

# SHOW DAILY

The official showdaily of ELECRAMA-2014

Published by:



Vogel Business Media India

VENUE: **BIEC** Bangalore International Exhibition Centre

Bangalore International Exhibition Centre, 10th Mile, Tumkur Road, Madavara Post, Bengaluru - 562 123 (IN)

DAY 3 | FRIDAY, JANUARY 10, 2014

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## Keeping Up with the Latest Trends Through Technology Innovation

**N**ecessity is the mother of invention and innovation is the driving force for progress. This is the secret behind HPL's success in India. Chairman and Managing Director, HPL, Lalit Seth attributes this success to the company's continued efforts to keep abreast with the



Source: HPL

► Chairman and Managing Director, HPL, Lalit Seth

latest trends in technology. He averred, "Our focus has always been on designing and developing products, using the best and latest available technology in the world."

The company is also known as 'the technology brand of India' owing to its consistency in delivering innovative, time tested and reliable products for the past 57 years. In line with its global ambitions, the firm has been gearing up its operations by strengthening current business practices and aligning them with the best global standards to create new benchmarks in quality and customer satisfaction. "HPL is committed to develop empowering technology in the form of easy-to-use, dependable products that meet our customers' needs," affirmed Seth.

### Importance of R&D

The company has a

government approved Research and Development (R&D) center with over 100 design engineers. According to Seth, "R&D is necessary not just for developing innovative technology, but also for optimizing processes within an organization." It is because of its heavy investment in R&D that the company can boast of a wide spectrum of high-end electric products.

The ability to manufacture up to date technology has helped the company spread across 20 countries, exporting its products to Middle East, SAARC as well as to European countries.

### A 3D philosophy

The organization attributes its success to a philosophy of 3D - 'Duty to Work', 'Discipline to Quality' and 'Devotion to Customer'. "This philosophy has helped build confidence within the

company and between customers and the HPL team," declared Seth.

### ELECRAMA-2014

The firm has always enjoyed a good presence in India and plans to introduce its modular switches and accessories at the event in order to further improve its presence and market share in the country. "Our new range of smart modular switches is a step forward in this direction. The switches that combine state-of-the-art technology with aesthetics have been designed to please customers," explained Seth. He believes that participating at an international event such as this will not only help reach a wider spectrum of clientele, but will also provide an opportunity to showcase the competitiveness of the company's product range

► HPL Electric & Power Pvt Ltd  
 Hall 3A / Stall H3 A86

"Talent is like electricity. We don't understand electricity. We use it."  
 — Maya Angelou