

Newsletter August 2019

HPL the Official LED Lighting Partner of HARYANA STEELERS Pro Kabaddi '19

We proudly announce our association with Haryana Steelers, as the official LED Lighting partner for Pro Kabaddi 2019. As part of our association, all players of Haryana Steelers team will sport the HPL logo on their jersey, giving us ample visibility during live matches.



The most watched league after Cricket in India with 300 million viewership*

BAD

KHELE KABADDI

ED

omen

This association will further be leveraged by using player images on our brand communication. HPL Electric is exponentially growing and strengthening its presence in Rural Markets.

*Source: Barc

Semen

www.hplindia.com



Connect. Converge. Engage.

Channel connect executed in more than 10 cities

Pan India Elite dealers meet has been strategically organized in more than 10 cities for product awareness and one on one interaction with dealers for an effective and stringent growth in the market share.



It was an open discussion forum between Mr. Gautam & Dealers for an even better and efficient way forward.



www.hplindia.com



Mr. Gautam Seth (IMD. HPL), Visited Nagpur Market

Bhutan Dealers Incentive Trip@ Thailand

As a token of appreciation , HPL has organized an Incentive tour of Bangkok Thailand for our Bhutan Dealer – Mr Kaka Dawa , Bhutan Quality Enterprises along with his Sub dealers from (25th – 28th July 2019) for their encouraging contribution in sales & marketing of HPL range in Bhutan in FY 2018-19.





HPL Madurai Lighting Dealers Incentive Trip@ Singapore

Over 50 qualified dealer / retailers from lighting division were taken to Singapore as an appreciation on achieving the targets. It was well organised trip with sight seeing followed by award night.



Introducing New MCB by the name of **'Techno N'**. Engineering that goes way beyond the standard of regular MCBs.

- State-Of-The Art design
- Breaking capacity 10 kVA
- Trip Free Mechanism
- IP 20 Protection on live parts
- Confirms to IS:60898-1
- Current Limiting Design
- Cable termination upto 35 mm2

Social Media & PR Promotions

TG focused brand campaign is active on all the social media platforms like facebook, Twitter and Linkedin display network reaching the customer base at large.



NEW

www.hplindia.com

Follow us: **fin y o You**