



HPL Electric & Power Limited



ENRICHING EXPERIENCES
WITH SMART SOLUTIONS.

Annual Report **2018-19**

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Forward-looking statement

This report may contain some statements on the Company's business or financials which may be construed as forward-looking based on the management's plans and assumptions. The actual results may be materially different from these forward-looking based statements although we believe we have been prudent in our assumptions.

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Proxy Form

Corporate Information

Board of Directors

Mr. Lalit Seth

Chairman and Managing Director

Mr. Rishi Seth

Jt. Managing Director

Mr. Gautam Seth

Jt. Managing Director

Mr. Chandra Prakash Jain

Whole-time Director

Mr. Jatinder Singh Sabharwal

Independent Director

Mrs. Madhu Bala Nath

Independent Director

Mr. Tarun Sehgal

Independent Director

Mr. Jainul Haque

Independent Director

Mr. Hargovind Sachdev

Independent Director

Chief Financial Officer

Mr. Sudhir Barik

Company Secretary

Mr. Vivek Kumar

Corporate Identification No.

CIN: L74899DL1992PLC048945

Registered & Corporate Office

Registered Office

1/20, Asaf Ali Road, New Delhi - 110 002

Tel.: +91-11-23234411

Fax: +91-11-23232639

Corporate Office

Windsor Business Park, B-1D, Sector-10,

Noida - 201 301 (UP)

Email: hpl@hplindia.com

Website: www.hplindia.com

Tel.: +91-120-4656300

Fax: +91-120-4656333

Statutory Auditors

M/s. Kharabanda Associates

Chartered Accountants, New Delhi

Internal Auditors

PricewaterhouseCoopers

Private Limited (PwC)

Chartered Accountants, New Delhi

Cost Auditors

M/s. Bikram Jain & Associates

Cost Accountants, Jaipur

Secretarial Auditors

M/s. AVA Associates

Practising Company Secretaries,

New Delhi

Registrar & Transfer Agent

Karvy Fintech Private Limited

Karvy Selenium Tower B, Plot 31-32,

Gachibowli Financial District,

Nanakramguda, Hyderabad - 500 032

Toll Free No. : 1800-345-4001

Fax: 040-23001153

Email: einward.ris@karvy.com

Website: www.karvy.com

Works

- Plot No. 132-133, Pace City-I, Sector-37, Gurugram, Haryana
- Plot No. 357-Q, , Pace City-II, Sector-37, Gurugram, Haryana
- Vill: Shavela, P.O. Jabli, Distt. Solan, Himachal Pradesh
- Vill: Bigan, Dhaturi Road, Tehsil Gannaur, Sonapat, Haryana
- Plot No. 76-B, Phase IV, Sector-57, HSIIDC Industrial Area, Kundli - 131 028, Sonapat, Haryana
- Main GT Karnal Road, Village-Bastawa, Tehsil Gharonda, District-Karnal, Haryana

Bankers/Lenders

State Bank of India

Oriental Bank of Commerce

IDBI Bank Ltd.

DBS Bank India Ltd.

IndusInd Bank Ltd.

Axis Bank Ltd.

HDFC Bank Ltd.

Karnataka Bank Ltd.

ICICI Bank Ltd.

Canara Bank

Bank of Bahrain & Kuwait B.S.C.

Bank of Baroda

Yes Bank Ltd.

The South Indian Bank Ltd.

Union Bank of India

Globally, the rapidly-evolving electrical equipment industry is offering exciting opportunities led by an inordinate interest around smart technologies. There is an unprecedented rise in connected products that can be easily controlled through mobile apps, generates meaningful information and meets the evolving aspirations of consumers. **Starting from smart homes to smart cities, these products and technologies are increasingly penetrating deeper into the mainstream.**

At HPL Electric & Power Limited (HPL), we are aligned to this evolution and have prepared ourselves with well-thought out strategies. Scaling our smart technology manufacturing infrastructure and intensifying our R&D efforts, we have developed a slew of new-age products having better and smarter features. We are participating in domestic and international forums to gain insights and work on developing futuristic solutions. We have built a team of smart thinking people. We continue to improve offerings across our markets and portfolio to deliver best-in-class experience.

At HPL, we are ready to drive the new era of electrical equipment focussed on

Enriching Experiences with Smart Solutions

Delivering Smart and Clean Solutions for an Evolving World

We are operating in an environment where smart technologies are increasingly finding their way into everyday life of consumers. It is opening endless opportunities for companies delivering game-changing innovation. Rising environmental concerns are further opening the way for sustainable products. We have put thrust on R&D to develop technology-enabled and innovative products with improved features, energy-efficiency, automation and communication; we are positioned attractively to enhance our market share.

The world is moving smart and clean

Indian Government is planning to roll out 300 million tamper-proof smart meters to improve power distribution efficiency.

Globally, the smart home devices are growing fast and the market is projected to grow at a CAGR of 16.9% during FY 2019-23 to reach 1,557.4 million shipments; smart lighting segment to grow at 34% to 183.2 million shipments.

(Source: IDC Worldwide Quarterly Smart Home Device Tracker)

175 GW of renewable capacity planned to be installed in India, of which 100 GW will be from solar.

We have the capability to deliver

Strong R&D capabilities

Manufacturing capacity and capability

Specialised manpower

R&D capabilities

We have two advanced R&D centres in Gurugram and Kundli which are approved by Department of Scientific and Industrial Research, Ministry of Science and Technology, Government of India. Additionally, the Gurugram centre is NABL accredited and ISO/IEC 17025:2005 compliant. These centres enable us to keep pace with the velocity of change by developing cutting-edge solutions. This is complemented by in-house two tool rooms that enable rapid prototyping and component designing for complete range of MCBs, MCCBs, meters, changeover switches, switch fuse units, LED lamps. They are equipped with advanced CNC machines for accuracy and quality of produced tools and with CAD software which ensures easy adoption to technology and specification change.

Manufacturing capacity and capability

We have seven integrated manufacturing facilities located across Haryana and Himachal Pradesh with advanced machineries, these facilities enable customised product development for institutional customers and product modification for OEMs and corporate customers. Manufacturing capacity is sufficient to cater the additional demand in near future.

Specialised manpower

Our R&D centres house over 100 expert engineers having rich experience in the electrical industry and a track record of developing game-changing innovation.

Our robust innovation portfolio

Smart products

Metering Solutions

Smart Meters



Solar products

We have a complete range of solar solutions across meters, switchgears, lighting & wires and cables.

Metering Solutions

Solar Net Meter



Switchgears

Solar AC Distribution Box



Solar DC Distribution Box



Solar Main Junction Box



Solar Array Junction Box



Lighting Equipment

Solar Batten



Solar LED Street Light



Solar LED Bulb



Wires and Cables

Solar Cables



**Our capability
to deliver**

2

R&D facilities

40+

Years of industry
experience

2

Toolrooms

7

State-of-the-art
manufacturing facilities

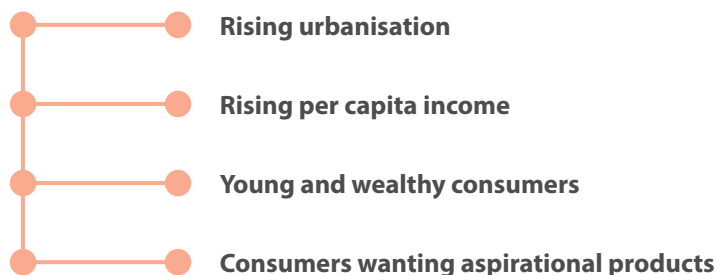
100+

Engineers

Bringing Smart Solutions Deeper into Consumers' Lives

Rising urbanisation and growing per capita income in India are unleashing demand for aspirational products. Consumers are demanding electric products that are safe and reliable as well as sleek, stylish and contemporary with advanced features. While we are leveraging our R&D to meet this demand, we are also actively undertaking brand activities to create an aspirational brand.

India offers a compelling retail opportunity...



We are powering our brand equity

HPL became the Official LED and Switchgear Partner of Delhi Capitals IPL team

We associated with Delhi Capitals IPL team in 2019 which provided good brand visibility during live matches with the team sporting HPL logo on their jerseys. The impact was fortified with a fresh campaign 'Karo Powerplay On' which featured three outstanding cricketers – Shikhar Dhawan, Rishabh Pant and Prithvi Shaw. The TV campaign was run with the messaging 'Switch on HPL. Switch on Powerplay', highlighting the superior feature of our products such as outstanding and powerful performance and high reliability with these cricketers. It helped us position as a trusted brand that will keep on the powerplay in the houses of consumers for longer time.



It was further extended on Radio in Delhi NCR across popular channels like 92.7 Big FM, Fever 104 FM and Radio City 91.1 FM. We also got an opportunity to use all 3 marquee players' images on our product packaging and other relevant communication.

Retail branding and outdoor campaigns

We carried out massive retail branding and outdoor campaigning of household products in high potential areas across states. We also undertook several below-the-line activation initiatives such as gate arches during festive season, hoardings, auto rickshaw panels in tier 2 and tier 3 towns to further amplified our brand visibility and strengthened brand connect.

6,000+

Retail boards and in-shop branding executed in strategic locations to enhance brand visibility



Social media and PR promotions

We are undertaking focussed brand campaigns across various social media platforms like Facebook, Twitter, LinkedIn and Google Display to create wider and deeper brand impact by reaching out to large online audiences.

Exhibition participations

We have participated in various domestic exhibitions like Renewable Energy, Light India, Distribuelec, Instore, Ceeamatch to name a few. We had made our presence felt by showcasing our innovative range of product to right stakeholders. These were perfectly in tone with the whole 'Make in India' revolution that is taking over the country.

Dealer and retailer activation

We have strategically organised dealer and retailer meets across 26 cities to enhance product awareness and interact with them for effectively growing our market share. Further, qualified top dealers and retailers incentivised to boost our presence in retail trade .

Sponsoring News18

We sponsored News18 regional channels (Madhya Pradesh, Chhattisgarh and Rajasthan) under the 'Powered by LED lighting' category campaigning during Elections 2018. Carried out for two months, it provided our brand good mileage.

How we are
enhancing our B2C

90+

Branch and
Representative Offices

21

Warehouses

900+

Authorised dealers
and distributors

27,000+

Retailers

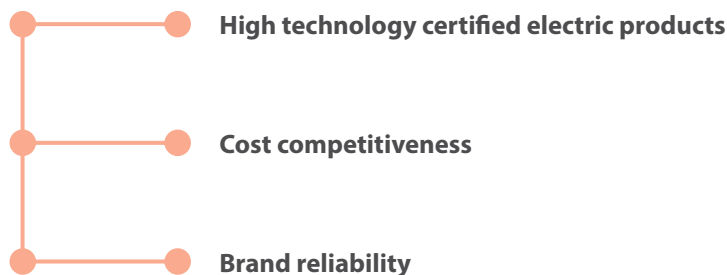
240

Basis points increase in advertising
and promotion expense to 5.1% of
B2C revenues in FY 2018-19

Enriching Consumer Experiences Globally with Smart Value Proposition

The demand for Make in India electric products is on rise due to its advanced technology features, reliability, quality and cost competitiveness. We are participating in multiple global forums to strengthen our presence in these markets with our smart products as well as gain insights into emerging technologies globally.

Global consumers want value proposition



We are Expanding Network

Participation in NEEK Electro Expo 2018, Nepal

Our stall received good footfall and was visited by dignitaries including the Prime Minister of Nepal. Following this, we arranged local consultants and contractors' meet to build market.



Participation in Electricx Exhibition, Cairo, Egypt

We showcased our latest offerings and product range to a large target audience including consultants, industry experts and relevant people from different states and power utilities.

