

Power Packed launch of ELECRAMA 2020

The most awaited event of the year is back! With the grand launch on February 4, 2019 in Mumbai, IEEMA kicked off its preparation for the upcoming 14th edition of ELECRAMA scheduled from 18th-22nd January, 2020 at the India Expo Mart, Greater Noida.

The Launch event witnessed the presence of who's who of the power equipment industry. Over 400 delegates at the launch ceremony itself proves the importance of ELECRAMA for the power sector. Furthermore, the year 2020 will also mark the completion of 30 years of ELECRAMA which makes it more special for IEEMA.

ELECRAMA, the flagship event of IEEMA in the last edition recorded more than 298,000 footfalls and over 1,200 exhibitors showcased their products and services at the biggest showcase of electrical and electronics manufacturers. Business queries of more than 1 billion USD were estimated and visitors from 120-plus countries experienced transformational developments taking place in India and globally.

The country has recorded rapid economic growth in recent years and is fast transitioning from fossil fuels to renewables sources to generate electricity. ELECRAMA over the years emerged as a platform for knowledge-sharing with a strong focus on electric vehicles, Internet of Things (IoT), storage solutions and renewable energy.

Mr Anil Saboo, Chairman, ELECRAMA 2020 said, "The industry is aligned with government initiatives like Make in India and Power to All 24 x 7 by 2022. The Industry will showcase solutions on artificial intelligence, machine learning, block chain and a combination of innovation in manufacturing of electrical gadgets, equipment, machineries and energy efficiency programmes at ELECRAMA 2020.