



Newsletter

January, 2019

wishes you a
**Happy New Year
2019**

Participated in NEEK Electro Expo-2018 @ Nepal

In order to spread the brand and increase the market penetration of HPL Products in Nepal, the company has participated in Electro Expo in Nepal.

The stall was visited by dignitaries including the Power Minister of Nepal and received a good footfall. The participation was followed by local consultants and contractors meet.



HPL Technical Seminar
organised for
Consultant & Contractor



Mr. Kulman Ghising (NEA Director)
appreciated our product range
especially Prepaid Meter



Hon'ble Barsaman Pun, Power Minister,
Nepal visited our stall graced the event



HPL has sponsored News18 (MP-CG & Rajasthan) regional channel as '**Powered by**' with category exclusivity in **LED Lighting** during Elections 2018.

2 months campaign with extensive coverage throughout the campaign duration contributed massive mileage and enhanced the brand value among the customers.

Highlight of Product launches in 2018

Trios Lighting

- High lumens package
- CRCA die cast formed housing with UV and corrosion resistance for durability
- Thermo - painting finish in architectural white black grey & red etc
- Best for architecture lighting applications.



Rays Lighting

- High lumens package
- CRCA die cast formed housing with UV and corrosion resistance for durability
- Thermo - painting finish in architectural white black grey & red etc
- Available in Suspended & Surface



Solar Home Lighting Solution

- Compact and Highly efficient
- Simple, Rugged and Reliable
- Ideal solution for rural and remote areas where power
- Supply is unreliable



Solar Street Light 12W Luminary (Bluetooth)

- Renewable and Independent green energy source
- Automated switch ON and OFF
- Bluetooth Enable Luminary so easy to access the data



Spark LED Panel

- 2 In 1 Sleek Design Panel
- In Built Driver
- High Efficiency and Brighter Light



COB Lighting

- High Quality Die casting Aluminum
- Excellent Efficacy and Performance
- Bridge Lux COB



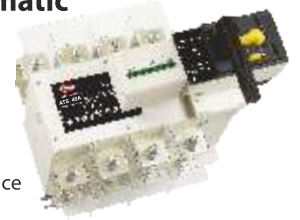
R Lamp

- High Quality Die casting Aluminum
- Excellent Efficacy and Performance
- High Power Factor



Advance Version Automatic Load Transfer Switch

- Added range with domestic load applications from 40A to 125A
- Most suitable for BMS
- Only Switch with RoHS Compliance
- Pioneer in ATS with Arc Chutes



O Protect

- Very sleek, elegant and compact design
- Protection against Short Circuit & Over load
- Convenient & easy to operate
- Completely insulated design
- Supply indication



Dealer Meet @ Kanpur

Mr. Lalit Seth (CMD) shared his vision with all top dealers & retailers of Kanpur to motivate them for an effective and stringent growth in the market share.

Retailer Incentive trip @ Thailand

More than 30 retailers from Cochin have been awarded with incentive trip basis on their target achievements of lighting product sales. It was 3 nights & 4 days trip including sight-seeing & full entertainment followed by gala dinner on last night. It was quite motivated and memorable trip for each of them & left us with huge expectations in business growth.



Dealer Meet @ Kerala

Pan India dealer & retailer meets are being organised and Kerala meet is the recent one of them wherein the focus was to have one to one interaction with our partner on product awareness & business growth strategies to gather maximum market share against competition.

Electricx Exhibition @ Cairo, Egypt

It brought us an opportunity to enhance our brand presence in international market. We have showcased our latest offerings and product range catering to a large no. of target audiences. Major customers who have turned around were consultants, industry experts, relevant people from different states & power utilities to witness the latest innovations.



Pan India Outdoor & BTL Activations

Retail branding & outdoor campaigns are placed in high potential areas with a focus of highlighting household products to cater the mass audience. **6000+** dealer boards & inshop branding have already been executed in a strategic locations to cater the maximum eyeballs.



Pole kiosk branding near Ezra Street, Kolkata



Kiosk branding, Allahabad



R.P. Road, Hyderabad



Channel Connect

For the first time we have introduced our newly launched lighting product **"SPARK"** to our dealers at their places itself to give them more personalised experience. More than 100 counters have been covered in Rajasthan market with the plan to capture maximum growth in market share.

विजली की बचत • पहले 35 हजार स्ट्रीट लाइटें थीं, अब बढ़कर 55 हजार हुई एक साल में 20 हजार स्ट्रीट लाइट बढ़ीं... लेकिन एलईडी के कारण बिल में सिर्फ 4 लाख का इजाफा

प्रधानमंत्री के सड़कें एलईडी लाइटों से रोशन हो रही हैं। एक साल में 20 हजार से ज्यादा स्ट्रीट लाइटें बढ़ी हैं। लेकिन एलईडी लाइटों के कारण बिल में सिर्फ 4 लाख का इजाफा हुआ है।

एलईडी लाइटों के कारण बिल में सिर्फ 4 लाख का इजाफा हुआ है।

एलईडी लाइटों के कारण बिल में सिर्फ 4 लाख का इजाफा हुआ है।

एलईडी लाइटों के कारण बिल में सिर्फ 4 लाख का इजाफा हुआ है।

Social Media & PR Promotions

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

Follow us on :

