

## HPL Socomec

### Launches Wire and Cables in Utter Pradesh

**H**PL-Socomec, a major player in Indian electrical industry, has added wire and cables to its other products available in the markets of Utter Pradesh. Within the first year of the product launch, HPL is positive to be among the top three domestic wire manufacturers of the state.

Commenting on the Launch of wires and cables in Lucknow, Mr. Gautam Seth, Director HPL said : " It is a great day for us and our customers as we continue to demonstrate our active commitment to delivering advanced products and necessary supply levels to meet the sustainability needs of this very demanding Wire & Cable market. We have invested in a big way at our Sonapat – plant to equip it with modern machinery and R& D division to produce electrolytic wire with 100% pure copper, high insulation resistance and extra safe wires. These steps are testament to our company strategy of providing our customers with our capability to develop reliable, high technology products that offer value proposition to the market and society." He further said that "Overall response we are getting about our wire and cable range is very encouraging and we are coming up with further range & capacity."

Traditionally a switchgear company, HPL is now one of the premium manufacturers of reliable electrical protection equipments, Switchgears, Energy Meters, Lighting, luminaries and Energy Management Systems. With the launch of wires and cables, HPL will now become one of the few companies to provide the most diversified range of electrical products.



According to Mr. D.V Mehta – Vice President – North India, "UP has always been good market for HPL and this year too we are looking over 50% growth in this region. The company is poised to tap the highly potential market in Northern region as big projects are coming in this area. Our strong distribution network will make the market penetration easy for the new products".

Mr.Vipin Sharma, GM-Marketing said:" We are geared up to fulfil customers' needs through our strong network. We have launched wires and cables having strong fire retardant qualities. A wide range of domestic wires, panel wiring, flexible cables, submersible cables, Telephone and coaxial cables, instrumentation cables have been launched". ■