

hellaexpress

Volume 10/25

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The Dawn of a
New Era



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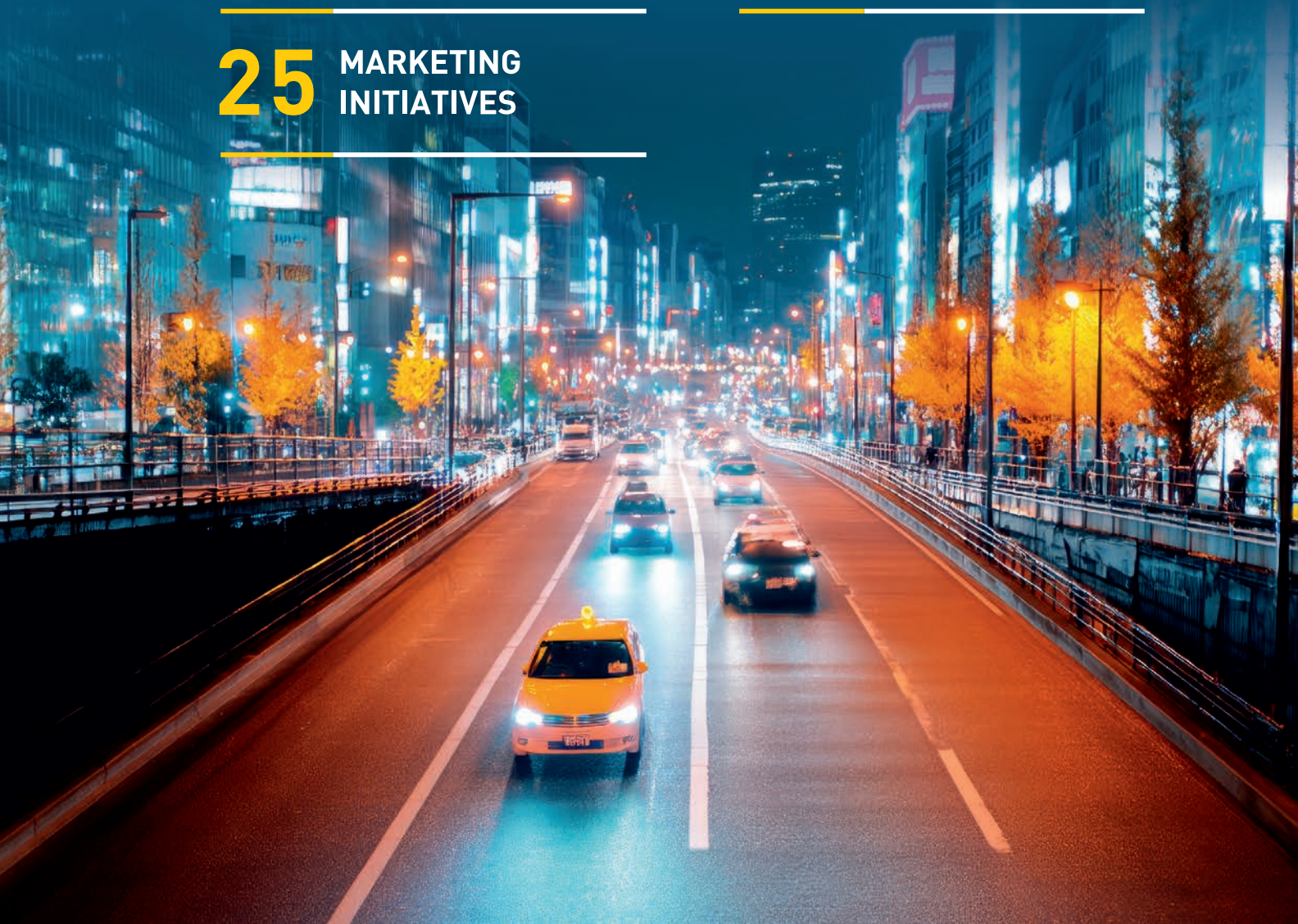
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From the desk of the **MANAGING DIRECTOR**

2025 marks a transformative year for HELLA India, as we begin a new chapter as HELLA India Autoparts & Services Private Limited—an independent entity and a proud part of the FORVIA family.

Dear All

2025 is a year of transformation for HELLA India. It has given us the privilege of stepping into a new chapter as HELLA India Autoparts & Services Private Limited, an independent entity, while remaining a proud member of the FORVIA family. This milestone is more than just a structural change – it marks the beginning of a journey where we hold our future in our own hands, guided by collaboration, innovation, and trust.

The Indian aftermarket has always been a challenging yet rewarding landscape, and this year was no exception. Together, we navigated its ups and downs while laying stronger foundations for tomorrow. With multiple new products launched, including LED Modules, HS1 Bulbs, and other additions to our range, and our continued expansion into new cities and towns, 2025 has been a year of meaningful growth. More importantly, the spirit of

HELLA Quick Car Service Centres continued to expand, further strengthening our presence across key locations and reaffirming our commitment to delivering genuine service, reliable expertise, and trustworthy solutions.

unity and perseverance across our teams and partners has been the true driver of our progress.

Our aftermarket initiatives have grown from strength to strength. HELLA Quick Car Service Centres continued to expand this year, reinforcing our commitment to genuine service and trustworthy solutions. Through mechanic, retailer, and distributor connects reaching thousands of stakeholders, we deepened our engagement at the grassroots, empowering those who are the lifeline of this industry.

Equally inspiring has been the momentum on the digital front. Shop4Hella.com continued to strengthen its presence, creating a seamless platform for buyers and partners to stay connected with us. On social media too, HELLA India has expanded its digital footprint, with campaigns, festive initiatives, and partner-driven content reaching wider audiences and positioning HELLA India as one of the most active and credible HELLA markets worldwide.

This year also reaffirmed the power of our gatherings. The HELLA Value Partner Meet 2025 was a resounding success, celebrating the

By connecting with thousands of mechanics, retailers, and distributors, we strengthened our grassroots engagement and empowered the people who form the backbone of our industry.

strength of our partnerships. The Annual Conference 2025, with its theme of “One Team, One Goal – Victorious Together”, brought alive the energy of collective purpose and inspired us to keep raising the bar. These events are more than just meetings – they are proof of how collective commitment can shape extraordinary outcomes.

Beyond business, our people remain the heart of

The 2025 Annual Conference and HVP Meet, both themed 'One Team, One Goal – Victorious Together,' captured the spirit of unity and shared ambition, motivating everyone to strive for even greater excellence.

HELLA. In 2025, several training and development programmes empowered our workforce with skills and knowledge while fostering collaboration across teams and regions. Such initiatives ensure that HELLA India grows not just as a business, but as a community bound by shared values.

As HELLA India Autoparts & Services Private Limited, we now stand at the threshold of limitless opportunities. With our legacy as our strength and innovation as our path forward, we are ready to write the next chapter with confidence. Together with our partners, employees, and customers, we will continue to uphold the spirit of being the true Workshop's Friend in every corner of India.

The future is bright and it is for us to craft. With Collaboration, Commitment, and Care, we will ensure that HELLA India shines even stronger in the years ahead.



Anandhan Venugopal

Managing Director
HELLA India Autoparts and Services Pvt. Ltd.

PRODUCT PORTFOLIO



PRODUCT PORTFOLIO

Passenger Car Spares

Built on a legacy of excellence, trust, and reliability, HELLA passenger car parts are trusted by millions of drivers and workshops worldwide. For decades, HELLA has stood by customers with spare parts that deliver not just uncompromising quality, but also the reassurance that every journey is safer and smoother. From lighting and electronics to filters, brake parts, wipers, lubricants, and beyond, HELLA's wide range is designed to meet everyday needs while upholding the highest standards of performance. Every product is crafted with care, reflecting our promise of customer satisfaction and lasting value. With HELLA, drivers gain more than spare parts — they gain confidence and peace of mind.



Horns



Lubricants



Filters



Wipers



Coolants



Brake Parts



Car Treatment



Lights

1800 103 5405



CALL FOR ORDERS
AND ENQUIRIES

Passenger Car Accessories

HELLA car accessories are crafted to transform every drive into an experience. Rooted in HELLA's longstanding tradition of quality, dependability, and innovation, these accessories go beyond function to bring style, comfort, and individuality to your vehicle. Whether it's enhancing performance or adding a distinctive presence, HELLA offers a wide portfolio designed for drivers who take pride in their cars. Each accessory is thoughtfully engineered to deliver form and function while reflecting a modern lifestyle. From subtle upgrades to standout features, HELLA accessories make every drive not just safer and smoother, but also more expressive and enjoyable.

1800 103 5405



CALL FOR ORDERS
AND ENQUIRIES



Horns



Bulbs



Aux Lamps



Black Magic
Series

LED Retrofit
Bulbs



LED Retrofit
Modules



Wipers



PRODUCT PORTFOLIO

Commercial Vehicles & Agro

HELLA commercial and agricultural vehicle parts are built on a storied history of tough, reliable, and high performance products. For decades, HELLA has been a dependable partner for fleets, transporters, and farmers, delivering products that withstand the toughest conditions and keep vehicles performing at their best. From advanced lighting solutions and lubricants to filters, horns, wipers, and more, our wide range of spares is designed to support heavy-duty demands with lasting quality. Every HELLA spare part is engineered with precision and tested to meet the highest standards, ensuring safety, efficiency, and peace of mind. By combining proven durability with genuine customer value, HELLA helps both businesses and individuals stay on the move, empowering progress on highways, in cities, and fields.



Horns



Wipers



Tail Lamps



Single Function Lamps



Work Lamps



Headlamps



Lubricants,
Coolants &
Brake Fluids



Switches

1800 103 5405



CALL FOR ORDERS
AND ENQUIRIES

2 Wheeler Spares

HELLA two-wheeler spares are designed with riders in mind, combining dependable performance with lasting value. With years of expertise in mobility solutions, HELLA has earned the confidence of motorcyclists and service workshops alike by delivering parts that stand up to everyday challenges. From lighting and horns to filters, lubricants, and more, our portfolio covers essential needs across a wide spectrum of two-wheelers. Each part is developed to ensure consistent output, long service life, and worry-free riding, so customers can focus on the road ahead. Wherever the journey takes you—through busy city streets or open highways—HELLA keeps your ride protected, efficient, and ready for every adventure.

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**CALL FOR ORDERS
AND ENQUIRIES**



Horns



Lubricants



Filters



Spark Plugs



Bulbs



Insulation Tape

PRODUCT SHOWCASE

NEW ADDITIONS



STAND OUT WITH ANTARES



STAND OUT FROM THE CROWD

HELLA ANTARES LED DRIVING LIGHTS

7 & 9 INCH DRIVING LIGHT KIT

ELEGANCE MEETS PERFORMANCE



Embark on your next adventure with the
HELLA ValueFit Supernova 2.0 auxiliary lights.

One Light.
Three Unmatched Perspectives.
Knight Street Series

3000K

4300K

6000K



M40 Bi-LED
Double Projector
Lens Module Set



M90 Dual Eye
Tri-Colour
Bi-LED Module Set

More light, more life.
Drive assured with HELLA.



ALDC Eicher
Headlamp



THE SOUND OF POWER



Let the power speak with
Mach 11 Power Horns Set from HELLA

Clear Vision, Smarter Drive.



SmartTech Wiper

Tough Machines Need Tougher Filters.



Heavy Earth Moving
Vehicle Filters

Built for Extremes. Tuned for Reliability.



5W40

Fully Synthetic
Engine Oil

HELLA Hydro Shield Hydraulic Oil. Built for Beasts.



Cool for your engine.
Tough for **your road.**



Mr. Cool Coolant

Introducing

HELLA CNG PLUS

20W50 Premium Engine Oil





2 Wheeler LED Retrofit HS1 Bulb

UPCOMING RANGE



COMING SOON



**Knight Series
Modules New
Range**



**ATF TQ DEX
1/3 Gear Oil**



**HELLA
Xtream Cubes**



**Value Fit
Backup Alarm**



**Iridium Range
Spark Plug
(4W)**



**Thermal
Product Range**

MARKETING INITIATIVES



Annual Conference

Putting our heads, hearts, and hands together to scale new heights together

Our Annual Conference 2025, themed “One Team, One Goal - Victorious Together” was a vibrant celebration of unity, progress, and ambition. The event opened with inspiring talks from the leadership, motivating everyone with stories of resilience, growth,

and shared vision. Engaging team-building activities brought colleagues closer, sparking energy and collaboration across functions. Highlights included recognition of milestones and achievements that showcased the power of collective effort. The conference also unveiled the roadmap for the future, outlining bold plans to scale new heights together. With renewed enthusiasm and a strong sense of purpose, the team walked away aligned, motivated, and ready to achieve more!



HELLA Value Partner Meet

Welcoming the year ahead amidst sun, sand, and sea!

HVP 2025, also themed “One Team, One Goal - Victorious Together” was a resounding celebration of collaboration and trust. Set against the scenic backdrop of Mayfair on Sea resort in Goa, the event offered the perfect setting to refresh and strengthen the cherished bonds with our esteemed partners. The two day meet was filled with moments of togetherness—celebrating shared

successes that have fueled our journey so far and engaging in insightful brainstorming sessions to chart the path for mutual growth in the year ahead. The meet concluded on an inspiring note, with renewed energy and commitment to scale new milestones together as one united team!



Mini Expo Tiruchengode

Organised by the Tamil Nadu Automobile and Allied Industries Federation (TAAIF) and the Tiruchengode Automobiles Urimaiyalargal Sangam (TAUS), the show witnessed spirited attendance of visitors curious for the latest updates in the spare parts aftermarket domain. HELLA showcased its innovation and product range to a very encouraging response.



Auto Expo Trichy 2025

Three remarkable days of dynamic interactions, valuable exchanges, and an overwhelming turnout made the Trichy Auto Expo a memorable milestone for HELLA. From excited visitors to impactful product displays and thought-provoking discussions, the atmosphere brimmed with energy.



Ground Connect

Roadmaps, goals, dreams...they all come to fruition only when actioned on-ground. At HELLA, our continuous in-person engagements with dealers, distributors, mechanics and retailers are the real reason why our connections continue to grow in strength and numbers.



Branding

Strong in-market and point of sale branding plays a critical role in ensuring is top of mind amongst our target audience. By communicating our extensive range of high quality products, we have been successful in establishing HELLA as the trusted partner across customer segments and geographies.



SHOP4HELLA

50K+
DOWNLOADS

The Shop4Hella app continues to grow in popularity. Total downloads in excess of 50,000 are testament to its functional benefits.



**4.2 rating on
Google Play**



**10% Growth in
Geographical
Coverage**

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.



Visit to know more
www.Shop4Hella.com



**Scan More
Win More**

Scan the QR codes on HELLA products and win exciting prizes. The more you scan the more you win!



Connect with our sales representative to enrol for Scan More Win More program

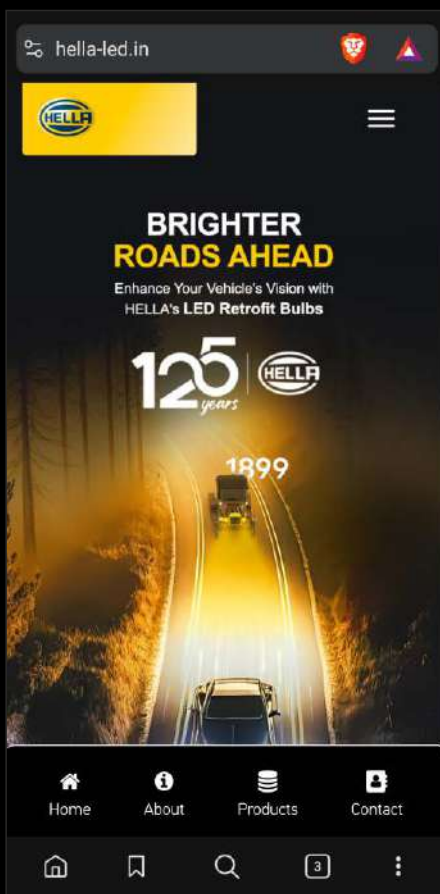


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LEDIFICATION FOR ALL

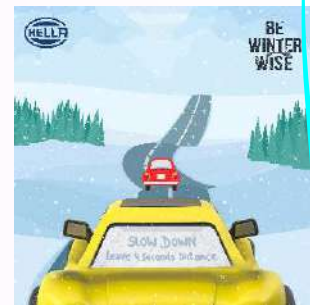
LED
RETROFIT

Last year we launched hella-led.in – a single window for all our LED Retrofit products.

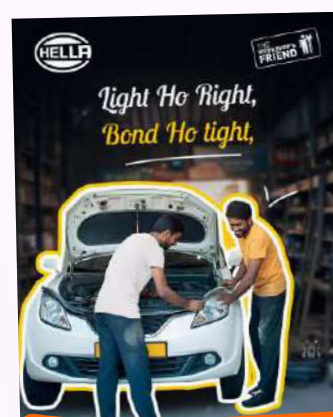
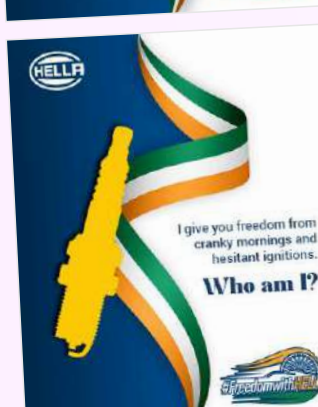


Ever Expanding Social Footprints

HELLA's social media presence continues to grow by leaps and bounds. Our social media family is growing at a rapid pace – fueling our own passion to create content that informs, excites, and engages our audiences! The success of Republic Day, Holi, Diwali and other seasonal campaigns are a healthy sign that we are striking the right chords amongst our audiences. The enthusiastic responses to social responsibility content such as road safety awareness and Drivers Day campaign are especially encouraging for us at HELLA.



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At HELLA, we are always excited to bring the very latest in automotive excellence to our customers. Top notch performance backed by cutting edge technology and legendary HELLA durability continue to endear our products amongst both our customers and partners.



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Product Specific Posts

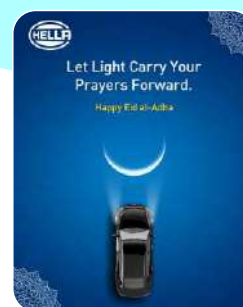
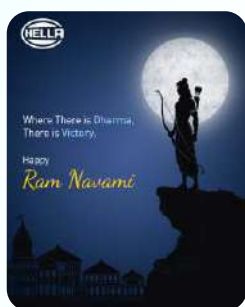
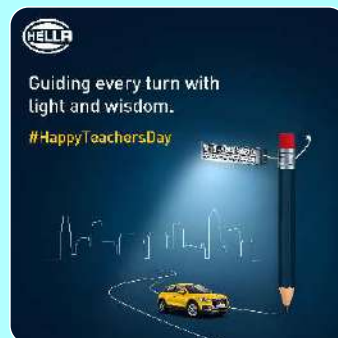
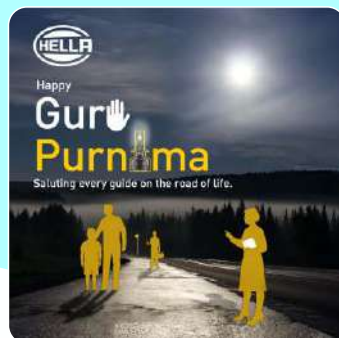
These posts inform our audiences about the key features, benefits, and applications of our existing and upcoming product ranges. The excellent response to these posts is a heartening testimony to the popularity of HELLA products.



Topical Posts

At HELLA, we believe every festival and special occasion is another opportunity to connect with our customers and communities. Over time, our festive greetings have grown into a cherished tradition—reflecting not just creativity, but also the

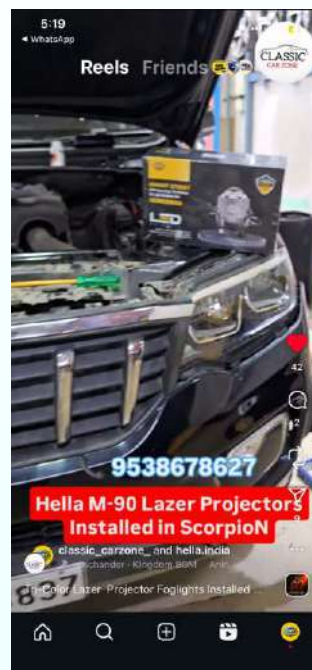
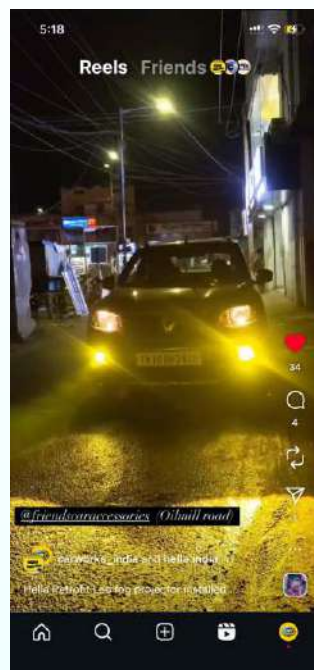
trust and warmth we share with our audiences. By weaving the joy and spirit of each celebration with our brand's wishes, we create moments of togetherness that go beyond simple greetings.



Brand Advocacy

HELLA's brand advocacy initiatives on social media have played a key role in strengthening trust and visibility among customers and partners. By collaborating with a number of influencers spread across the nation, HELLA was able to reach diverse audiences with authentic voices that highlighted the brand's innovation, quality, and reliability. In addition, video testimonials

from trade partners gave credibility and first-hand insights into the performance and benefits of HELLA products. These activities not only enhanced brand awareness but also created stronger connections with customers, building confidence in HELLA's wide portfolio. The result was meaningful engagement, higher recall, and reinforced brand loyalty across channels.



LIFE AT HELLA



Lohri

Welcoming prosperity,
celebrating camaraderie.

HELLA India celebrated Lohri with warmth and enthusiasm, bringing employees together for an evening of joy and togetherness. The festivities were marked by the traditional lighting of the bonfire, lively songs, energetic dance performances, and the sharing of festive treats. The celebration created a vibrant atmosphere filled with laughter and camaraderie, reflecting HELLA's spirit of unity and positivity as everyone came together to welcome prosperity and new beginnings.



Pongal

Harvesting joy this Pongal season.

Pongal was celebrated at HELLA India with enthusiasm, bringing colleagues together to mark the harvest festival's spirit of gratitude. Traditional decor, festive sweets, and cultural activities created a lively and colourful atmosphere. The occasion encouraged colleagues to appreciate shared successes, and look forward to abundant opportunities, reinforcing HELLA's focus on collective growth and prosperity.



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Holi Celebration

Spreading colours of
unity and happiness.

Holi at HELLA India was a vibrant celebration of joy and connection. Employees came together to play with colours, enjoy music, and share festive treats, creating moments of laughter and energy across teams. The festival highlighted the spirit of unity and optimism, reinforcing HELLA's belief in building a positive, collaborative work environment that celebrates diversity and togetherness.



International Women's Day

Celebrating the women who inspire HELLA.

HELLA India marked International Women's Day with a series of engaging activities honouring the contributions and achievements of women across the organization. The event featured interactive sessions, thought-provoking discussions, and tokens of appreciation, creating a platform for recognition and empowerment. The celebration reflected HELLA's commitment to inclusivity and respect, reinforcing the importance of diversity in driving innovation and progress.



Environment Day

Green pledge for a sustainable future.

On World Environment Day, HELLA India reaffirmed its commitment to sustainability. Employees participated in awareness drives, tree-planting activities, and discussions on greener workplace practices. The event encouraged everyone to adopt mindful habits and contribute to a healthier planet, underscoring HELLA's dedication to environmental responsibility and long-term, sustainable growth.

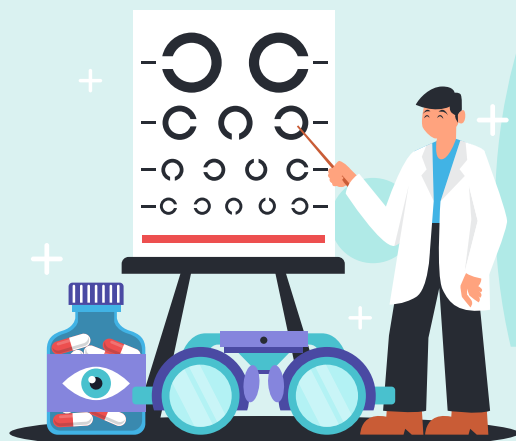


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Eye Check-up Camp

Caring for vision, valuing our people.

HELLA India organised a comprehensive eye checkup camp to promote employee well-being. Qualified medical professionals conducted on-site screenings, offering guidance and early detection support. The initiative underscored HELLA's commitment to health and safety, encouraging colleagues to prioritize regular eye care. The camp was well-received, reflecting the company's focus on creating a supportive and health-conscious workplace environment.



Birthday Celebration

Making birthdays special, the HELLA way.

At HELLA India, employee birthdays are celebrated with warmth and enthusiasm, adding a personal touch to the workplace. Monthly gatherings bring colleagues together to share cake, exchange wishes, and create cheerful memories. These celebrations strengthen team spirit, foster a sense of belonging, and reflect HELLA's culture of appreciating and valuing every member of the organisation.



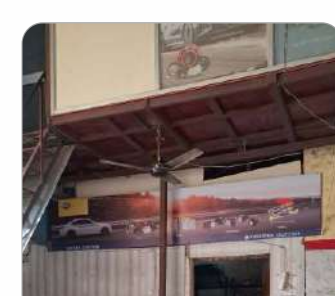
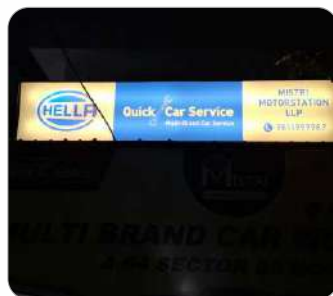
WORKSHOP'S FRIEND



HELLA Quick Car Service (HQS) Center

HELLA has achieved the milestone of opening more than 100 HELLA Quick Car Service (HQS) centers, standing at a count of 115 till August 2025, in association with workshop partners across India. HELLA is providing automotive products, product knowledge, branding support, technician uniforms, promotion support across HELLA social media platforms and incentives to these workshops. We are currently present in Gurgaon, Sonipat, Noida, Mohali,

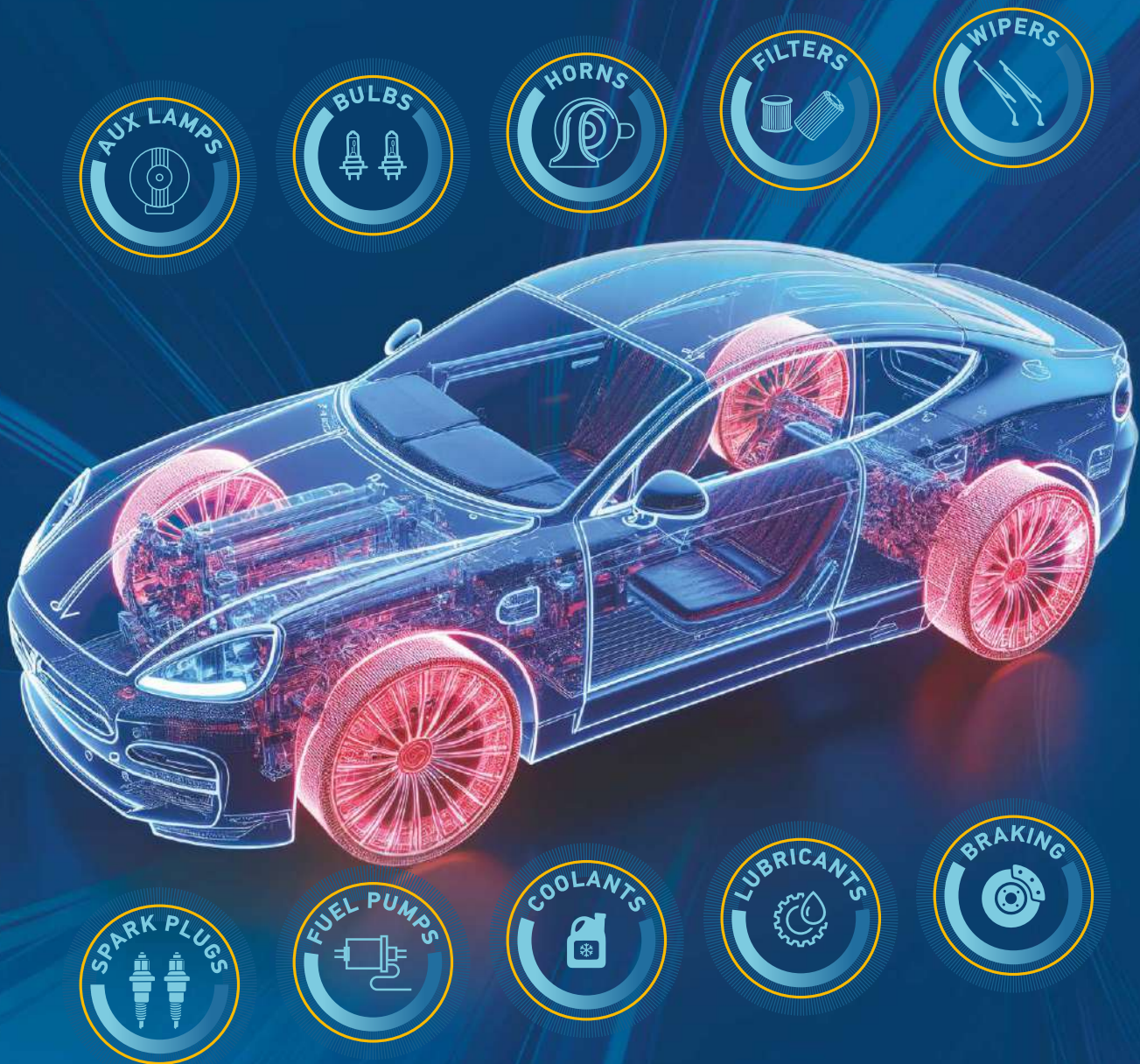
Narnaul, Ghaziabad, Banda, Samalka (Panipat), Betun, Deesa, Indore, Kolhapur, Pune, Rajkot, Ahmedabad, Raipur, Hoshangabad, Danta, Ranasan, Modasa, Himmatnagar, Goa, Nashik, Raigarh, Kanker, Namakkal, Vijayawada, Chennai, Hosur, Kottayam, Bangalore, Guntur, Jamkhandi, Machilipatanam, Mysore, Hyderabad, Tirupathur, Narasaraopet, Repalle, Chittoor, Guwahati, Shillong, Balangir, Barupur, Bokajan, Odisha and Imphal.



HELLA Field Promotional Activities

We have conducted 135 field promotional activities in the year 2025 till July month in the form of mechanic meets, product promotion campaign at retail point and product promotion campaign at workshop end. Through these activities we impart the trending and technical knowledge about HELLA products to mechanics, retailer staff and workshop staff.





HELLA India Autoparts and Services Pvt. Ltd.

6A, 6th Floor, Platinum Tower, 184, Udyog Vihar, Phase - I, Gurgaon, 122016 (Haryana)
Phone: +91 124 4658600 | www.hella.co.in

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