

Newsletter

February, 2018



TEAMED UP with TEAM BLUE!

In the recent Twenty20 series of India Vs Srilanka at Cuttack's Barabati stadium, Indore's Holkar stadium and Mumbai's Wankhede stadium, HPL teamed up with team India to support their mission of a clean sweep victory against the Lankans while throughout the match players were scoring back to back boundaries and showering runs on the spectators, HPL was briefly visible on the Live perimeter boards and the giant screen.

India and HPL supporters were cheering our team in the stadium while almost 10 million people were reached through the activity.

#HPLPowersT20

Exhibiting Innovations

2017 was a year of innovations for HPL and the same has been showcased in the various exhibitions across India & International platforms.

ACETECH 2017 @ Bangalore & Mumbai



Trustee of BSE



Member of Indian Parliament Neelam Sonker,
Azamgarh, UP

www.hplindia.com

REI-EXPO 2017@ Greater Noida

HPL Exhibited the complete range of solar products and portfolio in the REI Expo 2017



Solar
Green. Smart. Durable.

Imagining Green Clean & Smart future!

One of the major milestone covered in year 2017 is we have put our best foot forward in Solar, An exclusive range of HPL's solar products are introduced to the Indian markets. Mr. SK Singh and the entire solar team believes 2018 will be the year of expansion for the vertical with plans of penetrating deep into the solar market segment.



Solar Junction & Distribution Box

Osäfe
MCB | DB | RCCB



Contact Position Indicator



Pad Lock



Cable Termination upto 35mm² Cable



3 Position Mounting Clip

International footprints

Annual National Convention 2017
SMX Convention Center, SM Mall of Asia,

@ Pasay City, Manila Philippines

HPL participated in, 42nd Annual National Convention in the Philippines organized by the Institute of Integrated Electrical Engineers (IIEE).



Special guest included Mr. Mojica & Mr. Rolando from one of the biggest consultation group like R.A. Mojica & Partners and ArchEn Technologies Inc along with their teams and were warmly received by Mr. Gautam Seth, J.M.D. of HPL Group.



Technical Presentation @ Colombo, Srilanka

HPL's emerging aspirations in SAARC Countries took a leap forward as our international business team organized a technical presentation with the top panel builders of Sri Lanka.

Event was attended by more than 50 Panel Builders, Technical & Commercials department heads of various organizations.

The main focus of the team was to position HPL electric as an emerging leader in electrical switch gear category and create an effective channel for other product lines.

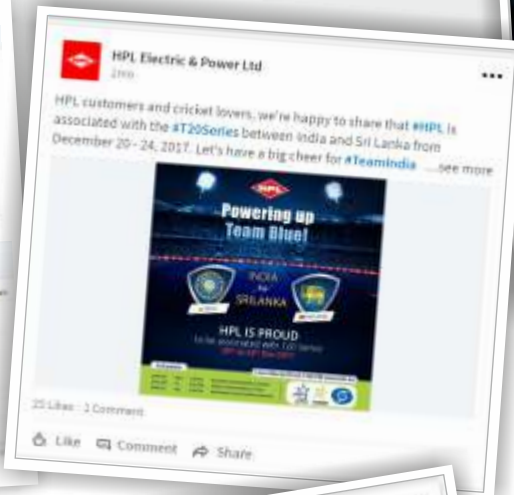


OOH Brandings across Delhi & NCR

Delhi Metro can be called a lifeline for city people and has a network of 194 kilometers and 142 stations connecting most parts of Delhi & NCR, Average traffic per day is 35 Lac+ commuters traveling through various routes each day and to grab their eye balls in a very strategic fashion branding was done on approximately 60+ locations to get maximum leverage.



Social Media Campaigns



Speaking of engagement metrics, this is one of the most important areas to measure in social media presence of your brand. How people participated in the conversation about your brand defines the brand, In FY 2018-Q4 almost 100K people participated in our Social Media campaigns.