

PUBLICATION	Electrical Mirror
DATE	July 2019
EDITION	National

IEM
ELECTRICAL MIRROR

INTERVIEW

HPL

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HPL is a leading electrical equipment manufacturing company providing solutions to Infrastructure, Government, Retail and Private sector projects. With a strong industrial base and state of the art manufacturing facilities it has established a strong foothold in Indian as well as International Markets for its diversified products portfolio. Having a large market share in Switchgear, Metering and lighting segments, HPL aims to maintain double digit growth.



Q. "HPL is a well-established brand with a proven track record of over four decades in Indian electrical industry" How this statement defines your success story?

HPL Established in 1956, is among the leading players in the electrical industry today. HPL is a company with a strong innovative tradition, constantly striving for new levels of excellence, developing innovative products and solutions. Over the years, HPL has established considerable presence in meters, modular switches, switchgear, lighting, wires & cables segments.

HPL Group has a total of 9 manufacturing facilities. Its modern manufacturing Units are in located Gurugram, Kundli, Sonapat, Panipat and Himachal Pradesh those are ISO 9001: 2000 certified. These facilities are spread over covered area 80,000 sq. mts and manufacture products conforming to International and Indian Standards. HPL also has R&D centers located in Gurugram and Kundli, having over 100 design engineers, consistently working to upgrade the product technology.

HPL has garnered main certificates such as RCCB validity, isolator license validity, Certificate of Compliance- MCB/MCCB Distribution board, Certificate of MARKING COS family, ISI Mark guidelines, ISO 2016, Certificate of Compliance and many other accreditations.

Having a diversified customer base for both residential & commercial users, public & private enterprises, city infrastructures, power utilities, international markets, HPL is committed to provide solutions and services.

Today, HPL Group employees over 1900 people, has 90 branch offices & representative offices spread throughout the

country with 2000 Authorized Dealers and 12000 Retailers across country.

Q. What are the major sectors, you are focusing on and what kind of growth can we expect in the coming year?

HPL works in various sectors like Infrastructures, Government, Retail & Pvt. Projects etc. HPL has always expected to grow in all the verticals and has a strong industrial base as well as customer base (b2b as well as b2c). Its metering business clocked highest quarterly revenues with improved operating margin. HPL's Switchgear and lighting business continue to witness strong traction hope to grow in double digit in coming quarters.

Q. Tell us something about your recent and coming projects story?

Solar has been a recent development into our product basket. We have now following range available for Solar Industry-

- Solar cables
- Bi-Directional meters
- Junction boxes
- DC & AC Distribution boxes
- String combiner and monitoring boxes
- DC Luminaries for solar home lighting systems and solar street lighting system
- Submersible cables for solar water pumps

And, there has always been a focus on continuous development in our existing product categories.

www.hplindia.com





INTERVIEW

Q. What is your mission behind HPL?

HPL product range features high quality electronic energy meters, switchgears, lighting, wires & cables, as well as modular switches and accessories. When it comes to the most innovative designs and developments, you do not have to look beyond HPL. As a matter of fact we go out of our way to ensure that each and every one of our customers benefit from our cutting edge technical expertise. That's why we put our best foot forward and work with both users and influencers to examine various applications and operations in ever-minute detail. In doing so, we fully identify and respect every single need of the end user so as to offer a complete, practical, and customized solution. And this does not happen just like that. For us, it is extremely crucial to have a global, outside-in perspective towards our products. HPL has Technical collaboration with LS Industrial Systems Co. Ltd., Korea which testifies to our commitment towards providing the best. Our customer centric approach speaks volumes about the values we attach to our organization's culture in order to achieve efficiencies for the business.

Q. What's your outlook on the recent status of electric wire and cable market in India as well as globally?

Indian Electric wire and cable market has seen a tremendous demand in high-temperature superconducting cables, HVDC power cables and this is after effects of expansion and revamp of T&D infrastructure in India. The Industry has also seen competitive market scenario, with big international players and Indian manufactures all jostling for the market space. Government initiatives such as 'Pradhan Mantri Sahaj Bijli

Har Ghar Yojana', 'Deendayal Upadhyaya Gram Jyoti Yojana' (DDUGJY), have also been instrumental in the growth of electric sector. With strong impetus towards rapid infrastructure development in India; HPL forecast a strong market for electric wire and cable in coming years.

Q. HPL has completed over years. What are the major milestones that you look back on with satisfaction and pride?

As per Frost and Sullivan 2016 Report, HPL is 5th largest LED manufacturer in India. It also has strong grip electronic energy meters and is a market leader with 25% market share. In the on-load changeover switches segment HPL has an unbeatable 50% market share and also 5% market share in low-voltage switchgears.

HPL has seen various milestones since its inception, which are-

- 1998 - Started production of electronic/static energy meters at Gurgaon facility
- 2011 - Started production of lighting equipment at Sonapat facility II
- 2011 - Started production of Switchgears at Sonapat facility II
- 2014 - Started production of wires and cables at Gharaunda facility II
- 2015 - Started production of LED products
- 2016 - CHPL launched IPO on 22nd September, 2016. It was subscribed nearly 8 times.
- 2017 - New Plant, Started production of Meter, Fans, MCB and DBs at Guwahati facility. 

