



Newsletter

Feb. 2020

Elecrama 2020

“ Innovation is taking two things that already exist and putting them together in a new way ”



CMD Rajasthan DISCOM visited our Stall & graced the occasion

Over 1000 visitors per day at stall

Over 30 new products launched in all the segments

Elecrama is the largest congregation of power sector ecosystem in geography. It provides peerless thought leadership platform for everything electric, it also layers the relevant audience from the world for a hands-on experience of the latest products and technology offerings, Global consumers, Consultants and Industry Experts from various Indian & International cities visited our stand and witnessed our efficient & futuristic product range like Smart Meters, Switchgear Range, Premium Osafe MCB & DB range, Consumer & Industrial Lighting etc.

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Showstoppers @ Elecrama

Way ahead in the league "HPL Smart Meters"

While looking at the continuous demand for traditional meters to smart metering solutions, HPL has launched new range of meters to feed the needs of Indian & International market for future ready energy management solutions.

New Products Launched in Meter

- Smart meters with NB-IoT (Narrowband - Internet of Things) technology
- Ebit Panel Meters- Single line cost effective LED display meter has 100V to 300V AC
- Power Factor Controller - Microprocessor based intelligent auto switching & has individual capacitor mode.
- Single phase low cost multifunction meter for utilities

New Range of Panels Meters & Power Factor Controllers

End to End Metering Solutions

New Products Launched in Switchgear (Industrial & Domestic)

Over 15 new products have been launched during the show in the entire switchgear category comprises of Industrial Products, Modular Switches & Premium range of OSafe MCB & DB Accessories.

- Isolators - 3 pole & 4 pole isolators in AC & DC voltage with AC23A & DC21B utilisation
- Isolators of 2 pole/3 pole comes with various AC/DC voltage up to 1500V having rated current up to 630A at various duties
- MCCB Distribution Panel - Reliable & safe for Industrial, Residential & Commercial application
- TAB Super MCCB - Comes with double break mechanism & enhanced life
- Safety Enclosures - Specially designed for emergency breakdown, comes with IP55/65 rating for outdoor application
- DC Fuse Holders - Curated for solar applications & are environmental RoHS compliant
- Osafe DC MCB's - Provides voltage up to 1000V DC
- RCBO- Comes in 2 Pole 2 modules & 2 Pole 4 modules, 4 Pole 4 modules & 4 Pole 8 modules
- Osafe MCB & DB Accessories
- Premium range of Modular Switches for retail segment

New Range of Industrial Switchgear

New Range of Domestic Switchgear

New Range of Modular Switches



Surge Protection Device



DIN Rail Mounting Bell



Indicating Light



Modular Contactor



Cylindrical Fuse Holder



Time Switch Digital Astronomical Time Switch



New

Products Launched in Consumer Lighting Segment

In addition to the recently launched 7 wonders of lighting, HPL has further diversified their lighting segment with **Next 7 Wonders**, primarily catering to retail consumers. These lights can be connected wirelessly, are maintenance free, have compact & sleek design, can be remotely controlled and provides longer shelf life. HPL's latest energy efficient lighting range includes - Double Side Wall Light, Decor Side Wall Light, Zoom Light, Decor Single Side Wall Light, Linear Light, Low Bay Light, 4 In 1 Smart, Batters & Downlighters.

Brand Promotion @ Social Media, PR & Outdoor during Elecrama

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



On-site branding at Expo Mart @ Elecrama 2020



“ Brand promotion on social handles with over 12 million reach in last one month ”

HPL Products Attracted Interest of Many International & National Delegates



“ Our newly launched products gauged maximum attention of the visitors and was enquired and praised by industry veterans, customers and experts. ”

Live Demonstrations of Product Lines



“ HPL's Smart Cities mission has consciously focused on creating products that help conserve energy and prove to be cost effective in long run. In a country like ours, where the need for power is continuously increasing. ”

COSMA Technical Seminar sponsored by HPL in Mumbai

HPL has sponsored Panel Builders meet organized by COSMA the Panel Builder's Association of Mumbai recently. It brought us an opportunity to showcase our technical strength especially in switchgear segment meeting the technological needs of the time. It was fairly interactive session & appreciated by all the participants.



Mr. Rishi Seth (Jt. MD)
addressing the audience



Technical Seminar & Product Presentation @ Kathmandu, Nepal

HPL has recently organized a technical seminar in Nepal, wherein top notch consultants, electrical contractors, panel builders & dealers attended the show. This has been a good opportunity for us to demonstrate ourselves as Indian Electrical brand with highly efficient products catering to the needs of local & neighbour markets of Nepal.

