

Sourcing

# ELECTRICALS & LIGHTING

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## INDUSTRY NEWS



### HPL Expands Product Portfolio, Announces Rs 120 crore Investment

India's leading manufacturer of switchgear, and metering and energy management equipment HPL India Ltd launched three new products for the industrial and domestic segments at Elecrama 2010. These were current limiting MCCBs, CT-

2EMG Plus energy meters, and Ebrit digital panel meters.

HPL's new adjustable MCCBs are designed to protect against overload and short circuits up to 65kA. Made with unbreakable BMC material, the TAB series of MCCBs are suitable for circuit protection in individual enclosures, switchboards, lighting and power panels as well as motor control centres. They are available in various frame sizes and rated current from 10A-800A in both fixed and adjustable magnetic settings.

Through the new CT-2EMG Plus, the company is offering energy metering solutions of two sources in one meter. Ebrit is a three-phase power meter featuring 80-300V AC/DC universal auxiliary supply, push button based site programming of CT ratio, coloured indication for R, Y and B phases, bright four-digit 11mm LED display, auto scroll and scroll lock facility, and password protected programming.

Speaking about the marketing strategies for the products, Gautam Seth ([gautamseth@hplindia.com](mailto:gautamseth@hplindia.com)), joint-MD of the company informs, "Since we are addressing the

needs of both the industrial and domestic segments of the market, our marketing communication is targeted towards consultants and builders as well as retailers and homeowners."

"This year we have added some more products to our domestic range such as lighting and luminaries, wires and cables, and are also coming up with ACBs and new additions in the control gear range for industrial markets. Because of our expanding portfolio, we have appointed many new dealers and retailers," he adds.

The company also plans to invest an additional Rs 120 crore towards expansion and setting up of manufacturing and R&D facilities. Following this move, its production capacity for wires and cables is set to increase, while a new unit will manufacture switchgear. Of the company's current turnover of Rs 700 crore, wires and cables account for nearly Rs 50 crore, and switchgear brings in another Rs 250 crore. "By offering electrical equipment for various segments, we are hopeful of achieving a turnover of Rs 1,000 crore in the current financial year," says Seth.