

**LIGHTING PRODUCTS** **PRODUCT PROFILE**

## HPL Electric & Power Ltd



**Mr. Gautam Seth**

**W**e are 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. We 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). Our manufacturing capabilities are supported by a large sales and distribution network with a pan-India presence. We currently manufacture and sell our products under the umbrella brand 'HPL', which has been registered in India since 1975.

We supply our products through a network of authorized dealers or distributors to institutional, non-institutional and corporate customers. We supply switchgears, lighting equipment and wires and cables, primarily through our pan-India authorized dealer network, which comprised of over 2,400 authorized dealers or distributors as on March 31, 2016, from our warehouses located in 21 states and union territories in India that are managed by our carrying and forwarding agents. Our authorized dealers or distributors further sell our products to over 15,000 retailers in India. In addition, we supply our 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, we supply our portfolio of products to developers of residential and commercial building projects, original equipment manufacturers ("OEMs") and to industrial customers through a mix of direct sales and supply through our authorized dealer network. Our sales and marketing activities are



managed through over 90 branch offices and representative offices in India as on March 31, 2016.

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. For details in relation to our research and development efforts, see "Research and Development" below.

We also operate two tool rooms at Gurgaon (Haryana) and Kundli (Haryana), within our R&D Centres ("Tool Rooms"), where we have in-house component designing and tool designing facilities. As on March 31, 2016, we employed 97 engineers

at our R&D Centres, with a dedicated team of engineers to manage our Tool Rooms. Our Tool Rooms are used for making rapid prototypes, followed by tools that are used to ensure efficient moulding. The data for our Tool Rooms is generated using computer-aided design ("CAD") software and computer numerical control ("CNC") machines that assist in maintaining accuracy of the tools produced therein. We believe that our Tool Rooms allow us to easily adapt to changes in technology or modified specifications given by Power Utilities and/or institutional customers.



We currently own and operate seven manufacturing facilities located across the states of Haryana and Himachal Pradesh, having in-house testing capabilities, including one manufacturing facility owned and operated by our 53 Subsidiary. All our manufacturing facilities have been accredited with management system certificates for compliance with ISO 9001 requirements. Further, certain of our products are also certified to be compliant with various national and international quality standards, including the ISI mark issued by the BIS, the CE mark and KEMA certification for conformity with requisite European quality standards.

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