



Newsletter

May 2019

HPL ELECTRIC KARO POWERPLAY ON



Meet & Greet with Delhi Capitals @ITC Maurya, Delhi

Hi-tea session for the key marquee players of DC team and top dealers & distributors at ITC Maurya, Delhi. Personalised autograph of players merchandise rewarded to dealers followed by an open discussion between management & dealers for efficient way forward .



Cake Cutting Celebration with DC Players

Pan India Lighting Dealers Incentive Trip@ Dubai

Over 100 qualified top lighting dealers from across the country were invited to visit the Dubai along with their family. It was wonderful event organised by company & appreciated by all dealers. 3 night & 4 days event with sight seeing followed by Gala Event, wherein all top dealers were rewarded with a token of appreciation.



Span Distributors , Kerala
Awarded by Mr. Gautam Seth (JMD, HPL)



Awardees Group Shot



Group Shoot@Burj Khalifa

Brand integration on consumer product packaging

An extended brand integration campaign with Delhi Capitals has been positioned on the product packagings of the consumer product lines as a part of disruptive strategy for retail.



Exhibition Innovations

HPL Products attracted interest of many National & International customers

Instore Exhibition, March 2019 @ Mumbai

A platform where all the experts in Retail / Commercial light segment comes together to preview their strength and this year we also showcased our beautifully designed commercial lighting products which attracted maximum eyeballs and gave us a strength to move forward with this segment.



Hannover Messe, April 2019 @ Germany

A platform where all the players comes together to showcase their technology and innovations thus providing insights about the fastest and most rapidly emerging trends in Electrical Industry. So as we, presented ourselves as 'Make in India' brand with highly efficient technology product which attracted all the delegates & customers during the show.



Mr. Gautam Seth (JMD HPL) on Right 'with Key Customers at Germany



Jimex April 2019 @ Jordan

It was an great opportunity for us to showcase our products to mass consumers as the one of promising Indian Brand in Jordan, we have got a chance to meet all major suppliers & industry experts during the show.



HPL undertakes massive advertising campaign during IPL to reach out to maximum audience

In an attempt to do so, we have revamped our positioning as – Karo Powerplay On. In partnership with the Delhi Capitals team, we have brought alive a fresh campaign, that has put us forward as a trusted brand; one that will keep on the powerplay of their house, for a longer time. **Switch on HPL. Switch on powerplay.**

Campaign has given us a tremendous reach on National & Regional channels both.



Radio Campaign in Delhi NCR



Our Radio campaign has given us remarkable reach within our targeted community & audience. This campaign brought us an opportunity to convey our brand message to our efficient end customers prominently.

Social Media & PR Promotions

TG focused brand campaign is active on all the social media platforms like facebook, Twitter and LinkedIn display network reaching the customer base at large.



“Brand Promotion on Delhi Capitals social handles with over 4 million reach”

“Event Coverage in HT City, Delhi”

PR@Exchange4Media