



# Newsletter

August 2018

Connect. **Converge.** Engage.  
channel connect executed in 10 cities



Indore Branch Team with Mr. Gautam Seth (JMD)



Dealers Meet, Guwahati



Mr. Lalit Seth (CMD)  
Addressing the dealers of Kolkata



Award Distribution by  
Mr. Gautam Seth (JMD)



Dealers Meet, Ludhiana

“ Pan India dealers and retailer meets are being strategically organized in 26+ cities for product awareness and one on one interaction with dealers for an effective and stringent growth in the market share. ”

## Brand Integration on consumer product packaging



An extended brand integration campaign with RCB has been positioned on the product packaging of the consumer product lines as a part of disruptive strategy for retail.



## HPL Smart Meter is now BIS certified

HPL is one of the two companies in India which has recently received BIS certification for its smart meters, This comes along with the company bagging two tenders for meters from southern utilities for Rs. 76.23cr.

## Latest Product Launches

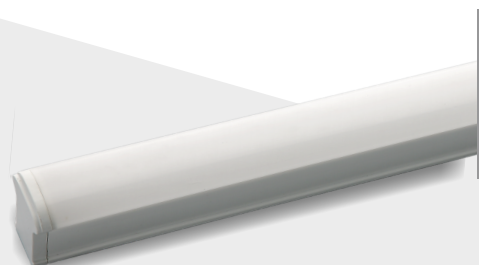


### Spark LED Panel Special Features

- Range available 3W, 6W, 9W, 12W, 15W, 18W & 22W.
- 2 in 1 Panel with in built driver.
- Sleek Design.
- Backlit illumination technology.
- On board short circuit and surge protections for reliable electrical system.

### Phoenix LED Tube Special Features

- High efficiency LED's for optimum light output and saving in power.
- High quality PC Cover for LED linear lamp ensures soft and glare free lighting.
- Wide beam angle of 120° with efficacy over 100Lm/W.



### O Protect Special Features

- Very sleek, elegant and compact design.
- Protection against Short Circuit & Over load.
- Convenient & easy to operate.
- Completely insulated design.
- Supply indication.

# Retailers Plant Visit & Engagement

Training and ground level promotions strategy for quick shelf movement of the products



Retailer Meet @ Worlds of wonder, Noida



Chennai Retailers Visit at Kundli Plant



# International Exhibition & Retailers Meet

Housing Minister of Jordan & Energy Minister of Palestine visited HPL stall @ JordanBuild Exhibition, Jordan



Housing Minister of Jordan @ HPL Stall, Jordan



Retailer Meet @ Kenya, Africa

“ Export team has recently organized a retailers meet in Kenya. ”



Energy Minister of Palestine @ HPL Stall, Jordan



HPL Stall @ Jordan



# Pan India Retail/BTL Activities

5000+ Boards & Inshop branding have been installed across India retail shops.



## OOH Campaign

Out of home campaigns are placed in high potential areas with a focus of highlighting household products to cater the mass audience.



## Social Media & PR Promotions

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

