



# Intensity™

AUGUST 2022 / Issue : 32

A News Letter From USHA SHRIRAM



***Usha Shriram wishes you all a very very happy 75th Independence Day!***

***This is also a time to make some new & happy beginnings by making new business associates and expanding to newer markets.***



Usha Shriram has signed a Brand Licensee Agreement with M/s. Spartan Ventures, Lucknow for pan India marketing of Electrical Switches and MCB's. Spartan Ventures is already marketing USHA SHRIRAM Wires & Cables and EUROLEX Fans in some states of North India such as U.P., Uttarakhand and Bihar.

Usha Shriram has signed a Brand Licensee Agreement with M/s. Om Sai Ram Traders, Delhi for marketing of USHA SHRIRAM Wires & Cables and EUROLEX Fans & Appliances in Delhi, Haryana & Punjab only.



Usha Shriram has signed a Brand Licensee Agreement with M/s. All Mega Mart, Kanpur for marketing of their Lighting Products for North India (Delhi, Haryana, Uttar Pradesh, Uttarakhand, Punjab, Himachal Pradesh and Jammu & Kashmir). Mr. Hari Gupta, Proprietor of All Mega Mart has been associated with us for a very long time now and is very bullish on this market.





M/s. Spartan Ventures, Our Brand Licensee for Electrical Products Range (Wires & Cables / Modular Switches / MCB & Switchgear / Pipes & Accessories), organized a grand DGT for its U.P and Bihar Dealers at Jaipur from 7th - 9th August 2022.

Around 110 dealers attended the event. New product range in the Modular Switches and Wires category were launched during the event. Some new marketing schemes were also announced.

Mr. Satnam Singh Sandhu (Dy. Exec. Director - Usha Shriram Enterprises Pvt. Ltd.) was the guest of honour for the event.





All the delegates had a gala time, enjoying the hospitality at Jaipur and the evening entertainment program on 8th August. During the day they visited Amer Fort and the markets of Jaipur. On 7th night, they also visited the famous "Chokhi Dhaani" village and enjoyed the local Rajasthani food.



**Participation In ‘INTERNATIONAL EXPO, Syria’ :**

M/s. Ankur Traders & Engineers Pvt. Ltd, Our Brand Licensee for Solar Products, participated in an International Expo in Syria in May 2022 through their Syrian partners, representing the USHA SHRIRAM Brand.



**Participation In ‘ISE SOLAR and EV EXPO, Lucknow’ :**

After a gap of 2 Years, they again participated in the Lucknow Expo from 25-27th March 2022. A lot of old Clients and also many new Solar Enthusiasts of UP visited the stall.

For the first time, they launched the Half Cut Mono Perc Technology (The Dhanush - MBB Series) at the Lucknow Expo.



**Product Launch - Panipat District :** Haryana is now emerging as a huge Solar Hub in Heartland of India. So how could we be left behind by not entering this market. In order to make our presence felt, we organised a Product / Brand Launch in Panipat. Around 25 Solar Businessmen got together to witness the Brand Launch and participate in technical discussions.



**Hardoi Dealer Meet :** More than 120 Solar entrepreneurs gathered together to celebrate the success party of a successful previous year and also witness the Grand Launch of New Models of Inverter and New Series of Solar PV Modules.

A Musical Night with prize winning Games were the highlight of the evening, which further strengthened the bond between Dealers and the Company. Top Performers were duly recognized and Awarded for their Efforts.

Mr. Pandey deserves a special mention here for his Lyrical abilities, Musical talent and Dance moves.



After Delhi, Jaipur and Gurgaon, M/s. Tirupati Coirs Pvt. Ltd, Our Brand Licensee for Mattresses have opened a new exclusive **Usha Shriram Mattress Store** at another location based in **Ranchi**. The store team is ready to welcome everyone with all the best health and hygiene practices in place. Enjoy a unique and first-hand experience of Usha Shriram mattresses and be ready to be swayed with comfort. The store portrays vibrant and happy vibes for all it's visitors. It is a place where you truly experience happiness and comfort. The store displays all our revolutionary mattresses and sleep accessories. Visit today to bring home happiness and a peaceful sleep experience.

**RANCHI**

**Store Address :**

Usha Shriram Mattress Gallery.  
Maroo Traders, Lake Road, Upper Bazar, Ranchi,  
Jharkhand-834001. Phone : 9431115271

**Grand Opening !**



SAY GOOD  
BYE TO  
**ORTHOPAEDIC**  
PAIN

With



NEW  
PRODUCTS

Why Orthopaedic Mattress is The  
Best Health Investment For 2022?

Back and joint pain are common problems these days, especially among the middle aged people, who are struggling with their 9 to 5 desk job, without any break or rest. With COVID-19, most offices have shifted to complete work from the home model which means no movement during the work hours.

Work from home set-up definitely saves a lot of time by avoiding traveling from home to work and then coming back during traffic rush hours. This change has adversely affected the spine and back. This is because most of the time your body would be sitting on a chair or a couch or you would be lying down on your bed. Thus, it leads to minimal or no movement during the day.

15 to 20 minutes walking with a little bit of spine and muscles stretching is necessary for your spinal and shoulder joints. Moreover, it is required to avoid arthritis and other related issues.

So, what could be the minimum act from your side to avoid such issues? Shifting to an orthopaedic mattress is one of the solutions to these problems. At Usha Shriram Mattresses, our R&D team works on finding the best foam for orthopaedic comfort with due recommendation from Orthopedicians and Doctors.

**1. Healthy Body Alignment and Perfect Body Posture** : Resting on a sagging mattress gradually disturbs the spine and joints. You toss & turn all night to find your desired posture but you eventually fail and your sleep hours are disturbed.

Buying a good orthopaedic mattress means you can sleep in your desired posture all night without worrying about your back and joint pain. The power re-bonded layer and active HR foam of Usha Shriram Orthopaedic Mattress, combined together, offers balanced support to both the heaviest and the lightest body parts. This means that the weight is distributed evenly and your body gets support from all sides.

**2. Offers Back Pain Relief** : A back-ache can be caused by a variety of reasons, but the most common is a misalignment of the spine. This misalignment can be a result of sleeping or sitting in an incorrect posture. Working all day means you need your back and your body to feel comfortable at all times. Because of this many people are suffering from chronic back pain and are in dire need of relief. Consumers spend billions of rupees each year for back pain relief. What if you could save all those billions by switching to a comfortable orthopaedic mattress?

Usha Shriram's Orthopaedic Mattress offers support and helps in relieving pain in your back and spine. Working on your laptop all day means your posture is disturbed and eventually you would lie down and work on the bed. Be it your sleep hours or work hours, do not compromise and adjust to back and joint pain. Shift to a comfortable mattress today to avoid pain tomorrow. When you get a good night's sleep, you don't feel tired during the day, helping you to live a more productive life.

To purchase an orthopaedic mattress, visit nearest Usha Shriram mattress store or visit [www.ushamattress.in](http://www.ushamattress.in) or call us on **9837058451**.





We have recently launched 'EUROLEX' LED Televisions in Kolkata in association with our Brand Licensee M/s. Rahl Electronics and Home Appliances. Everyone was very appreciative of the product quality, especially the picture & sound quality.



# PUBLICITY & PROMOTION



## Poster Designs for Electrical Products for Spartan Ventures.

**USHA SHIRAM** Modular Switches  
Miniature Circuit Breakers

Beautiful Switches for Beautiful Homes.

Bringing Happiness

**USHA SHIRAM**

Modular Switches  
MCBs  
Wires & Cables  
Conduit Pipes  
Accessories

SWITCHES  
WIRES  
PIPES  
MCBs  
TAPES

Bringing Happiness

**USHA SHIRAM**  
WIRES & CABLES . SWITCHES . MCBs . PIPES

ABC Electricals, Lucknow. Ph. : 12345 67890

**New Shop Board Design for Electrical Products for Spartan Ventures.**

**New Shop Board Design for EUROLEX Fans for Spartan Ventures.**

**EUROLEX** Beautiful Fans for Beautiful Homes

ABC Electricals, Lucknow Ph. : 12345 67890

**Usha Shriram Enterprises Pvt. Ltd.**  
Block A, DDA Commercial Complex, Ring Road,  
Naraina, New Delhi-110028.INDIA.

E-Mail : [sales@usha.in](mailto:sales@usha.in)  
Website : [www.usha.in](http://www.usha.in)  
Customer Care : 9899 210 990