



## **HPL Electric & Power Limited**

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26<sup>th</sup> May, 2022

The Manager,  
Listing Department,  
**National Stock Exchange of India Ltd.**  
"Exchange Plaza", C-1, Block G,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai – 400 051  
**Symbol: HPL**

**BSE Limited**  
25<sup>th</sup> Floor, New Trading Ring, Rotunda  
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Dalal Street, Fort,  
Mumbai – 400 001  
**Scrip Code: 540136**

**Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Earnings Presentation**

Dear Sir

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, a copy of the Earnings Presentation that we propose to make during the conference call for investors scheduled to be held on Friday, 27<sup>th</sup> May, 2022 at 4:00 PM IST is enclosed herewith.

The said Earnings Presentation has also been uploaded on the Company's website i.e. [www.hplindia.com](http://www.hplindia.com).

We request you to kindly take the same on record.

Thanking You

Yours Faithfully,  
For HPL Electric & Power Limited

Vivek Kumar  
Company Secretary

Encl: As above



**HPL ELECTRIC & POWER  
LIMITED**

**Q4 FY22 RESULTS UPDATE**

**MAY 2022**

## DISCLAIMER

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*This presentation and the following discussion may contain “forward looking statements” by HPL Electric & Power Limited (“HPL” or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of HPL about the business, industry and markets in which HPL operates.*

*These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond HPL’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of HPL.*

*In particular, such statements should not be regarded as a projection of future performance of HPL. It should be noted that the actual performance or achievements of HPL may vary significantly from such statements*



## DISCUSSION SUMMARY

- 04 COMPANY OVERVIEW
- 11 Q4 FY22 - PERFORMANCE UPDATE
- 23 BUSINESS STRATEGY





# Smart Meter



**COMPANY OVERVIEW**



## Trusted Electric Equipment Manufacturer

- **'One-stop shop'** offering wide range of low-voltage electric products -
  - Metering Solutions (conventional and smart meters)
  - Switchgears
  - Lighting Products
  - Wires & Cables
- Innovative, quality and technologically superior products catering to varied market segments and at different price points

## Market Leader in Electric Meters & On-load Change-over Switches

- **'50% Market Share'** in the Domestic On-load Change-over Switches Market \*
- **'20% Market Share'** in Domestic Electric Meters Market \*
- **'5% Market Share'** in the Low-voltage Switchgear Market \*
- **'5th Largest'** LED Lighting Products Manufacturer \*

## Integrated Manufacturing Operations Combined with Strong R&D Capabilities

- **7 state-of-the-art Manufacturing facilities** with capabilities across design & product development, component designing, tool making and commercial production
- **2 R&D centers housing 100+ expert engineers** having rich experience in the electrical industry and a proven track record of product innovation



## Established Pan-India Distribution Presence

- **Established Pan-India Distribution network consisting of –**
  - **90+ Branch & Representative Offices**
  - **900+ Authorized Dealers**
  - **35,000+ Retailers**

## Long-standing Customer Relationships, Experienced Leadership Team, and Strong Pre-qualification Credentials

- **40+ year old Established Brand** with strong recall across various customer segments – *Power Utilities, Government Agencies, Retail & Institutional Customers*
- Highly Experienced management team
- **Strong prequalification credentials** in the metering and switchgear businesses creating high benchmarks

# WIDE-RANGING PRODUCT PORTFOLIO



HPL is the “ONE-STOP SHOP” for Low Voltage Electrical Equipments across market segments and price ranges

HPL’s complementary product offerings enable cross-selling and lead to STRONG BRAND RECALL

With a large product portfolio, HPL is at forefront to capture GROWTH OPPORTUNITY

PRODUCT PORTFOLIO

SUB-BRANDS

CUSTOMERS

## Metering Solutions

### Smart Meter



### Net Meter



### Prepaid Meter



### Trivector Meter



**emfis**

## Switchgears

### Industrial Applications

ACB    MCCB    Phase Selector



### Domestic Applications

Osafe MCB    Techno (N) MCB    RCCB



### Modular Switch & Accessories

Toggle Switches    Plug Sockets    Push Bells



**TAB™**    **intelliPROTECT**  
**intelliCONTROL**    **Osafe**  
MCB | DB | RCCB

## Lighting Equipment

### Consumer LED Products

Aries LED    LED Glow 9W



### Commercial LED Products

Mitered    CRCA Panel



### Outdoor LED Products

Street Light    LED Flood Light



**Pathite**  
**smART**  
ART MEETS STATE-OF-THE-ART

## Wires and Cables

### Fire Resistant Cables



### Co-axial Cables



### Solar Cables



### Networking & Data Cables



Power Utilities

Public & Private Enterprises

Residential & Commercial Users

# STATE OF ART MANUFACTURING FACILITIES



## GURUGRAM



**Gurugram Facility I:** Electronic Meters, R&D Center for Smart Meters

**Gurugram Facility II:** Lighting Equipment and Electronic Meter Parts

## JABLI



**Facility I:** Switchgear, Electronic Meters, and Parts of Lighting Equipment

**Himachal Energy Facility:** Electronic Meters, Panel Meters and Clips for Panel Meters

## KUNDLI



**Facility I:** Switchgears, Parts of Electronic Energy Meters and Parts of Lighting Equipment

**Facility II:** Lighting Equipment

## GHARAUNDA



**Products:** Wires and Cables

Product Segments	Capacity (per annum)
Electronic Meters	11 million units
Lighting Equipment	26 million units
Switchgear	16 million units
Wires & Cables	194 million meters

## QUALITY & COMPLIANCE CERTIFICATIONS





# STRONG R&D THRUST – CONTINUOUS TECHNOLOGY UPGRADATION



## CONTINUOUS R&D TO LAUNCH AND MARKET EXCITING NEW INNOVATIVE PRODUCTS

- Launched '11 new products' in the Meters Category, '7 new products' in Switchgear, and '21 new products' in Lighting in FY22
- **Solar Electrical Products** - Developed a complete range of solar solutions across meters, switchgears, lighting and wires & cables



### IN-HOUSE R&D CAPABILITIES:

- 2 R&D facilities in Gurugram & Kundli with more than 100 engineers
- 1 Testing facility in Gurugram – NABL accredited and ISO/IEC 17025:2005 compliant
- 2 Tool Rooms for rapid prototyping & component designing for complete range of MCBs, MCCBs, Meters, Changeover Switches, Switch Fuse Units, LED lamps

### Lighting

Bright Neo  
LED Batten



Kasper Gold -  
The Inverter Lamp  
with removable battery



Spark Gold



Tri-Glow  
LED Tri-Colour Batten



### Switchgear

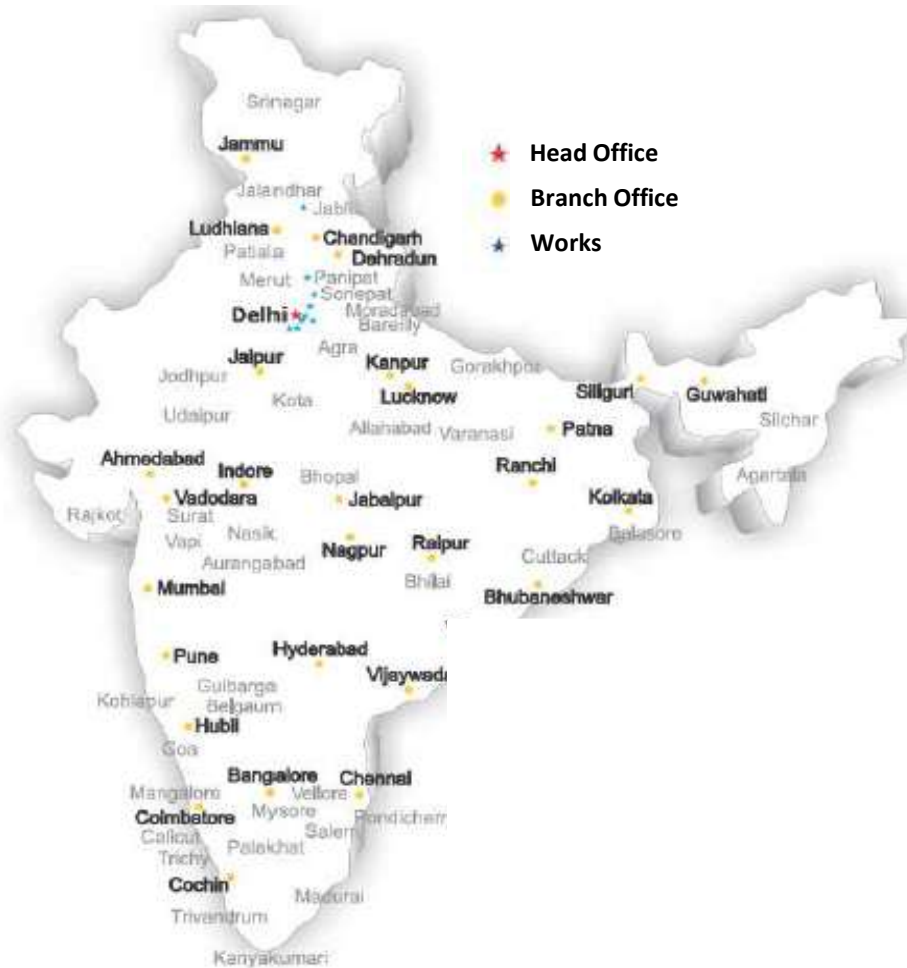
Solid range of AC Contractor



Switch Disconnecter



# ESTABLISHED PAN-INDIA DISTRIBUTION NETWORK & BRAND PRESENCE



**ESTABLISHED PAN-INDIA DISTRIBUTION NETWORK & BRAND PRESENCE TO CAPTURE SIGNIFICANT GROWTH POTENTIAL IN ELECTRICAL EQUIPMENT INDUSTRY**

**90+ Branch & Representative Offices  
21 Warehouses across India**

**900+ Authorized Dealers and  
35,000+ Retailers**

**Carrying and forwarding agents model for sale and supply through authorized dealers**

**620+ full time employees responsible for promotional and brand building activities for our products**

# EXTENSIVE EXPERIENCE, ESTABLISHED RELATIONSHIPS, STRONG CREDENTIALS



STRONG EXECUTION, ESTABLISHED RELATIONSHIPS AND STRONG PRE-QUALIFICATION CREDENTIALS  
MAKE HPL A PREFERRED SUPPLIER OF THE SPECIALISED ELECTRICAL EQUIPMENTS



## EXTENSIVE EXPERIENCE

- Strong Promoter pedigree with more than 40 years of experience
- More than 20 years of average experience of senior management team
- Strong R&D and manufacturing capabilities



## ESTABLISHED RELATIONSHIPS

- Established relationships with Institutional customers, Power Utilities and Governmental Agencies across India
- HPL has created a “*niche*” for itself in technologically advanced products like Metering and Switchgear businesses



## STRONG PRE-QUALIFICATION CREDENTIALS

- HPL works with Power Utilities and Government Agencies pursuant to direct contractual arrangements, obtained through bidding processes, requiring certain pre-qualification requirements
- HPL meets all pre-qualification credentials including past experience, technical requirements, quality and safety compliances, financial strength, and price competitiveness

## ‘ONE-STOP SHOP’ OF LOW-VOLTAGE “CONSUMER” ELECTRIC PRODUCTS –

- Offer a wide range of innovative, and technologically superior products in the “Lighting, Switchgears, and Wires & Cables segments” which cater to varied market segments and at different price points



# Smart Modular Switches

**Q4 & FY22 -  
PERFORMANCE  
UPDATE**

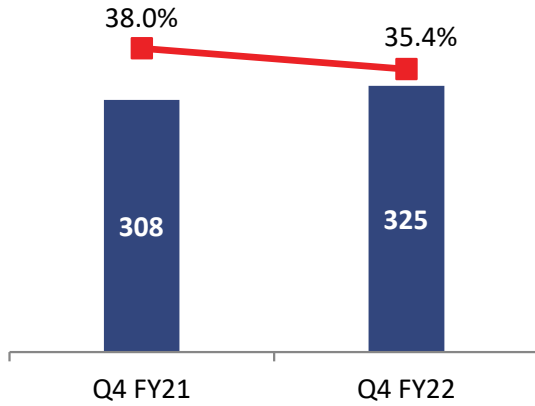


# Q4 & FY22 : YoY PERFORMANCE ANALYSIS

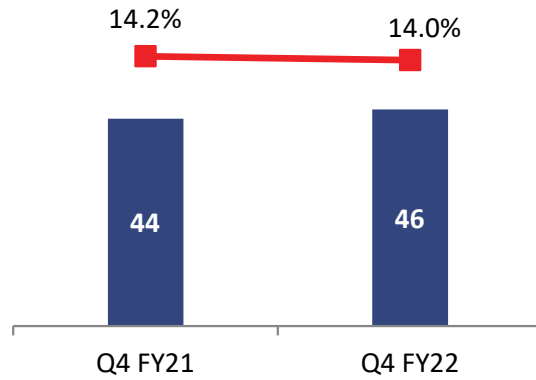


## Q4 In Rs Crore

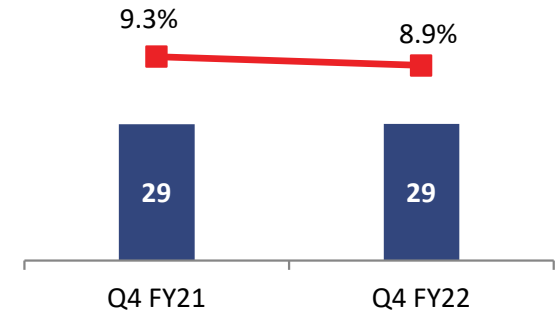
### NET REVENUES & GROSS MARGIN %



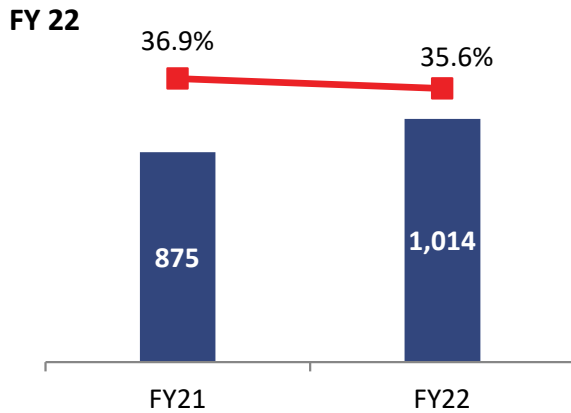
### EBITDA & EBITDA MARGIN %



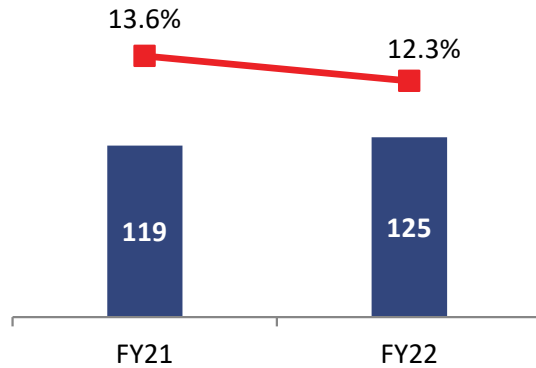
### CASH PAT & CASH PAT MARGIN %



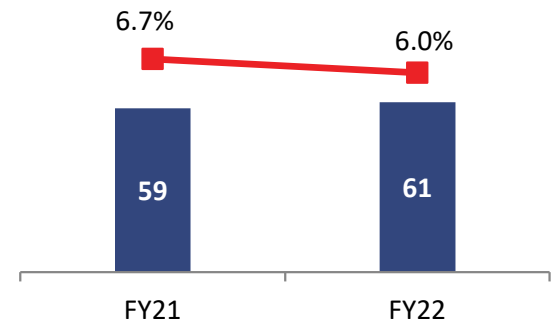
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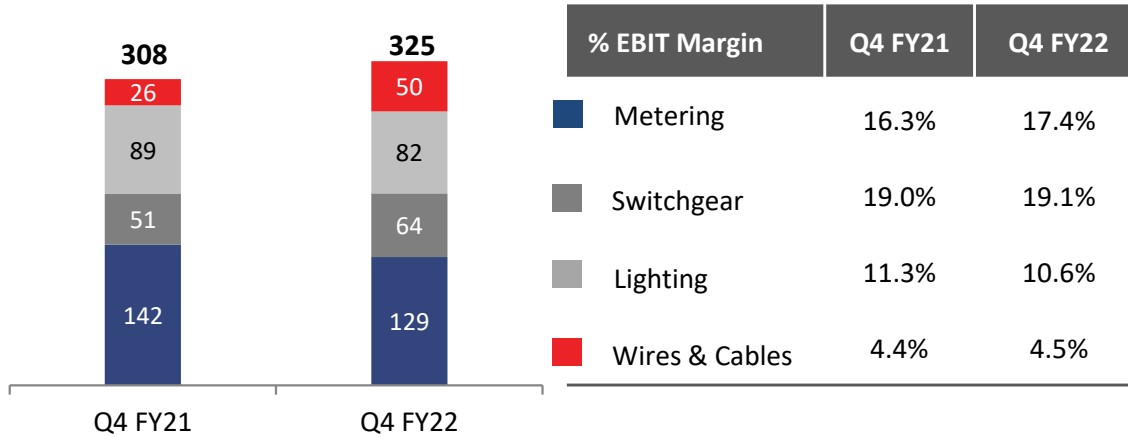


# Q4 FY22: YoY SEGMENT ANALYSIS

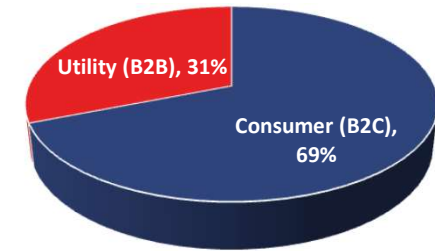


In Rs Crore

## SEGMENT NET REVENUE & EBIT MARGIN



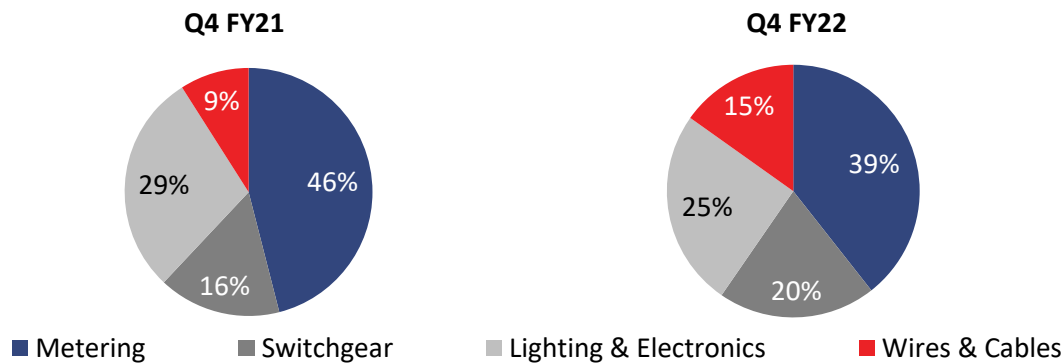
## REVENUE BREAK-UP - 'UTILITY' (B2B) & 'CONSUMER' (B2C)



*Consumer (B2C) Segment includes Non-utility Metering, Switchgear, Lighting and Wires & Cables Segment Revenues*

*Utility (B2B) Segment includes Metering Revenues from Utilities and EESL*

## SEGMENT REVENUE SHARE %

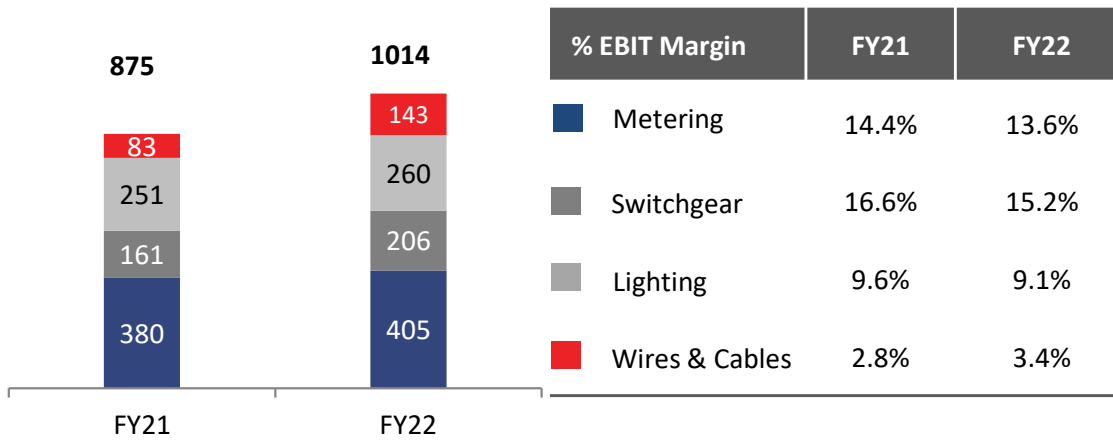


# FY22 : YoY SEGMENT ANALYSIS

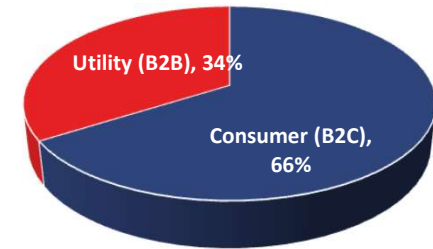


In Rs Crore

## SEGMENT NET REVENUE & EBIT MARGIN



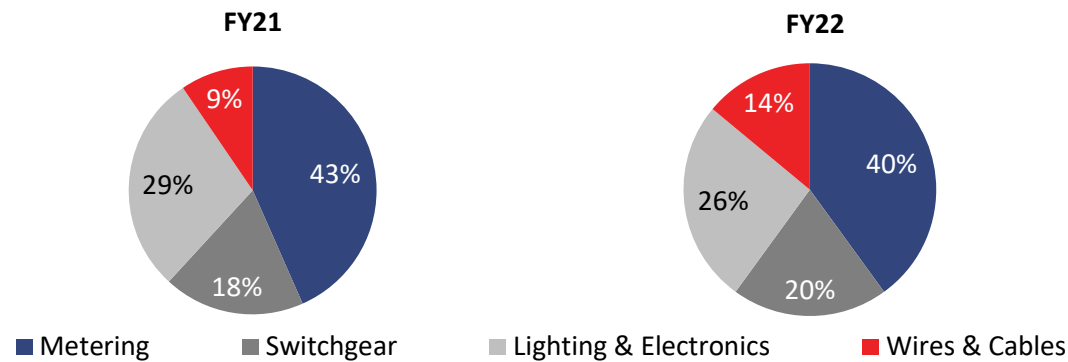
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## SEGMENT REVENUE SHARE %



## Q4 & FY22: PERFORMANCE ANALYSIS

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### ❑ **Good Performance in Q4 FY22 led by robust growth in Switchgear and Wire and cable segment.**

- The Company crossed the milestone of Rs. 1,000 cr + revenue despite the challenging economic environment.
- Revenue has surged by 16% YOY to Rs. 1,014 crore in FY22 as compared to Rs, 875 crore in FY21. Quarterly revenue grew by 6% and stood at Rs. 325.1 cr. in Q4FY22 as compared to Rs, 307.8 cr. in Q4FY21.
- EBITDA margin stood at 12.3% in FY22 and EBITDA stood at Rs. 125 crore
- Wire and cable segment presented a robust performance in Q4FY22. This segment witnessed the growth of 72% YOY and 91% in Q4FY22.
- Performance of switchgear and metering business are also commendable. Switchgear business achieved growth of 28% in FY22 and Meter business registered a growth of 7% in FY22.

### ❑ **Robust Growth in the 'Business to customer segment'.**

- B2C segment received good traction and registered a good growth. Revenue from B2C segment stood at Rs. 672.6 crore in FY22 as compared to Rs. 549 cr. in FY21. The overall growth is 23% in FY22.
- Revenue from export surged by 63% in Q4FY22 and 48% in FY22

### ❑ **Current Order Book (net of GST) stood at ₹ 748 Crore - Meters (₹ 337 crore), Switchgear (₹ 184 crore), Lighting (₹ 72 crore) and Wires & Cables (₹ 155 crore)**



## UPDATE & BUSINESS OUTLOOK

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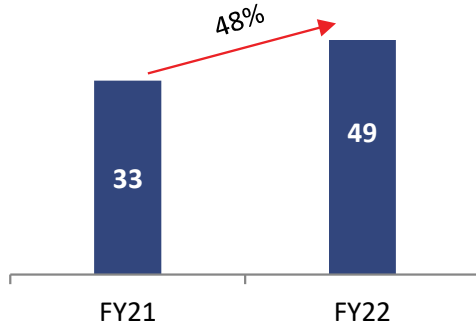


- ❑ **Strong order book of ₹ 748 crore ensures revenue visibility for the short and medium term.**
  - HPL current order book stood at Rs. 337 crores for meter segment.
  - Enquiry base for Metering tenders is at a healthy level as tenders amounting to ~ ₹ 1,500 cr + have been floated or expected to be floated in near-term.
- ❑ **The 'Metering' segment is anticipated to receive good traction in FY23 -**
  - Inspection and enquiries has started gaining traction. We expect the momentum to continue and grow in the second half of FY23.
- ❑ **Smart Meters to drive the next wave of growth -**
  - Smart Meter provides a great opportunity and HPL being one of the key players likely to be benefitted the most.
  - Current meter order book has over 50%+ in Smart Meters orders and as Govt is pushing hard for conversion of Conventional Meters to Smart Meters, the share of Smart Meters to rise even further. Smart meters to attract higher realisations, thereby resulting to increase revenue and enhanced profitability.
- ❑ **The 'Consumer' segment is expected to maintain its robust growth momentum backed by favourable consumer sentiment, revival in the economic activities and higher government spending.**
  - The consumer segment is likely to continue the growth trajectory in the coming quarters coupled with prudent market strategies and enhanced dealer & retail network. Given the better working capital cycle and margins in the consumer business, the overall working capital cycle and margins are expected to improve with the increasing share of the consumer segment to the overall revenue.
- ❑ **HPL's in house R&D strength will enable higher exports. HPL's testing lab for LED lighting was certified by National Accreditation Board for Testing and Calibration Laboratories (NABL) for independent testing of LED lighting. The Kundli, based testing laboratory is awarded the ISO/IEC 17025:2017 certification.**
- ❑ ***Overall, the Company is confident of overcoming near-term challenges and driving sustainable growth as the economic conditions has picked up.***

# EXPANDING ITS GLOBAL FOOTPRINT



## Exports (In Rs Crore)



## HPL's Global Network



HPL stall at MEE, Dubai in March' 22



## HPL's in house R&D strength to enable higher exports.

- HPL's LV switchgear testing laboratory in Jabli, Himachal Pradesh is accredited with IECEE certification for independent testing of MCB & RCCB for KEMA and CB certification from DEKRA, Netherlands.
- The above test certifications enable HPL's product access to new 53 countries, thereby adding to their global footprints of existing 45 countries.
- Despite the global lockdown, HPL products has made inroads into 37+ countries in the last few months.



HPL stall at Qatar

# CONSOLIDATED PROFIT & LOSS STATEMENT



Particulars (In Rs. Cr.)	Q4 FY22	Q4 FY21	YoY%	FY22	FY21	YoY%
<b>Net Revenue from Operations</b>	<b>325.1</b>	<b>307.8</b>	<b>6.0%</b>	<b>1014</b>	<b>875.1</b>	<b>16.0%</b>
COGS	209.9	190.7	10.1%	652.7	551.8	18.3%
<b>Gross Profit</b>	<b>115.2</b>	<b>117.1</b>	<b>-1.6%</b>	<b>361.3</b>	<b>323.3</b>	<b>11.7%</b>
<b>Gross Margin (%)</b>	<b>35.4%</b>	<b>38.0%</b>	<b>-260bps</b>	<b>35.6%</b>	<b>36.9%</b>	<b>-131 bps</b>
Employee Expenses	35.1	38.3	-8.3%	123.8	111.9	10.7%
Other Expenses	34.4	35.1	-1.9%	112.3	92.4	21.6%
<b>EBITDA</b>	<b>45.6</b>	<b>43.7</b>	<b>4.5%</b>	<b>125.1</b>	<b>119.0</b>	<b>5.1%</b>
<b>EBITDA Margin (%)</b>	<b>14.0%</b>	<b>14.2%</b>	<b>-15 bps</b>	<b>12.3%</b>	<b>13.6%</b>	<b>-126 bps</b>
Other Income	0.6	1.3	-56.0%	4.2	4.1	3.2%
Finance Costs	17.4	16.2	6.9%	68.3	64.4	6.0%
Depreciation	11.6	11.7	-1.1%	47.1	44.9	4.7%
<b>PBT</b>	<b>17.3</b>	<b>17.0</b>	<b>1.4%</b>	<b>13.9</b>	<b>13.7</b>	<b>1.5%</b>
Taxes	3.7	2.9	28.5%	6.1*	3.7	65.7%
<b>Reported PAT</b>	<b>13.5</b>	<b>14.1</b>	<b>-4.2%</b>	<b>7.8</b>	<b>10.0</b>	<b>-22.1%</b>
<b>Cash PAT</b>	<b>28.8</b>	<b>28.7</b>	<b>0.4%</b>	<b>61.0</b>	<b>58.7</b>	<b>4.0%</b>
<b>PAT Margin (%)</b>	<b>4.2%</b>	<b>4.6%</b>	<b>-42 bps</b>	<b>0.8%</b>	<b>1.1%</b>	<b>-38 bps</b>
<b>Earnings Per Share (EPS)</b>	<b>2.10</b>	<b>2.19</b>	<b>-4.1%</b>	<b>1.21</b>	<b>1.55</b>	<b>-21.9%</b>

\*Increase in Tax is due to cessation of allowable deduction u/s 35 of Income Tax Act 1961 on R&D expenses and unavailable MAT Credit W/off for the earlier year.

# CONSOLIDATED BALANCE SHEET



Particulars (In Rs Cr)	Mar-22	Mar-21
<b>Equities &amp; Liabilities</b>		
<b>Shareholder's Funds</b>	<b>764.5</b>	<b>758.3</b>
Equity share capital	64.3	64.3
Other Equity	700.2	694.0
<b>Minority Interest</b>	<b>1.7</b>	<b>1.7</b>
<b>Non-Current Liabilities</b>	<b>80.1</b>	<b>70.3</b>
Borrowings	58.0	44.0
Other Financial Liabilities	14.8	16.6
Provisions	7.3	9.8
<b>Current Liabilities</b>	<b>791.3</b>	<b>759.9</b>
Borrowings	506.3	507.9
Trade Payables	228.7	190.1
Other Financial Liabilities	48.1	44.9
Provisions	4.5	6.9
Other Current Liabilities	3.7	10.1
<b>Total Equity &amp; Liabilities</b>	<b>1,637</b>	<b>1,590.2</b>

Particulars (In Rs Cr)	Mar-22	Mar-21
<b>Assets</b>		
<b>Non-Current Assets</b>	<b>502.1</b>	<b>510.9</b>
Property, Plant & Equipment	440.3	450.9
Intangible Assets	6.7	13.5
CWIP	10.2	1.7
Loans	2.7	2.6
Deferred Tax Assets (Net)	29.5	32.6
Other Non-Current Assets	13.3	9.6
<b>Current Assets</b>	<b>1,135.4</b>	<b>1,079.4</b>
Inventories	506.7	442.9
Trade receivables	505.1	512.9
Cash & Bank Balances	80.2	78.5
Loans	0.6	0.5
Other Financial Assets	16.1	14.9
Current Tax Assets (Net)	1.6	1.0
Other Current Assets	25.1	28.6
<b>Total Assets</b>	<b>1,637</b>	<b>1,590.2</b>

# MARKETING CAMPAIGNS – AMPLIFYING OUR “SOCIAL MEDIA” PRESENCE



“Garnered Over 20 Million Reach”

Amplified our Brand Presence Through Social Media Handles

Conducted as well as Sponsored various Industrial Webinars and Virtual Exhibitions

**HPL Electric & Power Ltd** 833 Tweets

- Downlighters
- LED Lamps, Battens, Panels, Spotlights
- Solar Street Light
- Architectural lighting
- Boilers & petrol pump lights

[hplindia.com/lighting/consu...](http://hplindia.com/lighting/consu...)

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**NEW-AGE LIGHTING SOLUTIONS**  
for home and commercial use

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**HPL Electric & Power Ltd** @HPL\_Official · Feb 21  
Guiding you the right way through the streets with HPL Solar Street Light. It has 50,000 burning hours lamp life with L 70 criteria.

**HPL Electric & Power Ltd** Published by SocialPilot · February 17

Who do you think will save you during power cuts?  
Ordinary bulb or HPL Kasper Inverter bulb high power backup, fast charging and overvoltage & overcharging protection.  
Comment below!  
Visit <https://www.hplindia.com/product/product-detail.php?id=345> for more information... See more

**YOUR SAVIOUR DURING POWER CUTS**

A OR B

An Ordinary LED Bulb HPL Kasper Inverter Lamp

www.hplindia.com

783 People reached 59 Engagements Distribution score Boost post

33 7 Shares

**HPL Electric & Power Ltd** 86,960 followers 1mo

With HPL wires, electrify your home with the highest level of protection and reliability.

...see more

**Induce Safety with HPL Wires**

www.hplindia.com

66 2 shares

Like Comment Share Send

# RAISING THE BRAND VISIBILITY QUOTIENT



*Reinforcing the Presence in ecommerce and Modern Trade along with BTL activities. 600+ Dealer & Retailer Boards & In-shop branding*



**HPL Board at Raipur**



**HPL Board at Ahmedabad**



**HPL Board at Kolkata**



**HPL Exhibition at Nagpur**

# CHANNEL CONNECTS & DEALER MEETS



*Organized Top Dealer Meets in 15 cities in FY22 with over 450 dealers*



HPL dealers/customer meet in Ghana & Nigeria, Africa in February 2022



# Sponsorships & Campaigns



Organized Kites festival campaign in Ahmedabad



'HPL Electric Cup' - Shyamnagar Football Festival, West Bengal – March 2022







# LED Lights



**BUSINESS STRATEGY**

# FUTURE BUSINESS STRATEGY FOR VALUE CREATION



## FUTURE BUSINESS STRATEGY

**Leading Electric Meter Manufacturer Fully Geared To Meet The 'Smart Meter Opportunity'**

- ✓ Commands a 'market share of ~20%' in the domestic meters market with an 'installed capacity of 1.1 crore meters per year'
- ✓ Well Positioned to Capitalise on the Smart Meter Opportunity backed by our competitive strengths (details given on the next slide)

**Robust Traction in the Consumer Business to Drive Growth**

- ✓ 'Drive healthy growth in the Lighting & Switchgear business' through brand building, network expansion & product development initiatives
- ✓ These divisions have shorter working capital cycle (compared to the meters business) - 'Thereby helping to generate higher overall ROCE for HPL'

**Sectoral Opportunities to Provide Growth Momentum**

- ✓ Positive policy initiatives along with favorable industry outlook expected to boost demand for HPL's products especially for switchgears & meters
- ✓ \* Indian Switchgear Market projected to grow @ 15% CAGR over 2019-23
- ✓ # Indian LED Lighting Market projected to grow @ 23% CAGR over 2019-25
- ✓ Crisil Research expects the Indian wires & cables market to grow @ 15% CAGR over the next 4 years (2019-23)

Note: \* Research and Markets, # Tech Sci Research

# SMART METERS – “GAMECHANGING INITIATIVE” WITH ENORMOUS POTENTIAL

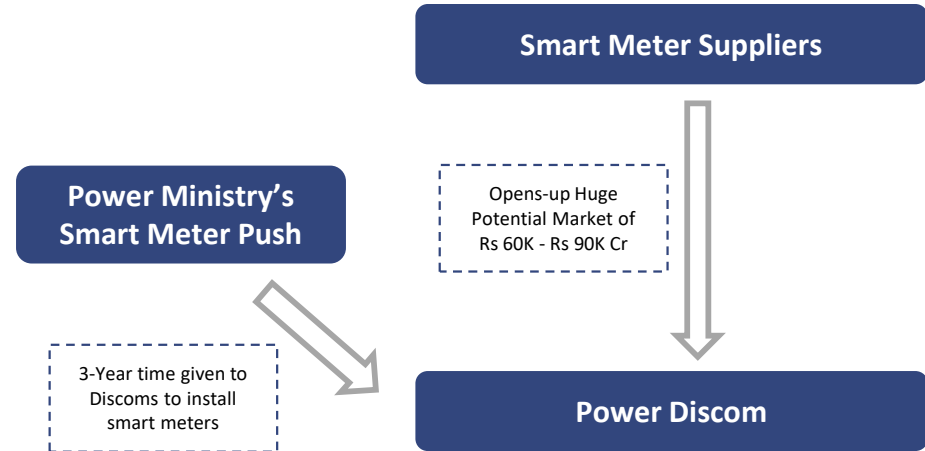


## ❑ What are smart meters? What is the opportunity size?

- Meters with embedded software to enable automation and communication
- Ministry of Power plans to install 25 to 30 crore smart meters across India – ‘which translates into a cumulative opportunity size of Rs 60,000 to Rs 90,000 crore’

## ❑ Why should the "Utilities" install smart meters?

- India’s discoms owed Rs 78,379 crore to power generating companies in FY21
- Smart meters can help address this situation effectively by minimizing human intervention in metering, billing and collection



## ❑ Likely Benefits of the Smart Meter Program for HPL

- ✓ Being a leading player with a successful track record of supplying meters over the last 2 decades, HPL is well positioned to capitalise on the smart meter opportunity
- ✓ Bagged orders worth Rs. 100+ crore for meter with smart communication technology and with RF and IRDA communication in the last couple of years

## HPL's Competitive Edge

✓ <b>Market Leading Player</b>	▪ ~20% market share. Installed capacity of 11 MMPA – ‘this capacity is fungible and can be used for smart meters as well’
✓ <b>Comprehensive Product Portfolio</b>	▪ Conventional, and smart meters (including prepaid meters, software communication driven meters)
✓ <b>Long-standing Relationships</b>	▪ Successful track-record of supplying to most state and central utilities for the last 2 decades
✓ <b>Strong Pre-qualification Credentials</b>	▪ IS 16444 certified products
✓ <b>Strong Thrust on Quality, Product Innovation &amp; Cost Competitiveness</b>	▪ 2 R&D Centers housing over 100 experts having rich experience in the electrical industry (launched 3 new products in FY21) ▪ Integrated Operations help achieve cost competitiveness

# FOCUS ON DRIVING HEALTHY GROWTH IN THE 'CONSUMER' BUSINESS



- ✓ 'Consumer' segment includes Non-utility Metering, Switchgear, Lighting, and Wires & Cables. In FY21, this segment comprised ~63% of the total revenues
- ✓ HPL is looking to drive healthy growth in this business by using a 3-pronged approach →
  - 1) Enhancing distribution reach & relations
  - 2) Undertaking brand building initiatives and
  - 3) Constantly developing new & innovative products (*see below for details*)
- ✓ *Since, the Consumer business has shorter working capital cycle of ~3 Months, higher share from this segment will lead to higher ROCE and free cash flow*

## □ Brand Building Initiatives

- In FY20, HPL tied-up with the Delhi Capitals Team for the IPL 2019 Campaign
- Building upon the successful campaign in IPL, HPL tied-up with 'The Haryana Steelers' Pro Kabaddi Team as its 'official LED 'Lighting Partner''
- *'This provides an effective platform to create strong brand visibility in especially in the Tier 2 & 3 towns and rural areas enabling HPL to drive aggressive growth in these regions going ahead'*

## □ Continuous Product Development & Innovation

- Launched new innovative range of products in the lighting and switchgear segment in FY21 -
  - **Switchgear:** Launched 'over 6' new products including the industrial and domestic range, along with new products in solar category
  - **Lighting:** Launched 12 new products including 'Bright Neo LED Pattern', 'Spark Gold', 'Tri-Glow LED Tri-Colour Pattern', 'Kasper Gold', etc.
- *Most of the new products have received very good dealer response so far*

## □ Enhancing Distribution Reach & Relations

- *Expand retailer touch-points by than 3x – from the existing 27,000 retailers to 1,00,000 retailers within next 3 years*
- Regular hold channel connect events in the form of dealer meets, retailer meets and technical seminars





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