



Newsletter

May 2018

HPL the Official
LED & Switchgear partner of
Royal challenger Bangalore

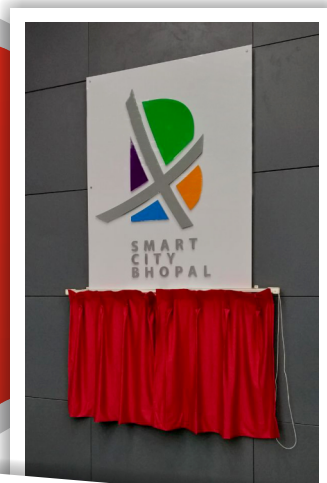


We are the official LED & Switchgear partner for Royal challenger bangalore and as a part of this association all players of RCB will sport the HPL logo unit on their uniforms during the live matches.

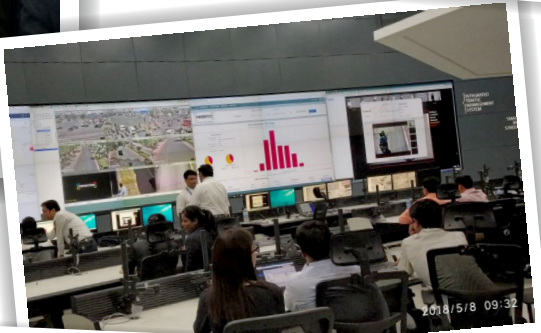
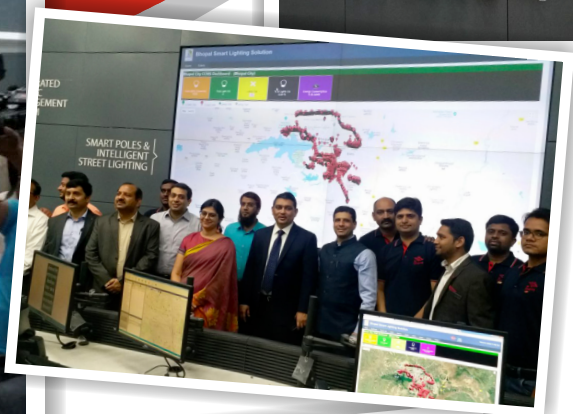
This association will further be leveraged by using the player images on the product packaging and other brand communication HPL Electric is exponentially growing and strengthening its presence in tier2,3 markets, "we intend to take the brand to individual consumers by making it a household name and build an instant connect with the wider audience" said Mr. Gautam Seth

India's first Smart city "Bhopal" Powered by Intelligent Street Lighting Technology by HPL

HPL has successfully completed the intelligent lighting project by installing complete intelligent lighting solution in Bhopal which consist of 2,00,00 LED Lamps & 400 CCMS panels with Intelligent Lighting technology to support the government of India's smart cities initiative.



Inauguration was done by: **Sh. Shivraj Chouhan**,
Hona'able Chief Minister of Madhya Pradesh



“With a Population of over 1.9 Million and the expanded planning area of 463 square kilometres, Bhopal stands among 15 largest cities of India and was also shortlisted in the top 20 cities of the smart city challenge.”



Project teams are positive to bag further more orders from government and seek to transform more cities into sustainable centre of economic activity. As the government has plans to spend over ₹ 30 million crores to recast almost 100 cities of India smart & sustainable.

Dealers Meet & Greet with Team RCB @ Ritz Carlton Hotel –Bangalore



From Left to Right Mr. Gautam Seth, along with Manan Vohra, Parthiv Patel, Chris Woakes



Player Signing Merchandises for HPL Dealers



“ High tea session from HPL for the key marquee players of Team RCB and top dealers & distributors of bangalore at the Ritz carlton hotel, Personalized autographs of players rewarded to dealers followed by an open discussion between Mr. Gautam seth and dealers for an even better & efficient way forward ”

OOH CAMPAIGN

400+ Hoardings installed across India

A Nationwide out of home campaign which consist of 430 hoardings & overhead gantries showcasing our products with RCB players - Virat kohli, Yuzvinder chahal and Brendon Mccullum are strategically placed with a core & spike strategy.



Radio Campaign across 56 cities



Listen to the latest conversation between Sharma Ji & Mehta Ji and how HPL brings solutions to all their problems on these radio channels across India



Social Media & Digital Media Promotions

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



*For internal circulation only