



We Stand Tall Among Stalwarts

HPL India today is a fast-growing company making its presence felt across the country and outside with its wide range of electric accessories. The largest metering manufacturer in the country and tenth largest in the world, HPL can be said to be well entrenched in the power and infrastructure sector. When it comes to making reliable switchgears, protection, electronic meters and energy management systems, HPL wins over many of its competitors hands down. The company has major ambition to grow in size and reach. In the pursuit of excellence, and commitment to world class quality products, HPL has under its umbrella, ongoing, very healthy and growing joint ventures/technical alliance with leading European companies. Spearheading the company's growth agenda is its managing director Mr Lalit Seth who believes that the India story is an exciting one and wants to play his part. Impressed by the company's astounding growth, Electrical Engineering Update sought to listen to Mr Seth speaking on a range of topics. Excerpts from an interaction with Mr Seth:

to the customer. Also, in our quest for producing innovative products based on the market feedback, and as also to pre-empt the application needs, our marketing strategies are well and truly in place and have gained momentum. Now, all this put together certainly translates in a better and constantly upgraded topline.

How strong is the competition in the field?

HPL group has created a niche for itself in the electrical industry. Today we stand tall amongst the stalwarts and leaders of the electrical industry and are now not only recognized for our conventional product line, but also for venturing into hi-tech products. We have a strong presence nationally and globally. The contemporary global brands pose competition with their regular upgradations on their productline which in fact spurs us to match or even surpass their set standards. I would particularly like to mention our multifunction metering

product segment, changeover productline capability and competencies that we have been able to develop as the ones which are class apart. We, however, respect the competition and always keep abreast with them by having constant trouble shooting and upgradation measures in place for our products and services.

Could you tell us the special features of your flagship product?

1) Digital Programmable Changeover Switch — (DPCOS).

* Comprehensive range 125A - 3150A, 4 Pole 415V.

* The basic motorised changeover switch when coupled with digital programmable controller AtyS 30 and remote interface unit AtyS D 20 can be used as an Automatic Transfer Switch (ATS).

* Metering 3 phase supply of main source and metering 2 phase supply of emergency source.

* Remote Interface Unit D 20 displays

availability of Source, Allows remote selection of operating modes eg Auto, Manual, Control, test and program and it displays information of two sources on a split screen.

2) Multi Function Panel mounted meters (Diris A 40).

* Accuracy class 1.0 as per IS 13779 / CBIP 88 / IEC.

* CT Primary programmable upto 6000 A (for direct reading).

* Test function provision for wrong connection.

* Backlit function parameters assignable.

* Hours run function parameters assignable.

* True RMS measurement.

* Common model for HV and LV measurement.

* Max - demand in KW, KVA, KVAR and I.

* Compact DIN 96 X 96 sq mm front display with a depth of 60 mm (80 mm including plug - in module - optional).

* Optional plug-in modules (Harmonics, communication, analog, alarm or control / command) enable addition functions to be added to the base unit enabling initial performance Vs Cost to be optimized whilst providing long term on-site flexibility for the end user.

Moulded Case Circuit Breakers.

Load Guard -Fixed Thermomagnetic, (HPL) - Circuit Breakers

Range - 10A — 800A (10KA-65KA) ; IP 2P, 3P, 4P

USP-Line load reversibility Switch Disconnecter.

NZM-Rated breaking current

(Moeller)-upto 2000A in 4 frame Sizes (36KA — 100 KA) ; 3P, 4P -Adjustable overload and short circuit release. - Thermo magnetic and microprocessor

version available.

UPS-Line load reversibility-Icu = Ics = 100 %.

-Switch Disconnecter.

-Calibration free drop-in type accessories.

There is a fear of slowdown in India. What is your take?

The infrastructure and power sector projects have shown a promising prospect for our repertoire of products. Despite apprehensions of economic slowdown these segments have shown a steady growth in the yester years. In the coming years too, these segments are bound to register phenomenal growth. This is definitely an exciting prospect, for we have products to align and suit them along the intended applications.

Where do you see your market share headed in the next two to three years?

In the next two to three years we see ourselves well and truly entrenched in the power sector and infrastructure projects and with the specific application products that we are developing, registering significant market share for ourselves. We are globally tenth largest metering manufacturer and already nationally the largest metering manufacturer.

We intend to improve our global ranking with the state-of-the-art products.

We will become a Rs 1,000-crore plus company within 2-3 years with our conventional and hi-tech products suiting each and every market segment.

Do you have an R&D programme? If yes, what is the percentage of your sales you contribute towards R&D?

Large R&D infrastructure helps us to meet the changing requirements of the

customers and to induct the latest technical updation on the requisite productionline. We have a streamlined R&D programme for our repertoire of products for their troubleshooting, further development and addition of new productline to suit the exacting market requirements. In effect we contribute about 5-7% of our sales towards R&D particularly with the new products that are to be developed in the pipeline stage.

Do you have any fresh launches lined up?

We are upbeat on the launch envisaged for the Socomec brand of updated range of Load break and Automatic Transfer Switches. Socomec is renowned globally for the changeover and ATS. AtyS 6 brand ATS has the highest utilization category AC - 33 when it comes to the core competency the product carries with its performance. Controlgear products including power contactors and its accessories, Vacuum contactors are in the pipeline to be launched shortly.

Could you share with us some of your customer feedback?

Some of our prestigious clients, to showcase the kind of confidence our clients repose on us are: Reliance Group, BEST, IOCL, NTPC, Indian Institute of Science, Hind Aeronautics - Helicopter Divn, Vikram Sarabhai Space Centre, Binani Cement, LML Bajaj Auto, Space Application Centre-Ahmedabad, Escorts Heart Institute & Research Centre, to name a few. HPL is also expanding its horizon by exporting its products to Middle East, SAARC and European countries. To know more,

Email hpl@hplindia.com