



The primary growth drivers for rapid expansion in India's energy demand include growth in population, rising per capita energy consumption levels and investments in industrial and infrastructure development.

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Programmes such as rural electrification and 'Power for All' have been accelerating power generation capacities and further, helping in building effective systems for demand-side management to ensure overall efficiency improvements across generation, transmission and distribution.

What are the milestones of the expanding business of HPL in India? Please describe the main features of your products, services and dealer network.

HPL is an established electric equipment manufacturing company in India, manufacturing a diverse portfolio of Electric equipment, including, meters 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 in fiscal 2015, 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' manufacturing capabilities are supported by a large sales and distribution network with a pan-

India presence. It currently manufactures and sells its products under the umbrella brand 'HPL', which has been registered in India since 1975.

The company supplies their products through a network of authorized dealers or distributors to institutional, non-institutional and corporate customers. They supply switchgears, lighting equipment and wires and cables, primarily through our pan-India authorized dealer network, which

comprised of 2000+ dealers & distributors & 27000+ that are managed by the carrying and forwarding agents.

In addition, HPL supplies its products to Power Utilities, which primarily includes supply of meters under direct contractual arrangements to electricity boards and power distribution companies, as well as through project contractors. Further, HPL supplies the portfolio of products to developers of residential and commercial building projects,

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original equipment manufacturers (“OEMs”) and to industrial customers through a mix of direct sales and supply through our authorized dealer network. The sales and marketing activities are managed through over 90 branch offices and representative offices in India.

What will be the major attraction of your stall at ELECRAMA?

FY 2017 was a year of innovation for HPL's product categories and we will be exhibiting the same across our four verticals: Smart & prepaid meters, Specialty cables, new generation lighting products and solar products this year. Our Research and development teams are constantly working towards designing & developing integrated solutions focused on the smart energy efficient products catering to the Smart Cities initiative by the government.

It is said that the growth of Indian economy will be very fast during the next few years. What are the opportunities for the Electric equipment industry?

The Indian Power sector has witnessed a considerable change and evolution in the last two decades owing to several policy and regulatory measures. Further, continuous growth in population and increasing urbanization and industrialization have constantly added to the electricity demand in India, with 300 million of existing population yet to receive electricity connections and the remaining one billion population having intermittent access to electricity. Programmes such as rural electrification and 'Power for All' have been accelerating power generation capacities and further, helping in building effective systems for demand-side management to ensure overall efficiency improvements across generation, transmission and distribution.

India's energy demand is expected to grow by 132% by 2035 and is likely to surpass China in the energy demand growth and

double the aggregate demand of non-OECD countries. The primary growth drivers for rapid expansion in India's energy demand include growth in population, rising per capita energy consumption levels and investments in industrial and infrastructure development.

R & D activity is a major part of business expansion.

How HPL is equipped for R & D? Please give details.

We believe that our research and development capabilities have enabled us to keep abreast of technological developments in the electric equipment industry. We have a strong focus on consistently upgrading the technology that is used in our products and the processes used in manufacturing thereof, through our continuing research and development efforts. We have established two in-house research and development centres, one each at Kundli (Haryana) (the “Kundli R&D Centre”) and Gurgaon (Haryana) (the “Gurgaon R&D Centre, and together with Kundli R&D Centre, the “R&D Centres”). Our research and development efforts include design and development of all types of energy metering solutions, including interactive communication between metering devices and metering infrastructure that includes automatic meter reading (“AMR”) and advanced metering infrastructure (“AMI”), prepayment metering solutions, solar net metering solutions, smart meters with two way communication and a complete range DLMS compliant meters, amongst others, and technologies and solutions that allow for active monitoring of energy consumption for electric equipment. For instance, we have developed a street lighting system that helps in saving manpower through automatic settings for sunset and sunrise timings and remote energy metering and dimming of such lights during off-peak hours to save energy.

