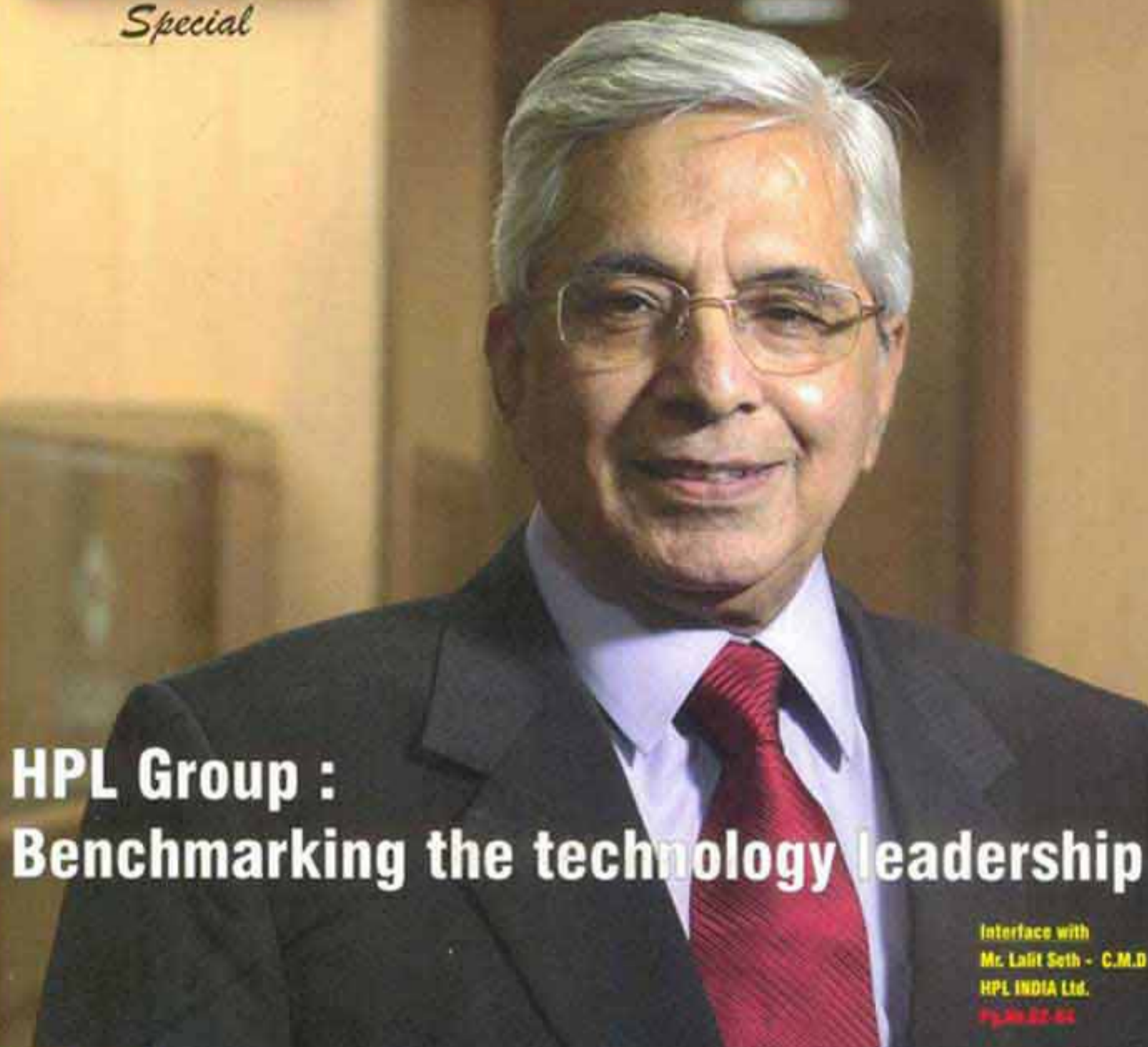


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Special



HPL Group : Benchmarking the technology leadership

Interface with
Mr. Lalit Seth - C.M.D
HPL INDIA Ltd.
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FOCUS An overview of industry updates & technology trends of Power, Machine Tools & Pumps-Valves industry (Refer Pg.6)

In Focus



HPL Group : Benchmarking the technology leadership

With more than 53 of experience in the electrical industry, HPL needs no superfluous lights to shine on its achievement as the company itself signifies promise and quality to its customers. And under the leadership of its inspiring CMD Mr. Lalit Seth, the groups reputation in the market has become synonymous with high quality, updated technology and dedicated approach. Mr. Lalit Seth joined the company HPL 38 years back and since then he has not looked back. Today, he leads the team of more than 400 professionals and work force of over 3600 people.



In left Mr. Gautam Seth- Director Centre Mr. Lalit Seth- CMD
In right handside Mr. Rishi Seth- Director

Q. What is the success mantra of HPL since it has gained such a bounteous market share in the electrical product industry?
The secret of success of HPL group is its 3D philosophy i.e. Duty, Discipline and Devotion. "Duty to Work", "Discipline to Quality" and "Devotion to the Customer". Under this philosophy, HPL focuses on best of technology and quality. Consequently, HPL is steadily growing year by year and today HPL is popularly known as "The Technology Brand Of India"

Q. Please brief us about global reach and what are the global alliances that has been

made in order to out-front the competition.

HPL has two foreign Joint Ventures with equity participation with world renowned multinational companies in the electrical fields. HPL collaborated with Socomec in the year 1993 and our on-line interactive joint venture. The association has been very beneficial to both the partners by way of market study and evaluation. New product developments and even quality component sourcing.

As HPL Socomec, a Joint Venture Company, we are brand leaders in Onload Changeover Switches since last 16 years and in Energy Meter segment, we are today not

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only in the top end in technology but the largest manufacturer of Energy Meters in India and one of the largest in the world. Currently HPL Socomec is producing almost 5 lakhs Energy Meters per month or 60 lakhs (6 million) meters annually.

Another equity partner Moeller, an Eaton Group company of USD 12 Billion has joint venture with HPL, manufacturing and supplying Electrical Protection Systems. Our Joint Venture with them has helped HPL to enter into the technology based range of MCCBs, MCBs and RCBs.

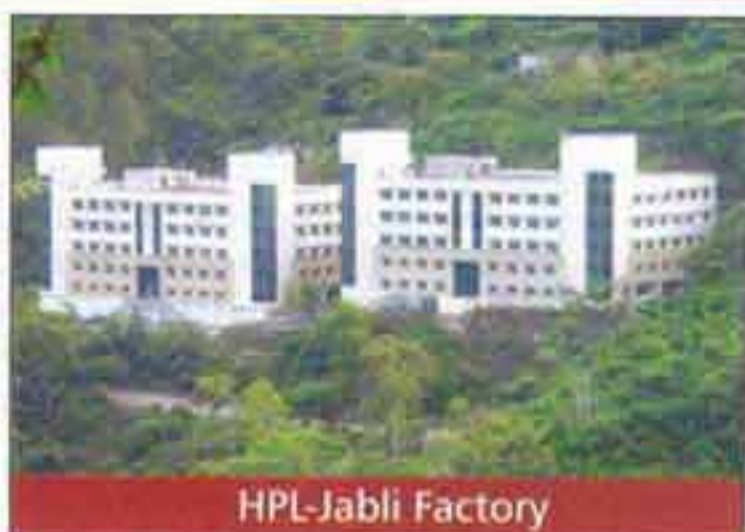
This Joint Venture has also helped the Moeller in having an entry into the large Indian Market where technology products are growing in demand. The products manufactured under the supervision of these joint venture companies are the best in terms of technology, quality and design and are the latest available in Europe and now manufactured in India.

Q. Apart from your 2 joint ventures, are you looking at collaborating with other companies in the near future.

Collaborating with any company depends upon its product range, quality and acceptability of their product in the Indian market. Though we are open to study any opportunity currently, in near future there is no such plan of Joint Venture as of today.

Q. What is the market potential for HPL products? How do you plan to position these products.

HPL, today is one of the leading manufacturer of Electronic Energy Meters, and Multi Function Meters ranging from Single Phase,



HPL-Jabli Factory

Three Phase and High-end Trivector Meters. In Switchgear, HPL offers On-load Changeover Switches in HPL Socomec Brand, Fuse Switch Units, HRC Fuses, Distribution Boards and Panels, MCCBs, MCBs and ELCBs etc. In lighting industry, HPL is a leading manufacturer of CFL lamps with a capacity of 25 lakhs bulbs per month. It manufactures a complete range of CFLs from 5 watts to 85 watts in Mini and Standard sizes with 2U, 3U and 4U range.

HPL is one of the very few manufacturers of Full Spiral range of CFLs. It also leads the market in non-retrofit CFL tubes ranging between 5 to 36 watts. Recently HPL has made a dent in the domestic wire segment and is manufacturing wires and cables such as Single Core, Multi Core, Multi Strand, FRLS Wires, Submersible Cables and Coaxial Cables and Telephone Cables.

Q. Please brief us about the R&D and quality policy for your business.

HPL group posses 9 state of the art manufacturing plants, equipped with latest technology, located at Gurgaon, Noida, Sonapat and Jabli in Himachal Pradesh to manufacture products conforming to latest Indian and International standards. All plants are an ISO 9001:2000 certified. The "HPL R&D Centers", with around 100 design engineers, working constantly to upgrade technology in tune with company's mission.

HPL R&D Centre is approved by the Ministry of Science and Technology, Govt. of India, and is now the heart of organization. In addition, HPL has sophisticated tool rooms with latest CNC machines to produce quality tools and moulds for its in house manufacturing activities.



Personal Interface

In Focus



Q. What are the key technological trends that are driving Indian electrical product industry?

The quality of Indian electrical products is high in technology and superior in quality, quality to workmanship and quality of raw material used. There are of course certain traders or small manufacturers who import low cost inferior quality products and pass them on in the country under their brands. However, as the Indian consumer has now become more aware and quality conscious, such products are loosing shine and gradually being phased out, inspite of low prices.

I advice such manufacturers to build their own confidence and have faith in quality. A good quality product always shines both by way of performance and profits. I am sure HPL 3D policy as mentioned above is bound to help a wavering importers of low cost, low quality products in India.

Q. Please comment on the current power scenario in India and what are the consequences of this on electrical product manufacturing business?

Current Power scenario in India, a lot of up-gradation and expansion scenario steps have already been taken and we are confident that in next 5 years power situation will improve. This would be a consistent growth for electrical products viz. CFL lamps, Luminaries, protection devices, electronic energy Meters, energy management systems and wires and cables. The power generation and distribution equipments will remain in good demand



Moulding Shop Facility



Meter Manufacturing Facility

for next 20 years. However it is very important for the industry to keep upgrading technology and maintain quality standards.

Q. How far the factors like government norms, excise duty, taxation, exim policies are effecting your business?

Ans.: The existing government has very supportive to the industry and has given timely concessions in excise duty, taxation etc. so that the industry could flourish. It is whetted that power scenario should improve so that an integrated development to take place.

We are confident that upcoming government would continue to encourage the power sector and thereby drive India on the road of development.

Q. What are the best possible remedies you can advise in order to maintain the high profitability in the shrinking margins market of India?

Ans.: The best remedies to maintain to profitability and market share in the Indian market is to keep update on latest technology i.e. available globally R&D is also very important aspect which would help the industry to maintain quality and enhanced cost cutting methods.

End of the day the customer must get a reliable, durable product which is technically among the best available in the world. In other words we have to produce ' International quality products ' now made in India.

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