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APRIL 2026

Intensity™

A News Letter From USHA SHRIRAM

BUSINESS
GROWTH

SUCCESS

Looking Forward to
Greater Heights in
2026-27.

 **EUROLEX®**
Fans & Appliances



We welcome our License partner for Packaged Drinking water, M/s. Hiran Beverages of Kolkata to the Usha Shriram Family. They already launched the product last year in West Bengal and are looking forward to a grand success in this category.



We also welcome our License partner M/s. Chetan Beverages of Pune who will be launching the “Usha Shriram Aquaero” Packaged Drinking Water very soon in Western / Southern Maharashtra (excluding Mumbai region).



We welcome our License partners, Go Earth Beverages Pvt. Ltd. of Delhi/Haryana who will be launching the “Usha Shriram Aquaero” Packaged Drinking Water very soon in Delhi and neighbouring districts of Haryana.



M/s. Urban Woods By Kirpal, our Associate for Furniture, has recently opened a new showroom for furniture in Sector-49, Noida. The showroom was inaugurated by Mr. Satnam Singh Sandhu (COO - Usha Shriram). The showroom has a wide display of contemporary wooden home furniture such as beds, sofas, dining tables, cabinets etc.



NEW

Innovation Meets Comfort

ACTIVLiFE



ACTIVE LIFE
Dual Comfort Foam Mattress
With Orthopaedic Support

ALoeLiFE



ALOE LIFE
Memory Foam And Pocket Spring
Mattress With Aloe Vera Fabric

Aura1.0



AURA 1.0
Bio Foam Mattress
Natural Mattress

Blessings



BLESSINGS
Foam Mattress
Perfect For Couples

GRAPHITE 3.0



GRAPHITE 3.0
Carbon Memory
Foam Mattress

MAGNUM 5.0



MAGNUM OPUS 5.0
5 Zone Pocket Spring and
Memory Foam Mattress

MEMO LIFE



MEMO LIFE
Memory Foam Mattress
Ideal Support For Any Position

NATURALEX



NATURALEX
Dual Comfort Foam Mattress
No Pain Mattress

NEWTON 3.0



NEWTON 3.0
3-Zone Convuluted
Memory Foam Mattress

ORTHO BOND



ORTHO BOND
Comfort Foam Mattress
With Orthopaedic Support

SAVVY



SAVVY
Rebonded Foam Mattress
Dual Comfort Configuration

SENSYL 3.0



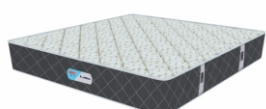
SENSYL 3.0
Memory Foam Mattress
Redefines Comfort

Sleep Maker



SLEEPMAKER
Bonnell Spring Mattress
Bounce With Support

SLumber



SLUMBER
Rebonded Foam Mattress
for Back Support

Talalay 5.0



TALALAY 5.0
Natural Latex Mattress
Indonesian Talalay Latex

VISCO GEL 5.0



VISCOGEL 5.0
Cool Gel Memory Foam Mattress
With Pocket Springs

Spartan Hazel Enterprises Pvt. Ltd., Our Licensee for Electrical Products organised a DGT at Deoria (U.P. East) to launch its new range of “CERA” Copper Wires. These Wires are Oxygen and Lead Free with Extra Twisting properties. They adhere to European Standards and are Eco-friendly.



Mr. N. K. Rungta (Chairman-Spartan) addressing the gathering.



Mr. Gyan Rungta (Managing Director-Spartan) introducing the new product to the gathering.





RENEWABLE ENERGY INDIA EXPO, NOIDA

TEAM Usha Shriram SOLAR, participated in the most awaited Kumbh of Solar-THE RENEWABLE ENERGY INDIA EXPO-2025. The stall was inaugurated by Mr. Satnam Singh Sandhu (COO-Usha Shriram). We took this opportunity to showcase our new products and the Launch Videos of our New Upcoming AI Supported Fully Automatic Production Line. The tremendous response of public always boosts the Morale.



RAJASTHAN SOLAR EXPO

Ankur Solar, our Associates, participated in & sponsored the Rajasthan Expo as a Platinum Sponsor.

Solar panels for PM KUSUM Yojna was the prime product of attention. PM "Saurya Ghar Yojna" is offering a subsidy of Rs. 95,000/- in Rajasthan. This was promoted extensively. Customers were made aware of easiness of the Yojna and its immense benefits.



RENEWABLE ENERGY & EV EXPO, CHANDIGARH



DINKAR PV Tech, representing USHA SHRIRAM SOLAR in Punjab, Himachal Pradesh and J&K, participated in the Renewable Energy Expo at Chandigarh and won the "Best Display" Award for its Stall.



AAHAR-FOOD & HOSPITALITY FAIR, DELHI

Our Associate, M/s. A.R. International Pvt. Ltd., participated in the “AAHAR - Food & Hospitality Fair” held at Bharat Mandapam, Delhi in the month of March 2026. The complete Cookware & Pressure Cooker range was on display.



maitri
india
identity · dignity · respect

MAITRI CHARITY GOLF TOURNAMENT 2025

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BLS Sports

Spartan Hazel Enterprises Pvt. Ltd., Our Licensee for Electrical Products took his team of Top Achievers (Dealers & Distributors) from UP-East, Punjab, Himachal Pradesh and Odisha to Malaysia as part of its Sales Promotion Scheme. The Trip was organised in the month of February 2026 in which Mr. Gyan Rungta (MD) and his team had a very productive and meaningful discussions with the trade partners on how to grow the business further in the current year. A mini conference was held during the trip and the team had a great time enjoying the various sights in the capital city of Kuala Lumpur.



The Complete Range of USHA SHRIRAM AQUAERO Packaged Drinking Water.



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