



# Intensity™

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A News Letter From USHA SHRIRAM

## Happy Diwali

Usha Shriram Wishes You A Very  
Warm & Happy Diwali !



FESTIVAL OF LIGHTS

NEW  
PRODUCT  
LAUNCH



# Usha Shriram Enters FMCG Space, Launches Packaged Drinking Water.



Healthier and Tastier Water



## A NEW BRAND IS BORN



USHA SHRIRAM have been pioneers in Water Technology for over three decades having collaborated with BRITA GmbH (World Leaders in Water Purification Systems) through a Joint Venture. The Company developed World Class Water Purification Systems ensuring safe and tastier drinking water. The USHA Waterguard was a path breaking product with patented technology. This system had twin cartridges one for purifying water and the other one for enhancing taste.

The Company based on its vast proprietary knowledge has ventured into bottled water bringing home perfectly purified, safe and tastier drinking water under the brand name "USHA SHRIRAM AQUAERO".

### Usha Shriram Aquaero : Hydration Redefined

**Aquaero** offers refreshing hydration in four convenient sizes - 250 ml, 500 ml, 1000 ml, and 2000 ml - catering to every need, whether it's on-the-go, during workouts, for meals, or at home. Inspired by growing consumer demand for pure, mineral-balanced water, **Aquaero** promises :

**Optimal Hydration** - Balanced mineral composition to support mood, cognitive focus, and overall well-being.

**Quality You Can Trust** - Bottled under strict hygiene standards by a brand celebrated nationwide for its reliability, innovation, and value-for-money ethos.

**Versatile Packaging** - From individual servings to family-size bulk bottles, Aquaero adapts to all lifestyles and occasions.



**PURE, REFRESHING,  
TRUSTED !**



Usha Shriram launched its Packaged Drinking Water under the Brand name **"Aquaero"** in association with its Licensee Partner M/s. Hiran Beverages, Kolkata. The Mega Launch took place in Kolkata in Hotel Park Prime on 5th September 2025.

The product was launched at a glittering event by well known **Bengali Film and Television Actress - Ms. Debleena Dutt** in the presence of distinguished guests and members of press.

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Present during the launch were Mr. Satnam Singh Sandhu (COO, Usha Shriram), Mr. Ajay Tank (VP-Design, Usha Shriram), Mr. Sukumal Paul (Owner, Hiran Beverages), Mr. Pukhraj Sethia (Owner, Sethia Udyog Pvt. Ltd.), Mr. Soumikk Mittraa (Brand Licensing Consultant) and Mr. Rajarshi De (Zonal Sales Head-West Bengal).

*"For over four decades, Usha Shriram has stood for trust, innovation, and value. Aquaero is a natural extension of that promise - offering water as nature intended : pure, safe, and refreshing. With Aquaero, we aim to be present at every dining table, office desk, and travel bag in India,"* said Mr. Satnam Singh Sandhu, Chief Operating Officer, Usha Shriram Pvt. Ltd.

The event was widely covered in the local and national newspapers.



Usha Shriram Pvt. Ltd., one of India's most trusted conglomerates with a legacy of over four decades, successfully made its foray into the FMCG sector with the launch of its premium packaged drinking water brand, Aquaero, at a glittering event held at Hotel Park Prime, Kolkata. The launch was graced by **Mr. Satnam Sandhu**, Chief Operating Officer, Usha Shriram Pvt. Ltd., **Mr. Sukumal Paul**, MD, Hiran Beverages Pvt. Ltd., **Mr. Pukhraj B. Sethia**, MD, Sethia Udyog Pvt. Ltd, Tollywood actress **Ms. Debleena Dutt**; **Mr. Soumik Mittraa**, Brand Licensing Consultant **Mr. Ajay Tank**, VP Usha Shriram Pvt. Ltd. and **Mr. Rajarshi De**, Zonal Head – West Bengal, in the presence of distinguished guests, partners, and members of the press.

### उषा श्रीराम ने एफएमसीजी क्षेत्र में रखा कदम

कोलकाता, 8 सितम्बर (निप्र)।

चार दशकों की विरासत के साथ भारत के सबसे भरोसेमंद समूहों में से एक, उषा श्रीराम प्रा. लि. ने एफएमसीजी क्षेत्र में कदम रखते हुए अपने प्रीमियम पैकेज्ड ड्रिंकिंग वॉटर ब्रांड एक्वाएरो का भव्य शुभारंभ कोलकाता के होटल पार्क प्राइम में किया। इस अवसर पर उपस्थित रहे श्री सतनाम संधू (सीओओ, उषा श्रीराम प्रा. लि.), श्री सुकमल पॉल (एमडी, हीरन बेवरेज प्रा. लि.), श्री पुखराज बी. सेठिया (एमडी, सेठिया उद्योग प्रा. लि.), टॉलीवुड अभिनेत्री सुश्री देबलीना दत्त, श्री सौमिक मित्रा (ब्रांड लाइसेंसिंग कंसल्टेंट) और श्री अजय टैंक (वीपी, उषा श्रीराम)। लगभग 25-30 करोड़ के निवेश के साथ, एक्वाएरो स्वास्थ्य, नवाचार और 4000-5000 रोजगार के अवसरों का वादा करता है।

### Aquaero unveiled as next growth chapter

CHRONICLE NEWS SERVICE

**KOLKATA:** One of India's most trusted conglomerates with a legacy of over four decades, Usha Shriram Pvt. Ltd., successfully made its foray into the FMCG sector with the launch of its premium packaged drinking water brand, Aquaero, at a glittering event at a star hotel here.

The launch was graced by Mr. Satnam Sandhu, Chief Operating Officer, Mr. Sukumal Paul, MD, Hiran Beverages Pvt. Ltd., Mr. Pukhraj B. Sethia, MD, Sethia Udyog Pvt. Ltd, Tollywood actress Ms. Debleena Dutt; Mr. Soumik Mittraa, Brand Licensing Consultant Mr. Ajay Tank, VP and Mr. Rajarshi De, Zonal Head – West Bengal, in the presence of distinguished guests, partners, and members of the press.

A trusted multi-product conglomerate with brands Usha and its premium appliances brand Eurolex, has a strong presence across lighting, solar products, wires, switches, cookware, electronics, water and air purifiers, and furniture. Renowned



for quality and backed by a pan-India service network, the company has consistently innovated to meet global standards. A pioneer in water technology through its collaboration with BRITA GmbH, which introduced the iconic Usha Waterguard, the company has now leveraged its expertise to venture into bottled water with its premium brand Aquaero.

The launch event showcased Aquaero's distinct value proposition—water enriched with essential minerals and oxygen, designed to deliver superior hydration and a crisp, refreshing taste. The product is available in 250 ml, 500 ml, 1000 ml, and 2000 ml packs, catering to diverse consumer needs.

The company announced an investment outlay of Rs. 25 to 30 crores to establish its footprint in the packaged drinking water segment in the next 2 years, of which around Rs. 8 to 9 cr was directed towards the initial launch phase, covering plant setup, branding, and market rollout.

With this, Usha Shriram expanded its trusted brand identity into FMCG, reinforcing its long-term strategy of diversification beyond appliances, lighting, solar products, and home essentials.

Speaking at the launch, Mr. Satnam Singh Sandhu, said, "For over four decades, Usha Shriram has stood for trust, innovation, and value. Aquaero is a natural extension of that promise—offer-

ing water as nature intended: pure, safe, and refreshing. With Aquaero, we aim to be present at every dining table, office desk, and travel bag in India." On this occasion Mr. Sukumal Paul owner of Hiran Beverages said that "We are very happy to be associated with brand of national repute."

The brand also highlighted the project's potential to generate over 4000 - 5000 direct and indirect jobs across manufacturing, logistics, marketing, and distribution. Furthermore, through its dealership and regional distribution models, the company aimed to create entrepreneurship and self-employment opportunities, strengthening local economic participation.

More than just another bottled water brand, Aquaero was positioned as a symbol of lifestyle and wellness, tying hydration to fitness, conscious living, and emotional connection with consumers. With this launch, it reaffirmed its commitment to innovation, trust, and consumer well-being, while opening a fresh chapter in its journey as a diversified conglomerate.











Renesola Solutions Pvt. Ltd., our Associates for Lighting Products, have launched Led Lighting for the ongoing festive season. These include rope lights and strip lights in multiple colours.







# Inspired to Entertain

GOOGLE TV SERIES

powered by Google TV

Available in 50 INCH | 55 INCH | 65 INCH

- ▶ 55 INCH (139 CM) Display
- ▶ TYPE : LED TV Frameless
- ▶ Resolution : 3840 \* 2160
- ▶ Viewing Angle : 178°
- ▶ Sound 2x10W
- ▶ Sound Type : Soundbar
- ▶ Power Consumption : 138W
- ▶ Stand by Consumption : 0.47W
- ▶ Power Supply : Ac100 - 240V/50Hz
- ▶ Air Voice Remove

Port Configuration

USB 2.0 - 2 | HDMI IN - 2 | AV IN - 2 | VGA IN - 1 | AUDIO IN - 1 | EARPHONE - 1



Our Licensee for Televisions & Audio Products, M/s. Tosh Electronics Pvt. Ltd. has launched a completely new and wide range of Televisions & Sound Systems.

The television range consists of Basic LED TV, Android TV, Web OS TV & Google TV Series and are available in sizes ranging from 24" to 65".

In addition, a wide range of Sound Bars, Trolley Speakers and Tower Speakers are also part of the new range.



GOOGLE TV SERIES

USHA SHRIRAM

## SOUND BAR 70W




◀ Sound Box ▶

- Output Power - 90W
- Karaoke Support - High Bass Performance
- Single Wireless Mic - Echo Sound Control
- Product Height - 24 inch
- LED Display, 8" Woofer 3" Mid Range Tweeter

Wireless Remote Speaker Heavy Bass

## Tower Speaker 500 ▶



- Output Power - 50W
- Karaoke Support - High Bass Performance
- Single Wireless Mic - Echo Sound Control
- Product Height - 24 inch
- LED Display, 8" Woofer 3" Mid Range Tweeter

Wireless Remote Speaker Heavy Bass

## Speaker Rock 600



- Output Power - 60W
- Karaoke Support - High Bass Performance
- Single Wireless Mic - Echo Sound Control
- Product Height - 24 inch
- LED Display, 8" Woofer 3" Mid Range Tweeter

Wireless Remote Speaker Heavy Bass

GOOGLE TV SERIES

USHA SHRIRAM

## ENJOY Party Experience

# 100

## TROLLY SPEAKER 12 INCH 100W



### ◀ Trolley Speaker 8" ▶



- Output Power - 100W
- Karaoke Support - High Bass Performance
- Single Wireless Mic - Echo Sound Control
- Product Height - 24 inch
- LED Display, 8" Woofer 3" Mid Range Tweeter

Wireless Remote Speaker Heavy Bass

### Trolley Speaker 12" ▶



- Output Power - 100W
- Karaoke Support - High Bass Performance
- Single Wireless Mic - Echo Sound Control
- Product Height - 24 inch
- LED Display, 8" Woofer 3" Mid Range Tweeter

Wireless Remote Speaker Heavy Bass

### ◀ Tower Speaker Thar ▶



- Output Power - 100W
- Karaoke Support - High Bass Performance
- Single Wireless Mic - Echo Sound Control
- Product Height - 24 inch
- LED Display, 8" Woofer 3" Mid Range Tweeter

Wireless Remote Speaker Heavy Bass





### Usha Shriram LED Lighting reaches Africa.....

Renesola Solutions Pvt. Ltd., our Associates for Lighting Products, participated in the "Lighting Expo-Africa" held in Nairobi, Kenya. Usha Shriram Lighting products were displayed in the stall along with Renesola and Lesol products.



## DGT-KOLKATA



Kolkata DGT for LED Lighting was held in Digha recently. Mr. Prakash Pathari (CEO, Renesola) distributed awards and dealer certificates during the DGT.



Our Licensee for Solar Products M/s. Ankur Traders & Engineers Pvt. Ltd. celebrated the completion of a very successful 2024-25 by taking his team to Darjeeling.

*The Whole Team was Together  
Away from the Bling Bling  
In the Bliss of Mountains  
With Birds doing the Sing  
We celebrated the 24-25 victory  
In The Serenity of Darjeeling.*



Mr. Anshul Mahendru & Mr. Ankur Mahendru





## DEALER TRIP WITH FAMILY



Spartan Hazel Enterprises Pvt. Ltd., our licensee for Electrical products, took his team of about 50 Dealers along with their families to Gangtok. These dealers has qualified for a scheme in which the family members of the dealer could also join them on this trip and be a part of the Usha Shriram extended family.

Mr. Gyan Rungta (MD, Spartan), Mr. Ved Rungta (ED, Spartan) and Mr. Arif Azam (NSH) welcomed the families and presented Awards to all the qualifying participants.









Spartan Hazel Enterprises Pvt. Ltd., our licensee for Electrical products, took his team of Dealers to Bhutan for a Leisure-cum-Conference Trip. These dealers had qualified for a scheme.

Mr. Gyan Rungta (MD, Spartan) and Mr. Arif Azam (NSH) accompanied the dealers and had a very fruitful meeting to decide on the sales strategies and targets for current year.



★BHUTAN★





## NEW PRODUCT LAUNCH



Spartan Hazel Enterprises Pvt. Ltd., Our Licensee for Electrical Products recently launched a new range of Modular Switches under the CASA & CRIS SERIES in Rourkela (Odisha) on Sept. 15, 2025. These products have a very stylish, sleek and contemporary design, which compliments the current interior design trends. The launch happened in the presence of Mr. Gyan Rungta (MD, Spartan), Mr. Arif Azam (NSH, Spartan) and Super Stockist from Bihar.



Spartan Hazel Enterprises Pvt. Ltd. keeps organizing “Electrician Meets” for its Dealers on a regular basis. The Electricians are given detailed technical information about the Usha Shriram Products and are also incentivised for the sale that they generate through their recommendations.

## ELECTRICIAN MEET





Our Licensee for EUROLEX Fans and Appliances for Delhi, M/s. Om Sai Ram Traders took his team of Top Dealers & Distributors to Thailand as part of its Sales Promotion and Motivational Activity. The team was accompanied by Mr. Satnam Singh Sandhu (COO, Usha Shriram) and Mr. Baljeet Singh, Mr. Surjeet Singh & Mr. Sanam Makhija (Om Sai Ram Traders).



## SOLAR PANEL INSTALLATION

The Solar Team installing a project for an industry in Uttarakhand.

