



HPL Electric & Power Limited

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19th July, 2019

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
25th Floor, New Trading Ring, Rotunda
Building, Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001
Scrip Code: 540136

Subject: Press Release

Dear Sir,

Please find enclosed a copy of the communication being released to Press today.

Thanking You

For HPL Electric & Power Limited

Vivek Kumar
Company Secretary

Encl: As above



HPL Electric partners with Haryana Steelers for Pro Kabaddi League Season 7

19th July, 2019, New Delhi: HPL Electric & Power Ltd, India's leading electric equipment manufacturing company, today announced its association with the Haryana Steelers team as their Official LED Lighting Partner. This association highlights the attributes that HPL products shares with the players such as terrific and powerful performance with unmatched reliability. As a part of its association, Haryana Steelers players will be sporting the company's logo on their jersey.

This is HPL's first alliance with JSW sports owned Haryana Steelers. HPL products and Steelers have common characteristics of being powerful, youthful, and delivering strong and enduring performance. Since the inception of Pro Kabaddi League, the game has gained tremendous acceptance across the country especially in tier-II & tier-III cities. Through this association with Kabaddi League, HPL intends to enhance its brand outreach in these markets. The association will leverage the popularity of the players and their gaming competence to further its HPL's visibility amidst the wider consumer base and enhance its market presence in North India.

Commenting on the association, **Mr. Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd** said: "Taking our journey forward with JSW Sports, we are glad to partner with their Kabaddi Team Haryana Steelers. With this association, we look forward to create meaningful marketing initiatives for our B2C customers especially in Semi-Urban & Rural Sector in order to strengthen the brand and product recall in the consumer's mind. Being the official LED Lighting partner will be a great asset, as it will popularize and create HPL's bond with potential and existing consumers.

Mr. Mustafa Ghouse, CEO-JSW Sports said, We are delighted to have HPL Electric & Power Ltd as the official LED Lighting partners of Haryana Steelers for the seventh season of Pro Kabaddi League. We have a long standing relationship with HPL and we look forward to another fantastic association & a successful season for our Kabaddi team.



About HPL Electric and Power Ltd

HPL is an established electric equipment manufacturing company in India, manufacturing a diverse portfolio of electric equipment, including, metering solutions, switchgears, lighting equipment and wires and cables, catering to consumer and institutional customers in the electrical equipment industry. HPL had the largest market share in the market for electricity energy meters in India, with one of the widest portfolios of meters in India and the fifth largest market share for LED lamps during the corresponding period (Source: Frost &Sullivan Report, February 2016). HPL's manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. HPL currently manufacture and sell its products under the umbrella brand 'HPL', which has been registered in India since 1975.