

# ELECTRICAL MIRROR

An Outlook of The Electrical & Power Industry

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## Best way to predict future is to design it.

Founded in 1956, the HPL Group is an established player in Indian electrical industry with a commitment to modern technology for manufacturing electric equipments. HPL Group has been serving the nation for the last 59 years modern & trusted products. The HPL range of products are quality products that are technologically upgraded and enjoys significant brand recall and customer loyalty in the LV switchgear market, increasing its presence across other switchgear products in the industrial and residential segments.



Switchgear



Metering



MCB & DB



Wires & Cables



LED Lighting



Modular Switch



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## Gautam Seth

JMD  
HPL Electric &  
Power Ltd.

**O**ur manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. We believe that our research and development capabilities have enabled us to keep abreast of technological developments in the electric equipment industry.





## Q. What is HPL and what is its success story?

HPL is an established electric equipment manufacturing company in India, manufacturing a diverse portfolio of electric equipment, including, meters solutions, switchgears, lighting equipment and wires and cables, catering to consumer and institutional customers in the electrical equipment industry. The company had the largest 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). Company' manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. HPL has established two in-house research and development centres, one each at Kundli (Haryana) (the "Kundli R&D Centre") and Gurgaon (Haryana) (the "Gurgaon R&D Centre", and together with Kundli R&D Centre, the "R&D Centres"). The company 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 the company's Subsidiary. All the manufacturing facilities have been accredited with management system certificates for compliance with ISO 9001 requirements. The company currently manufactures and sells their products under the umbrella brand 'HPL', which has been registered in India since 1975.

HPL supplies the products through a network of authorized dealers or distributors to institutional, non-institutional and corporate customers. The company supplies switchgears, lighting equipment and wires and cables, primarily through its pan-India authorized dealer network, which comprised of over 2,000 authorized dealers or distributors, from warehouses located in 21 states and union territories in India that are managed by the carrying and forwarding agents. Company' authorized dealers or distributors further sell their products to over 12,000 retailers in India. In addition, the company supply their products to Power Utilities, which primarily includes supply of meters under direct contractual arrangements to electricity boards and power distribution companies, as well as through project contractors. Further, the company supplies their portfolio of products to developers of residential and commercial building projects, original equipment manufacturers ("OEMs") and to

industrial customers through a mix of direct sales and supply through our authorized dealer network.

## Q. What are the latest technologies that you are coming up with for Indian market?

Technology is moving at a faster pace than at any other time. At HPL Electric it is our endeavor to design and develop the most technologically advanced and innovative products as per the customer needs. Technologies which help to save energy while maintaining the current requirements, which saves cost while also ensuring aesthetics is important. In this regards, we at HPL Electric are working continuously to provide the most innovative products, providing best energy saving and conservation options while providing the best results.

Smart meters are the latest trend in the electric equipment space. Smart meters, with help of IOT, help companies to manage power flows into and out of their network, and give customers the insights needed to understand their own energy infrastructure investments. The customers have understood the advantages associated with such upgrades and have adopted them readily for usage. These meters have offered domestic and international companies new market avenues for growth. In the LED space, India has become an attractive market for both domestic as well as international players. The reason for this is the benefit that they provide in terms of energy saving and conservation. The new applications which are coming are related to connectivity, better controls, application of sensors and moving towards wireless technology. HPL has a ready range of high-quality LED lighting solutions with a strong focus on energy savings. HPL range of LED Luminaires uses well-designed heat sinks to enable longer life with proper heat dissipation. Considering the fact that LED is an advanced light source, HPL has designed and developed these products with different combination of wattages which can be used to enhance the decor of the interior along with energy savings in homes, commercial complexes, offices, shopping plazas, conference rooms amongst other areas.

## Q. Where is HPL finding itself on the business front a little hard in the Indian market and why?

The market and industry situation for the power sector looks extremely positive right now with the Government announcing policies and initiatives which mean well for the energy sector. The demonetization drive initiated by the Government last year brought with it a new wave that got all good news for the organized and branded players in the energy sector. This when supported by the upcoming GST bill will mean good for the organized sector players. So the opportunities for organized players in the energy sector look upbeat and we at HPL Electric are working towards capitalizing on the available opportunities.

## Q. How do you define yourself from the other originated companies from same conduct of business line also share your 2017-18 plans with us?

Our strong product portfolio, supported by continuous efforts to provide the most innovative and technologically advanced products is our USP. HPL today 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. The company had the largest 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). Further, our manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. We believe that our research and development capabilities have enabled us to keep abreast of technological developments in the electric equipment industry. HPL has established two in-house research and development centres, one each at Kundli (Haryana) (the "Kundli R&D Centre") and Gurgaon (Haryana) (the "Gurgaon R&D Centre", and together with Kundli R&D Centre, the "R&D Centres"). HPL 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 the company's Subsidiary. All the manufacturing facilities have been accredited with management system certificates for compliance with ISO 9001 requirements. ■