



Newsletter

April 2019

HPL the Official LED & Switchgear partner of DELHI CAPITALS

We feel proud to announce our association with Delhi Capitals, as the official LED and Switchgear partner for IPL 2019. As part of our association, all players of Delhi Capitals team will sport the HPL logo on their jersey, giving us ample visibility during live matches.

HPL ELECTRIC KARO POWERPLAY ON



Stadium Branding

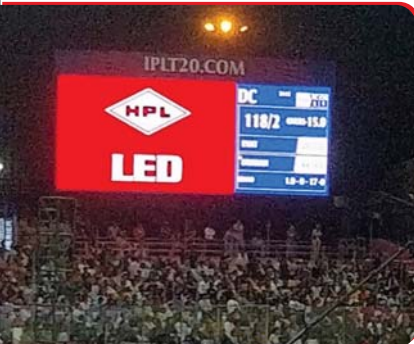
ET BRANDEQUITY
An authority of The Economic Times

Star viewership up 28% at 283 million in the first week of VIVO IPL 2019

With 33.1 million average impressions recorded in the opening week, overall reach increases 15%

ETBrandEquity | April 05, 2019, 08:00 IST

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We have also come up with a fresh campaign 'Karo Powerplay On' to strengthen this association and boost our prominence in the market. We have looped in 3 outstanding cricketers – Shikhar Dhawan, Rishabh Pant and Prithvi Shaw - as the face of the campaign, who will feature in our product packaging and all other communication.

HPL ELECTRIC

KARO POWERPLAY ON

TV Campaign

The cricket fever is on, and India is all set to celebrate the powerplay of their favourite teams.

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 will 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 Schedule:- April '19 onwards.

Timings: - HSM & Regional Channels: Monday to Sunday (Evening Prime Time)
Business Channels: Monday to Friday (Business Hours)

Radio Campaign
in Delhi NCR

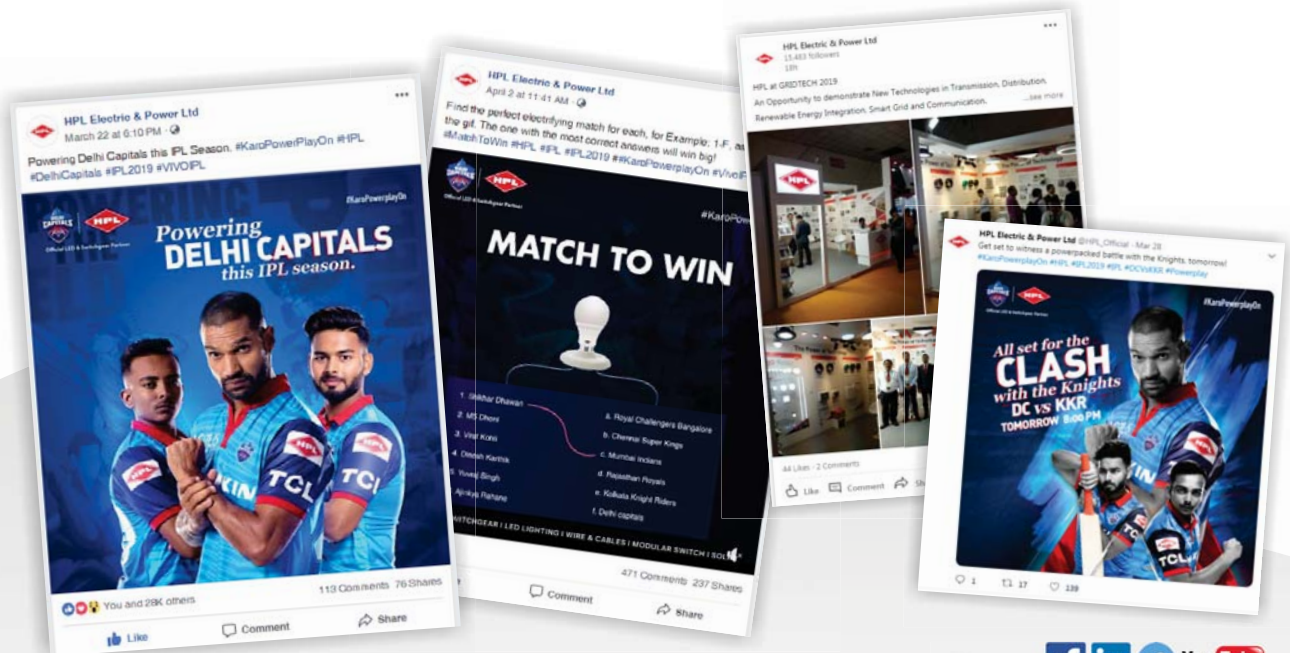
Our radio campaign is all set to go on air in Delhi-NCR during this IPL season with the highlight of world class efficient electrical products which brought safety & savings in everyday life.



Broadcast Schedule: 1st April 2019 Onwards
Morning & Evening Prime Time

Social Media & Digital Media 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.



Follow us:

HPL Products attracted interest of many International & National customers

Middle East Electricity Exhibition 2019 @ Dubai

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.



Business interactions with top distributors of HPL at dubai while having dinner after the exhibition



Distribuelec Exhibition 2019 @ Mumbai

This time HPL has made a presence felt at distribuelec expo by showing the large no. of product range meeting expert market demands. It's a platform where all the major suppliers, consultants, industry experts utilities, architecture, power distributors are present to witness the showcased products.



Ceeamatch Exhibition 2019 @ Pune

It was 3 days event studded with innovative products preview, latest technology presentation, concepts and pure business interactions.

