



SPECIAL
ISSUE

IntensityTM

A News Letter From USHA SHRIRAM

CELEBRATING



years of
USHA SHRIRAM

1983-2023

NOVEMBER 2023



Mr. Subodh Varma
Chairman

Dear Friends,

40 years of USHA SHRIRAM has been an exciting journey.

Building teams, building products, building brands and creating an environment of growth and of belonging for everyone involved.

Among the milestones were creating the USHA LEXUS range of World Class Home Appliances and taking it to great heights, building FURNITURE business from scratch, joining hands with BRITA GmbH, Germany and developing India's first table top Water Purifier with patented technology among others.

Our focus has always been customer centric, offering innovative features in our products and providing excellent After Sales Service.

Our employees who have contributed to these achievements have on an average spent over 10 years with the company and many of them a life time.

Our distributors, suppliers and business associates have been and are continuing partners in our success.

The strength of our brands and belief in our philosophy is a continuous inspiration to all of us.

By the time we celebrate our 50 years, our USHA SHRIRAM group would have achieved even greater heights.

I take this opportunity to extend festival greetings to everyone.

Warm Regards,
SUBODH VARMA

USHA SHRIRAM started its journey 40 years back. A team of project managers, engineers were recruited from top institutions including IITs with a basic goal of ensuring consistency in quality through exclusive vendors and setting up manufacturing facilities of world class standard.

The basic motto of the organization was to produce and procure products to compete with the best in the world. Through efforts of a team which worked sincerely and tirelessly towards achieving this goal, our products gained market shares in India and we were able to successfully export our products to Middle East, Africa, Sri Lanka and even to Australia.



Dr. Charat Ram

The company was established in 1983. Its promoters were Dr. Charat Ram and Mr. N. R. Dongre. Dr. Charat Ram was an industrialist of eminent repute and scion of the erstwhile Shriram Group. Mr. Dongre was an IIT, Kharagpur alumni with vast experience in business management. The company is now managed by business professionals with vast experience in the field of manufacturing and marketing.

Over the last 40 years, the company has introduced a vast range of products from Home & Institutional Lighting, all types of Furniture & Mattresses, Pressure Cookers & Cookware, Solar Products, Water & Air Purifiers, Luggage, Televisions & Accessories, Electrical Products such as Modular Switches, Wires & Cables, MCBs & Switchgear, Mobiles and CCTV Camera among others.

Brand USHA SHRIRAM is known for its quality and reliability and has built its reputation over decades through millions of satisfied customers.



Dr. Charat Ram with Mr. N. R. Dongre

SHRIRAM Group has been pioneer in creating World Class Institutions like :

- SHRIRAM College of Commerce (SRCC), Delhi.
- Lady SHRIRAM College for Women (LSR), Delhi.
- SHRIRAM Institute for Industrial Research, Delhi.
- SHRIRAM Bharatiya Kala Kendra, Delhi.
- SHRIRAM Centre for performing Arts, Delhi and
- Kamani Auditorium, Delhi.



Mr. Subodh Varma (Chairman) and Mr. Anupam Bharat (Managing Director)



LIGHTING



COOKWARE



PRESSURE
COOKERS



HOME & OFFICE
FURNITURE



WATER AND
AIR PURIFIERS



STAINLESS STEEL
KITCHENWARE



LUGGAGE



MATTRESSES



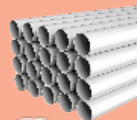
MOBILE PHONES
& CCTV CAMERAS



SOLAR
PRODUCTS



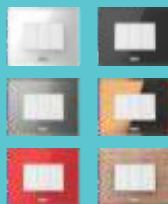
WIRES AND
CABLES



PIPES AND
ACCESSORIES



MCB's AND
SWITCHGEAR



MODULAR
SWITCHES



TELEVISIONS



FANS*



SMALL APPLIANCES*



WATER HEATERS*

* Fans & Appliances are sold under EUROLEX Brand.



ANNUAL CONFERENCES







EVENTS, SPORTS & CELEBRATIONS





EVENTS, SPORTS & CELEBRATIONS



SHRI. NAWAL KISHORE ANAND (1928 - 2023)

FRIEND, PHILOSOPHER AND GUIDE



Nawal Ji, as Mr. N.K. Anand was fondly addressed, was a doyen of the legal fraternity. He left us this year in March' 2023 at the age of 95. As senior partner of the Acme Company and Anand & Anand (India's No. 1 Intellectual Property Law Firm), Nawal Ji played a lead role in formation of the Intellectual property regime in India. His clientele included who's who of the Indian industry as well as top international brands. We were very fortunate to have them as our legal attorneys for our intellectual property matters. The transition from USHA to USHA SHRIRAM was the brain child of Mr. Anand as it provided a higher degree of protection and a continuation of lineage of the SHRIRAM legacy.

USHA / USHA SHRIRAM are today among India's top Consumer Durable brands. Nawal Ji was also responsible for coining the brand EUROLEX at the turn of the millennium. EUROLEX was a combination of EURO and LEX from our brand LEXUS. In the last two decades, EUROLEX has gained popularity and has become a well established brand in the market place. Nawal Ji was a great human being with a charming benevolence rarely seen these days. Most of us at USHA SHRIRAM were very fortunate to have personally benefited from his love and affection and pearls of wisdom over the years. He became part of the USHA SHRIRAM family. His fond memories, warmth, charming smile will remain etched in our memories.





ANKUR TRADERS & ENGINEERS

Ankur Traders and Engineers Pvt. Ltd. is an energy company based in Ghaziabad, Uttar Pradesh and was established in 1987. They are a trusted manufacturer, exporter, supplier, trader, wholesaler/distributor of Solar Panels, Solar battery and Inverters, EPC services, Diesel and Solar Water Pumping Sets, Silent Generators, Silent Diesel Generator Sets, etc. They are best known for good product quality, timely delivery and state of the art manufacturing processes. All their products have gained importance in the market for their several attributes like high performance, high-efficiency, long service life and reliable nature. Further, they are backed by a team of professionals, who are highly experienced and knowledgeable.



Mr. Ashok Mahendru (Managing Director)

With a rich experience of 45 years, he is a visionary driven by purpose of making a profitable business for channel partners.
"With USHA SHRIRAM, we are able to be Quality conscious, hence products are easy to sell and market".



Mr. Arun Mahendru (Director)

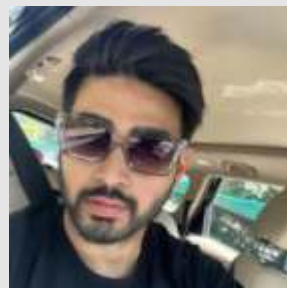
With a rich experience of 40 years, he is a Quality Enthusiast driven by purpose of developing a sustainable Business. Now, handling the Growing Solar Business maintaining the Ethos of the Brand USHA SHRIRAM in SOLAR.

"Our Passion for Quality along with the Brand makes us, as we say in Hindi, "Sone Pe Suhaga".



Mr. Ankur Mahendru (Director - Tech. & Mktg.)

The Next Generation, who wants the best in Technology.
"To Be The Brand that Consumer demands and is proud to refer to others".



Mr. Anshul Mahendru (Director - Sales)

The Young Blood, who wants to make USHA SHRIRAM synonymous with SOLAR.
"Every Indian should know that USHA SHRIRAM solar is there to serve".

GLOBAL BEES

Started in May 2021, GlobalBees is largest portfolio of digital first consumer brands with a mission to provide the best-in-class product experience to the consumers. GlobalBees invests in existing brands and enables accelerated growth by providing them access to technology platforms, leading industry experts, resources to scale businesses, and network of omnichannel partners to accelerate their growth.

Core Business : GlobalBees specializes in acquiring and partnering with homegrown brands in categories such as beauty, personal care, home and kitchen, and more. These brands typically start as digitally native businesses and may lack the resources or expertise to scale their operations effectively.

Platform for Growth : The company acts as a platform for these brands to grow. It provides them with the necessary tools and expertise to optimize their e-commerce operations, navigate various online marketplaces, implement effective marketing strategies, and attract and retain customers.

Synergy and Scale : GlobalBees aims to create value by leveraging synergies between the brands it acquires and partners with. By sharing resources, technology, and expertise, they can achieve greater scale and efficiencies, ultimately driving growth and success.

Consumer-Centric Approach : GlobalBees places a strong emphasis on consumer-centricity. They seek to align their product offerings with changing consumer preferences, with a focus on sustainability and high-quality, innovative products. This approach aims to meet the evolving demands of today's consumers.



Mr. Nitin Aggarwal

He is a seasoned professional with a diverse background in finance, technology, and startups. He is an IIT Delhi alumnus and brings with him a wealth of experience from various senior leadership roles, including that of CIO at Edelweiss and COO at Incred and Wecash.

In addition to his corporate experience, Nitin has also co-founded two startups, Brainvisa and Bigshoebazaar, showcasing his entrepreneurial spirit and innovative mindset.

SPARTAN VENTURES

In 1997, Mr. Narendra Kumar Rungta established Electrical Product Business in Deoria (Uttar Pradesh) to manufacture Electrical Wires. It started as an OEM of wires for various brands. Later it also started marketing wires under their own brand.

His elder son, Mr. Gyan Rungta, joined the business in 2001 and has been at the forefront in expanding the company and its business. Then in 2010, his younger son Mr. Ved Rungta also joined the business.

With more than 3 decades of combined experience of the Father and Son's team and a deep and thorough understanding of the various Electrical Products & its Market - In 2018, Mr. Gyan Rungta decided to take the business to next level by establishing SPARTAN VENTURES as a Marketing Company of a Pan-India level.

To achieve their vision of becoming a well known Pan-India marketing company, it got associated with Usha Shriram Enterprises Pvt. Ltd. as a Brand Licensee in 2019 to market Various Electrical Products under the brand 'USHA SHRIRAM'.

In a short span of 3 years, they have been successful in expanding their product portfolio and market reach to almost half of the country. And their vision is to cover the whole country in the next 1 year.

Under the Chairmanship and able guidance of Mr. N. K. Rungta – and under the leadership of Mr. Gyan Rungta (Managing Director) and Mr. Ved Rungta (Executive director), Spartan ventures is all set to become a successful and trusted Pan-India Marketing Organization.



Mr. N. K. Rungta
Chairman

He started the business in small way by establishing a manufacturing unit for electrical wires way back in 1997.



Mr. Gyan Rungta
Managing Director

The Elder son is now taking the whole business to a new level by going national under the guidance of his father.



Mr. Ved Rungta
Executive Director

The younger son is ably supporting the business towards achieving its vision.

TIRUPATI COIRS

Tirupati Coirs was started by founder Shri. Radhey Shyam Gupta in a quest to deliver perfect sleeping solutions to all Indians. His dream became his ambition and soon he was able to manufacture mattresses with advanced machinery that was imported to India for the first time. Having an experience of more than 36 years, Tirupati Coirs has made a benchmark in the industry by serving more than 1.5 million satisfied customers.

Tirupati Coirs joined hands with Usha Shriram in an effort to bring together their expertise in manufacturing & marketing and the legacy & trust of a renowned brand. Usha Shriram is a brand known for its commitment to quality, comfort, and innovation. With a legacy spanning over four decades, Usha Shriram Mattresses have become a market success within a short span of time. Tirupati Coirs have a dedicated and well equipped 2000 acre manufacturing unit, which is fully integrated in terms of the manufacturing process, producing raw materials in-house, assembling and packaging the finished products. It manufactures all types of Mattresses, Pillows, Sofa cum Beds, Mattress Protectors and much more.

The partnership between Usha Shriram and Tirupati Coirs has been mutually beneficial, leading to the development of innovative sleep solutions that prioritizes comfort, durability, and sustain ability. This partnership exemplifies the brand's dedication to providing the best possible sleep experience to its customers while upholding its vision of becoming the preferred choice for bedding solutions in India.



Mr. Nirbhay Gupta

Mr. Nirbhay Gupta is a visionary leader in the mattress industry and esteemed Director of Tirupati Coirs Pvt. Ltd., India's top mattress manufacturing firm since 1986. His journey in the business world has been marked by unwavering dedication, profound expertise, and an unrelenting commitment to excellence. Under his astute leadership, Tirupati Coirs Pvt. Ltd. and Usha Shriram Mattress has not only thrived but has also become a prominent name in the Indian mattress industry.



Mr. Puneet Gupta

Mr. Puneet Gupta, an innovative trailblazer in the mattress sector, holds the esteemed position of Director at Tirupati Coirs Pvt. Ltd., India's top mattress manufacturing firm since 1986. His leadership has not only elevated the company but has also contributed significantly to the growth and development of the Indian mattress sector. His unwavering commitment to excellence continues to drive the company's growth and sets industry standards.



Mr. Anurag Singhal

NAKSHATRA TELECOM

Nakshatra Telecom was started by Mr. Anurag Singhal in 2003 as a manufacturing and marketing organisation dealing in FMCG products. Later on it ventured into Mobile Phones and Electrical Goods.

They got associated with Usha Shriram in 2020 and have spread their marketing network in Rajasthan, Madhya Pradesh, Chattisgarh, Bihar and Jammu and Kashmir in a very short time.



Mr. Baljeet Singh

OM SAIRAM TRADERS

Om Sairam Traders started dealing in Mobile Phones and Electronics at the dawn of the new millennium, when Mobile Phones were bringing about a quantum change in the area of technology and lifestyle. A decade later they diversified into Electrical goods and Home Appliances.

Their association with Usha Shriram started only a year back and they have already spread their wings in Delhi, Punjab and Haryana in a short span of time. Today they have a large dealer network in these states and are poised to grow big.



Mr. Surjeet Singh

WELCOME

Mr. Kunal Dureja, DUREJA INTERNATIONAL

USHA SHRIRAM welcomes DUREJA INTERNATIONAL as our new Licensee for Office Furniture & components. An agreement to this effect was recently signed by Mr. Subodh Varma (Chairman-USha Shriram) and Mr. Kunal Dureja (Partner-Dureja international). We wish Mr. Kunal Dureja all the best in this new venture.



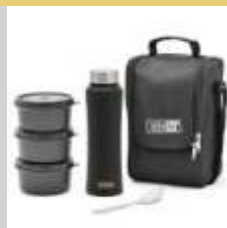
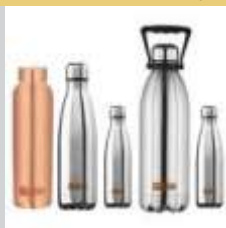
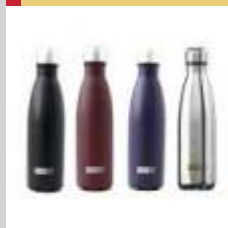
SPARTAN VENTURES : OFFICE VISIT - NOIDA

Mr. Subodh Varma (Chairman-USha Shriram) and Mr Satnam Sandhu (Executive Director-USHA SHRIRAM) recently visited the newly established main office of SPARTAN VENTURES, our Brand Licensee for Electrical Products. The interacted with the partners Mr. Gyan Rungta & Mr. Ved Rungta and also the senior Sales & Marketing staff and motivated them for a big growth in this category.



A whole new range of products have been launched under the USHA SHRIRAM brand exclusively on on-line platforms such as Amazon & Flipkart by Global Bees. The new range includes Space Saver Collapsible Hard Luggage, Soft Luggage, Water Bottles & Lunch Boxes, Tri-ply Stainless Steel Cookware & Cooking Accessories, Solidwood & DIY Furniture etc. These products are of highest quality and make an excellent gifting idea during upcoming festivals and marriages.

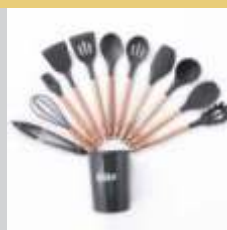
WATER BOTTLES & LUNCH BOXES



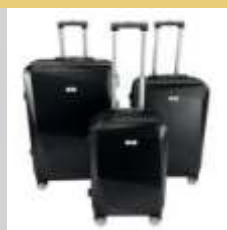
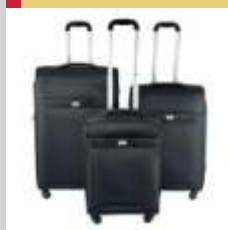
TRI-PLY STAINLESS STEEL COOKWARE



HOME UTILITY ITEMS



SOFT & HARD LUGGAGE





RECLINERS



DIY FURNITURE

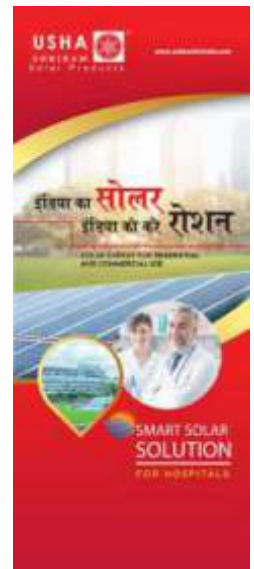


SOLIDWOOD FURNITURE





M/s. Ankur Traders & Engineers Pvt. Ltd, our Brand Licensee for Solar Products, participated in several exhibitions across India as part of its marketing efforts. The response has been overwhelming at all the places and has reconfirmed our faith in this green & sustainable energy product category which is set to grow big in the future.





M/s. Ankur Traders & Engineers Pvt. Ltd, Our Brand Licensee for Solar Products, participated in the **RENEWABLE ENERGY INDIA EXPO** at the India Expo Centre & Mart, Greater Noida during 4th-6th October 2023.

They got an overwhelming response from visitors during the exhibition and had very successful business interactions with potential customers.

RENEWABLE ENERGY INDIA EXPO GREATER NOIDA



Mr. Subodh Varma (Chairman-USHA SHRIRAM) and Mr Satnam Sandhu (Executive Director-USHA SHRIRAM) visited the stall of Usha Shriram SolarProducts.

They interacted with the complete team of our Licensee and their visit was a big motivation for the whole team.





Usha Shriram Solar had a good presence in the Renewable and Electrical Expo, Syria.



INTERNATIONAL EXHIBITIONS

Participated in Ghana Renewable and EV Expo in Country of Ghana. Our GM-Sales, Devendra Kumar represented the brand.



During the **Lucknow Renewable Energy and EV Expo**, Mr. Ankur Mahendru got the opportunity to share the Podium for addressing new entrepreneurs in Renewable Energy who were present in the event **#2050NetZero**.



They also organised Dealer meets in the main districts of U.P. Many U.P. Dealers and Distributors were rewarded for their good annual performances.

SOLAR WARRIORS





Spartan Ventures had organized a mega meet in Dubai from 17.09.2023 to 20.09.2023 for those channel partners who had qualified for a scheme launched in August. A total of 155 channel partners from all over India qualified in this scheme and went on a 3N/4D trip to Dubai.

During the trip, a mega channel partner meet was organised in Hotel Bristol on 19.09.2023, where-in Spartan Ventures launched two new product ranges of USHA SHRIRAM Switches & Accessories (Casa series & Cera series). The trip and the meet were a humongous success and all the channel partners returned back extremely motivated to perform even better in the coming months.





Dubai Trip





LUDHIANA, PUNJAB



Spartan Ventures, our Brand Licensee for Electrical Products Range (Wires & Cables / Modular Switches / MCB & Switchgear / Pipes & Accessories) organized several Distributor and Dealer Get-togethers over the last few months as part of its network expansion drive. These were organized in various cities and towns across India covering the length and breadth of the country, from North to South and from East to West.

PATNA, BIHAR





SUNJAGARH, RAJASTHAN



MALDA, WEST BENGAL





Usha Shriram

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