

# "Duty, Discipline, Devotion are the secrets of HPL's success"

With more than 50 years of experience in the electrical industry, HPL needs no superfluous lights to shine on its achievements as the company itself signifies promise and quality to its customers. And under the leadership of its inspiring CMD, Mr. Lalit Seth, the group's reputation in the market has become synonymous with 'high quality, updated technology and dedicated approach.'

Mr. Lalit Seth joined his family company HPL in 1971 and since then he has not looked back. Today, he leads a team of more than 250 professionals and a workforce of over 3600 people.

He talks to Garima Dutt about HPL - its success and innovations and why he feels China can't overwhelm India's electrical market.

**HPL has created a niche for itself in the electrical industry since its inception, what according to you has been its secret of success? How has your turnover been in last few years?**

The secret of success of HPL has been its 3D policy i.e. Duty, Discipline and Devotion. 'Duty to work,' 'Discipline to Quality' & 'Devotion to the Customer'. Under this policy, HPL focused on best of technology and quality. In fact it is known as 'The Technology Brand of India.' Our turnover in last few years has been increasing with an average of 25% or more annually and this year we hope to cross Rs. 600+ crores.

**As a premium brand of India dealing in electrical equipments, what all products do you offer to your customers?**

HPL today is one of the lead-



Lalit Seth, Chairman & Managing Director, HPL

ing manufacturers of Electronic Energy Meters, and Multi Function Meters ranging from Single Phase, Three Phase and High-end Trivector Meters. In Switchgear, HPL offers On-load Changeover Switches in HPL Socomec Brand, Fuse Switch Units, HRC Fuses, Distribution Boards and Panels, MCCBs,

leads the market in non-retrofit CFL tubes ranging between 5 to 36 watts. Recently HPL has made a dent in the domestic wire segment and is now manufacturing wires and cables such as Single Core, Multi Core, Multi Strand, FRLS Wires, Submersible Cables and Coaxial Cables and Telephone Cables.

ners. The R&D centre is the centre of study and development of new products and design reaffirmation on quality. HPL design centre is approved by the Ministry of Science and Technology, Govt. of India and is now the heart of the organization. In addition, HPL has an ultra modern Tool Room with latest CNC Machines to produce quality tools and moulds for its own manufacturing activities. As regards new products, we are already in an advance stage of working on our new range of MCCB which are under testing. We hope to launch this range towards the end of this year.

**You have tie-ups with several international companies of repute like Moeller in Austria & Germany and Socomec S.A., in France; could you throw light on your foreign tie-ups and how they**

brand leaders in On-load Changeover Switches since last 16 years and in Energy Meter segment, we are today not only in the top-end in technology but the largest manufacturer of Energy Meters in India and one of the largest in the world. Currently HPL Socomec is producing almost 5 lakhs Energy Meters per month or 60 lakhs (6 million) meters annually.

Regarding Joint Venture with Moeller, Moeller is one of the leading manufacturers of MCCBs, Switchgear and Control gears in Europe. Being the multibillion Euro Company, it is now a part of Eaton Group. Our Joint Venture with them has helped HPL to enter into the technology based range of MCCBs, MCBs and RCDs.

This Joint Venture has also helped Moeller in making a foray into the large Indian Market where technology products are growing in demand.

**Are you looking at collaborating with other companies outside Indian shores in the near future?**

Collaborating with any company depends upon its product range, quality and acceptability of their product in the Indian market. Though we are always open, currently, in near future there is no such plan of a Joint Venture. While I foresee power sector becoming formidable in the near future, new tie-ups cannot be decided in haste without evaluating various factors even though there is a constant change in technologies as well as shifts in public tastes and demands.

**Your company has also tasted success on foreign shores through exports and currently you are on a global expansion policy plan to expand your reach.... what is it that you are looking to achieve here?**

We have been working on the export market intensively since last 2 years and have achieved good results. We are looking for getting approval of our technology and introduce our high-end products in different countries where we feel we can fill the gap of technology and price.

**Latoly, you have clearly stated that China poses no threat to Indian electrical good owing to our superior quality products, nevertheless the market is flooded with Chinese electrical products, what advice would you like to give to those who are in the Indian electrical industry to tackle the Chinese onslaught? Do you have a plan in place to restrain china from eating into revenues losses if any.**

I reaffirm that China possesses no threat to the Indian

Electrical Market. The quality of Indian electrical products is high with regards to technology and superior quality as well as quality to workmanship and quality raw material is used. There are of course certain traders or small manufacturers who import low cost inferior quality products and pass them on in the country under their brands.

However, as the Indian consumer has now become more aware and brand conscious, such products are losing shine and gradually being phased out, in spite of low prices. I advice such manufacturers to build their own confidence and have faith in quality.

A good quality product always shines both by way of performance and profits. I am sure HPL 3D policy as mentioned above is bound to be of help to those who import low cost, low quality products in India.

In the lighting industry, we are a leading manufacturer of CFL lamps with a capacity of 25 lakh bulbs per month. HPL manufactures a complete range of CFLs from 5 watts to 85 watts in mini and standard sizes with 2U, 3U and 4U range

MCCBs and ELCBs etc.

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**The company also has a very strong and talented team of researchers. Are your design engineers working on any new advanced products and systems? Any plans to launch new products this year?**

HPL is proud of a R&D Centre which has over 80 talented and dedicated engi-

**are beneficial for you?**

HPL collaborated up with Socomec in the year 1993 and our on-line interactive joint venture is now almost 16 years old. The association has been very beneficial to both the partners by way of market study and evaluation, new product developments and even quality component sourcing. As HPL Socomec, a Joint Venture Company, we are



**HPL**  
The Power of Technology

**HPL - CFL**  
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