



# Radio Advertisement

It is indeed a great pleasure to share with all that HPL has been growing at a rapid pace and has been doing various brand building advertising campaign on different media properties like Print, Outdoor Promotion and other BTL activities etc. It gives us immense pleasure to announce that 'HPL CFL and Wires & Cables' has further extended its publicity campaign on leading Radio stations in North & Central India.

The HPL radio advertisement campaign for :



**ROSHNI BHI BACHAT BHI**

**HPL WIRE**  
*Har Ghar Ki Desire*



Radio Associate Sponsors 92.7 BIG FM for **IPL** Seasons 6

Other Station:



# Exhibition



MEE



Light India  
New Delhi



Egypt Teck



[www.hplindia.com](http://www.hplindia.com)



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**HPL Electric & Power Pvt. Ltd.**

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Power of Technology

**NEWS**

May '2013

# INTRODUCING HPL MODULAR SWITCHES.

ELEGANT DESIGN MEETS TRULY ADVANCED TECHNOLOGY.

**HPL forays into Modular Switches.  
Bullish about a group turnover of  
Rs.1500 crore by 2015.**

HPL Group, a giant in the Indian electrical industry, is on a major expansion programme, adding new products like Modular Switches and specialised accessories to its existing product range that is available pan-India.

Mr. Lalit Seth-Managing Director - HPL, said "HPL has always believed in bringing the best in technology and keeping customers delighted. Our new range of Smart Modular Switches is a step forward in this direction. The switches that combine great looks with state-of-the-art technology have been designed to please the most discerning customers across the spectrum and keep up with our endeavour of providing nothing but the very best".

Continuing with the ethos of giving the very best to its customers HPL has invested Rs 120 crores to set up two new facilities. Spread over an area of 4 lac sq.ft. these 2 state-of-the-art facilities will churn out the most modern electrical equipment. One of the factories is dedicated to produce Switchgears, lighting and Luminaries. The other facility is for the expansion of Electronic Energy Meter Division. Looking to touch the Rs. 1500 crore mark over the next 3 years.



# New Launched Product

Gautam Seth, JMD, HPL, said, "HPL has always enjoyed a good presence in India and with the launch of Modular Switches and accessories, we are looking to further improve our presence and market share in this region. Our strong distribution of 1600 retailers, a dedicated customer service network and a great assortment of quality products gives us a distinct advantage to serve all over India better." Moreover our dominant position in CFL and wires in the trade market will further help the brand 'HPL' to further consolidate its position as one of India's leading electrical companies.

As per Mr. Rishi Seth, JMD, HPL, "We are eyeing increased market share and enhanced turnover with the launch of Modular Switches. The new Modular Switches are a perfect blend of graceful aesthetics and great features. Available in a stunning range of 21 colours these switches and sockets are set to become the preferred brand of Modular Switches for Homes, Offices, Retail and Hospitality."

The unique features of our range includes a multi-plug with in-built 750 volt design, an arrester with remote control, a special 32 amp key tag for hotels and many others.



# Luminaires- New Launched Product

## TUFF SOLO SWITCHES



## SMARTERS ACCESSORIES BY HPL



HPL launches household range of Smarter Accessories

**HPL GLO**  
LED Bulb  
**30,000hrs**  
*Extra long life*

**Benefits:**

- Mercury FREE and hazardous materials.
- Available in 5W & 8W
- Low heat generation/No UV, scatters heat quickly.
- Upto 85% energy saving compared with incandescent lamp.
- High brightness.
- Available in cool white and warm white.

## HPL VIVO

**15,000hrs**  
*long life*

- Benefits:**
- SICT - The Smart Integrated Circuit Technology.
  - Program start for better switching life 40,000 switching
  - Optimised electronics maximizes lamp life.
  - Auto cut volatge is 40V.
  - Surge voltage protection upto 3.0KV
  - Ideal for domestic and commercial establishment.
  - Available in 15W & 20W.



### Other Release

