



**SAFETY  
OUTSIDE. SAFETY  
INSIDE.**

**HPL Wires**  
**100% COPPER**  
**FLAME RETARDANT**  
**DOUBLE INSULATION**  
with Ultra Thin Layer



**Wires &  
Cables**

**HPL Wires:  
An all-round safe  
decision.**

Greetings once again, dear friends:

It seems just like yesterday when we broke the news of our first ever mass media campaign for HPL LEDs. Well, not only was this campaign a resounding success and very well-received.

What is even more exciting, friends and partners, is that HPL is now breaking with a full-fledged mass media campaign for its marquee line of wires and cables products. This time, the campaign delivers the serious point through a funny twist, through the tagline 'Safety outside bhi, inside bhi'. Because what matters is the safety of the house from within and that should be taken as seriously as any other aspect of home security.

You can be sure that this campaign too will take the market by storm and reframe the conversation in this category with our consumers in a very novel, intelligent and cool manner. It will also be supplemented with Print, Outdoor and Point of sales all across India.

We hope you will be looking forward to it as much as we are

**Featured Programs & Movies**



And you can also view our advt. in other prime News Channel, Entertainment Channel & some Regional Channels including in the repeat formats.

**TV Channels are as follows:-**

**English/Hindi News Channels**

Timings : Monday to Sunday, 18.00pm to 24.00pm



**Regional News Channels**

Timings : Monday to Sunday, 18.00 pm to 24.00 pm



**General Entertainment Channel (GEC)**

Timings : Monday to Sunday, 18.00 pm to 24.00 pm

	<b>Bollywood Movies</b>	10:00 pm to 11:00 pm Saturday to Sunday		<b>Dancing Star Agnisakshi</b>	09:30 pm to 22:30 pm Saturday to Sunday
	<b>Telegu Featured Films</b>	09:00 pm to 10:00 pm Saturday to Sunday		<b>Sun Seithigal</b>	08:00 pm to 09:00 pm Saturday to Sunday
	<b>Jabardast / Extra Jabardast</b>	09:00 pm to 10:00 pm Saturday to Sunday		<b>Chandanamazha Kodeeswaran</b>	08:00 pm to 09:00 pm Saturday to Sunday