

HPL GROUP



The Power of Technology

MARKETS

All India market
10 languages, 27 states

SOLUTIONS & INNOVATIONS

- All India level planning
- Launched during festive season
- 28 TV channels. 3 edits and 8 languages 30 days campaign
- All prime time placement and fix spot placement
- 4 different creative of 20 sec edit on high rotation in prime time
- Extensive use of news and GEC genre

ABOUT

- HPL, a multi product electric equipment company is among the leading players in the electrical industry today.
- The company has always believed in being technically abreast and keeping a great focus on the design and development of products.

OUTCOMES

- Brand was very well accepted and viewed across India.
- Brand was able to reach more no of people than competition.
- Extensive recall for HPL CFL and wire.