

# MAKING A SPLASH

HAVING BEEN IN THE BUSINESS FOR MORE THAN HALF A CENTURY, LYING LOW, HPL GROUP HAS NOW DECIDED TO MAKE A SPLASH WITH ITS NEW BRAND CAMPAIGN – WITH MARQUEE LEDS AS THE CENTREPIECE.

**F**or over half a century, the HPL Group has been amongst the most reliable and committed electrical equipment company in the country. Be it switchgears, lighting products, electronic energy meters or wires and cables, HPL, with an expected turnover of over ₹1500-crores this financial year, has gathered a whole lot of plaudits for its exceptional products and technology in this long and eventful journey.

With nine manufacturing units, 1500 authorised dealers, 18000 retailers and over 5400 strong workforce, this is a company which has always been a heavyweight in its category. However, what has always been apparent to people within its own industry has probably not been so obvious to the end consumer. Thanks to its historically media shy temperament, the HPL story has been one of industry's best-kept secrets.

To that effect and to forge a stronger connection with the consumer, which goes back to almost six decades, HPL has launched a brand campaign with its marquee LEDs as the centrepiece with the brand idea, Ab Roshan Ho Khushiyaan.

Working on the insight that celebration and lights always go hand in hand, the HPL campaign is an evocative carnival of human emotions with the modern marvel of lighting, the LEDs. Lalit Seth, the Chairman had this to say, "For some time, we were waiting for the right moment to make a splash and tell our consumers what we have been all about. People don't have any idea about our all-pervasive



**“People don't have any idea about our all-pervasive footprint and with this emotional piece of communication we hope we will set the record right.”**

**- Lalit Seth, the Chairman, HPL**

footprint and with this emotional piece of communication we hope we will set the record right. Our distributors, retailers and our consumers who have shown their faith with us for many, many years will only find more confidence with this campaign.”

On why LEDs has been the lead product for this brand launch, Gautam Seth, Director HPL adds, “LEDs is the

future of lighting, but we did not want to make that message cold and distant. This is a touching story of a grandfather who is too proud to tell anyone that it is his birthday and uneasy with the fact that the entire family seems to have forgotten the date. The finale with the fitting support of this heritage brand not only captures his overwhelming relief, but even his surprise and happiness in a manner that is grand and befitting.”

Here lighting is used to reflect the small joy and happiness of life. The communication has been handled by Underdog, a communications start-up based out of Mumbai headed by Vikram Gaikwad and Vistasp Hodiwala. The commercial has been handled by Eklavya Motion Arts and directed by Parikshit Vaidya. The campaign will have a national release and will be supplemented through print ads, outdoor and radio.

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