

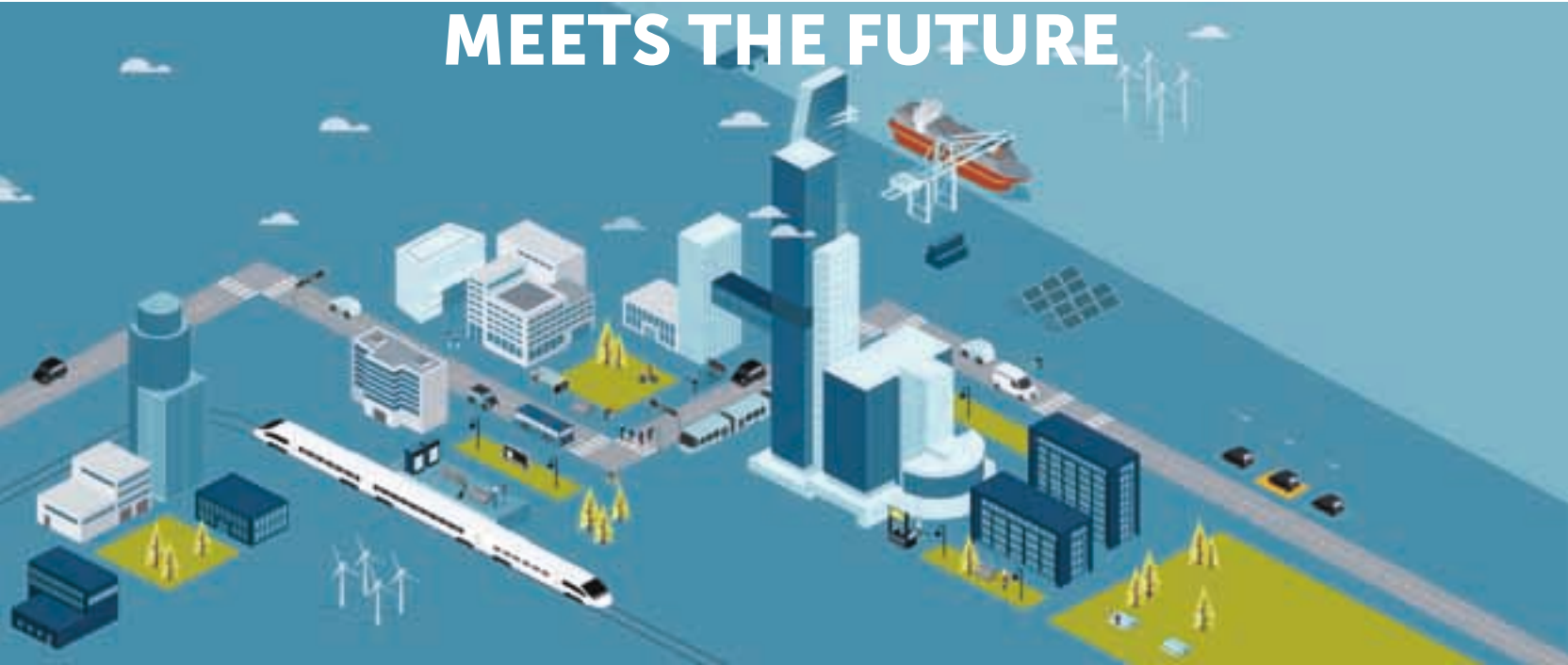


**ELEC RAMA**  
we are all about **electricity**

**18-22 JANUARY 2020**  
INDIA EXPO MART  
GREATER NOIDA, NCR, INDIA

**ieema**  
your link to **electricity**

# WHERE THE WORLD OF ELECTRICITY MEETS THE FUTURE





**ELEC RAMA**  
we are all about **electricity**

*14th Edition*

*Electrifying 30 years*  
**1990 - 2020**



**Anil Saboo**

Chairman, ELECRAMA 2020

“ELECRAMA is a platform to connect the world with Indian industry in respect of technology, new trends and innovation for future energy transition. It is also a stage where all global leaders can meet and share their ideas to develop cost effective solutions for the world. India is expected to become the fifth largest Economy in the world by the end of 2025 and we invite our global counterparts to be partner in our growth story”



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“ The industry leaders must embrace digital technologies and come up with futuristic solutions to meet India's growing need for sustainable power. The industry must align itself with the government's vision of LPG – liberalization, privatization, globalization – and brace up for global markets. ”

**Venkaiah Naidu**  
Hon'ble Vice President of India

“ The Indian electrical and electronics industry has the skills and the capacity to even explore global markets. As a global event showcasing integrated solutions to complex energy problems, it is also a leading business networking, knowledge and thought leadership platform for the industry. ”

**Suresh Prabhu**  
Hon'ble Union Minister of  
Commerce and Industry

“ ELECRAMA is about innovation, a lot about new technologies and it showcases India's strength so that we can look forward to more engagement with the world. More exports and the best of class equipment being used in the power sector in India. ”

**Piyush Goyal**  
Hon'ble Union Minister of  
Railways & Coal

# COVERING THE ENTIRE ELECTRICITY ECOSYSTEM



Whatever be the application area, if it is about electricity, then it is on display and discussion in ELECARAMA-2020. Presenting you a wide gamut of industries and application areas that are strategic to the Electrical business of the future.



GENERATION



TRANSMISSION



DISTRIBUTION



POWER ELECTRONICS



RENEWABLES



ELECTROMOBILITY



AUTOMATION



POWER STORAGE

# THE NEW ERA: INDIA, A preferred destination for doing business

India has gone up significantly in World Bank's Ease of doing Business index and with a consistent GDP growth rate of more than 7%, the Country is now the 5th largest economy of the world, with GDP projections of US\$ 5 trillion by 2025 & US\$ 10 trillion.



Renewables



IoT



Railway Electrification



Industry 4.0



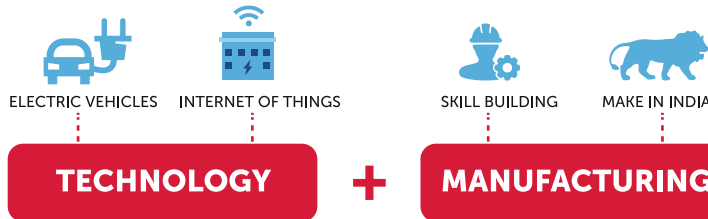
Storage



e-Mobility

**India provides a huge opportunity for business collaboration, technology transfer, sourcing tie-ups or even setting up manufacturing base**

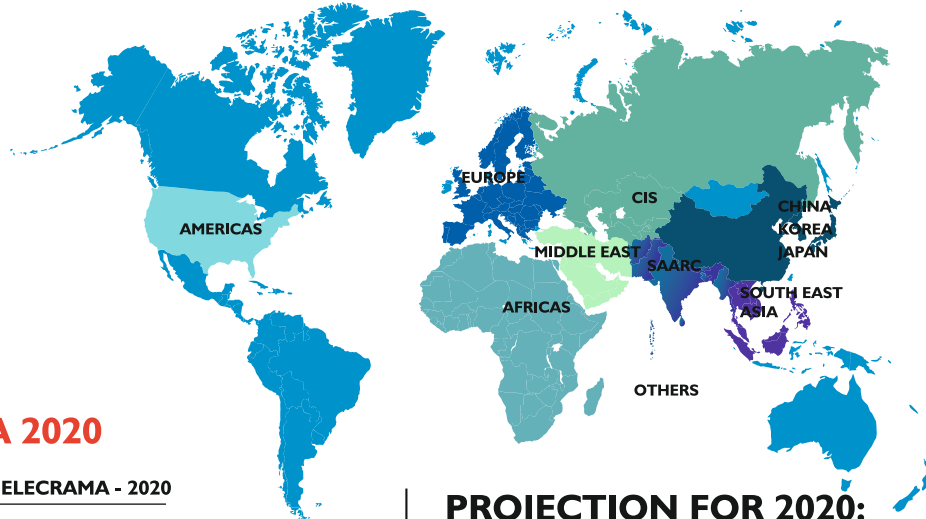
## THE NEW REALITY. NEW CHALLENGES



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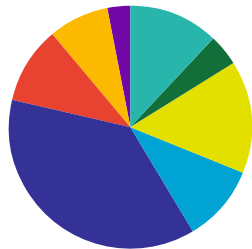
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# ELECRAMA got overwhelming response in terms of global participation:



## ELECRAMA 2020

### VISITOR PROFILE - ELECRAMA - 2020



3%	FINANCIAL INSTITUTION
4%	GOVERNMENT
5%	STUDENT
10%	TRADER
12%	CONSULTANT
14%	UTILITIES
15%	CONTRACTOR
37%	INDUSTRY

### PROJECTION FOR 2020:

- 1300+ exhibitors
- Gross area of 1,10,000 Sq Mtrs
- 450 foreign exhibitors
- Overall participation from 120 countries
- More than 1.5 billion USD of business to be generated
- 3,50,000+ footfalls over five days.



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# THE WORLD ELECTRICITY FORUM

ELECRAMA is the flagship showcase of the Indian Electrical Industry ecosystem and the largest congregation of power sector ecosystem in the geography.

ELECRAMA brings together the complete spectrum of solutions that powers the planet. Featuring not just

equipment & technology, but peerless thought leadership platforms for everything electric - from technical conclaves to industry summits.

The 13th edition of ELECRAMA was held at IEML, Greater Noida from the attendance of who's who in the power industry, both domestic and international.





World Utility Summit™ is a pioneering thought leadership forum, which attempts to set the agenda for the future, actively playing the role of a key enabler for the ecosystem and to develop optimal solutions, technology & products.

The World Utility Summit is a unique biennial event, jointly produced and promoted by IEEMA, ELECRAMA and IEEE.

The World Utility Summit is the only global platform that attempts to bring the global Utilities together and chart their future course, especially in the wake of fast changing global dynamics in the electricity sector that also has deeper implications to the electrical equipment manufacturers. This will be the third edition of the summit.

## Global Platform for Utilities



**WUS-2018 was spread over three days with the theme which provided Electricity, Water and Gas Utility personnel to discuss with Industries, Consultants, Service Providers, Researchers and Regulators and re-define the “Utility of Utilities” in the changing business environment**



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## eTechNxT – The Electrical & Electronics Industry’s Pathfinder

Winds of change are in motion. The Electricity domain is getting intertwined with digital/internet tech (including IoT & AI), Industry 4.0, energy storage, transportation electrification & evolution of next gen consumer behavior & is thus set to undergo a metamorphosis.

New value is thus expected to be created, globally, in trillions of US\$. India shall be among the “new value” creation hotspots. The Electrical & Electronics Industry in India thus has many new opportunities.

**eTechNxt comprises of Digital Transformation of Power Delivery | Energy Storage Systems | IoT, AI & Electricity | e-Mobility | Startup Forum | Engineer Infinite Technology Conference**



eTechNxT 2018 was supported by key partner organisations, namely IEEE, IET, India Energy Storage Alliance (IESA), India Electronics & Semiconductor Association (IESA), NASSCOM IoT CoE, Society of Indian Automobile Manufacturers (SIAM), SMEV&TiE. This is a unique confluence of thought leadership from diverse industry segments.

# REVERSE BUYER SELLER MEET

## CHANGE X CHANGE 2020



**CHANGEXCHANGE 2020 - The IEEMA Reverse Buyer Seller Meet at ELECRAMA-2020 offers an unparalleled vendor access opportunity for buyers to reach out to all manufacturers of high quality but immensely competitive electrical equipment and components.**



### **ChangeXchange – The fourth Reverse Buyer-Seller Meet**

- 650 Hosted International Buyers.
- Attracted buyers from around 60 countries including South East Asia, the Middle East, Latin America, CIS countries and SAARC countries.
- Business queries worth Rs 6,500 crore generated during the meet.



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## VENUE

INDIA EXPO MART, GREATER NOIDA, NCR, INDIA

- **Connected with Delhi by 8 lane high speed expressway**
- **State-of-the-art, multi-functional venue**
- **World-class facilities and safety standards**
- **100 mtrs. from the nearest metro station**





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[www.elecrama.com](http://www.elecrama.com)

*For further information, Please contact*

***Murli Krishna***

M: 99800 53992

E: [murlikrishna@ieema.org](mailto:murlikrishna@ieema.org)

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your link to electricity

**CORPORATE OFFICE:**

Rishyamook Building, First Floor  
85 A, Panchkuian Road, New Delhi - 110001, INDIA  
Tel.: +91 11 2336 3013 / 14, Fax: +91 11 2336 3015  
Email: [delhi@ieema.org](mailto:delhi@ieema.org)

**REGISTERED OFFICE:**

501, Kakad Chambers, 132  
Dr. Annie Besant. Road, Worli, Mumbai - 400018, INDIA  
Tel.: +91 22 2493 0532 / 6528 / 6529, Fax: +91 22 2493 2705  
Email: [mumbai@ieema.org](mailto:mumbai@ieema.org)