



Intensity™

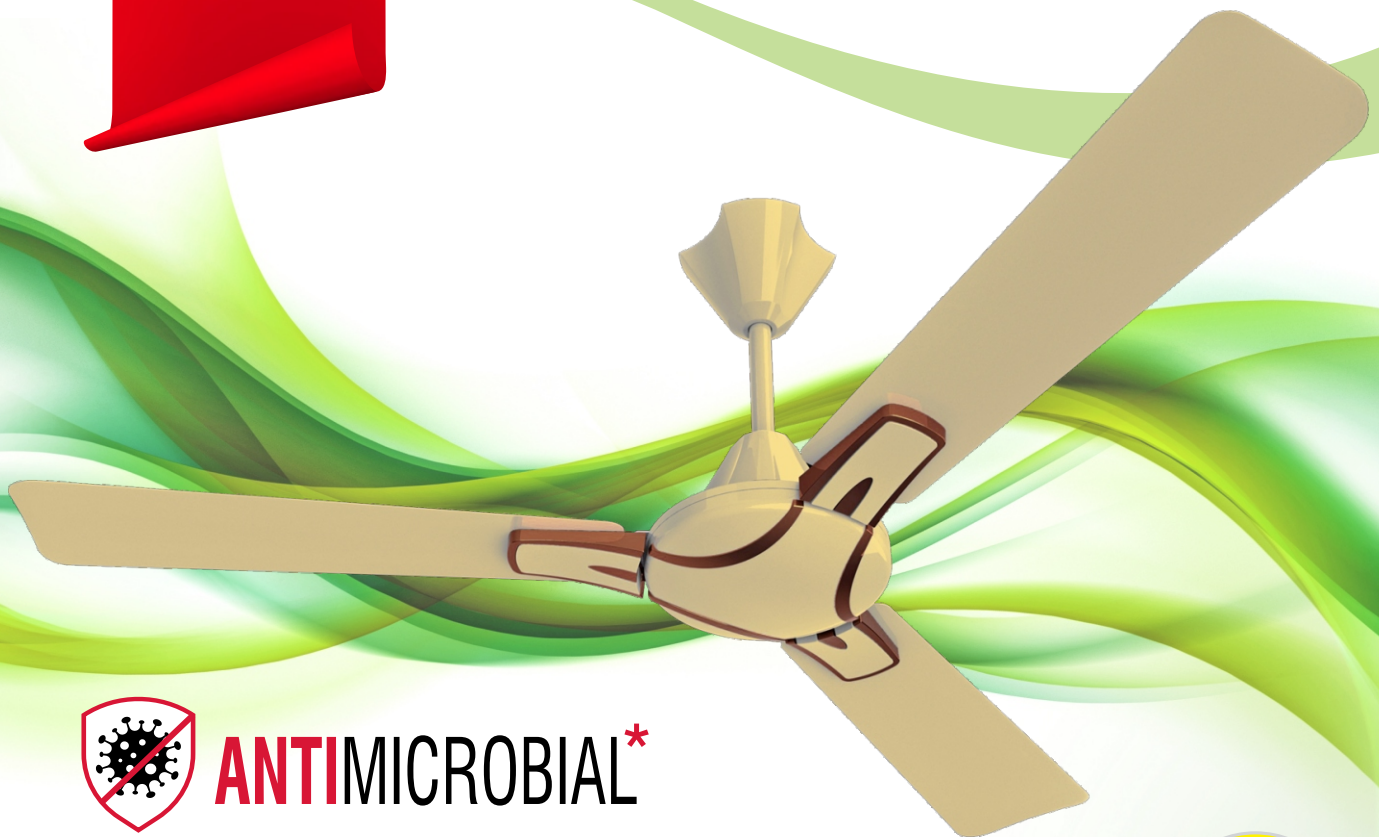


JULY 2021 / Issue : 30

A News Letter From USHA SHRIRAM

**NEW
Launch**

EUROLEX® Ceiling Fan
CONCORDE 50 W



 **ANTIMICROBIAL***

 **ANTIDUST***



EUROLEX® FANS & APPLIANCES

www.usha.in



ANTIMICROBIAL*

Special paint with
Anti-Microbial Properties
Destroys Harmful Bacteria.



ANTIDUST*

Special paint with
Anti-Dust Properties
Attracts 50% Less Dust.

We have recently launched a new Ceiling Fan ‘CONCORDE’ for institutional sale. This model is an ISI approved 50 W model with a Special Paint Finish. This Special Paint has two excellent qualities :

1. **ANTI-MICROBIAL** : The special paint imparts Anti-Microbial quality which helps in destroying harmful bacteria in the air.
2. **ANTI-DUST** : The special paint also has Anti-Dust properties due to which the fan attracts 50% less dust than other fans with normal paint.

The CONCORDE Ceiling Fan has some other salient features :

1. Metallic, Scratch Resistant Surface Finish.
2. High Air Delivery with Powerful Motor.
3. Energy Efficient Performance.
4. Superior Grade Hi - Perm Motor for Longer Life.
5. Attractive & Contemporary Styling.



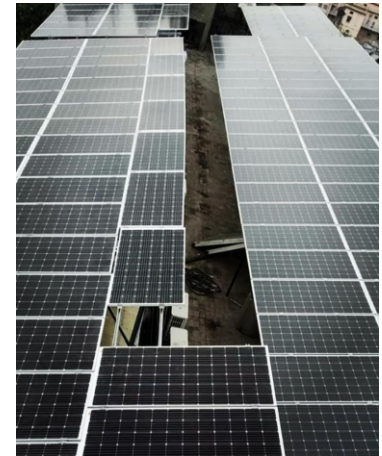
Saves upto Rs.100/- per month in Electricity Bill v/s Other Fans.



India is witnessing quantum growth in the usage of Solar Power. The installation of solar panels is growing in leaps and bounds. Solar power is being used in many innovative ways in varied fields.

Our Associate, M/s. Ankur Traders and Engineers, has been doing a great job in this area. They have come out with many innovative solar products and solutions such as :

1. Solar Chakki
2. Portable Rotational Solar Water Pumping Plant
3. Floating Solar Pumps
4. Foldable Solar Panels
5. Solar Panels on wheels, and more.



Floating Solar Pumps : Solar panels and pump are installed on small boats and are used to pump water into fields on river banks or lakes. This is a stand-alone solution, independent of the grid and batteries.



Portable Rotational Solar Water Pumping Plant : Since the Solar powered Water Pumps are not required to water the farms throughout the year, their capacity goes waste. In order to fully utilize the installed capacity, our channel partners in Punjab have designed a portable solar structure which can be attached to Tractors in the field and can be taken back home for use in spare time.

SOLAR CHAKKI : Rural India is witnessing a revolution in electrifying the conventional Atta Chakki and Kolhu using Solar Power. Almost all state governments are now supporting use of solar power in agriculture and other uses in rural areas where electricity is still scarce. This is a stand-alone solution, independent of the grid and batteries.



SOLAR POWERED ATTA CHAKKI AND OIL EXPELLERS





Solar Street Lights

Foldable Solar Panels : These are small foldable panels which can be used for small localized applications.



Residential / Industrial Solar Panels : Our solar panels are extensively used in Residential and Industrial areas for rooftop installations. They can be installed on roof or on elevated structures. Industries, Hospitals, Hotels and Hostels have become big customers of our solar panels.

DIY Solar Kits : Our Do-it-Yourself Solar Kits which consists of a solar panel, a battery and an inverter.



We are delighted to celebrate the opening of our new Usha Shriram Mattress Stores at 2 new locations based in Jaipur and Gurugram. Our 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 a vibrant and happy vibe for all its 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.

GURUGRAM

Store Locations :

1. Usha Mattress Shoppe, Urbana Chowk, Sector-66, Badshahpur, **Gurugram**, Haryana.
2. Usha Mattress Store, B-10-12, Cross Road Mall, Central Spine, Vidhyadhar Nagar, **Jaipur**, Rajasthan

JAIPUR

Grand Opening !



Recently, we got approval for New Products introduction applied by us in Govt. Institutional Sector. We have added 'Concorde' Ceiling Fan and 'Clarito' Face Mask to our existing range of LEDs, Pressure Cookers, Pressure Handis, Storage Water Heaters, RO Water Purifiers and Luggage.

It is their endeavor to provide best quality products to their customers. To ensure this, factory inspections are conducted before the first orders are placed by the govt. sector. Both our Fan and Facemask factory inspection has been completed in the 1st quarter of this year and we have received our 1st orders for Fans.





We have been also selling soft and hard luggage in the govt. institutional sector. Earlier these products used to come from China. As part of the 'Make in India' policy, we have now completely developed these products in India and have started procuring from an Indian factory.

Our India production of luggage products have been approved by them and the factory inspection also got completed in March, 2021. This is a big achievement. Kudos to the procurement team !



Branding and Display of Pressure Cookers in CSD Canteens



EUROLEX Ceiling Fan CONCORDE 1200 mm

हर महीने ₹ 100/- तक की बिजली में बचत

2 YEARS WARRANTY

Model : Concorde 50W , Model No. : CF 180348 , Index No. : 22104-P

ANTIMICROBIAL * Special paint with Anti-Microbial Properties Destroys Harmful Bacteria.

ANTIDUST * Special paint with Anti-Dust Properties Attracts 50% Less Dust.

50 W APPROVED

Saves upto Rs. 100/- per month in Electricity Bill vs Other Fans.

Beautiful Fans For Beautiful Homes.

EUROLEX Ceiling Fan CONCORDE 1200 mm

SAVE UPTO Rs. 100/- PER MONTH ON ELECTRICITY BILL

5 STAR FEATURES

1. Metallic, Scratch Resistant Surface Finish.
2. High Air Delivery with Powerful Motor.
3. Energy Efficient Performance.
4. Superior Grade Hi - Perm Motor for Longer Life.
5. Attractive & Contemporary Styling.

50 W APPROVED 2 YEARS WARRANTY

*** Calculation for Savings in Electricity Bill**

Wattage of Normal Fans = upto 75 Watts
Wattage of EUROLEX Concorde Fan = 50 Watts
Therefore, Saving = 25 Watts
Normal Working in a Day = 16 Hrs.
Electricity Saved Per Day (25W x 16 Hrs.) = 0.400 KWh
Average Rate of Electricity per unit = Rs. 8.00
Therefore, Saving per day (0.4 x 8) = Rs. 3.20
Saving in 30 days (approx.) = Rs. 96.00 or Rs. 100.00

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Block A, DDA Commercial Complex, Ring Road, Naraina, New Delhi-110028.
Contact : customercare@usha.in , Customer Care No. : 9899 210 990 , website : www.usha.in

Beautiful Fans For Beautiful Homes.

Usha Shriram Urges You To Keep Yourself Safe During This Pandemic.



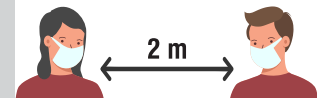
ALWAYS USE A MASK



REGULARLY WASH HANDS WITH SOAP



USE SANITIZER TO DISINFECT



MAINTAIN SAFE DISTANCE