

| | |
|---------------------------|-----------------|
| Publication: Active Times | Edition: Mumbai |
| Date: September 17, 2016 | Page: 8 |

HPL Electric & Power Limited: Initial Public Offer to open on Thursday and to close on Monday Price Band fixed from Rs. 175 to Rs. 202 per equity share

Mumbai: HPL Electric & Power Limited (the "Company") proposes to open on Thursday, September 22, 2016, an initial public offering of equity shares of face value of Rs. 10 each (the "Equity Shares") for cash at a price band from Rs. 175 to Rs. 202 per Equity Share aggregating up to Rs. 3,610 mn (the "Issue"). The Issue will close on Monday, September 26, 2016. Bids can be made for a minimum of 70 Equity Shares and in multiples of 70 Equity Shares thereafter.

The Book Running Lead Managers ("BRLMs") to the Issue are SBI Capital Markets Limited, ICICI Securities Limited and IDFC Bank Limited. The Company, in consultation with the BRLMs, may consider participation by Anchor Investors, in accordance with the SEBI ICDR Regulations. The Anchor Investor Bidding Date shall be one Working Day prior to the Bid/Issue Opening Date. The Equity Shares offered through the Offer are proposed to be listed on National Stock Exchange of India Limited ("NSE") and BSE Limited ("BSE"). The Issue is being made through the Book Building Process, in compliance with Regulation 26(1) of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended (the "SEBI ICDR Regulations") wherein 50% of the Issue will be allocated on a proportionate basis to Qualified Institutional Buyers ("QIBs") (the



"QIB Category"), provided that the Company, in consultation with the BRLMs, may allocate up to 60% of the QIB Category to Anchor Investors, on a discretionary basis (the "Anchor Investor Portion"), of which one-third shall be reserved for domestic Mutual Funds, subject to valid Bids being received from domestic Mutual Funds at or above the Anchor Investor Issue Price. Further, 5% of the QIB Category (excluding the Anchor Investor Portion) shall be available for allocation on a proportionate basis to Mutual Funds only. The remainder shall be available for allocation on a proportionate basis to QIBs and Mutual Funds, subject to valid Bids being received from them at or above the Issue Price. Further, not less than 15% of the Issue will be available for allocation on a proportionate basis to Non-Institutional Investors and not less than 35% of the Issue will be

available for allocation to Retail Individual Investors, in accordance with the SEBI ICDR Regulations, subject to valid Bids being received at or above the Issue Price. All investors (except Anchor Investors) can participate in this Issue only through the ASBA process.

The Company 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. It had the largest market share in the market for electricity energy meters in India in fiscal 2015, with one of the widest portfolios of meters in India and the fifth largest market share for LED lamps during the corresponding period (Source: Frost & Sullivan Report, February 2016).

It currently owns and operates seven manufacturing facilities located across the states of Haryana and Himachal Pradesh, having in-house testing capabilities, including one manufacturing facility owned and operated by its subsidiary. All manufacturing facilities have been accredited with management system certificates for compliance with ISO 9001 requirements. Further, certain products are also certified to be compliant with various national and international quality standards, including the ISI mark issued by the BIS, the CE mark and KEMA certification for conformity with requisite European quality standards. Its manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. It supplies products through a network of authorized dealers or distributors to institutional, non-institutional and corporate customers. It supplies switchgears, lighting equipment and wires and cables, primarily through a pan-India authorized dealer network, which comprised over 2,400 authorized dealers or distributors as on March 31, 2016, from warehouses located in 21 states and union territories in India that are managed by carrying and forwarding agents. Its authorized dealers or distributors further sell products to over 15,000 retailers in India. All capitalized terms used herein and not specifically defined shall have the same meaning as ascribed to them in the RHP.