

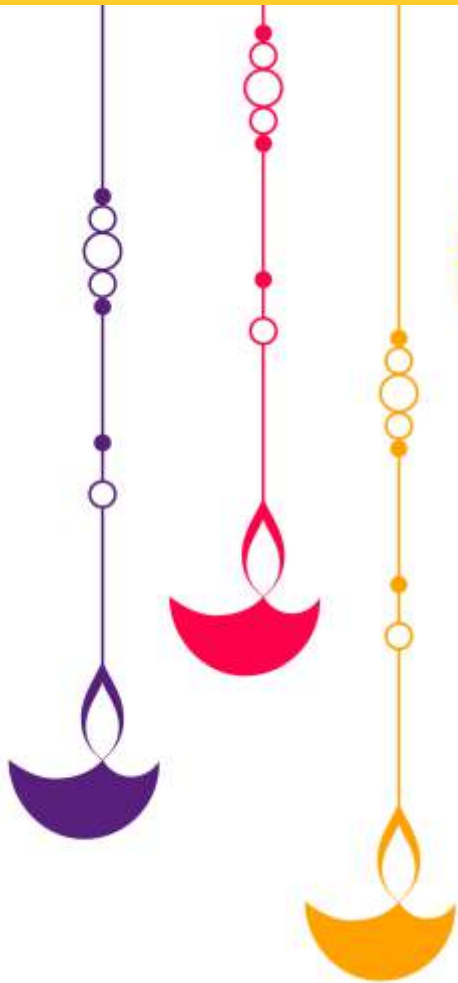


Intensity



NOVEMBER 2020 / Issue : 29

A News Letter From USHA SHRIRAM



Happy
Diwali



"Masks are essential for everyone. Alongwith social distancing and regular washing of hands, masks must be properly worn covering both the nose and mouth to protect you from viruses.

The quality and fit of masks is very important in this situation .

With pollution slowly rising and as we head towards the festival season, only a mask with PM 2.5 capability and N95 / N99 efficacy will guard you effectively both against pollution and viruses."

USHA SHRIRAM had consciously expanded its footprint into the health products category two years back with the launch of Anti-Pollution HEPA Face Masks and had met with a favourable response. Worsening air quality has become a very serious concern in our country and across the globe in last few years. People of all ages are getting afflicted with respiratory diseases due to air pollution. High levels of PM2.5 particles, dust, pollen, odours and toxic gases such as Sox, Nox and CO in the atmosphere are taking a bill toll on our health.

And this year, with the onslaught of COVID-19, the use of Face Masks have become a must for everyone. In view of this, we had launched a wide range of Face Masks to keep you safe. SAFETY & COMFORT has been our prime concern while designing these masks. We have done extensive research and our masks have gone through rigorous testing both as per Indian and International standards. We have a wide range of N95 and N99 masks which have been certified by NABL accredited labs and are produced in a WHO certified factory.

USHA SHRIRAM Face Masks have a long list of Salient Features which include WASHABLE, REUSABLE, LONG LASTING, EXHALATION VALVE, SILVER IMPREGNATED ACTIVATED CARBON, ADJUSTABLE ELASTIC LOOP etc.

FRESCO (FM 99251 AC)	N99 PM2.5	FRESCO (FM 99251 AC)	N99 PM2.5	ACTIVO (FM 95252 AC)	N95 PM2.5



MCB's . ISOLATORS . RCCB . ACCL . AC BOX . SUB METER . DP SWITCH . MCB BOX . TPN D-DOOR

UTTAR PRADESH

In UP, our Associate, M/s. Spartan Ventures has been doing well in Wires & Cables and Accessories. Now he has added the whole range of Switch gear which includes MCB's, ISOLATORS , RCCB , ACCL , AC BOX , SUB METER, DP SWITCH, MCB BOX, TPN D-DOOR etc. MCB's had been a part of our product range earlier also. And hence the response to this product was quite good and encouraging.

M/s. Spartan Ventures has built a vast portfolio of products as part of the electrical products range in a very short time :

- Flame Retardant Industrial Grade PVC Insulated Cables.
- Aluminium Cables
- PVC Conduit Pipes
- Casings and Cappings
- Electrical Insulation Tapes
- MCB's





RAJASTHAN

M/s. Nakshatra Telecom in Rajasthan has recently launched a complete new range of 'EUROLEX' Room Heaters and Water Heaters for the coming winter season.

EUROLEX Room Heaters



The Room Heater range consists of Heat Convector, Fan Heaters, Halogen Heaters and Quartz heaters. The Heaters come with all safety features such as Auto Cut-Off, Thermostat, Tip over safety switch and Safety Grill. The Wattage ranges from 400W to 2000W.

EUROLEX Water Heaters



The Water Heater range consists of various models from 1L to 35L capacity. There is also a Gas Geyser. Some models are fitted with Glass Lined Inner Tank while some are with Stainless Steel Tank. They all come with Capillary Thermostat and Heavy Duty Heating Element. There is a 2 year Warranty on product and 5 year Warranty on Inner Tank.

DELHI

In Delhi, M/s. Arihant Electrovision has launched two new Room Heaters - ROCK and JAZZ for the upcoming winter season.

Both models have adjustable airflow grill, thermostat, two heat settings, overheat protection and shock proof plastic body.





Two new products have been launched by our Associate, M/s. Ankur Traders & Engineers Pvt. Ltd., in the Solar Products category. These are OFF GRID COMBOS :

1. PWM Solar PCU with Solar C-10 Batteries, powered by 12 V Solar Modules.
2. MPPT Solar PCU with Solar C-10 Batteries, powered by 24 V Solar Modules.

Solar PCUs are designed to save Electricity in charging and discharging Batteries at higher Efficiency Levels. Along with Solar C-10 Batteries make a Electrifying Combo. Powering The Combo, Solar PV Modules, Standing Tall with Varied ranges from charging "One Battery Systems" to "30 Battery Systems".



**DELHI
NCR**



Mr. Anupam Bharat, our Managing Director, proudly presented an "Outstanding Performance Award" to Ankur Traders & Engineers Pvt. Ltd. The award was received by Mr. Ashok Mahendru, Mr. Arun Mahendru, Mr. Anshul Mahendru and Mr. Ankur Mahendru. Mr. Satnam Singh Sandhu, Executive Director (USEPL) was also present during the occasion.

Usha Shriram Enterprises Pvt. Ltd. wishes the complete team of Ankur Traders "All The Best" for the current year and hopes that the performance this year will be even better than the last year.



This festive season, our Associate, M/s. S M Electronics has launched a wide range of Televisions with latest designs and technology under the brand 'USHA SHRIRAM'.

These models are divided into three categories :

1. Smart 4K Series
2. Smart Series
3. Family Series

SMART 4K SERIES

4K UltraHD
3840x2160



SM5500U Smart 4K (140cm)



SM5000U Smart 4K (127cm)

SMART SERIES



SM4300S Smart (108cm)



SM4000S Smart (102cm)



SM3200S Smart (80cm)

Family Series



SM4000 (140CM)



SM3200(80cm)



SM2400(60cm)



MADHYA PRADESH

USHA SHRIRAM MATTRESSES unveils its New Store at Ujjain (Madhya Pradesh)

We are delighted to celebrate the opening of a new Usha Shriram Mattress store in Ujjain by M/s. Tirupati Coirs Pvt. Ltd.

The store displays our complete range of newly launched Mattresses and other products. 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 it's visitors. It is a place where you can truly experience happiness and comfort. The store displays all our revolutionary mattresses and sleep accessories. The store team is ready to welcome everyone with all the best health and hygiene practices in place. Visit today to bring home happiness and a peaceful sleep experience.

Store Address : Usha Shriram Mattress World
 Hakimi Velvet & Woods, Ved Nagar, Opposite Bank of India, Ujjain, Madhya Pradesh



USHA SHRIRAM MATTRESS WORLD UJJAIN





NOIDA

Our Furniture dealer for NOIDA, M/s. Urban Woods By Kripal has renovated the showroom completely and launched new ranges of Furniture and Accessories. They have added a lot of decorative display items, table lamps and soft furnishings in addition to the furniture range.



UP (EAST)

M/s. Spartan Ventures organised “Electricians Meets” across the state to educate and create awareness about Wires & Cable product range through his dealers. The meets are being organised regularly in Lucknow, Kanpur, Deoria, Kushinagar, Gorakhpur and Siddharthnagar. They have met with a huge success looking at the number of Electricians who attended these Meets. Gifts were given to all the attendees as a token of appreciation for their valuable time and effort. These meets will be organised regularly in the future also to cover all districts in UP (East).

ELECTRICIAN MEET





USHA SHRIRAM DIWALI HAPPINESS FEST IS BACK!

With Diwali round the corner and the streets flooding again with people, Usha Shriram Mattress is proud to welcome back our HAPPINESS FEST for it's second year. The celebration is all about getting the best offers and freebies along with the best mattresses in town. With vivid options to choose from, this Diwali is going to be even better than earlier.

The freebie offer goes high up to sleep accessories worth MRP Rs. 4,498. Let's celebrate this festival with diyas, prosperity, happiness and peaceful sleep. Visit nearest Usha Shriram store or www.ushamattress.in to avail the best offers.

The Happiness Fest is further extended on Usha Shriram mattresses social media accounts celebrating little joy moments related to sleep and healthy. Join the conversation on social media using #HappinessFest and avail amazing discounts and goodies on your Usha Shriram Mattress purchase. Let's find joy and happiness in every little things in life.

KANPUR

M/s. All Mega Mart, our super stockiest and distributor for Kanpur has launched a '1 FREE ON 1' scheme for 7W LED Bulb in his territory on the occasion of Diwali "The Festival of Lights".

The scheme has been widely publicised through bright coloured standees and prominent display of products at dealer outlets.





*Let Us
Celebrate a
GREEN
and
Eco Friendly
Diwali.*



USHA SHRIRAM URGES YOU TO KEEP YOURSELF SAFE DURING THIS FESTIVAL SEASON.



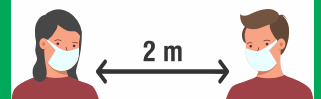
ALWAYS USE A MASK



REGULARLY WASH HANDS
WITH SOAP



USE SANITIZER TO DISINFECT



MAINTAIN SAFE DISTANCE