



Intensity™

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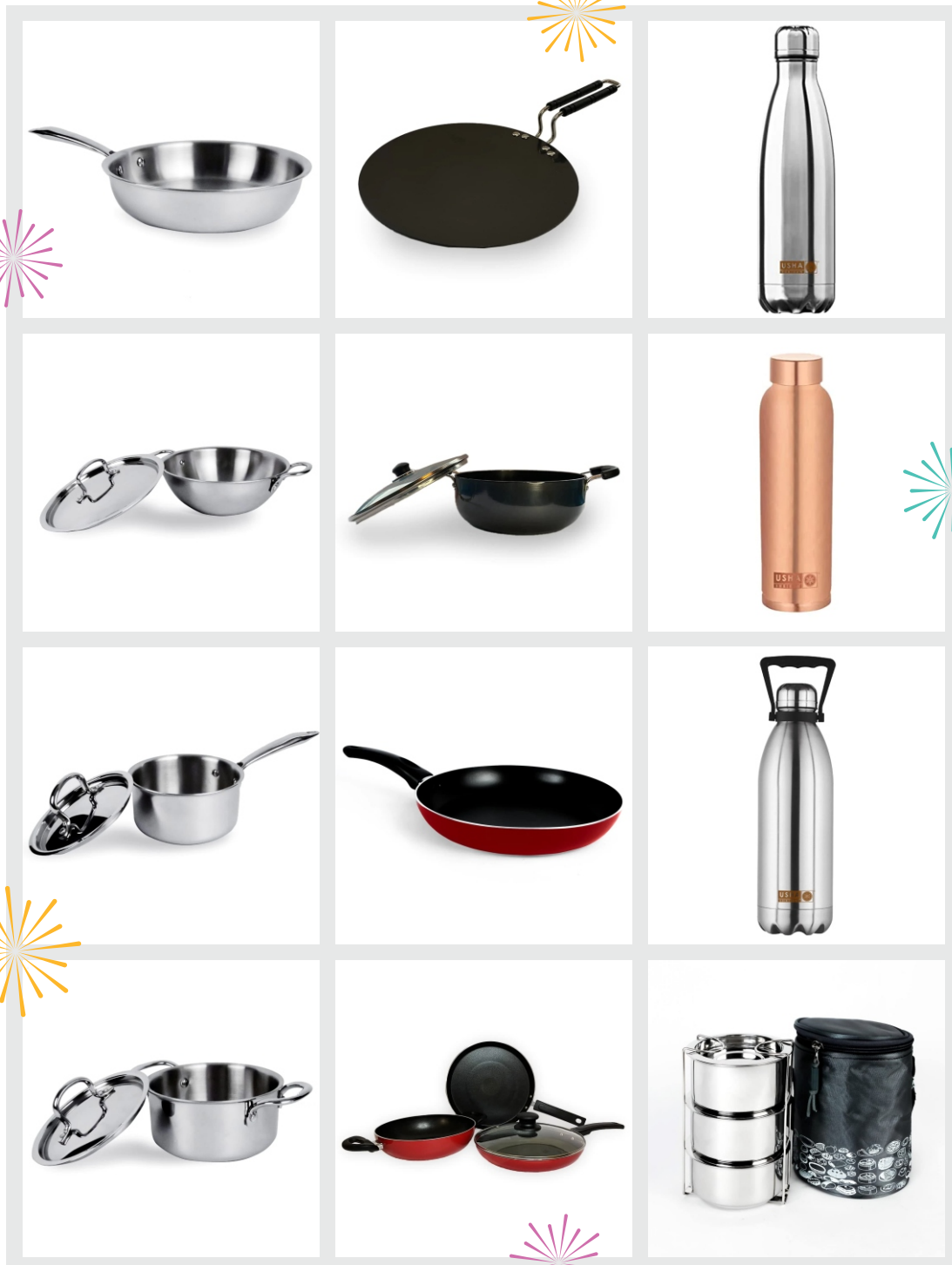
A News Letter From USHA SHRIRAM



*Usha Shriram Wishes You
A Very Happy Diwali !*



A whole new range of Cookware and other such items have been launched under the USHA SHRIRAM brand exclusively on the on-line platforms such as Amazon, Flipkart and Global Bees. The new range includes Tri-ply Stainless Steel Utensils, Non-stick Cookware and other items such as Stainless Steel & Copper Water Bottles, Tiffin Boxes etc. These products are of highest quality and make an excellent gifting idea during upcoming festivals and marriages.





A completely new range of small, decorative Furniture items have also been launched under the USHA SHRIRAM brand exclusively on the on-line platforms such as Amazon, Flipkart and Global Bees. The new range includes book shelves, decorative shelves, TV shelves and units, Corner Shelves etc.





RENEWABLE ENERGY INDIA EXPO, GREATER NOIDA :

M/s. Ankur Traders & Engineers Pvt. Ltd, Our Brand Licensee for Solar Products, participated in the 'RENEWABLE ENERGY INDIA EXPO' held in NOIDA from 28-30th September 2022.



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Mr Satnam Sandhu, Executive Director-USHA SHRIRAM Enterprises Pvt. Ltd. was present on the first day of the expo to motivate the solar team. He also launched the Solar Catalogue in QR code Format. The expo was a huge success in terms of making our presence felt in the solar universe.





Star Performance Award given to our Punjab Channel Partner M/s. Rahil Enterprises, Amritsar.

The Award was given by Shri. Ashok Mahendru and Shri. Arun Mahendru, Directors - Ankur Traders & Engineers Pvt. Ltd.



SM Electronics launches new USHA Television with LG Web OS in 50 and 55 inch sizes.



SM Electronics, our Associates have launched a new USHA Television model with LG Web OS in 50 & 55 inch sizes. It has ultra high definition with Dolby sound, box speaker and an AI REMOTE Control.

All OTT channels such as Netflix, Prime Video, Zee5, Sony Liv, MX Player, etc. are pre-loaded onto the platform. The screen transfer facility is much faster as compared to Android OS.

New Designs for Banner / Poster / Dangler :

New POP items such as Banners, Poster, Dangers have been designed to promote the sale of Televisions in the ongoing festival season.

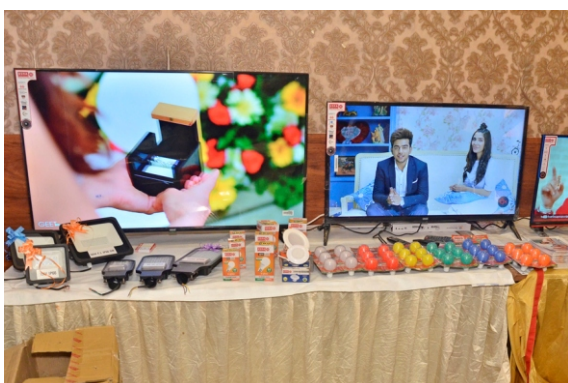


DEALER GET-TOGETHER KANPUR – 'LIGHTING'

Happy Diwali



Our UP Business Associate, AMM Enterprises Kanpur, organised a Dealer Get-together on 29th Sept. 2022 at Hotel Royal Paradise, Kanpur to launch new range of products in LED Lighting category. Mr. Satnam Singh Sandhu (Executive Director-Usha Shriram Enterprises) was also present during the DGT. Those dealers whose performance was outstanding during the last year were given Trophies and the rest were given Certificate of Appreciation.





Spartan Ventures, Our Brand Licensee for Electrical Products Range (Wires & Cables / Modular Switches / MCB & Switchgear / Pipes & Accessories) organised a grand and innovative gift scheme for Electricians, wherein they gave free Bicycles to all the Electricians associated with their Dealers. This not only gave a lot of motivation to the Electricians but also became a wonderful messenger for the USHA SHRIRAM Brand.



Spartan Ventures also organised Electricians Meets at various places, such as Kushinagar, Barabanki, Lucknow, Vijaypur (Bihar) etc. to better connect with people who actually deal with our products such Wires



and MCBs. These Electricians do a lot of word of mouth publicity. They were also given gifts as a token of appreciation.

