



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*

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

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.



Dealers Meet, Kolkata



Dealers Meet, Indore



Dealers Meet, Lucknow



Dealers Meet, Chandigarh

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



Dealers Meet, Guwahati



Dealers Meet, Raipur



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

