

# **HELFINCH**

TECHNOLOGIE IST GUT FÜR DIE ZUKUNFT

PREMIUM QUALITY ELECTRICALS

[WWW.HELFINCH.COM](http://WWW.HELFINCH.COM)

## ABOUT THE BRAND

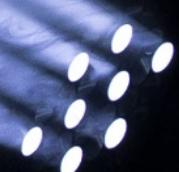
Started in 1949 as a premium hand built be-spoke brand in Kitchen Appliances, it quickly expanded to other categories such as power tools, lighting, electrical accessories, and vehicle gps gadgets.

Founded by **George Helfinch** and his family after innovation in electrical devices such as low wattage lighting device. A patent of this exists in USA Patent office by two Helfinch Family members for **low wattage lighting** and **laser light**.

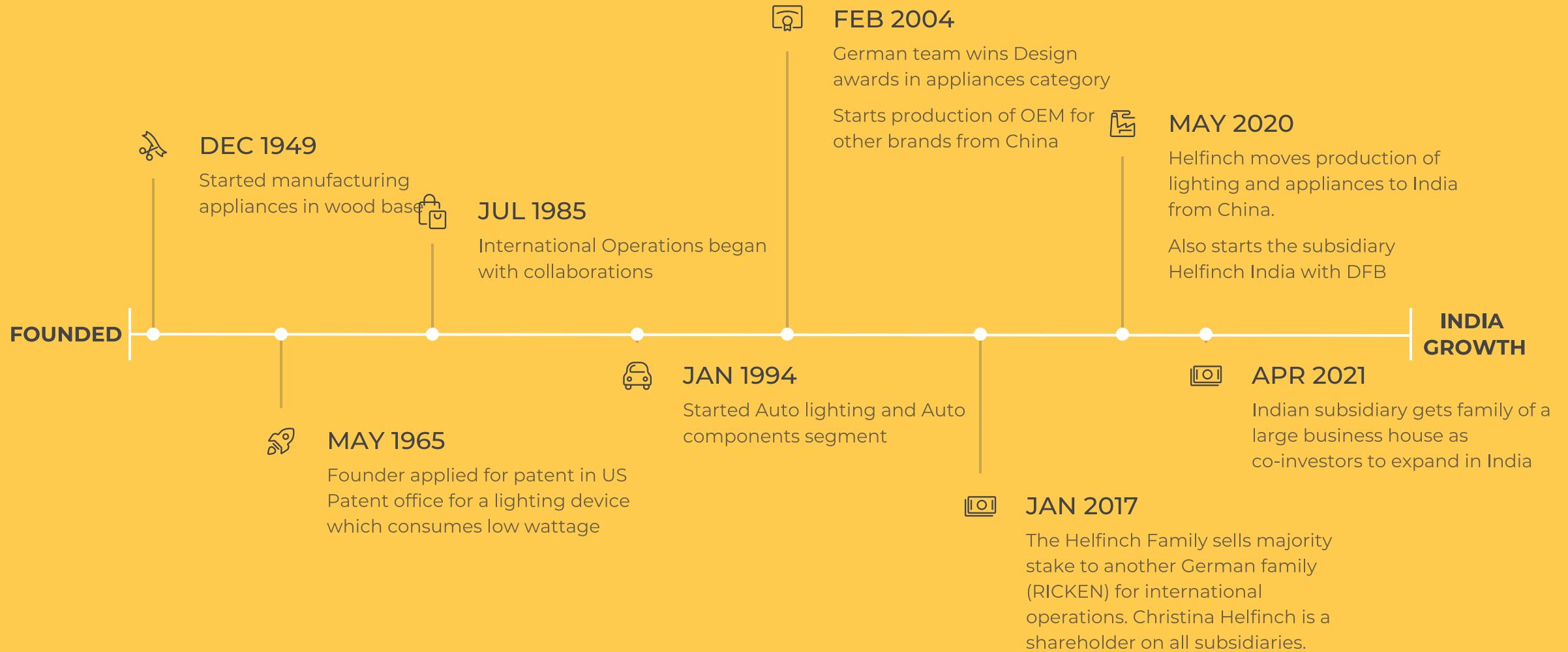
**Today Helfinch has 8 sub-brands and subsidiaries across the world.**

**THE PRODUCT USP**

Premium & Utilitarian product,  
customized for the region.  
Innovation and Quality are the  
highlight of the brand.



# THE TIMELINE



# INDIA TEAM



**PATRICIA Ricken**

**GLOBAL HEAD** - Incharge of entire Global operations with special focus on South Asian Market. Leads the marketing and strategy team worldwide including strategic tie-ups with other organizations.



**SATISH Krishnan**

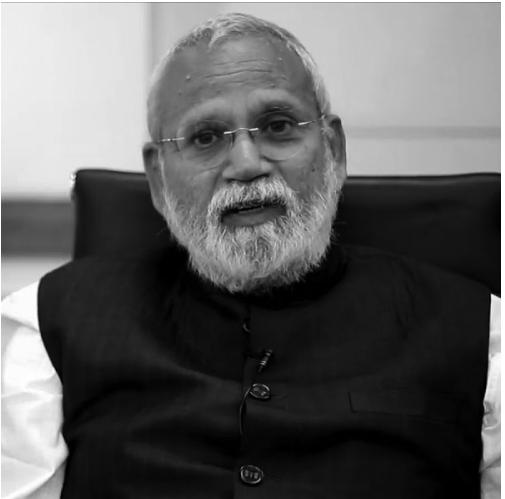
**India CEO** - 25 Yrs experience in setting up operations for large appliances brands in India. Rich experience in product research, marketplace management and fulfillment. Technology and Manufacturing head.



**PRADIP Bansal**

**CFO**. CA & Cs with over 35 years of experience at CEO, CFO level with leading manufacturing & service industry companies in Auto, Cement, Building material and Analytics sector.

# BOARD OF DIRECTORS



**Dr. ASHOK Kumar CK**

**INDUSTRIALIST** - Co-Founder of the Sachet revolution in India, Ashok is a TEDX speaker and a veteran in innovative and social projects across the globe. Lawyer by education, is now a leading educationist, well known columnist and on the board for many social enterprise projects and startups.



**WILSON Chacko**

**HR & Compliance Head** - Wilson is responsible for HR and Finance Operations including compliance with regulatory bodies. Ex head of financial companies like Standard Chartered Bank and Barclays Bank, he is on the board on behalf of the Parent Company & Helfinch Family.



**Rohin Mittal**

**Co-Founder, AdYogi.** Founded award winning and one of the leading digital marketing agency in India. MBA with CA from ICAI, helps Helfinch strategize the digital efforts to promote and scout retailers directly for our D2C/D2R portal, and also offers input in all digital efforts.

# GERMAN PEDIGREE

## GERMAN ORIGIN BRAND. MAKE IN INDIA

PREMIUM QUALITY PACKAGING

EXHAUSTIVE FOCUS ON TIER 2/3 TOWNS

ONLY BEST SELLERS IN EACH CATEGORY

BEST PRICING FOR CONSUMER & RETAILER

TECH DRIVEN MARKETING AND OPERATIONS

ONLINE SUPPORT FOR SECONDARY SALES

INTERNATIONAL TEAM AS SUPPORT

INDIAN TOP BRAND COLLABORATION

OWN DIGITAL MARKETING FIRMS

INTERNATIONAL QUALITY CONTROL AND DESIGN TEAM

FASTESt GROWING BRAND IN INDIA





# SNAPSHOT

## Product

Premium Electrical & Lighting products with features specific to Indian market.

## Market

LED Market is projected to grow to \$12 Bn & Small appliances will grow to \$30.60 Bn by 2026.\*

## Financial

Best in Industry pricing for Super Stockist, Distributor and Retailers. Special Offers directly offered to customers and retailers.

## Team

International team for quality and technology to ensure the best product is available in the market

\*Source: EMR & Statista)

## THE BIG USP

# TECH ENABLED SOLUTION



## 1 | Social Media Ads

### Inhouse & Agency

Being a Social Media advertising expert, we leverage our experience to drive promotions, signup distributors /dealers /retailers, generate b2b leads and for online sales.

## 2 | Order Processing

### Proprietary OMS/WMS

Order processing and warehouse management using our in-house software, connected to leading shipping aggregators, payment gateways and other third parties. Partnered with leading 3PL provider for efficient fulfillment across India.

## 3 | Financial Support

### Partnerships with FinTech Cos

We are the first D2C brand in this category to offer Instant BNPL to small retailers (without GST) and large dealers and distributors. Tech driven solution to reconcile payments and commissions calculation on realtime.

## 4 | Innovation

### Patenting Products

Constant feedback and rewarding program with dealers/retailers helps us improvise on our products, and quickly due to smaller inventory holding. Plan to patent all improvised products, and new research.



# KEY USP

## HOW ARE OUR PRODUCTS DIFFERENT

### INDIA SPECIFIC

Our products are designed specific to India. Each product comes with Surge protection of over 4KV keeping in mind the erratic electrical infrastructure. Therefore we will never have a product that is without protection

### HIGH POWER FACTOR

All of our products are built with premium features and a very strong high power factor driver. With highest PF factor that reaches over 0.97, we are regarded as the benchmark in the lighting industry.

### PREMIUM INTERNATIONAL DESIGN

Every single product of Helfinch has gone through rigorous packaging design and printing process with our International team, that ensures that the inner and outer packaging is aesthetic as well as practical.

ONLY THE BEST SELLERS

# THE HELFINCH RANGE

Focusing on the fastest growing categories in Consumer & Commercial Lighting



## Architectural Lighting

Aesthetically designed lights for urban homes and offices in various wattage range.

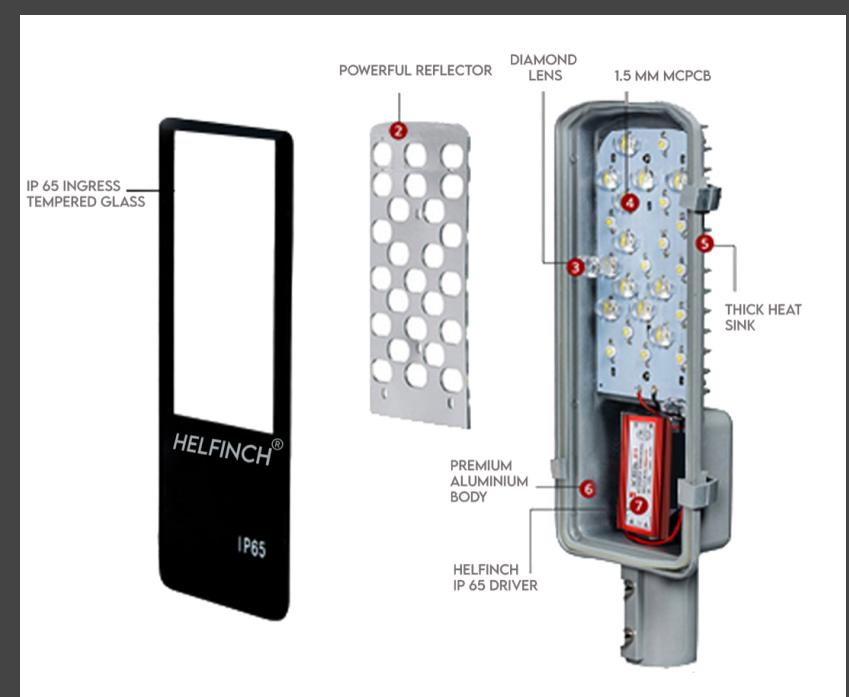
## LED Lighting

The range includes Emergency LED, Motion Sensor, WiFi enabled bulbs, Solar Home Kits.



## Streetlights AC & Solar

Premium street/flood light and other powerful lighting in AC or Solar powered.





A close-up photograph of a white electronic calculator and a yellow ledger book. The calculator's keys are visible, including 'TAX+', 'TAX-', '%', and various numerical and arithmetic buttons. The ledger book has columns for dates, descriptions, and monetary amounts.

# CHANNEL PARTNER

## WHAT IS PROVIDED

- **SALES SUPPORT**

50% SALES SUPPORT VIA DEDICATED TEAM. ONE S.O. ALSO SUPPORTED

- **DIGITAL CAMPAIGNS**

FULL DIGITAL CAMPAIGN FOR YOUR REGION - 24X 7 ALL SOCIAL MEDIA

- **REWARDS & PROMOTIONS**

FINANCIAL TOOLS & REWARDS FOR RETAILERS TO PUSH SALES.  
PROMOTIONAL OFFERS FOR EACH MONTH ROLLED OUT FOR BOTH  
DISTRIBUTORS & RETAILERS

Connect with us

# Say **HELLO**

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