

E - Newsletter



A News Letter From USHA SHRIRAM

Issue : 4

March 2019

New
Models
Launched



**EXPERIENCE THE REAL
SOUND & PICTURE**

 **EUROLEX®**

Bring Home Happiness

Annual Conference



The annual conference for 2019 - 2020 for the HO was held on 18 - 19th January 2019 at Indian Habitat Center, New Delhi. Deviating from the tradition of holding this conference in the 1st month of the new financial year, it was held earlier this year to finalise the targets and strategies for next year. This was done to give maximum impact to the sales & technical team from day one of new financial year itself.

BEE Certification



Our LED Bulbs are BEE Certified with 3 Star Ratings



Good news for the Trade Team!

Our complete range of LED bulbs from 3W to 18W are BEE certified for 3 star rating. This will be a big plus for our products versus the competitors in the market and our sales team can highlight the star rating.

LED Lamp

New



'i- Max'

'T - Max'

Usha Shriram have launched 2 new products in the LED range.

'T' - Max : LED Lamp

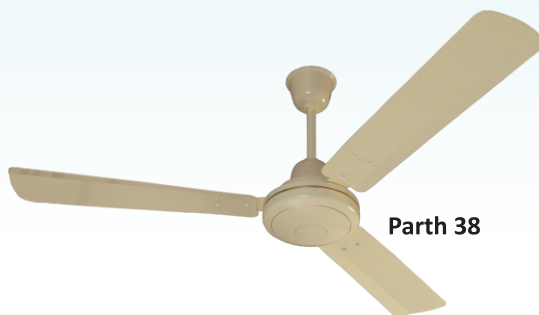
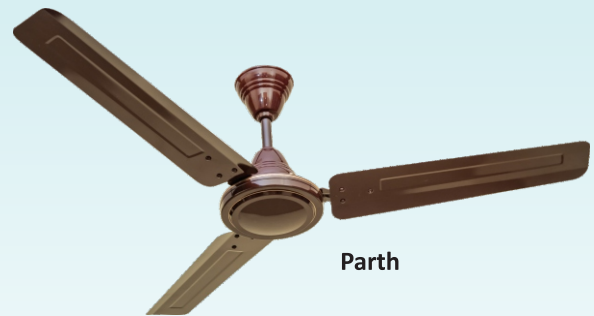
We have added the 'T' shaped LED lamps for normal holders, to our range. This model is called 'T - Max' and comes in 10W . It has a wider light spread as compared to bulbs and has an adjustable head which allows you to twist and turn the lamp to suit your required position.

'i- Max' : Invertor Lamp

We have also added the LED bulb with invertor technology. This bulb will be of 9W and will have a battery back - up of upto 4 hrs. The battery has a long life with more than 500 charging cycles.

Eurolex Fans

New



We have launched a series of new premium deco and economy range fans under the Eurolex brand. These are designed to suit the decor of your rooms, give superior performance and are energy efficient. Some of these models consume much lesser power and save energy. We have also introduced a model with LED light which serves a dual purpose.

* Fans & Appliances are sold under EUROLEX brand.

LED Television Launch



'Usha Shriram' has joined hands with M/s. Trigur Electronics Pvt. Ltd. to launch a new range of LED and Smart TV'S under the brand 'USHA SHRIRAM'. A grand product launch event was organised on 2nd February 2019 in Hotel Radisson Blu Plaza, Delhi where almost 250 people from trade attended the launch. It was an elaborate function which was attended by Mr. Subodh Varma, Chairman, Usha Shriram Enterprises Pvt. Ltd. and Mr. S.S Sandhu, Dy. Exe. Director along with Mr. Karan Bedi MD, Trigur Electronics Pvt. Ltd.

Electric Mela



Under the banner of our associate M/s. Rama Electricals and its ventures, a grand meeting of direct dealers and sub dealers was organized at Deoria (U.P). It was attended by a huge gathering of almost 350 people including retailers.



The main focus of the gathering was to promote 'USHA SHRIRAM' and 'EUROLEX' with launch of new products.

A new range of economical fans with good finish and quality under the model name range 'Parth' was also launched. These fans would be of highest quality and yet economical and cover a wide range of market requirement. BLDC fans with new and innovative features attracted the attention of lot of dealers and would be available by end of February.



PVC Conduit Pipes & Accessories : This new product was introduced to the trade with lot of fanfare. Pipes with good quality & packaging were launched with attractive schemes. Dealers were really excited with the whole event and we hope to meet next time with an even bigger gathering.



Trip to Kerala & Allahabad

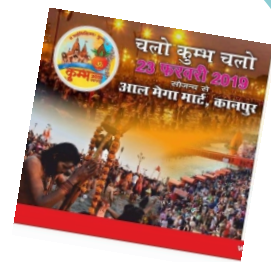
TRIP TO KERALA

Our Kanpur distributor, M/s. All Mega Mart, organized a 2N / 3D trip to Kerala for its leading dealers. 27 families with 63 people availed of this opportunity and had a good time in Kerala.



Chalo Kumbh Chalo

Our Kanpur distributor, M/s. All Mega Mart, organized a "Chalo Kumbh Chalo" scheme in Allahabad. 60 people availed of this holy opportunity.



Solar Panel Exhibition



Paschimi Rajasthan Udhog Hast - Shilp Utsav 2019 was a 10 day long extravaganza held from 4th January in Jodhpur. It's always a pleasure to culturally connect with technology for Life Brightening experience!! People of Rajsathan embraced our stall with open arms by visiting us in huge numbers. After 10 days, we bid adieu but not before further strengthening and achieving our goal.

Electroma Expo



In the land of harvest amidst the vibrant city of Ludhiana, we got the opportunity to connect with the people who strive hard to feed the nation. There is a huge opportunity for use of solar energy in agriculture.

With great enthusiasm people were asking and learning more about Solar Energy, it's ROI and the benefits. As energetic as the folk dancers of bhangra, our tech team was eager to cater to all demands.

It was a good learning experience starting from 22nd to 24th December 2018.

Indian Solar Expo



The ISA-2019 (Indian Solar Expo) was organised at IIA Ground Lucknow, on 15 -16 - 17 Feb, organised by IIA and NEDA. It is an exclusive Solar Expo focussing on both B2B and B2C business. In Seminars, Meetings and Conclaves, many policy makers participated and gave their valuable input in encouraging the Solar entrepreneurs.

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