

HPL Participates in 'Light India Exhibition' at Pragati Maidan in New Delhi



HPL Electric & Power Ltd, an established electric equipment manufacturing company in India, is participating in the 'Light India Exhibition' at Pragati Maidan in New Delhi from October 5 – 7, 2016. Present at Hall no. 11, Stall no. C-30, HPL Electric & Power Ltd is displaying its entire lighting range at the exhibition, covering Consumer, Lighting Electronic Drivers, Commercial and Industrial & Outdoor Lighting. Light India is India's largest B2B trade fair for the lighting industry in India, offering an opportunity to meet with potential / existing buyers, develop new business contacts, connect with the experts from the industry and gain insights of the industry.

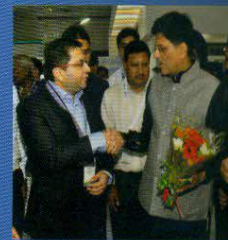
Speaking on the company's participation at the exhibition, Mr. Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd said, "Light India Exhibition being the largest exhibition for the lighting industry is a good opportunity for us to display our lighting range and to connect with the right stakeholders. At the exhibition, we are displaying Smart Lighting Solutions like CCMS technology for streetlight, Mobile operated LED Lamps, IR censored based Lighting Panel for commercial segment and so on. As a company, we always look forward to such opportunities to connect with all key stakeholders

and highlight our new and energy efficient product offerings. HPL is looking to expand its dealer & distributor network to 3000 & Retailer network to 21000 by the end of the year. Our market penetration has been growing especially in the tier II & tier III. The focus is going to be on the Brand awareness."

HPL is an established electric equipment manufacturing company in India, manufacturing a diverse portfolio of electric equipment, including metering solutions, switchgears, lighting equipment and wires and cables, catering to consumer and institutional customers in the electrical equipment industry. HPL has the fifth largest market share for LED lamps during the corresponding period (Source: Frost & Sullivan Report, February 2016). HPL's manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. They currently manufacture and sell its products under the umbrella brand 'HPL'.

HPL supplies switchgears, lighting equipment and wires and cables, primarily through their pan-India authorized dealer network, which comprised of over 2,400 authorized dealers or distributors as on March 31, 2016, from their warehouses located in 21 states and union territories in India that are managed by their carrying and forwarding agents.

HPL's authorized dealers or distributors further sell their products to over 15,000 retailers in India. In addition, HPL supplies their products to Power Utilities, which primarily includes supply of meters under direct contractual arrangements to electricity boards and power distribution companies, as well as through project contractors. Further, they supply their portfolio of products to developers of residential and commercial building projects, OEMs and to industrial customers through a mix of direct sales and supply through their authorized dealer network.



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