



# Newsletter

January-February, 2021

## HPL commenced the implementation of SMART METER project in Punjab

Capt. Amarinder Singh Chief Minister Punjab dedicated SMART METERS (make by HPL) to the people of Punjab via video conferencing and other senior officers were present in the occasion. The Smart Meter is working based on 4G Technology.



ਮੁੱਖ ਮੰਤਰੀ ਵਲੋਂ ਸੂਬੇ ਨੂੰ ਤਰੱਕੀ ਦੀਆਂ 'ਤੇ ਤੌਰਨ ਲਈ ਭਲਾਈ ਸਕੀਮਾਂ ਦੀ ਸ਼ੁਰੂਆਤ



## HPL rolls out Smart lighting implementation under "Jalandhar Smart City" Project



## Highlight of New Product launches in 2021

Introducing our newest range of LED Lighting & Industrial products using the latest technology and design for the best in class performance & durability.



## Channel Partner connect

Mr. Gautam Seth (JMD) shared his vision with all top dealers of Lucknow & Central region to motivate them for an effective and stringent growth in the market share.

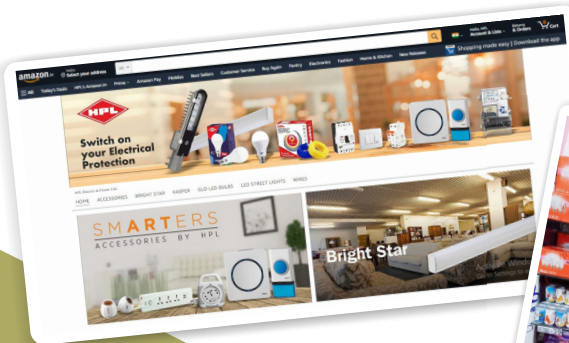


## Electrician & Nukkad Meets

These small scale meets gives you a platform to reach out to your direct customers. Explaining about our products, greet them with gifts followed by lunch motivates them for business conversions.



## HPL Product @ E-commerce / Modern Trend



HPL marking his presence in Hypermarket & E-Commerce through Amazon, Flipkart, Paytm, 1 India family mart, Industrial Buying, Design Café, Roshini Bazaar, Moglix etc.

## Pan India BTL Activations

Retail branding are placed in high potential areas with a focus of highlighting household products to cater the mass audience. 1000+ Dealer Boards & Inshop branding have already been executed in a strategic locations to cater the maximum eyeballs.



## Brand Promotion @ Social Media

TG focused brand campaign is active on all networking media & social media platforms like facebook, Twitter and LinkedIn display network reaching the customer base at large.



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