



HPL Electric organizes Meet & Greet with Haryana Steelers at Panchkula

HPL Electric & Power Ltd, India's leading electric equipment manufacturing company, has strengthened its presence in North India by associating with Haryana Steelers as their official LED partner. To celebrate this partnership HPL recently organized a meet and greet session with the Haryana Steelers players with the top distributors & dealers. The event witnessed the presence of Team Captain Dharmaraj Cheralathan along with Team Coach Rakesh Kumar, Raider Vikas Kandola & Naveen, and was held at Panchkula which is the home of Haryana Steelers.

Mr. Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd., along with top distributors and dealers had a memorable time taking photographs and autographs of the players. The players and the coach of Haryana Steelers also had an interactive session with audience and later on cake

ceremony was performed to celebrate the occasion.

This association will leverage the popularity of the players and their gaming competence to further HPL's visibility amidst the wider consumer base and enhance its market presence in North India. HPL products and Steelers share common characteristics of being powerful, youthful, and delivering strong and enduring performance.

Commenting on the event, Mr. Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd said: "We are very happy and proud to be the LED partners of Haryana Steelers Pro Kabaddi Team. Being the official LED Lighting partner will help in strengthen our visibility and popularize our brand with the potential and existing consumers especially in tier-II & tier-III cities. Through this association with Kabaddi League, HPL intends to enhance its brand outreach in these markets." 🇮🇳