

India Electricity 2009

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HPL creates a niche for itself in global electrical industry

Lalit Seth, a leader, a visionary entrepreneur endowed with inimitable dynamism, having huge experience of more than thirty seven years in the industry is a keen observer of market trends all over the world. It was his distinctive idea of import substantiation that resulted in growth of HPL into a dynamic Group with clear futuristic vision to be the best. His Global ambitions are the lifeblood of HPL. His undaunted competitive edge has always led the organization not to lose the focus on the challenges the new economic order the world over, poses for growing companies. In an interview, Mr. Seth has talked about his strategies for the company. Excerpts:



Mr Lalit Seth, Chairman & Managing Director, HPL India Ltd.

four hour helpline for consumers?

Yes we have detailed product information web page available for consumers and our clients. The details about all products under six different heads is maintained. Our clients can write about product feedback or obtain details online as well as from our various network offices across the country. In the feedback form our clients can select the product of their interest for which information is required.

How do you maintain the quality of products along with reduced turn around time, reduced cost and above all meeting the customer satisfaction level? Do you have separate quality maintenance cell for all units?

HPL is committed to have satisfied customer by catering to all required quality products. We are continuously working on the customer feedbacks. We have separate quality management team to take care of all critical to quality standards. Our quality management policies ensure customer satisfaction, reduce cycle time and costs, and also eliminate errors and rework. We believe that results (performance and financial) are the natural consequence of effective quality management only. Thus, we have high customer retention and at the same time added new customers. This has been possible because we deliver what we commit as per the requirements of the customer. In our industry, product specifications keep changing very fast and to keep pace with the changing requirements, we have a strong research & Development team to develop new products that meet customer's requirements. We have the latest state-of-the-art testing equipment that has helped us to reduce the time between designing and launching our solutions. Our investment in research and development centre and our production facilities have enabled us to meet and, at times exceed, the customer requirements in terms of design, cost and delivery. We have a complete mechanical design team and our own ultra-modern tool room which helps us reaching from start to finish in a very short time.

major international players to collaborate with HPL and work successfully together. The products we are manufacturing are of new generation and are consistent in the accuracy and eminence with international standards. Our strategy for international market is almost the same as for the Indian market. HPL has two foreign joint ventures with equity participation with world renowned multinational companies in the electrical fields. HPL collaborated with Socomec in the year 1993, which is our on-line interactive joint venture. Another equity partner Moeller, an Eaton Group company of \$12 billion, manufacturing and supplying Electrical Protection Systems. The products manufactured under the supervision of these joint venture companies are the best in terms of technology, quality and design and are the latest available around the globe. The market slowdown has not affected the company because of its technology and quality.

What is the biggest challenge you have in terms of awareness about energy conservation and its optimum utilization amongst the consumers?

Today, most of the organizations are aware of energy conservation. However, the ways and means to do the same are often not practiced. Therefore, even though the awareness is there, the objective cannot be fulfilled and the users quite often do not get tangible benefits out of this exercise. Hence, the biggest challenge is proper implementation of the energy conservation strategies be it by using low-power consumption lights like CFL, optimization of loads and so on. The first step in any such exercise is the measurement of the loads being consumed by different processes in any organization and then implementation of the right strategies to conserve energy. This is a continuous process requiring metering equipments' throughout the distribution network of a facility to arrive at conclusion for new changes in the implementation. We at HPL are very conscious of energy conservation specially while designing new products in our R&D.

Do you have any online product information available for consumers or availability of twenty

What do you think is HPL's major contribution in Indian electricity or in utility sector?

With its unwavering commitment to the creation of world-class quality products, the HPL Group has created a niche for itself in the electrical industry within the country and internationally. HPL is one of the premium manufacturers of reliable electrical protection equipments, switchgears, energy meters and energy management systems. In its own special way, HPL is committed to the growth and expansion of Brand India. Through our deliberations in the electrical industry, we believe we can actively participate in furthering the cause of brand India.

Tell us about your future plan for the company's growth. How are you planning to expand your business horizon?

Exporting its products to Middle East, SAARC and European countries, HPL is increasingly focused on export-led growth through optimal utilization of its comparative technical advantage vis-à-vis competitors. Two key factors at HPL ensure a lasting competitive advantage: an innovative business model and complete market intelligence. Optimum implementation of these factors enables HPL to create a more effective, sustainable operation, and more value for the customers and it will continue to focus on consolidating its dominant position in India, while expanding its reach globally. Currently, HPL is on a global expansion policy to expand its business horizons and is looking for marketing alliances for its products from unexplored markets.

Do HPL electricity products contain PCBs (Polychlorinated biphenyls) ?

YES!

How important is it for you to educate the consumer for lamps disposal or recycling awareness ?

Environment protection is of prime most importance to HPL as a company policy. On all CFL lamps packing of HPL, Statutory Notice is printed for consumers with information provided for web link to get information regarding safe disposal of lamps.