori** aimed to start a sustainable chain of nationwide micro training programs highlighting the benefits of Traffic distancing, to make people aware & transform their behaviour on roads. Those who took the training were encouraged to be the Agents of Change and spread awareness amongst their friends, families and their neighbours, by becoming a trainer themselves.

The **Doori Hai Zaroori** Program was continuously being done for Corporates, Colleges, Schools, etc as part of HIL CSR activity to create mass awareness. Under the Doori hai Zaroori Program, Close to 500 organizations, institutions, colleges and schools participated in the DHZ Training and around 450+ micro trainers have been trained with the TTT program and have been training beneficiaries within their ecosystem, thereby pushing the reach to around 50,000 direct and indirect beneficiaries .

CSR INITIATIVES

SAFE SPEED CHALLENGE

Every year The Ministry of Road Transport and Highways (MoRTH) observes National Road Safety Week in the month of January. In 2021, MoRTH for the first time ever, observed National Road Safety Month which started from 18th of January 2021 till 17th February 2021. Club D2S every year during the National Road Safety Week launches its unique Road Safety Campaigns. This year was the time to launch something big since it was first ever Road Safety Month.

Club D2S and HELLA have done many campaigns over the years, like One Crore Steps, One Crore Haath which were awareness generation programs followed by India Against Road Crash and Doori Hai Zaroori training program

to take commitments from every road user through self-enforcements. It was now the time for actions and this was first ever National Safe Speed Challenge under the banner of India Against Road Crash was conceived where an all women team of challengers took a never before National Driving Championship from Amritsar to Kanyakumari, demonstrating defensive driving following SafeSpeed and SafeDistance on Indian Roads. The Rally was 24x7 live and was open to everyone through Commuter Circuit where anyone and everyone can participate and contribute SafeMiles and earn SafePoints. IARC App was live for the challenge and users can negate with more than 3.5 lacs potholes across country through use of IARC mobile app.

There were two circuits which were designed under the National Safe Speed Challenge :

- Challenger Circuit – A team of 5 women challengers, drove from Amritsar to Kanyakumari following safe distance, safe speed and defensive driving.
- Commuter Circuit – Anyone across the country could join the challenge through IARC mobile app, drive safe KM's and earn Safe Points basis of total safe KM's driven.

THE CHALLENGERS



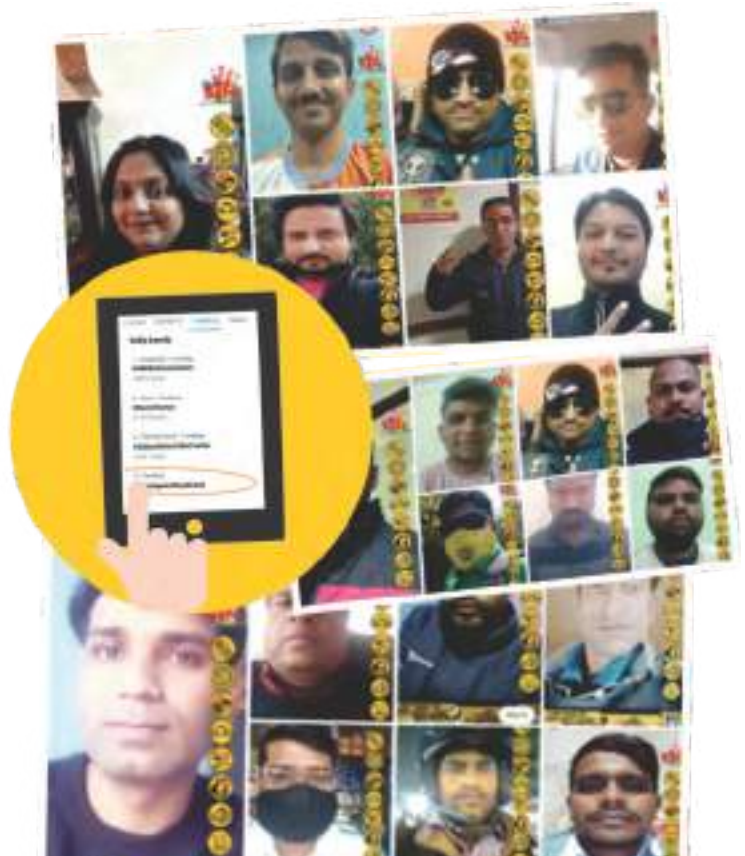
CSR INITIATIVES

SAFE SPEED CHALLENGE NATIONAL ROAD SAFETY MONTH 2021



CSR INITIATIVES

SAFE SPEED CHALLENGE NATIONAL ROAD SAFETY MONTH 2021

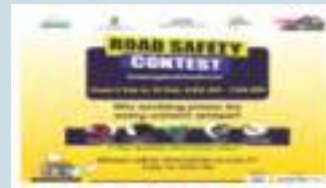


CAMPAIGN OUTREACH



**CAMPAIGN
OUTREACH**

5.13 MILLION



**TOTAL QUIZ
TAKERS**

23 THOUSAND



**CERTIFICATE
DOWNLOAD**

30 THOUSAND



**LIVE TV
VIEWERS**

12 THOUSAND



**IARC APP
USERS**

2.2 THOUSAND



**HOME PAGE VISITS
(WEB & MOB)**

470 THOUSAND



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*With
Gratitude
We Celebrate!*

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Festive Season

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