

**The Way We Were**  
NATIONAL CENTRE FOR THE PERFORMING ARTS



**ESTABLISHED:** It was in 1965 that Dr. Jamsheed J. Bhabha had the idea of creating an institution in Mumbai to safeguard India's rich heritage in performing arts.

**OWNERSHIP:** The Nariman Point campus is owned and managed by a public trust.

**USE:** It has schools, libraries, archives, museums, studios, workshops and state-of-the-art auditoria.

**MEMORABLE EVENTS:** Performances by Yehudi Menuhin, Israel Philharmonic Orchestra, Vijayethi Khan, M.S. Subbulakshmi, Birju Maharaj.



**PHOENIX EFFECT**  
How vultures are rising from ashes of extinction  
**WEEKEND I**

**GAY PRIDE**  
A former prince turns to their cause  
**WEEKEND III**

**PAK IN DENIAL**  
The civilian government and the army are at odds  
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## HPL India is in the fast lane



these joint venture companies are the best in terms of technology, quality and design and are the latest available round the globe.

### Has market slowdown effected HPL? and why?

No the market slowdown has not affected the company. Consistent upgrading of Technology, maintenance of quality of all levels has created an edge for HPL over its competitors. Product reliability in projects has earned satisfied customers and dealers. In spite of a little slowdown in market, HPL products have maintained its demand and customer pull.

### Energy conservation has become a big issue for all. How do you go about spreading the awareness of energy conservation to your 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.

### How do you manage to keep your product-prices at competitive rates even in today's market where cheaper Chinese goods are available to the consumers?

Continuous improvement is the key to our success. It is not just a phrase for us. It is practiced by all our team members regardless of the level, role or responsibility. Our objective is to be ahead of the competition and close to the customer. We are known in the market to be aggressive players who give high quality products at affordable prices. At the end of the day, the customer is looking for quality, reliability and optimum value for money. We can match these expectations through "HPL R&D Centers", with around 100 design engineers, working constantly to upgrade technology in tune with company's mission. Our order book is very healthy especially the metering group and we are confident of an excellent growth in this financial year too. One of our mantra's of success is doing the right thing at the right time under tight fiscal control. Our real strength is our team which is fully competent to meet the challenge of slow down and cut backs extra.

### What is the current CFL range offered by HPL?

We are a leading manufacturer of CFL lamps with a capacity of 25 lakhs bulbs per month. HPL manufacturer a complete range of CFLs from 5 watts to 85 watts in Mini and Standard sizes with 2U, 3U and 4U range. It is also one of the very few manufacturers of full spiral range of CFLs. It also leads the market in not-retrofit CFL tubes ranging between 5 to 36 watts.

### What are the new product portfolios that may be launched by HPL India soon?

HPL-CFL are manufactured on state of the art automatic machinery. These Lamps are available in HPF (>0.85) versions with Solid Mercury Amalgam pills containing less than 5mg Mercury, making them very Environment friendly. Retrofit Series of HPL-CFL upto 25W are approved with BIS license. HPL-CFL lamps go through vigorous Quality testing at each Manufacturing process & are tested at Leading Test Laboratories like ERTL(East), NPL & ERDA."

We have been manufacturing multifunction meters for a long time in India and a large number of high-end products are about to be introduced by us. However, I would mention about our recently added Ebit range of digital panel meters such as Voltmeters, Ammeters, Frequency meters, Pf meters and Watt meters and so on which have received a tremendous response from all customers. These products are differentiated from the competition as these are new generation products in this category offering distinct advantages over other products.

### How do HPL India helps its consumers in addressing their concerns and complaints? What is your commitment towards consumer grievances and complaints?

The present customer is an informed and demanding customer who brings out the best in us and gives us an opportunity to improve our products and service offerings to the customers. 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 you can select the product of your interest for which information is required.

The company is also following its successful 3 D policy, that is, Duty, Discipline and Devotion. 'Duty to Work', 'Discipline to Quality' and 'Devotion to the Customer' focuses on best of technology and quality.



**RISHI SETH**, MBA in finance, completed his management from Satya Sai Institute, Prashanti Nilayam, AP in 1994. With a keen drive to expand the horizons of his company, Seth joined the family business soon after his stint with the management school. One of the biggest learning from the management school was the importance of values and its implementation in the family business. In an interview, he also talked about his strategies for the company. Excerpts:

### HPL India continues to register robust growth amidst tough competition. What makes HPL brand tick in the market place?

Our strength is our commitment to our customers. Superior technology, impressive product portfolio and a quality driven attitude have given HPL an edge in the competitive market. Our rich experience of over 54 years coupled with a strong Research & Development team to develop new products has helped us to reduce the time between designing and launching our solutions. This has also attracted 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. This makes us tick at the marketplace.

### You have tie ups with several international companies of repute. Could you throw light on your international strategy?

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 1991, 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