



## **HPL Electric & Power Limited**

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15<sup>th</sup> April, 2019

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**  
25<sup>th</sup> 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

Encl: As above



## HPL ELECTRIC SWITCHES ON POWERPLAY WITH DELHI CAPITALS

**New Delhi:** HPL Electric & Power Ltd., an established electric equipment manufacturing company, recently launched a new advertising campaign titled –‘**Karo Powerplay On**’. The advertisement features Shikhar Dhawan, Rishabh Pant and Prithvi Shaw of Delhi Capitals and highlights the superior features that HPL products share with these cricketers such as outstanding and powerful performance with high reliability.

The advertisement features declarative statements about LED light bulbs that are designed for optimum light output and savings in power, just like the powerful performance of Delhi Capitals Team. The statements are accompanied by the text ‘**Karo Powerplay On**’ that symbolises powerful, youthful, fantastic performance of cricketers as well as HPL’s products. As the advertisement unfolds, their perspectives converge in agreement, reinforcing the ‘**Karo Powerplay On**’ message.

Talking about the partnership, **Mr. Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd** said, *“Our association with the Indian Premier League comes naturally. While IPL is known for its aggressive powerplay on the field, HPL Electric, with its wide range of world-class electrical products, promises equally effective power performance at home. We believe our partnership with the Delhi Capitals team will help us reach out to millions of Indian customers, who breathe and live cricket, in a powerful yet memorable way.”*

The ‘**Karo Powerplay On**’ campaign is ideated and executed by Milestone Dentsu, the integrated full-service communications agency from Dentsu Aegis Network. Commenting on the campaign, Ujjwal Anand, Country Head, Milestone Dentsu said *‘Delhi Capitals is a new team that is all charged up to take this year’s IPL by storm. Thanks to their undying exuberance, we expect to see some remarkable powerplay on the field. We thought of associating this spirit of performance with HPL Electric, a name synonymous with reliable powerplay at home (pun intended). And hence the campaign, Karo Powerplay*

*On. It was great working with the Delhi Capitals team who took the campaign to a high with their dynamism and excitement.'*

HPL Electric, one of the most trusted names in the consumer electrical market, has strengthened its presence in India with its association with Delhi Capitals, as their official LED & Switchgear partner, this IPL season. With this new association, the brand aims to leverage the popularity of the players and their gaming prowess to further its visibility amidst the wider consumer base.

**About HPL Electric and Power Ltd** HPL is an established electric equipment manufacturing company in India, manufacturing a diverse portfolio of electric equipment, including, metering solutions, switchgears, lighting equipment and wires and cables, catering to consumer and institutional customers in the electrical equipment industry. HPL had the largest market share in the market for electricity energy meters in India, with one of the widest portfolios of meters in India and the fifth largest market share for LED lamps during the corresponding period (Source: Frost & Sullivan Report, February 2016). HPL's manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. HPL currently manufacture and sell its products under the umbrella brand 'HPL', which has been registered in India since 1975.