



HPL Electric & Power Limited

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6th April, 2018

The Manager,
Listing Department,
National Stock Exchange of India Ltd.
"Exchange Plaza", C-1, Block G,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051
Symbol: HPL

BSE Limited
25th Floor, New Trading Ring, Rotunda
Building, Phiroze Jeejeebhoy Towers, Dalal
Street, Fort,
Mumbai - 400 001
Scrip Code: 540136

Subject: Press Release

Dear Sir,

Please find enclosed a copy of the communication being released to Press today.

Thanking You

For HPL Electric & Power Limited

(Vivek Kumar)
Company Secretary





HPL Electric ties-up with RCB for T20 Season- 2018

Associates with RCB (Royal Challengers Bangalore) as the official partner in LED Lighting & Switchgear category

Delhi, April 06, 2018: HPL Electric & Power Ltd, (BSE: 540136, NSE: HPL) established electric equipment manufacturing company in India, has tied-up with RCB (Royal Challengers Bangalore) in T20 this season as the official partner in LED Lighting & Switchgears category. As a part of the association, Royal Challengers Bangalore will sport the company's branding on its uniform.

The company will further leverage the association by using RCB & its associated players in all communications related to LED & Switchgears for the agreement duration. The company also plans to come out with various engagement plans and marketing initiatives around the tie-up.

Speaking on the company's association with RCB in T20 this season, Mr.Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd said, "It is a matter of great pride for us to be a part of T20 season and teaming up with the dynamic Royal Challengers Bangalore. As HPL Electric is growing and strengthening its presence in the market, we intend to take the brand to individual consumers by making it a household name and to build an instant connect with the wider audience through the T20 platform. We are positive that the association will help us in strengthening our brand image amongst the youth."

The company is on a growth trajectory and is looking to substantially increase the annual budget on marketing this year.

Royal Challengers Bangalore Chairman, Amrit Thomas said, "We are extremely delighted to have HPL Electric as the official team partner in LED & Switchgears category. Team RCB is synonymous with performance and delivery and having a brand like HPL with us which rings in the same values is a great opportunity. We look forward to delivering great values to the company through this association."

The 11th edition of the T20 begins on April 7, 2018.

About HPL Electric & Power Ltd.

HPL is established electric equipment manufacturing company in India, manufacturing a diverse portfolio of electric equipment, including metering solutions, switchgears, LED lighting equipment and wires and cables, catering to consumer and institutional customers in the electrical equipment industry. HPL' manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. They currently manufacture and sell its products under the umbrella brand 'HPL'.

HPL supplies switchgears, LED lighting equipment and wires and cables, primarily through their pan-India dealer network, which comprises of 2000+ dealers & distributors & 27000+ that are managed by the carrying and forwarding agents. In addition, HPL supplies 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, they supply their portfolio of products to developers of residential and commercial building projects, OEMs and to industrial customers through a mix of direct sales and supply through their authorized dealer network.

For more information - <http://www.hplindia.com/>