



wishes you a  
**Happy Diwali**



# Newsletter

October, 2019

## Celebrate this Diwali with HPL 7 Wonders!

Introducing our newest range of LED products using the Latest technology and design for best-in-class performance and durability.



**9W**  
**KASPER**  
THE INVERTER LAMP



**7W**  
**LUMINO GOLD**  
COB LIGHT



**7W**  
**TWISTY**  
THE FIXED  
HOLDER PANEL



**10W, 20W & 30W**  
**TARA**  
THE ADJUSTABLE  
T-SHAPE & ARC-SHAPE LAMP



**UPTO 20W**  
**GLO GREEN**  
THE ECO-FRIENDLY LAMP



**6W & 18W**  
**MR. FIT**  
SLIM PANEL LIGHT  
Also available in Square Shape  
6w, 12w & 18w



**8W**  
**CHAMELEON**  
THE COLOUR  
CHANGING LAMP



# Meet & Greet with Haryana Steelers @ Bella Vista, Panchkula, Haryana

We have strengthened our presence in North India by associating with Haryana Steelers. To celebrate this association, we have organised Meet & Greet event with Players at Panchkula wherein key dealers & distributors were also invited to grace the occasion. Lot of engagement, activities & group photo session were organised followed by lunch. Through this association, we intend to enhance our brand outreach in tier II, tier III markets.



Cake Cutting Celebration with Haryana Steelers

## Exhibition Innovations

HPL Products attracted interest of many National & International customers

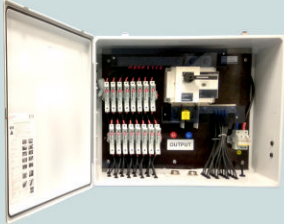
### Renewable Energy India Sep. 2019 @ Gr. Noida

Asia's largest & most influential renewable energy expo, attracts the customer from across the world. HPL has been participating in REI from last 3 consecutive years and are able to convert opportunities into businesses. This year we have added 5 key products into our solar baskets which will certainly give heads-up to our brand in competitive market.

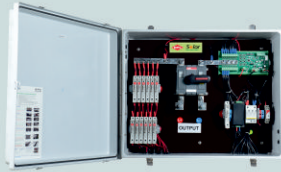




## New Product Launches @ REI 2019



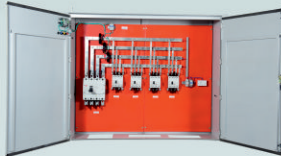
String  
Combiner  
Box  
1500V DC



String  
Monitoring  
Box  
1500V DC



AC  
Combiner  
Box  
800V AC



AC  
Distribution  
Box  
1000V AC



LT Panel 800V AC

## Electric & Power Indonesia, Sep. 2019 @ Jakarta



Indonesia is a growing market, importing \$1.5 billion of electrical power equipments every year. Therefore, this exhibition was a great opportunity for us to present ourselves as complete electrical equipment solutions to potential customers. We were able to extract the enquiries from govt. utilities & distributors networks and trade markets.



## EMA VIETNAM, Sep. 2019 @ Vietnam

HPL has participated in collaboration with our esteemed distributor DAT BINH, Vietnam. This has been a good opportunity for us to demonstrate ourselves as Indian Electrical brand with highly efficient product catering to the needs of local & neighbour markets of Vietnam. We have received quite positive response from our customer, hope to convert the leads into business.

## Infra Oman Exhibition, Oct. 2019 @ Oman



One of the largest building and construction expo in Oman region. HPL participated for the first time and made its presence felt as "Make in India" brand with highly efficient technology product, which attracted all the delegates & customers during the show.





# Connect. Converge. Engage.

To capitalise on maximum market share before the festive season hits, HPL has strategically organised more than 20 channel partners meet at PAN India level. This platform has given us an opportunity to connect with our partner for product awareness & sharing vision from brand growth perspective. We also have launched LED Lighting series by the name of 7 wonders at this platform which has been appreciated by all our networks and given a commitment for stringent growth to our brand.

## Dealer & Retailer Meets



## Electrician & Nukkad Meets

These small scale meets gives you a platform to reach out to your direct customers. Explaining about our products, greet them with gifts followed by lunch motivates them for business conversions.

