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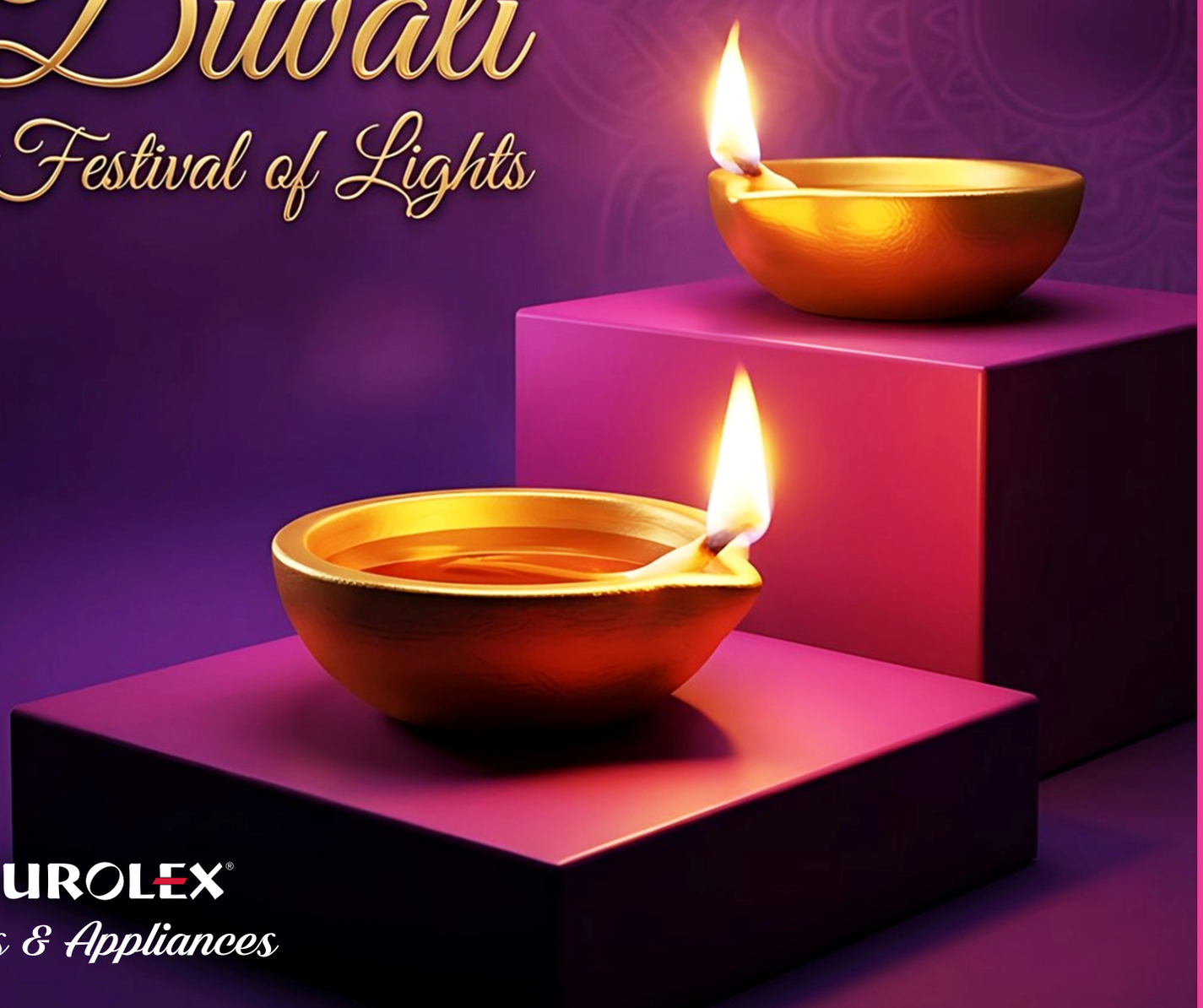
USHA SHRIRAM

Intensity™

A News Letter From USHA SHRIRAM

Happy Diwali

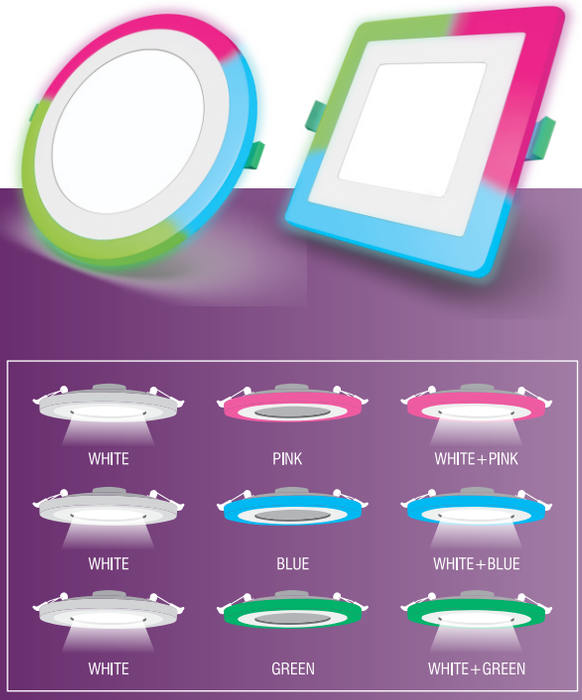
Festival of Lights



EUROLEX®
Fans & Appliances

NEW PRODCUTS

Our Associate M/s. Renesola Solutions Pvt. Ltd., have launched two new products in the LED lighting category. One is a multicolour panel light and the other is a multicolour rope light for decorative uses. These have been launched specially to meet the festive season demand.





multicolour panel light



multicolour rope light



NEW FACTORY



Mr. Anupam Bharat (Managing Director - Usha Shriram) and Mr. Satnam Singh Sandhu (COO - Usha Shriram) visited the newly commissioned manufacturing facility of M/s. Ankur Traders & Engineers Pvt. Ltd. for making solar panels and other solar products. **Mr. Ankur Mahendru & Mr. Anshul Mahendru** gave them a complete tour of the new facility.

Ankur Traders & Engineers Pvt. Ltd, our associates for Solar Products started manufacturing solar panels at their Ghaziabad factory in 2017. Quality have been their IKIGAI (Reason Of Existence) since the beginning.

Almost a decade later, in 2026, they have taken a quantum leap by setting up in a New Giga Watt Factory in Rudrapur (Uttar Pradesh). This mega scale facility is technologically one of the most advanced, fully automatic and AI powered manufacturing set-up, competing with any world class renewable energy company. The maximum Annual Capacity of this factory will be a huge 800 MW, with a daily production capacity of approximately 3500 units of Solar PV Modules. This factory is enabled to produce the latest G12R Solar Modules along with TOPCON M10R existing technology.

The Manufacturing Facility consists of Three Zones :
- Controlled Temperature Pre-Assembly Zone
- Vacuum Lamination Zone
- Framing and Testing Zone

Automation can be seen in all three zones. From Water Jet Spray Laser guided Cell Cutting to Auto Layup & Bussing, from Auto Conveyors in all assembly lines to Lamination in three Chambers, Auto Framing / Dehumidification / Testing and lastly Auto Sorting in Segregated Defined batches to optimise Solar Panel Products making the factory a complete quality oriented plant.

This plant is also an effort towards fulfilling the PM's vision of HAR GHAR SOLAR and India's dream of becoming a Renewable Energy leader in the world. We will be covering the new factory in detail in our forthcoming Newsletters.

#PM Yojna #Har Ghar Solar #Solar Energy #RenewableEnergy

Congratulations

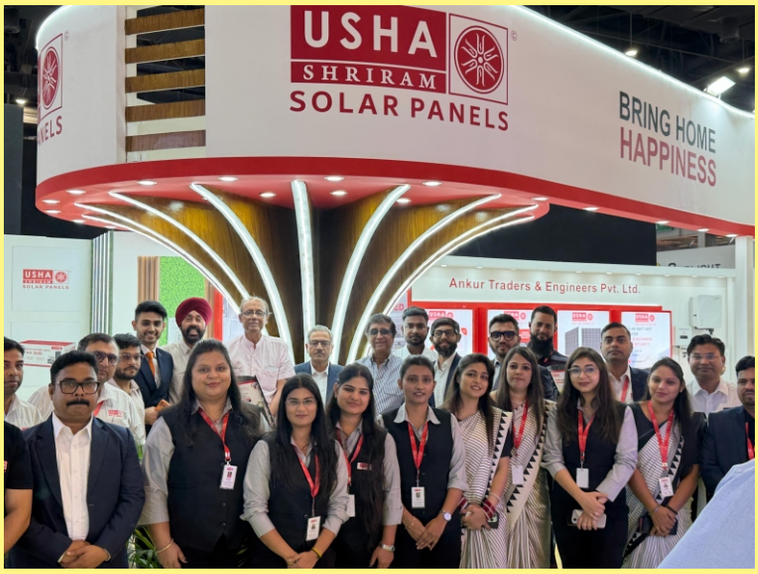


Mr. Anupam Bharat (MD-Usha Shriram) and Mr. Satnam Singh Sandhu (COO - Usha Shriram)
presented a silver momento to **Mr. Arun Mahendru & Mr. Ankur Mahendru**
of M/s. Ankur Traders & Engineers Pvt. Ltd. for their excellent performance in solar products in the year 2025-26.

Ankur Traders & Engineers did some extensive advertisement on Television during the Prime Minister's Speech on this Independence Day. The USHA SHRIRAM brand was all over the screen helping us further reinforce the brands presence and dominance in solar product space.













Renewable Energy India Expo 19th edition
22 23 24 OCTOBER 2026
India Expo Mart, Greater Noida

Ankur Traders & Engineers, our associates for solar products participated in the recently held **RENEWABLE ENERGY INDIA** Expo at The India Expo Centre, Greater Noida. The USHA SHRIRAM stall was one of the largest and most visible stalls in the whole Expo.

Our Chairman **Mr. Subodh Varma,** our Managing Director **Mr. Anupam Bharat** and our COO **Mr. Satnam Singh Sandhu** graced the stall with their presence.

Our associates **Mr. Arun Mahendru, Mr. Ankur Mahendru** and **Mr. Anshul Mahendru** and their **whole Team** gave them a warm welcome and gave them a complete picture of the solar market and their product portfolio.

CONNECT.
COLLABORATE.
GROW.

Ankur Traders & Engineers, our associates for solar products organised an Annual Meet for its staff at Rudrapur to discuss progress and future opportunities. The meet brought together the leadership and the key employees, who continue to drive innovation and build a stronger future for solar industry.









Usha Shriram SOLAR Team participated in the **"SRI LANKA CLEAN ENERGY WEEK"** in Colombo in August 2026. It showcased its solar solutions and further strengthened its international presence. The event offered opportunity for connecting with international leaders & explore new partnerships.



NEW PRODCUTS

Latest Solar Panel launched from the new factory in Rudrapur.





Usha Shriram Solar sponsored The Prestigious ENERGETICA event at Pune for Solarising Maharashtra. It also participated in "The Global Solar Expo" in Indore.









USHA SHRIRAM SOLAR REV EXPO PRESENTATION
GORAKHPUR UTTAR PRADESH
BRING HOME HAPPINESS 😊

Usha Shriram Solar Team during their Annual Trip to Nainital.



Usha Shriram Solar Team at Kargil.



NEW PRODCUTS



M/s. Urban Woods By Kirpal, our Associate for Furniture, has opened a new showroom for furniture in Sector-49, Noida a few months back.
The showroom has a wide display of contemporary wooden home furniture such as beds, sofas, dining tables, cabinets etc.

A lot of new products have been added recently to cater to the upcoming festival season. Many of these products are in solid wood. These products are not only contemporary in design but also have a high standard of manufactured quality.









Ayodhya

DGT

A special Dealer Meet and Family Engagement Tour was successfully organized in Ayodhya for our valued Uttarakhand Dealers and their families. The initiative was thoughtfully arranged by the Spartan Hazel Enterprises Pvt. Ltd. Team with the objective of strengthening dealer relationships, building trust, and creating a deeper and more meaningful association with our valued channel partners.



As part of the tour, our dealers and their families had the opportunity to visit the sacred Shri Ram Mandir in Ayodhya, creating a memorable spiritual and cultural experience for all participants. The visit was organized as a gesture of appreciation and recognition of the continued trust, support, and association of our dealer partners.

The DGT was conducted in the presence of Mr. Gyan Prakash Rungta (Managing Director), Mr. Ved Rungta (Director), their families, the Office Team, and the Uttarakhand Sales Team. The gathering provided an opportunity for meaningful interaction between the management, dealers, and their families in a warm and engaging environment.

The event was designed not only as a business meeting but also as a family-oriented relationship-building initiative. The gathering included spiritual and cultural performances, music, dance, and entertainment activities, creating a joyful atmosphere and allowing everyone to enjoy and celebrate the occasion together.

The meeting concluded with a strong commitment to building a stronger, more connected, and growth-oriented dealer network. Spartan Hazel Enterprises sincerely values its channel partners and remains committed to supporting them through continuous guidance, dedicated business support, product availability, and partnership-driven initiatives.



















Goa

DGT



A special Dealer Meet in Goa was successfully organized for our valued West Bengal & Odisha Region Dealers. The initiative was designed to strengthen dealer relationships, encourage business growth, and appreciate the continued trust, support, and association of our channel partners with Spartan Hazel Enterprises Pvt. Ltd.

The Goa tour provided an opportunity for our dealers and their families to connect, relax, and enjoy quality time together, while strengthening personal and professional relationships beyond the workplace. The initiative reflected Spartan Hazel's commitment to building a strong, trusted, and long-term partnership with its dealer network.

The Dealer Meet was conducted in the presence of Mr. Gyan Prakash Rungta (Managing Director), Mr. Ved Rungta (Director), their families, the Sales Team, and the Office Team. The business discussions focused on market opportunities, sales growth, business expansion, dealer support, product availability, and future market development across the West Bengal and Odisha regions.

The combination of the business meeting and Goa tour created a memorable experience for our channel partners, providing the perfect balance of business interaction, relationship building, relaxation, and enjoyment.

The Goa Dealer Tour was more than a business meet—it was a celebration of partnership, trust, and shared success. With the continued support of our valued dealers, Spartan Hazel looks forward to creating new opportunities, expanding its market presence, and achieving greater milestones together.









Gurugram-Haryana

DGT

A Dealer Meet was successfully conducted in Gurugram by Spartan Hazel Enterprises for their valued Dealers of Haryana with the objective of strengthening dealer relationships, encouraging business growth, and motivating the channel partners to actively work and grow with Spartan Hazel Enterprises Pvt. Ltd

The event was conducted in the presence of the Sales Team and Office Team, who actively interacted with the dealers and discussed market opportunities, business development, sales growth, dealer support, and future expansion plans in Haryana. The meeting provided a valuable platform for open communication, knowledge sharing, and strengthening coordination between Spartan Hazel Enterprises and its Haryana dealer network.











Bharatpur

A Distributor Meet was successfully organised by Spartan Hazel Enterprises in Bharatpur for their valued distributors from the Uttar Pradesh and Rajasthan regions. The meeting was conducted in the presence of Mr. Gyan Prakash Rungta (Managing Director), Mr. Ved Rungta (Director) along with the Office Team and the respective Sales Teams of Uttar Pradesh and Rajasthan.











Chandigarh

DGT



A Dealer Meet was conducted in Chandigarh by Spartan Hazel Enterprises with the objective of strengthening dealer relationships, encouraging business growth, and motivating our channel partners to actively work and support Spartan Hazel Enterprises Pvt. Ltd. in growing the Punjab market.



The event was conducted in the presence of Mr. Gyan Prakash Rungta (Managing Director) along with the Punjab & Haryana Regional Team, who interacted with the dealers and discussed opportunities for further business development and market expansion.







Indore & Gwalior

Spartan Hazel Enterprises successfully organised Dealer Meets in Indore and Gwalior. The meetings focused on building trust, confidence, and long-term business associations with our dealers while understanding their requirements, expectations, market challenges, and future business opportunities.

The Sales Team actively interacted with the dealers and discussed market opportunities, sales growth, business development, dealer support, and future market expansion plans. With the continued trust and active support of our valued dealers, Spartan Hazel looks forward to strengthening its presence across Madhya Pradesh, creating new business opportunities, and achieving greater milestones together.











DGT

Jim Corbett (Deoria Dealers)

Spartan Hazel Enterprises successfully organised a Dealer Meet in Jim Corbett, Ramnagar for its Dealers from Deoria zone in Uttar Pradesh. The meetings focused on building trust, confidence, and long-term business associations with our dealers while understanding their requirements, expectations, market challenges, and future business opportunities.

Mr. Gyan Prakash Rungta (Managing Director), Mr. Ved Rungta (Director) along with the Sales Teams of East Uttar Pradesh were present during the meet. The occasion also marked the launch of the Spartan Hazel website in the presence of our esteemed dealers.















Jim Corbett (Bihar Dealers)















Usha Shriram Aquaero : Building a Refreshing identity

Usha Shriram Aquaero continues to build its brand identity in the packaged drinking water category through vibrant product communication and a focus on consumer awareness. With its distinctive orange-and-green packaging and the message of purity and refreshment, Aquaero aims to establish a recognisable presence across consumer and business touchpoints.



With an emphasis on brand building, market development and future growth opportunities, Aquaero represents an important step in Usha Shriram's consumer products journey. As the brand continues to explore opportunities for wider market reach and stronger consumer engagement, it remains focused on building a distinctive identity in a competitive category.

This festive season, Usha Shriram looks forward to new opportunities, stronger partnerships and continued progress, carrying forward the spirit of trust, refreshment and growth.Diwali season.

Usha Shriram Beverages : Refreshing Vision for Growth

Usha Shriram is strengthening its presence in the beverage category through creative brand-building initiatives and the development of an engaging product portfolio. With a focus on flavour, refreshment and distinctive packaging, Usha Shriram Beverages aims to create a recognisable identity that connects with consumers across everyday occasions.



The beverage portfolio features an exciting range of offerings, including Orange, Lemon, Jeera and Cola flavoured sodas, alongside Club Soda. The promotional concepts bring these products to life through vibrant colours, refreshing visual elements and contemporary packaging presentations designed to enhance shelf appeal and brand recall.



Usha Shriram Beverages represents an important part of the company's consumer-products growth ambitions. The journey ahead offers opportunities to strengthen market presence, build business partnerships and bring refreshing beverage choices to a wider audience.

Usha Shriram Oils :
A Blend of Tradition, Quality and Innovation

Usha Shriram is building its presence in the edible oils category with a product portfolio that brings together everyday cooking needs, traditional preferences and evolving consumer choices. Through distinctive packaging concepts and focused brand communication, Usha Shriram Oils aims to establish a recognisable identity while highlighting the versatility of its products across Indian households.

The portfolio showcased in the latest promotional banners includes Cocolite Edible Coconut Oil, Coconut Cold-Pressed Oil, Gingelly (Sesame) Cold-Pressed Oil and Deepam Lamp Oil. Each product is presented through dedicated visual communication that reflects its intended use—from culinary applications to traditional lighting rituals.

The Cocolite campaign highlights edible coconut oil for everyday cooking, while the cold-pressed coconut and gingelly oil concepts emphasise the products' connection with familiar ingredients and traditional culinary practices. The Deepam Lamp Oil campaign, meanwhile, draws on the cultural significance of lighting lamps during festive and spiritual occasions, making it particularly relevant during the Diwali season.









Happy Cooking

Tosh Electronics, our licensee for Televisions took its valued dealers / distributors to Thailand for a motivational trip. The team had a great time there and have returned with a determination to grow the business further in the current year.





CSD PUBLICITY





Banner Designs

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