



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 | website: www.hplindia.com

20th May, 2019

The Manager,
Listing Department,
National Stock Exchange of India Ltd.
"Exchange Plaza", C-1, Block G,
Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051
Symbol: HPL

BSE Limited
25th Floor, New Trading Ring, Rotunda
Building, Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001

Scrip Code: 540136

Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Earnings Presentation

Dear Sir

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, a copy of the Earnings Presentation that we propose to make during the conference call for investors scheduled to be held on Tuesday, 21st May, 2019 at 5:00 PM IST is enclosed herewith.

The said Earnings Presentation has also been uploaded on the Company's website i.e. www.hplindia.com.

We request you to kindly take the same on record.

Thanking You

Yours Faithfully,
For HPL Electric & Power Limited

Vivek Kumar
Company Secretary

Encl: As above



HPL ELECTRIC & POWER LIMITED

Q4 & FY19 RESULTS UPDATE

MAY 2019



PREPAID METER



MCCB



SMART METER



RCCB



TPN PHASE SELECTOR



STREET LIGHT 100W



LED BULB



FLAME RETARDANT
CABLES

This presentation and the following discussion may contain “forward looking statements” by HPL Electric & Power Limited (“HPL” or the Company) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives, are based on the current beliefs, assumptions, expectations, estimates, and projections of the management of HPL about the business, industry and markets in which HPL operates.

These statements are not guarantees of future performance, and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond HPL’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements. Such statements are not, and should not be construed, as a representation as to future performance or achievements of HPL.

In particular, such statements should not be regarded as a projection of future performance of HPL. It should be noted that the actual performance or achievements of HPL may vary significantly from such statements.



Discussion Summary

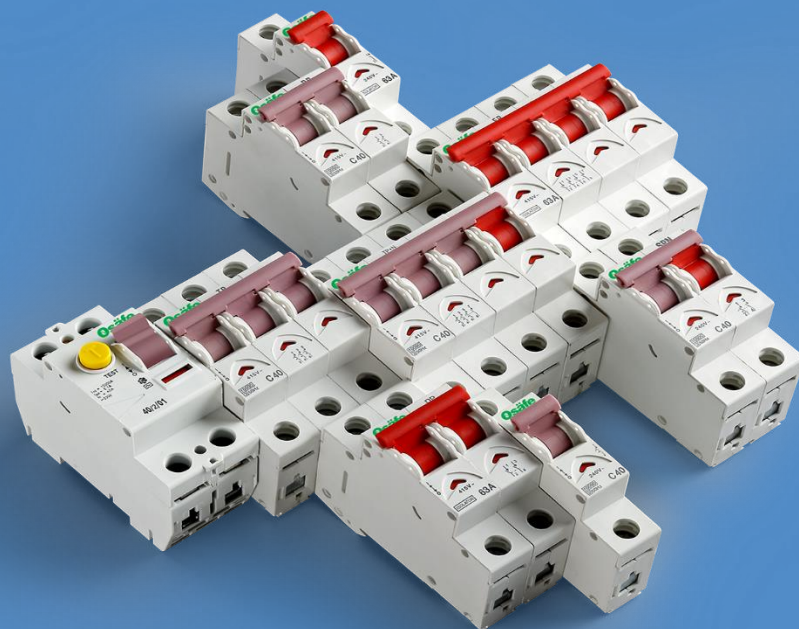
Quarterly Update

Company Overview

Shareholding Structure



QUARTERLY UPDATE



FY19: KEY HIGHLIGHTS



Robust Growth in Major Business Segments

- Revenues +12% YoY, EBITDA +22% YoY, PAT +19% YoY
- Strong execution in metering, continued traction in switchgear & lighting business



Improved Operating Margins

- EBITDA margin improved to 11.6% in FY19 compared to 10.6% in FY18, backed by higher margins in metering & switchgear business



Increased Thrust on Advertising & Marketing Initiatives

- Advertising & Promotion expense as % of B2C revenues increased to 5.1% in FY19 compared to 2.7% in FY18
- HPL was the 'Official LED and Switchgear Partner' of Delhi Capitals IPL team



Improvement in Working Capital Cycle

- Lower Receivables days of 148 days (vs. 165 days in Mar-18)
- Lower Inventory days of 130 days (vs. 149 days in Mar-18)



New Meter Orders

- Rs 62.5 cr orders for meters with smart communication technologies
- Rs 156.8 cr orders for meters with RF and IRDA communication

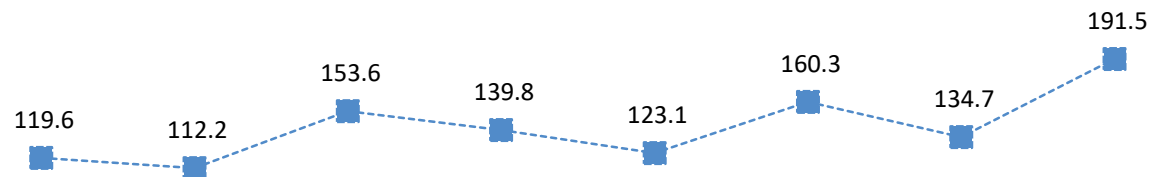
FY19: ALL MAJOR BUSINESSES DISPLAYING POSITIVE GROWTH TRAJECTORY



Revenues In Rs Crore

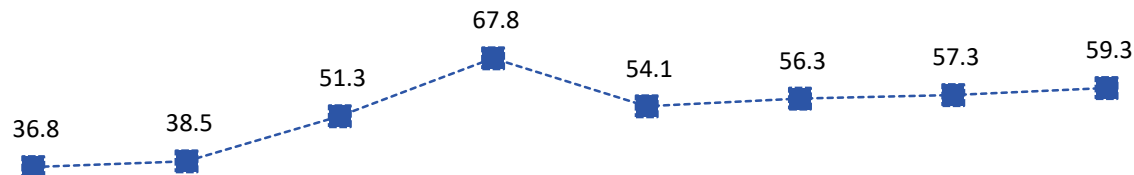
Metering Business

Positive Trend In Metering Business Over Last 8 Quarters



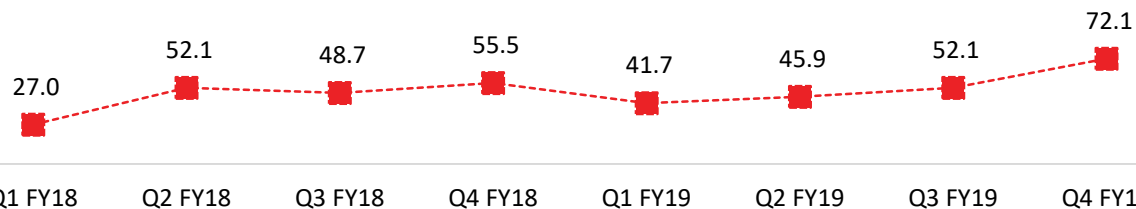
Switchgear Business

Continued Traction In Switchgear Business Over Last 8 Quarters Backed By Renewed Management Focus



Lighting Business

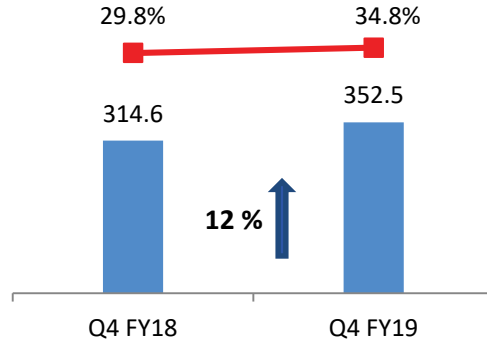
Robust Growth In LED Business Has More Than Offset The Phase Out Of CFL Business Over Last 8 Quarters



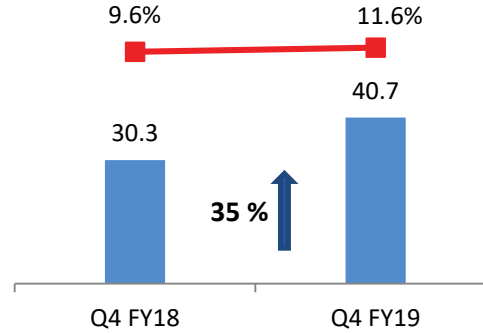
Q4 & FY19: YoY HIGHLIGHTS

In Rs Crore

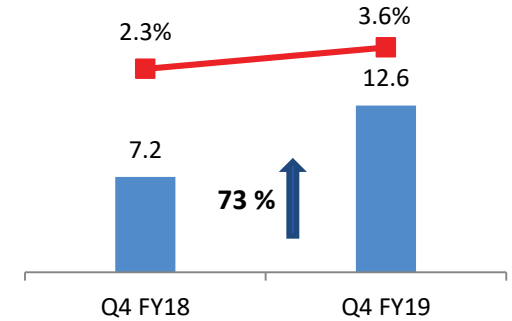
NET REVENUES & GROSS MARGIN



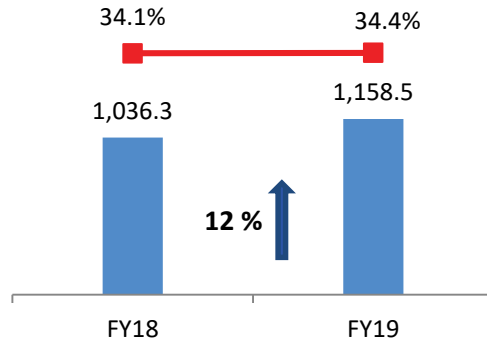
EBITDA & EBITDA MARGIN



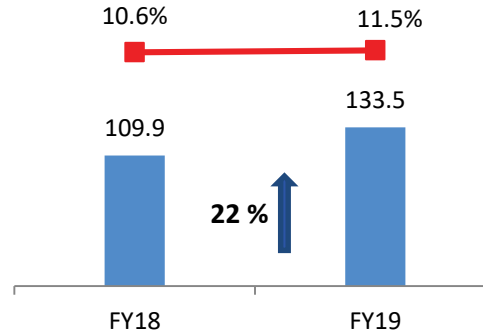
PAT & PAT MARGIN



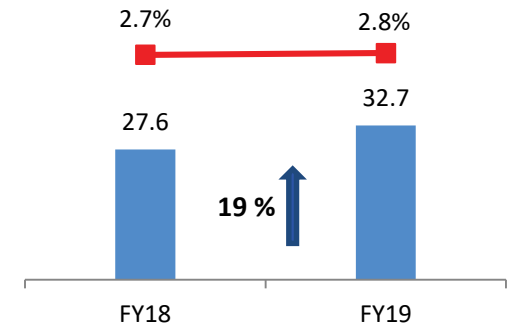
NET REVENUES* & GROSS MARGIN



EBITDA & EBITDA MARGIN



PAT & PAT MARGIN

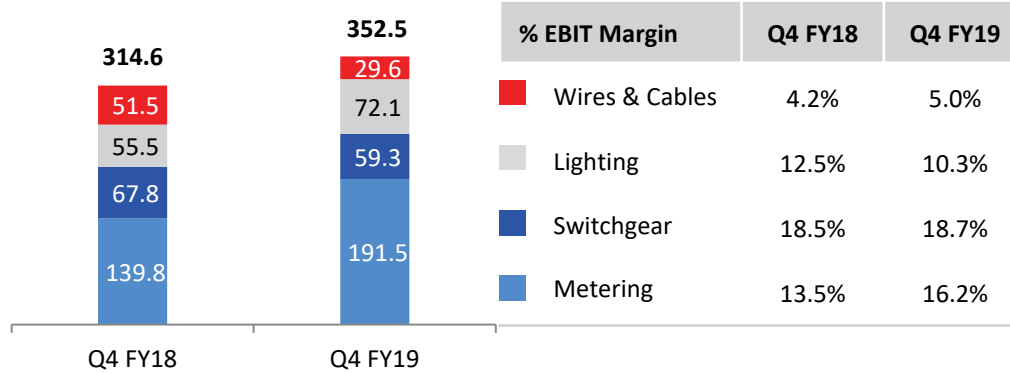


* Net revenues from operations (net of excise duty)

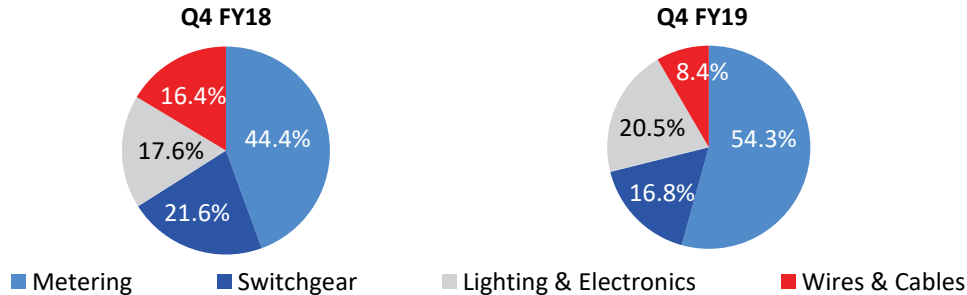
Q4 FY19: YoY SEGMENT ANALYSIS

In Rs Crore

SEGMENT REVENUE AND EBIT MARGIN



SEGMENT REVENUE SHARE %

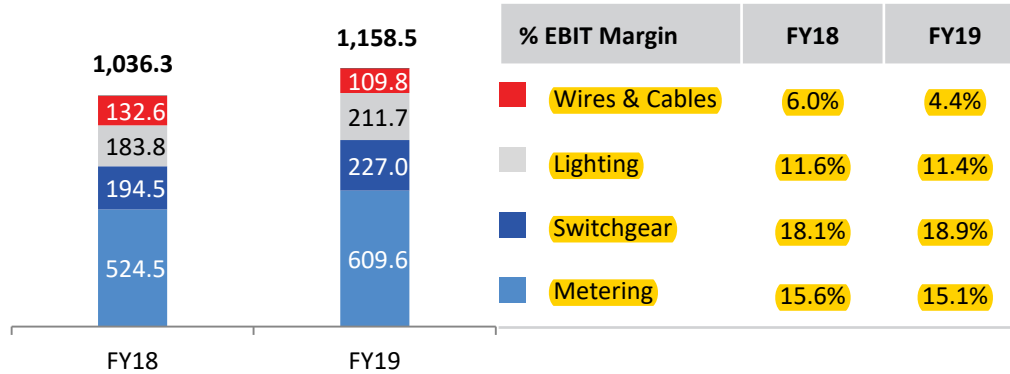


- **Metering revenues grew by 37% YoY**
 - Strong execution
 - Margins increased due to higher revenue base coupled with lower plastics prices
- **Switchgear revenues declined by 12% YoY** on a higher base of Q4 FY18
 - Margins remained stable
- **Lighting revenues grew by 30% YoY**
 - Robust LED trade sales
- **Wires & Cables revenues declined by 42% YoY** on a higher base of Q4 FY18 which included specialty cable project orders

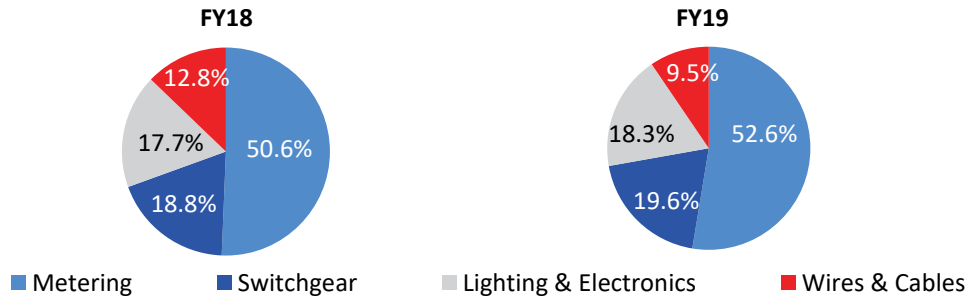
FY19: YoY SEGMENT ANALYSIS

In Rs Crore

SEGMENT REVENUE AND EBIT MARGIN



SEGMENT REVENUE SHARE %

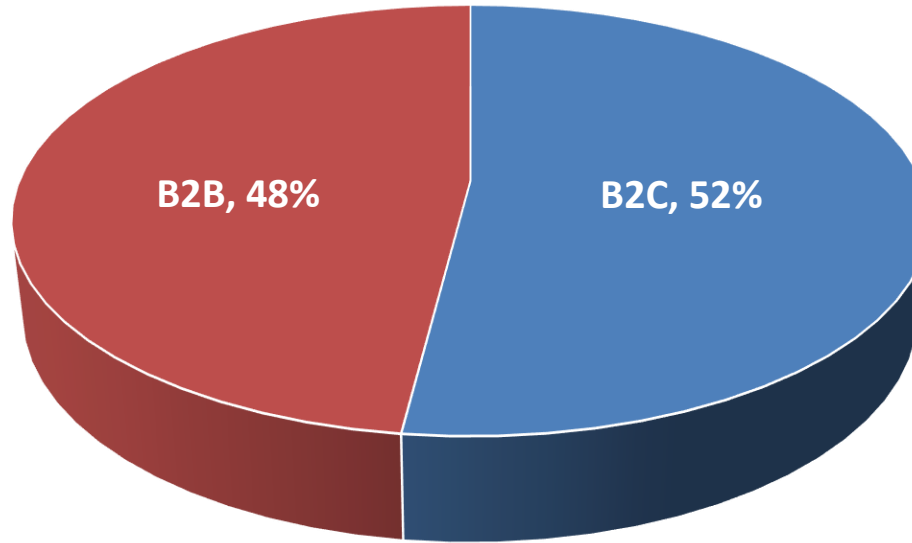


FY19:

- Metering revenues grew by 16% YoY
- Switchgear revenues grew by 17% YoY
- Lighting revenues grew by 15% YoY
- Wires & Cables revenues declined by 17% YoY
- Metering business witnessed highest annual revenues
- Strong momentum sustained in the switchgear and lighting business
- Wiring & Cables business declined on a higher base of FY18 which included specialty cable project orders

FY19: REVENUE BREAKUP – B2C vs. B2B

FY19 Revenues – Rs 1,158.5 crore



B2C includes Non-utility Metering, Switchgear, Lighting and Wires & Cables Segment Revenues

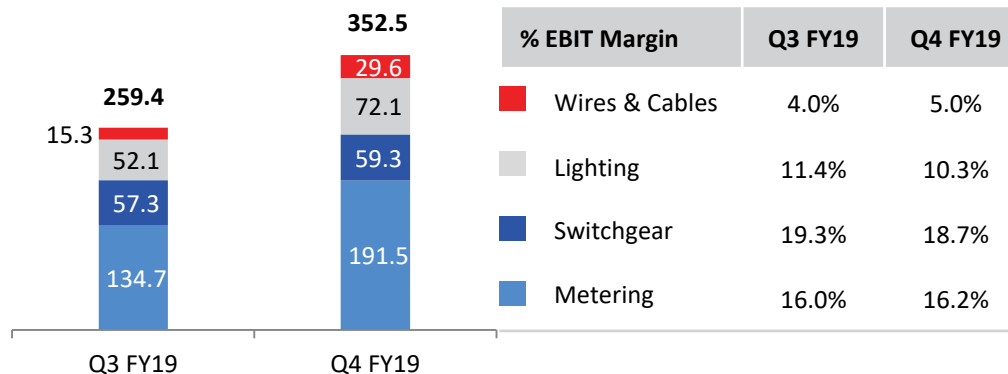
B2B includes Metering Revenues from Utilities and EESL

Q4 FY19: QoQ SEGMENT ANALYSIS

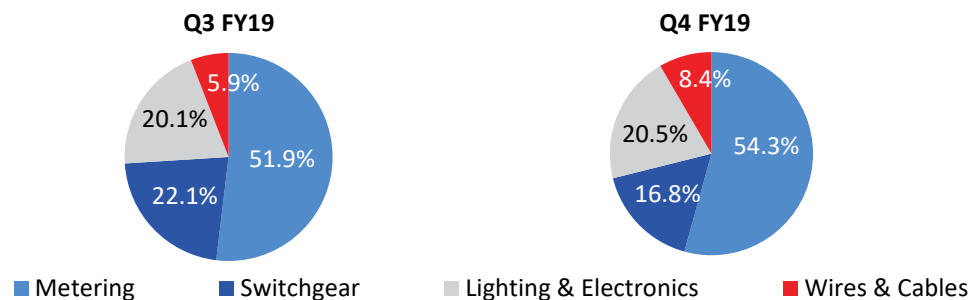


In Rs Crore

SEGMENT REVENUE AND EBIT MARGIN



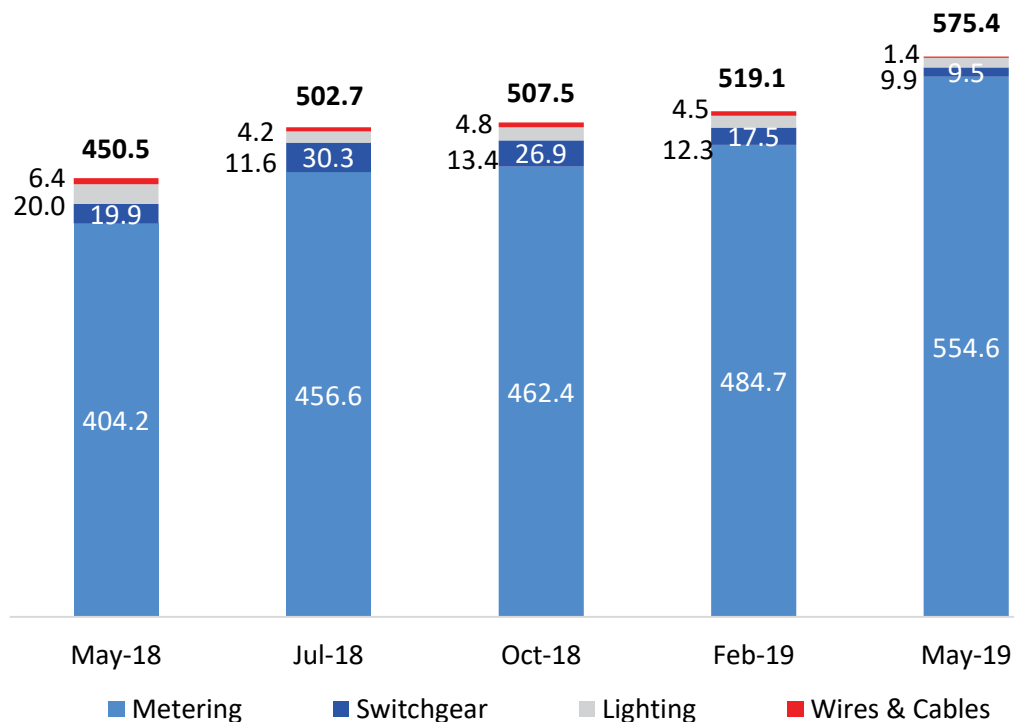
SEGMENT REVENUE SHARE %



ROBUST ORDER BOOK & OUTLOOK



ORDER BOOK (RS CR) – NET OF TAXES



New Metering Orders:

- **Rs 62.5cr orders for meters with smart communication technologies –**
 - 1P Static Energy Meters with 6-LowPan Technology for effective two-way communication
 - 3P Trivector Meter with in-built communication technology and Modem
- **Rs 156.8cr orders for meters with RF and IRDA communication**
- Enquiry base for Metering tenders are at a healthy level, which provides good visibility and positive outlook for the coming quarters

CONSOLIDATED PROFIT & LOSS STATEMENT



Particulars (In Rs. Cr.)	Q4 FY19	Q4 FY18	YoY%	Q3 FY19	QoQ%	FY19	FY18	YoY%
Net Revenue from Operations (Net of Excise)	352.5	314.6	12.1%	259.4	35.9%	1,158.5	1,036.3	11.8%
COGS	229.8	220.7	4.1%	167.7	37.0%	759.7	682.7	11.3%
Gross Profit	122.7	93.8	30.8%	91.7	33.8%	398.8	353.7	12.8%
Gross Margin (%)	34.8%	29.8%	499 bps	35.4%	-54 bps	34.4%	34.1%	30 bps
Employee Expenses	32.9	34.6	-4.7%	34.4	-4.2%	137.8	131.3	5.0%
Other Expenses	49.1	29.0	69.2%	25.3	94.2%	127.5	112.5	13.3%
EBITDA	40.7	30.3	34.5%	32.1	26.9%	133.5	109.9	21.5%
EBITDA Margin (%)	11.6%	9.6%	193 bps	12.4%	-82 bps	11.5%	10.6%	92 bps
Other Income	1.2	1.1	9.9%	0.9	41.5%	4.7	4.4	6.2%
Finance Costs	13.2	13.0	1.2%	15.7	-15.8%	58.1	51.0	14.0%
Depreciation	8.6	5.7	51.7%	8.4	2.3%	32.0	22.8	40.6%
PBT	20.2	12.7	58.9%	8.9	127.4%	48.0	40.5	18.7%
Taxes	7.6	5.4	39.8%	2.2	245.7%	15.3	12.9	18.7%
Reported PAT	12.6	7.2	73.3%	6.7	88.4%	32.7	27.6	18.6%
PAT Margin (%)	3.6%	2.3%	126 bps	2.6%	99 bps	2.8%	2.7%	16 bps
Earnings Per Share (EPS)	1.95	1.12	74.1%	1.03	89.3%	5.06	4.27	18.5%

CONSOLIDATED BALANCE SHEET



Particulars (In Rs Cr)	Mar-19	Mar-18
Equities & Liabilities		
Shareholder's Funds	728.5	703.9
Equity share capital	64.3	64.3
Other Equity	664.2	639.6
Minority Interest	1.5	1.3
 Non-Current Liabilities	 46.2	 41.4
Borrowings	25.2	21.3
Other Financial Liabilities	12.0	12.2
Provisions	9.0	7.9
 Current Liabilities	 744.6	 774.2
Borrowings	492.4	458.3
Trade Payables	216.0	288.3
Other Financial Liabilities	24.8	18.6
Provisions	6.7	5.3
Other Current Liabilities	4.7	3.6
Total Equity & Liabilities	1,520.8	1,520.8

Particulars (In Rs Cr)	Mar-19	Mar-18
Assets		
Non-Current Assets	519.6	498.7
Property, Plant & Equipment	423.6	402.7
Intangible Assets	29.7	22.6
CWIP	7.2	0.2
Investments	0.0	0.0
Loans	2.6	2.3
Deferred Tax Assets (Net)	37.4	43.2
Other Non-Current Assets	19.1	27.8
 Current Assets	 1,001.2	 1,022.1
Inventories	414.1	423.7
Trade receivables	471.3	467.4
Cash & Bank Balances	66.9	69.7
Loans	0.4	0.4
Other Financial Assets	14.6	14.9
Current Tax Assets (Net)	1.7	3.1
Other Current Assets	32.2	43.0
Total Assets	1,520.8	1,520.8

MARKETING CAMPAIGNS & ACTIVATIONS



HPL the Official LED & Switchgear partner of DELHI CAPITALS

We feel proud to announce our association with Delhi Capitals, as the official LED and Switchgear partner for IPL 2019. As part of our association, all players of Delhi Capitals team will sport the HPL logo on their jersey, giving us ample visibility during live matches.



Stadium Branding



Brand integration on consumer product packaging

An extended brand integration campaign with Delhi Capitals has been positioned on the product packaging of the consumer product lines as a part of disruptive strategy for retail.



MARKETING CAMPAIGNS & ACTIVATIONS



HPL undertakes massive advertising campaign during IPL to reach out to maximum audience

In an attempt to do so, we have revamped our positioning as – Karo Powerplay On. In partnership with the Delhi Capitals team, we have brought alive a fresh campaign, that has put us forward as a trusted brand; one that will keep on the powerplay of their house, for a longer time. **Switch on HPL. Switch on powerplay.**

Campaign has given us a tremendous reach on National & Regional channels both.



Radio Campaign in Delhi NCR



Our Radio campaign has given us remarkable reach within our targeted community & audience. This campaign brought us an opportunity to convey our brand message to our efficient end customers prominently.

HPL ELECTRIC KARO POWERPLAY ON TV Campaign

The cricket fever is on, and India is all set to celebrate the powerplay of their favourite teams.

In an attempt to do so, we have revamped our positioning as – Karo Powerplay On. In partnership with the Delhi Capitals team, we have brought alive a fresh campaign, that will put us forward as a trusted brand; one that will keep on the powerplay of their house, for a longer time. **Switch on HPL. Switch on powerplay.**

Campaign Schedule:- April '19 onwards.

Timings: - HSM & Regional Channels: Monday to Sunday (Evening Prime Time)
Business Channels: Monday to Friday (Business Hours)

Radio Campaign in Delhi NCR



Our radio campaign is all set to go on air in Delhi-NCR during this IPL season with the highlight of world class efficient electrical products which brought safety & savings in everyday life.

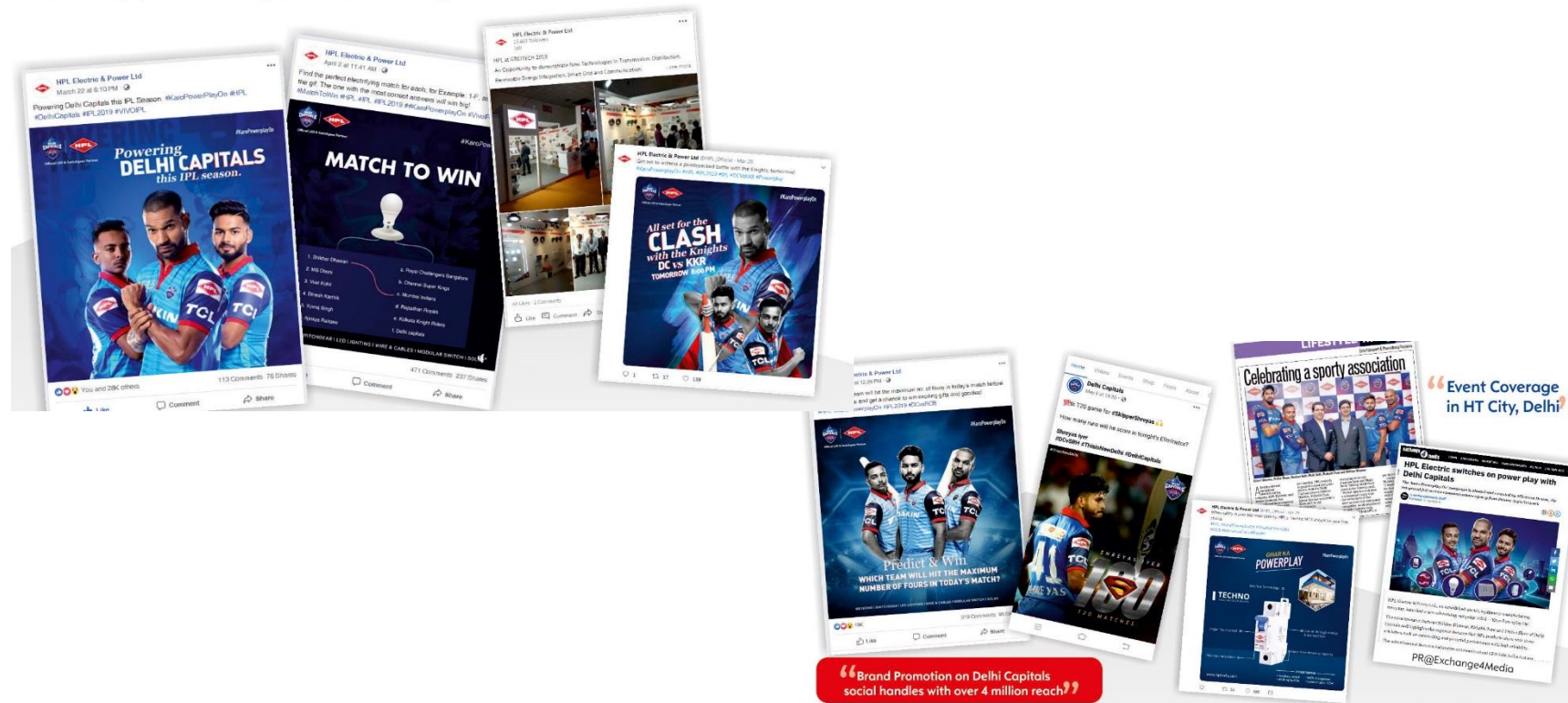
Broadcast Schedule: 1st April 2019 Onwards
Morning & Evening Prime Time

MARKETING CAMPAIGNS & ACTIVATIONS



Social Media & Digital Media Promotions

TG focused brand campaign is active on all the social media platforms like facebook, Twitter and LinkedIn display network reaching the customer base at large.



CHANNEL CONNECT AND DEALER MEETS



Meet & Greet with Delhi Capitals @ITC Maurya, Delhi

Hi-tea session for the key marquee players of DC team and top dealers & distributors at ITC Maurya, Delhi. Personalised autograph of players merchandise rewarded to dealers followed by an open discussion between management & dealers for efficient way forward.



Cake Cutting Celebration with DC Players

Pan India Lighting Dealers Incentive Trip@ Dubai

Over 100 qualified top lighting dealers from across the country were invited to visit the Dubai along with their family. It was wonderful event organised by company & appreciated by all dealers. 3 night & 4 days event with sight seeing followed by Gala Event, wherein all top dealers were rewarded with a token of appreciation.



Span Distributors, Kerala
Awarded by Mr. Gautam Seth (JMD, HPL)

Awardees Group Shot

Group Shoot@Burj Khalifa

DOMESTIC EXHIBITIONS



HPL Products attracted interest of many National & International customers

Instore Exhibition, March 2019 @ Mumbai

A platform where all the experts in Retail / Commercial light segment comes together to preview their strength and this year we also showcased our beautifully designed commercial lighting products which attracted maximum eyeballs and gave us a strength to move forward with this segment.



Ceeamatech Exhibition 2019 @ Pune

It was 3 days event studded with innovative products preview, latest technology presentation, concepts and pure business interactions.



Distribuelec Exhibition 2019 @ Mumbai

This time HPL has made a presence felt at distribuelec expo by showing the large no. of product range meeting expert market demands. It's a platform where all the major suppliers, consultants, industry experts utilities, architecture, power distributors are present to witness the showcased products.



INTERNATIONAL EXHIBITIONS



Middle East Electricity Exhibition 2019 @ Dubai

A platform where all the players comes together to showcase their technology and innovations thus providing insights about the fastest and most rapidly emerging trends in Electrical Industry. So as we, presented ourselves as 'Make in India' brand with highly efficient technology product which attracted all the delegates & customers during the show.



Business interactions with top distributors of HPL at Dubai while having dinner after the exhibition



Jimex April 2019 @ Jordan

It was an great opportunity for us to showcase our products to mass consumers as the one of promising Indian Brand in Jordan, we have got a chance to meet all major suppliers & industry experts during the show.



Hannover Messe, April 2019 @ Germany

A platform where all the players comes together to showcase their technology and innovations thus providing insights about the fastest and most rapidly emerging trends in Electrical Industry. So as we, presented ourselves as 'Make in India' brand with highly efficient technology product which attracted all the delegates & customers during the show.



Mr. Girdham Seth (MD HPL) on Right with Key Customers at Germany





COMPANY OVERVIEW



BRIEF PROFILE



BUSINESS OVERVIEW

- HPL is an established electric equipment manufacturer in India - market leader in electricity energy meters (20% mkt. share) & on-load change-over switches (50% mkt. share), 5th largest LED manufacturer, 5% mkt. share in LV switchgears
- 40+ year old established brand with strong recall across various customer segments – Power Utilities, Government Agencies, Retail and Institutional customers
- Large product portfolio offering wide range of Metering Solutions, Switchgears, Lighting which includes LED & CFL lamps and Wires & Cables

KEY STRENGTHS

- 7 state-of-the-art Manufacturing facilities with capabilities across design & product development, component designing, tool making and commercial production
- Strong R&D capabilities with focus on constant innovation and development of new products with superior technologies
- Established Pan-India Distribution network consisting of 90+ Branch Offices, 1,200+ authorized dealers & 27,000+ retailers
- Experienced management team with more than 20 years of industry experience
- Established relationships with Power Utilities, Government Agencies and Institutional customers
- Strong pre-qualification credentials creating significant entry barriers in the metering and switchgear businesses

FINANCIAL PERFORMANCE

- Consolidated Revenue, EBITDA and PAT were Rs 1,158.5 cr, Rs 133.5 cr and Rs 32.7 cr respectively in FY19
- EBITDA Margin improved to 11.5% in FY19 compared to 10.6% in FY18
- Steady balance sheet with D:E ratio of 0.69x as of Mar-19

WIDE-RANGING PRODUCT PORTFOLIO



HPL is the “ONE-STOP SHOP” for Low Voltage Electrical Equipments across market segments and price ranges

HPL’s complementary product offerings enable cross-selling and lead to **STRONG BRAND RECALL**

With a large product portfolio, HPL is at forefront to capture **GROWTH OPPORTUNITY**

**PRODUCT
PORTFOLIO**

**SUB-
BRANDS**

CUSTOMERS

Metering Solutions

Smart Meter



Net Meter



Prepaid Meter



Trivector Meter



emfis

Switchgears

Industrial Applications

ACB

MCCB

Phase Selector



Domestic Applications

Osafé
MCB

Techno
MCB

RCCB



Modular Switch & Accessories

Toggle
Switches

Plug
Sockets

Push Bells



TAB™ **intelliPROTECT**

intelliCONTROL

Osafé
MCB | DB | RCCB

Lighting Equipment

Consumer LED Products

Aries LED

LED Glow 9W



Commercial LED Products

Mitered

CRCA Panel



Outdoor LED Products

Street
Light

LED
Flood Light



Pathlite

smART
ART MEETS STATE-OF-THE-ART

Wires and Cables

Fire Resistant Cables



Co-axial Cables



Solar Cables



Networking & Data Cables



Power Utilities

Public & Private Enterprises

Residential & Commercial Users

STRONG R&D THRUST – CONTINUOUS TECHNOLOGY UPGRADATION



FOCUS ON CONTINUOUS R&D TO LAUNCH AND MARKET EXCITING NEW INNOVATIVE PRODUCTS LOADED WITH IMPROVED FEATURES, ENERGY EFFICIENCY, AUTOMATION AND COMMUNICATION



IN-HOUSE R&D CAPABILITIES:

- 2 R&D facilities in Gurgaon & Kundli with more than 100 engineers
- 1 Testing facility in Gurgaon – NABL accredited and ISO/IEC 17025:2005 compliant
- 2 Tool Rooms for rapid prototyping & component designing for complete range of MCBs, MCCBs, meters, changeover switches, switch fuse units, LED lamps and CFLs



SOLAR ELECTRICAL PRODUCTS

HPL has developed a complete range of solar solutions across meters, switchgears, lighting and wires & cables

Metering Solutions

Solar Net Meter



Lighting Equipment

Solar Batten



Solar LED Street Light



Solar LED Bulb



Switchgears

Solar AC Distribution Box



Solar DC Distribution Box



Solar Main Junction Box



Solar Array Junction Box



Wires and Cables

Solar Cables



STATE OF ART MANUFACTURING FACILITIES



GURGAON



Gurgaon Facility I:

- **Products:** Electronic static energy meters
- **Capacity:** 6 Million Units

Gurgaon Facility II:

- **Products:** Parts/components of lighting equipment (CFL & LED), electronic energy meters
- **Capacity:** 15 Million Parts/ Components

JABLI



Facility I:

- **Products:** MCBs, distribution boards and panels, MCB isolators, MCB changeover switches, earth leakage circuit breaker and switches, energy meters and parts of lighting equipment
- **Capacity:** 11.5 Million Units

Himachal Energy Facility:

- **Products:** electronic energy meters, panel meters and clips for panel meters
- **Capacity:** 3 Million Units



STATE OF ART MANUFACTURING FACILITIES



KUNDLI



Facility I:

- **Products:** Switchgears and parts of electronic energy meters and parts of lighting equipment
- **Capacity:** 5 Million Units

Facility II:

- **Products:** Lighting equipment
- **Capacity:** 26 Million Units

GHARAUNDA



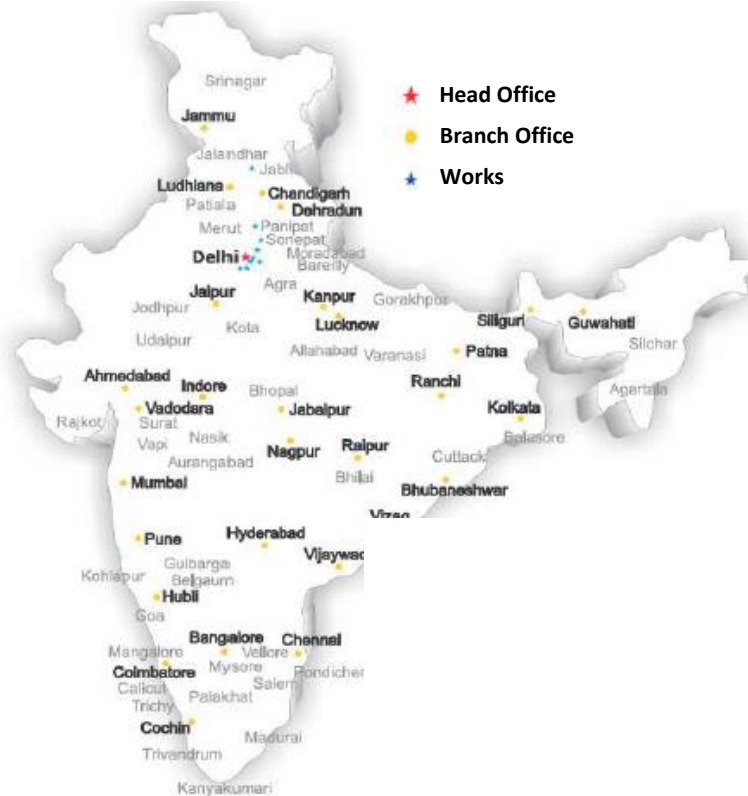
- **Products:** Wires and Cables
- **Capacity:** 194.4 Mn meters

QUALITY & COMPLIANCE CERTIFICATIONS



ISO-27001:2005

ESTABLISHED PAN-INDIA DISTRIBUTION NETWORK & BRAND PRESENCE



**ESTABLISHED PAN-INDIA DISTRIBUTION NETWORK
& BRAND PRESENCE
TO CAPTURE SIGNIFICANT GROWTH POTENTIAL IN
ELECTRICAL EQUIPMENT INDUSTRY**

**90+ Branch Offices
21 Warehouses across India**

**1,200+ Authorized Dealers and
27,000+ Retailers**

**Carrying and forwarding agents model for
sale and supply through authorized dealers**

**620+ full time employees responsible for promotional
and brand building activities for our products**

EXTENSIVE EXPERIENCE, ESTABLISHED RELATIONSHIPS, STRONG CREDENTIALS



**STRONG EXECUTION, ESTABLISHED RELATIONSHIPS AND STRONG PRE-QUALIFICATION CREDENTIALS
MAKE HPL A PREFERRED SUPPLIER OF THE SPECIALISED ELECTRICAL EQUIPMENTS**



EXTENSIVE EXPERIENCE

- Strong Promoter pedigree with more than 40 years of experience
- More than 20 years of average experience of senior management team
- Strong R&D and manufacturing capabilities



ESTABLISHED RELATIONSHIPS

- Established relationships with Institutional customers, Power Utilities and Governmental Agencies across India
- HPL has created formidable entry barriers in technologically advanced products like Metering and Switchgear businesses

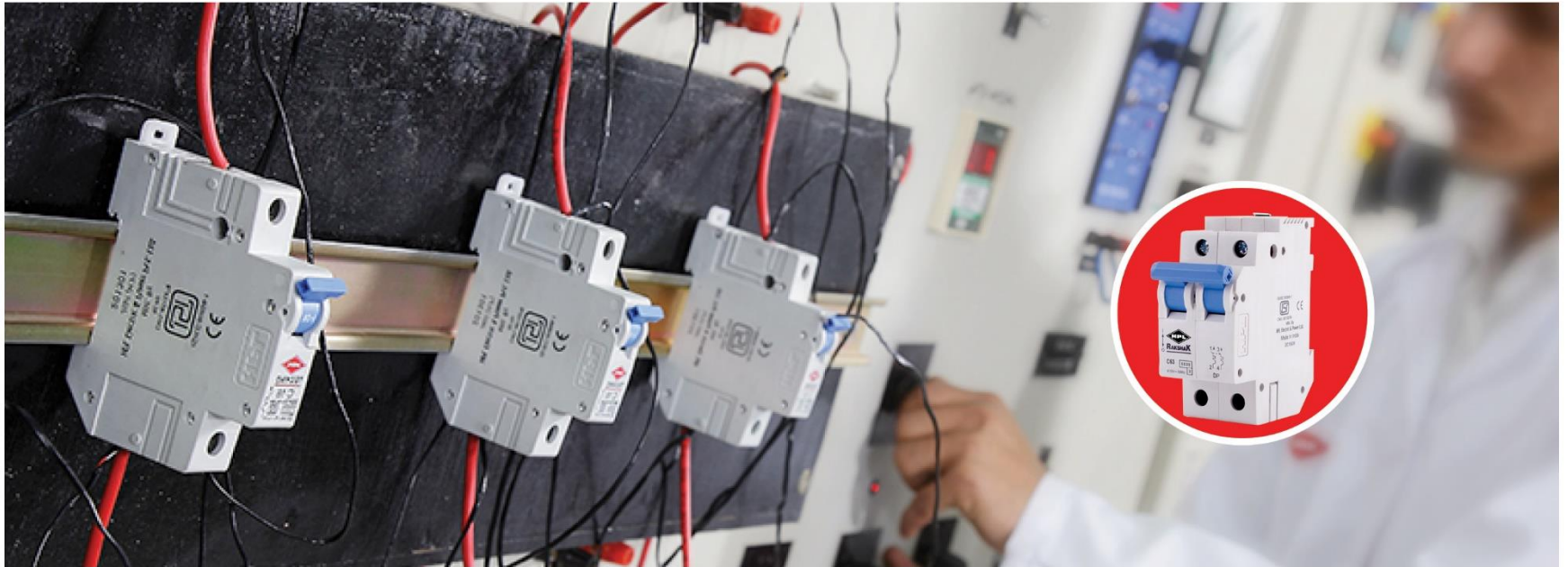


STRONG PRE-QUALIFICATION CREDENTIALS

- HPL works with Power Utilities and Government Agencies pursuant to direct contractual arrangements, obtained through a bidding process, requiring certain pre-qualification requirements
- HPL meets all pre-qualification credentials including past experience, technical requirements, quality and safety compliances, financial strength, price competitiveness



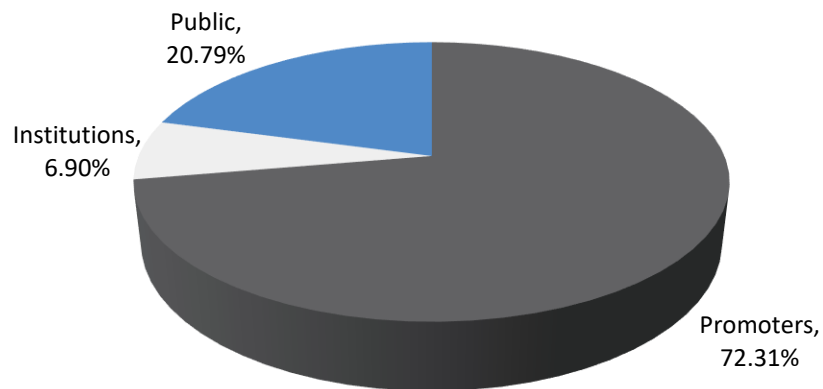
SHAREHOLDING STRUCTURE



SHAREHOLDING STRUCTURE



SHAREHOLDING – 31st MARCH 2019



Source – BSE

KEY INVESTORS – 31st MARCH 2019

% Holding

HDFC AMC	6.03%
EQ India Fund	0.67%

Source – Company

FOR FURTHER QUERIES:



Mr. Gautam Seth
Joint Managing Director
Email: gautamseth@hplindia.com



Mr. Nilesh Dalvi / Mehul Mehta
IR Consultant
Email: nilesh.dalvi@dickensonir.com / mehul.Mehta@dickensonir.com
Contact no: +91 9819289131 / 9820280325