



## **HPL Electric & Power Limited**

CIN : L74899DL1992PLC048945

Corporate Office : Windsor Business Park, B-1D, Sector-10,  
Noida - 201301 (U.P.) | Tel.: +91-120-4656300 | Fax. +91-120-4656333  
E-mail : [hpl@hplindia.com](mailto:hpl@hplindia.com) | website: [www.hplindia.com](http://www.hplindia.com)

19<sup>th</sup> July, 2019

The Manager,  
Listing Department,  
“Exchange Plaza”, C-1, Block G,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai – 400 051

25<sup>th</sup> Floor, New Trading Ring, Rotunda  
Building, Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400 001

Dear Sir,

Please find enclosed a copy of the communication being released to Press today.

Thanking You

For HPL Electric & Power Limited

Vivek Kumar  
Company Secretary

Encl: As above



## HPL Electric partners with Haryana Steelers for Pro Kabaddi League Season 7

**19<sup>th</sup> July, 2019, New Delhi:** HPL Electric & Power Ltd, manufacturing company, today announced its association with the Haryana Steelers team as their Official LED Lighting Partner. This association highlights the attributes that HPL products shares with the players such as terrific and powerful performance with unmatched reliability. As a part of its association, Haryana Steelers players will be sporting jersey.

alliance with JSW sports owned Haryana Steelers. HPL products and Steelers have common characteristics of being powerful, youthful, and delivering strong and enduring performance. Since the inception of Pro Kabaddi League, the game has gained tremendous acceptance across the country especially in tier-II & tier III cities. Through this association with Kabaddi League, HPL intends to enhance its brand outreach in these markets. The association will leverage the popularity of the players and their gaming competence to further its visibility amidst the wider consumer base and enhance its market presence in North India.

Commenting on the association, **Mr. Gautam Seth, Joint Managing Director, HPL Electric & Power Ltd**

Kabaddi Team Haryana Steelers. With this association, we look forward to create meaningful marketing initiatives for our B2C customers especially in Semi-Urban & Rural Sector in order to

existing consumers.

**Mr. Mustafa Ghose, CEO-JSW Sports** said, We are delighted to have HPL Electric & Power Ltd as the official LED Lighting partners of Haryana Steelers for the seventh season of Pro Kabaddi League. We have a long standing relationship with HPL and we look forward to another fantastic association & a successful season for our Kabaddi team.



### **About HPL Electric and Power Ltd**

HPL is 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. HPL had the largest market share in the market for electricity energy meters in India, 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,

network with a pan-India presence. HPL currently manufacture and sell its products under the has been registered in India since 1975.