

Dear Friends,

February 19, 2024

We are happy to announce the launch of a 360-degree integrated campaign for Usha fans with a focus on the BLDC Heleous fan. The campaign includes TV, print, digital, and BTL activities across India with an aim to create a buzz during the summer season and leverage the election fever. This focus on Heleous fans will also have a positive rub-off on the entire fans range.

15-second TVCs of five colours each, highlighting product features of Heleous fans will be aired right through the season starting 20th March 2024, during morning and evening prime-time slots across 31 leading national and regional news channels. There will be about 12 - 14 spots per channel per day.

The accompanying print campaign will comprise multiple ads (attached) pan-India across all editions of major publications in key markets. Starting from 23rd February 2024, the campaign will see 6-8 insertions spread during this entire period.

The digital plan will go live alongside the print campaign and will include Google Search Ads, promoting Usha Heleous 15 second ads on YouTube and connected TV, display banners on platforms like Meta and Youtube and native ads by Taboola.

Additionally, a BTL campaign around Heleous, Striker, and Bloom series will be initiated to further leverage the media campaign around fans in stores across the country.

We need to leverage this campaign during the summer months and ensure that Usha fans retains its position as the most formidable Fan brand in the country.

All the best for the coming season and always assuring you of our best services.

Thanks,
Pradyumna Poddar
(President, Electric Fan)

**SHRIRAM**[®]

Usha International Ltd. Plot No.15 Institutional Area, Sedor 32,
Gurugram, Haryana - 122 001, India. T: +91-124-4583100. F
:+91-124-4583200

Registered office: Surya Kiran Building, 19, Kasturba Gandhi Marg, New Delhi-110 001

CIN No. :

U74210DL1935PLC007123

corporate@ushainternation

al.com www.usha.com

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Print Campaign - Usha Heleous Ceiling Fan

USHA[®]
HELEOUS

AIR OF INNOVATION

ALL WEATHER FAN

AVAILABLE IN 5 EXCITING COLOURS
www.ushafans.com

Microchip+
BLDC
100% COPPER MOTOR

260 m³/min >>>
HIGH AIR DELIVERY

RF REMOTE

4
YEARS WARRANTY
ON MOTOR*

The advertisement features a central image of a pink Usha Heleous ceiling fan with three blades. The background is black. The Usha logo is in the top left, and the product name 'HELEOUS' is below it. The slogan 'AIR OF INNOVATION' is written in a stylized font. A circular icon with a fan symbol and the text 'ALL WEATHER FAN' is positioned below the slogan. The bottom left corner contains the text 'AVAILABLE IN 5 EXCITING COLOURS' and the website 'www.ushafans.com'. The top right corner features the 'Microchip+ BLDC 100% COPPER MOTOR' logo. Below this, the airflow specification '260 m³/min >>> HIGH AIR DELIVERY' is shown. A white RF remote control is depicted at the bottom center with the text 'RF REMOTE' underneath. In the bottom right corner, a circular badge with a ribbon contains the number '4' and the text 'YEARS WARRANTY ON MOTOR*' with five stars below it.

USHA[®]
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The advertisement features a central image of a blue Usha Heleous ceiling fan with three blades. The background is black. The Usha logo is in the top left, and the product name 'HELEOUS' is below it. The slogan 'AIR OF INNOVATION' is written in a stylized font. A circular icon with a fan symbol and the text 'ALL WEATHER FAN' is positioned below the slogan. The bottom left corner contains the text 'AVAILABLE IN 5 EXCITING COLOURS' and the website 'www.ushafans.com'. The top right corner features the 'Microchip+ BLDC 100% COPPER MOTOR' logo. Below this, the airflow specification '260 m³/min >>> HIGH AIR DELIVERY' is shown. A white RF remote control is depicted at the bottom center with the text 'RF REMOTE' underneath. In the bottom right corner, a circular badge with a ribbon contains the number '4' and the text 'YEARS WARRANTY ON MOTOR*' with five stars below it.

Print Campaign - Usha Heleous Ceiling Fan



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Usha Joy of Air Offer

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