



HPL Electric & Power Limited

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27th February, 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 Delhi Capitals team for IPL season- 2019

27thFeb, 2019, New Delhi: HPL Electric & Power Ltd., an established electric equipment manufacturing company, today announced its association with the Delhi Capitals team as the **Official LED and Switchgear Partner**. As a part of its association, Delhi Capitals players will sport the company's logo on their jersey.

This is HPL's first partnership with the IPL team Delhi Capitals. The Company will further leverage the association by using Delhi Capitals and its team players in all communications related to LED and Switchgears. The company plans to come up with a 360 degree marketing approach to get maximum benefit around the tie-up.

Commenting on the association, **Mr.Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd** said: *"Taking our journey forward with IPL, we are glad to partner with Delhi Capitals. With this association, we look forward to create meaningful marketing initiatives for our B2C customers in order to strengthen the brand and product recall in the consumer's mind. Being the official LED and Switchgear partner will be a great asset, as it will popularize and create HPL's bond with potential and existing consumers. We share common beliefs with the team, and its new approach. We're planning to come-up with new brand-building initiatives accordingly. We look forward to celebrating their successes together."*

Mr. Dhiraj Malhotra, CEO, Delhi Capitals said, *"It is our pleasure to welcome HPL on board as our partners. With the national reach of the IPL, we're confident of providing HPL with an outstanding platform to showcase the breadth and range of their portfolio. Ours is a side that has undergone rebranding. And in HPL, we have yet another new associate, which is an exciting prospect for us."*

The 12th edition of the Indian Premier League 2019 begins on 23rd March, 2019.

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.

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For further information on HPL Electric &Power Limited,please visit www.hplindia.com