



## HELLA INDIA LIGHTING

LIGHTING INDIA; BRIGHTENING LIVES

**B**ringing “Technology of Tomorrow for the Life of Today” to Indian Roads, HELLA India Lighting Ltd. (HILL), a member of the Management Board of the HELLA Group, Germany, along with all employees of HILL, have adopted the new strategy for the company to base all future activities around the central theme of ensuring road safety on Indian Roads. To further this goal, HILL not only focuses on the state-of-the-art technology products for the special OE segment, but also conducts safety awareness campaigns through its strong

independent aftermarket network.

### PREVENTING ACCIDENTS THROUGH ILLUMINATION

With a vision to decrease the number of deaths during traffic accidents by 10% by the end of this decade, HELLA India Lighting believes that the safety cycle during night – to see and to be seen – is of great importance and has thereby launched safety enabling products. It also endeavours to increase awareness of safety critical do’s and don’ts and actively engages with related non-governmental organizations and government departments in this regard.

### INNOVATIVE PRODUCTS; SATISFIED CUSTOMERS

Consistently working on its mission of providing its customers with innovative products & services since the last 100 years, HELLA has efficiently garnered expertise & effectively leveraged synergies between its 3 core fields: lighting, electronics, and the aftermarket. Being a technological leader, the firm has been responsible for launching many innovative series products, such as the first full LED headlamp or the world’s first xenon headlamp with glare-free high beam. Owing to continuous development and improvement, the organization

has long been one of the leading suppliers of electronic pedals and is also the global leader in 24 GHz radar sensors, which are used in lane change assistants and other features. By the virtue of a fantastic combination of its lighting and electronics segments, HELLA enjoys a uniquely favorable technical position and is one of the largest aftermarket organizations for vehicle parts, accessories, diagnostics and services. Some of the firm’s innovative lighting systems like headlamps, interior lighting, rear combination lamps and car body lighting are quite popular.

