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# REIMAGINE ENERGY FOR A SUSTAINABLE FUTURE



**15th Edition**

# **ELECRAMA**

Powering the **Future of Energy**

**18-22 February, 2023**

INDIA EXPO MART, GREATER NOIDA, NCR, INDIA



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**Net  
Zero**

**World's Largest Standalone Electricals and Allied Electronics Show**  
**World's Largest T&D Exhibition**



“ From solar energy and biofuels to the adoption to electric vehicles (EVs), the country needs to reach the next level for energy independence. ”

*Prime Minister at 76th Independence Day Speech*

**- Shri Narendra Modi**  
*Hon'ble Prime Minister of India*



“ Over the past two years, over \$ 2 trillion has been invested in the power distribution sector, and over the next 4-5 years, another Rs. 3 trillion will be deployed, especially under the Revamped Distribution Sector Scheme (RDSS).

We are also stressing on the need to establish large-scale battery storage systems and encourage the industry for their active participation. ”

**- Shri R K Singh**

*Hon'ble Minister of Power & New and Renewable Energy*



# ELECTRICITY

'Electricity' is soon going to be a dominant source of 'Energy' for across the world with enhanced penetration through transportation, manufacturing industry, infrastructure, buildings, agriculture and telecom. This transition will create pressure on the demand which is bound to increase nearly 8 times.

In wake of growing concern for global warming and commitment to net zero carbon by the countries of the world, transition to Green Energy is going to be disruptive as the world strives for a carbon-free sustainable future.

To this effect, the generation and consumption of electricity will witness a paradigm shift in days to come.

## Exceptional Demands Placed on Global Electricity Markets



### NET ZERO

- 104 countries have committed to Net Zero target between 2041 and 2050, out of 128
- Ten countries, including China and India, have set targets beyond 2050



### GLOBAL DEMAND

- By 2050, global electricity consumption will increase by 61% from 152 PWh in 2010 to 879 PWh (243 PWh)



### ELECTRIC VEHICLES

- By 2050, there will be 672 million light-duty vehicles with charging plugs, an increase from 9.7% in 2020 to 31% in 2050



### GREEN HYDROGEN

- Green hydrogen supply totals ~510 Mt (~95%) by 2050.
- EU and the UK are to phase out green hydrogen (from fossil fuels) by 2050



### POWER MARKETS & INVESTMENTS

- Energy demand is highest in areas such as China, the US, India, and the EU.
- A relatively low EBIT base of \$300 billion today is expected to grow at 5% per year by 2050, reaching \$1 trillion



### GLOBAL RENEWABLE GENERATION

- Global electricity consumption is projected to increase by 61% by 2050 from 152 PWh to 879 PWh (243 PWh).
- Solar and onshore wind are expected to generate 43% and 26% of the RES generation in 2050



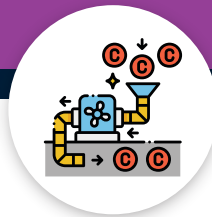
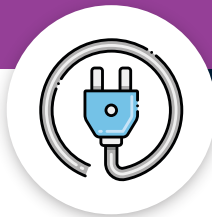


## FUTURE ENERGY IS ELECTRICITY

As the world is progressing towards energy transition to clean and sustainable energy, propelled by the use of futuristic technologies like **EV, Charging Infra, Renewable Energy, Rail electrification and Carbon Net Zero** is paving the way towards 'Electricity' becoming 'The Energy'.

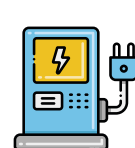
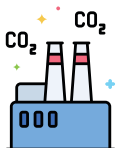


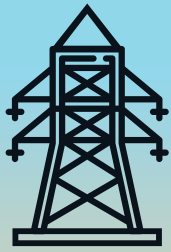
In India, it will translate into **8 times increase in electricity consumption** from **1100 KWH to 10,000 KWH** resulting in massive upgrading of the Electrical Infrastructure.



### This disruption will lead way for exponential growth in:

- ▶ Cables & Switch Gears
- ▶ Smart Meters
- ▶ Smart Grid
- ▶ Power Electronics
- ▶ EV Ecosystem
- ▶ Rail
- ▶ Battery Storage Value Chain
- ▶ Green Hydrogen
- ▶ Solar Energy
- ▶ Waste to Energy





## Indian Electrical Equipment Industry Vision 2047 **Highlights**

- ▶ Projected investment of USD 2 trillion in the Indian Electrical sector
- ▶ India shall be net exporter of energy
- ▶ 8X increase in per capita electricity consumption
- ▶ Tremendous boost to demand in electrical equipment and allied industries
- ▶ Renewable capacity to grow to 1000 GW
- ▶ Mobility, urbanisation, and telecom to be heavily dependent on electricity

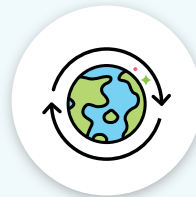
### Multi-billion opportunities are ready to unfold



**Strengthening the core** through Reliability, Quality and Safety of electrical products and equipment



**New business opportunities** with capital investments in Railways, Metro, Airports, Defense, Smart Cities and EV ecosystem



**Strengthening the Supply Chain** through Vendor development in Small, Medium and Micro industries



**Perforation** by the Start-ups



**Innovation & Future technologies** in Storage, Green Hydrogen, Fuel Cells, AI, IoT



**Sustainability** through Energy Conservation, Net Zero, Smart Consumption



**Right Skilling** Talent Upgrading & Industry Academia INTERCONNECT





## ELECHEMA

IS THE GATEWAY



**ELECHEMA** is the flagship showcase of the Indian Electrical Industry ecosystem and the largest standalone show in the electrical and allied equipment industry and also the largest T&D show in the world. It is a gateway from India for the world for the industry.

**ELECHEMA** brings together the complete spectrum of solutions that powers the planet from source to socket and everything in between. Featuring not just equipment & technology, but thought leadership platforms for everything electric – from technical conclaves to industry summits.

### Did You Know?

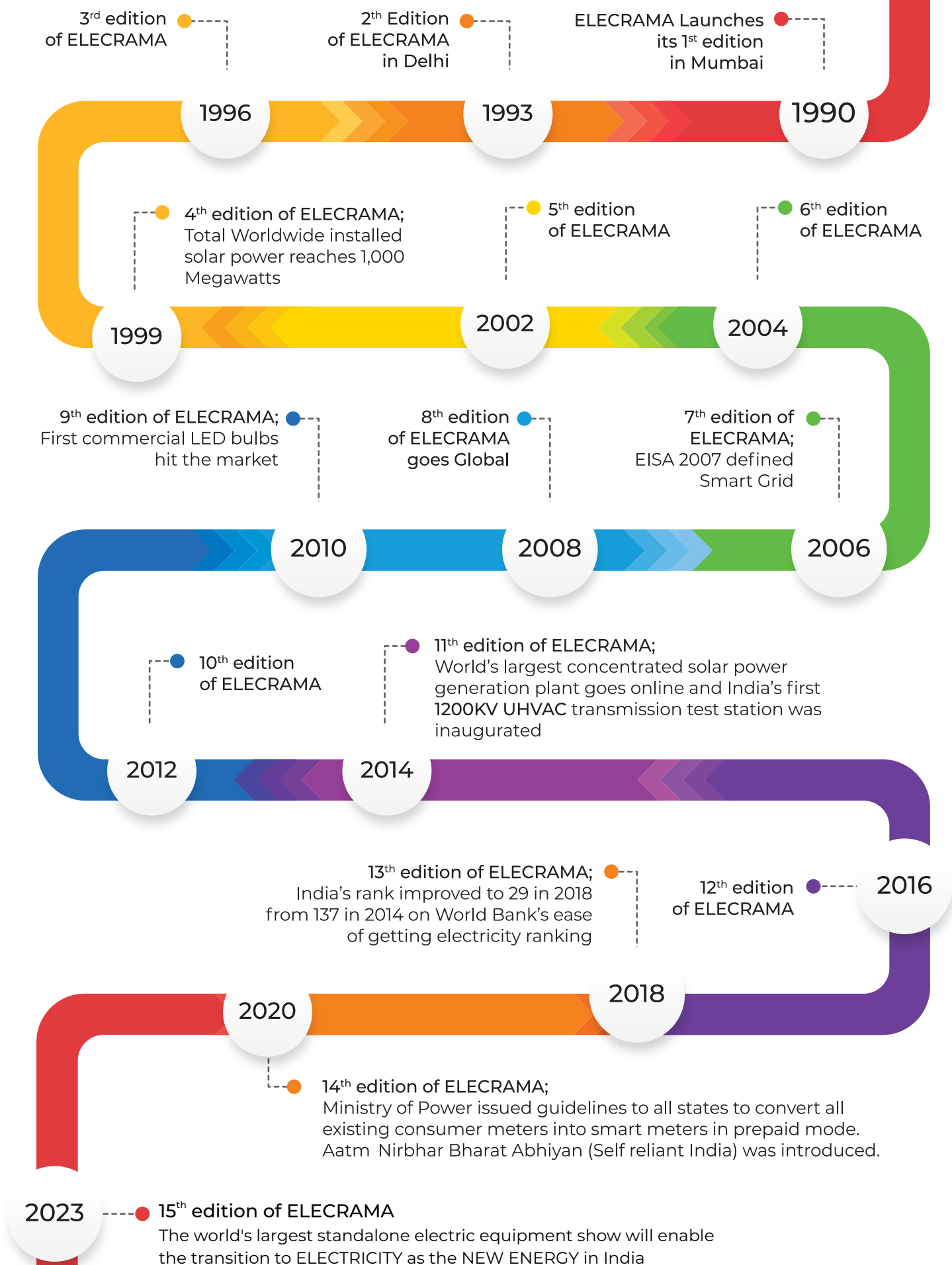
India is the third-largest producer and second-largest consumer of electricity worldwide, with an installed power capacity of 401.01 GW as of April 30, 2022.

India's installed renewable energy capacity is at 158.12 GW, representing 39.43% of the overall installed power capacity.





# ELECRAMA JOURNEY SO FAR...



# FAIR FACTS

## ELECRAMA 2020

**1370** Exhibitors showcase  
their products and technologies

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Over **3,00,000** footfalls  
over five days at the world's largest  
confluence of everything electric

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Participation from **650** buyers  
from 70 countries including  
Southeast Asia, the Middle East,  
Latin America, CIS countries and  
SAARC nations

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Generated Business  
Enquiries worth

**USD \$4.6 Bn**

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Over **80,000** gross sqms  
of exhibitions space, 5 country pavilions  
and participation from over 60 countries

## ELECRAMA 2023 PROJECTION

Over **1500** Exhibitors will showcase  
their products and technologies

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**3,50,000** footfalls  
expected over five days at the world's largest  
confluence of everything electric

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Participation from **700** buyers  
from 70 countries including Europe,  
USA, Canada, Southeast Asia,  
the middle East, Latin America,  
CIS countries and SAARC nations

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Likely generation of Business  
Enquiries worth

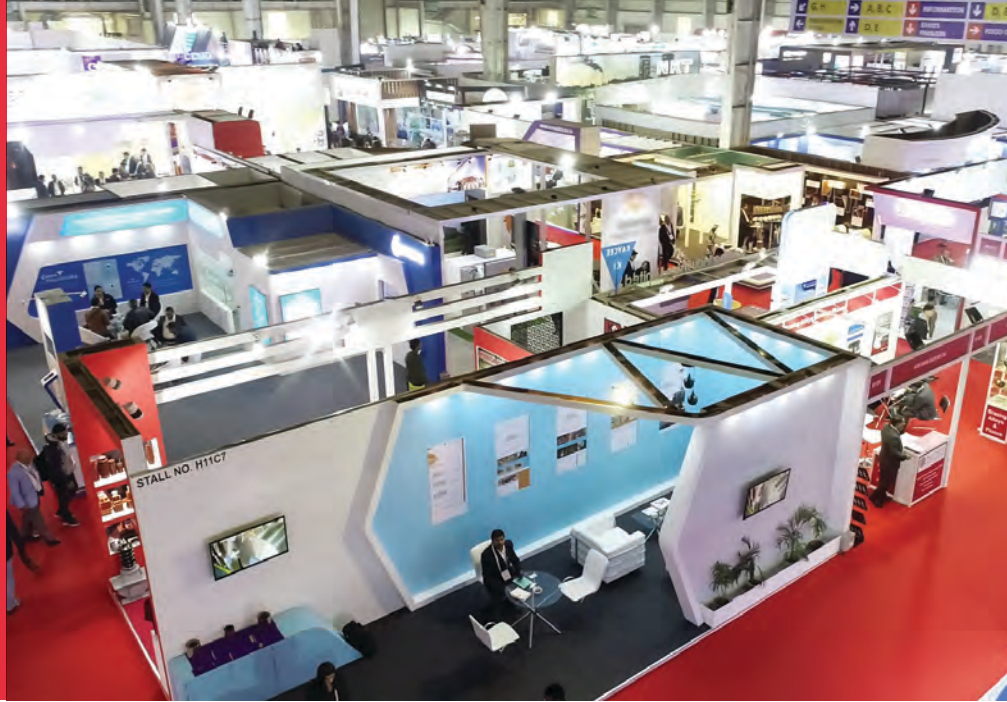
**USD \$6 Bn**

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Over **1,00,000** gross sqms  
of exhibitions space, 10 country pavilions  
and participation from over 80 countries



## WHY EXHIBIT AT **ELECHEMA** **2023**



- ▶ Be visible for huge surge in demand for electrical equipment riding on eight times increase in electricity consumption
- ▶ Showcase your brand to the entire electrical industry gathered here from 60+ countries
- ▶ Participate in world's largest standalone show in world's fast growing economy 1500+ exhibitors and 3,50,000+ visitors' footfall
- ▶ Explore new business opportunities – sourcing or supplying, joint ventures, collaborations etc
- ▶ Expand - your business in new geographies as world looks for new supply chain sources
- ▶ Network with other exhibitors, visitors and buyers from India and 60+ overseas countries
- ▶ Buyer Seller Meets – RBSM and DBSM - generate real business enquiries
- ▶ Knowledge Summits - WUS and eTechNxt - Learn about new technologies

**Biggest Power and Energy show** in the world with the widest choice of product and technology spectrum on display



**Preview new** and upcoming product & technology, new specifications and standards



**Presence of entire value chain** from global majors to small scale manufacturers to strengthen supply chain, logistics & vendor capability assessment



**Deeper and direct trade** engagement with buyers and sellers through purposely thought-out events



**Networking opportunities**  
Hear Industry stalwarts, stay up-to-date, witness the impending change and participate in the transition





## CO-LOCATED EVENTS



**World Utility Summit**, a pioneering thought leadership forum, attempts to set the agenda for the future, actively playing the role of a key enabler for the eco-system, to develop optimal solutions, technology and products. The World Utility Summit is attended by CXOs of utilities, energy efficiency bodies, standards organisations, regulators, finance professionals and policy makers from around the world

**Theme for 4th edition of WUS:** Sustainable Transformation of Utilities



**eTechNxt** showcases new technologies which are going to impact the electricity and power sector in a big way. These emerging technologies will pertinently revolutionize the energy ecosystem

**Theme for 3rd edition of eTECHnxt:** Accelerating towards Clean & Sustainable Energy







## 6th Edition **CHANGE X CHANGE** 2023

**Reverse Buyer Seller Meet (RBSM)**, the biggest meeting place of International Buyers who plan to source electrical products and equipment from India. RBSM aligns with 'Make In India' initiative of Indian Government. 700 foreign buyers from Africa, ASEAN, CIS, WANA, NAFTA, Europe will meet South Asia and Indian sellers in one on one meeting



2nd Edition

## **DBSM** DOMESTIC BUYER SELLER MEET

**The Domestic Buyer-Seller Meet (DBSM)**, strengthens the Indian businesses, especially the MSMEs, opening the world market for them to achieve more business in public and private utilities.

We also reckon presence of Non-Utility Buyers from the Industry, Defense, Rail/Metros, Real Estate, etc.







## HIGHLIGHTS OF ELEC RAMA









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Powering the **Future of Energy**



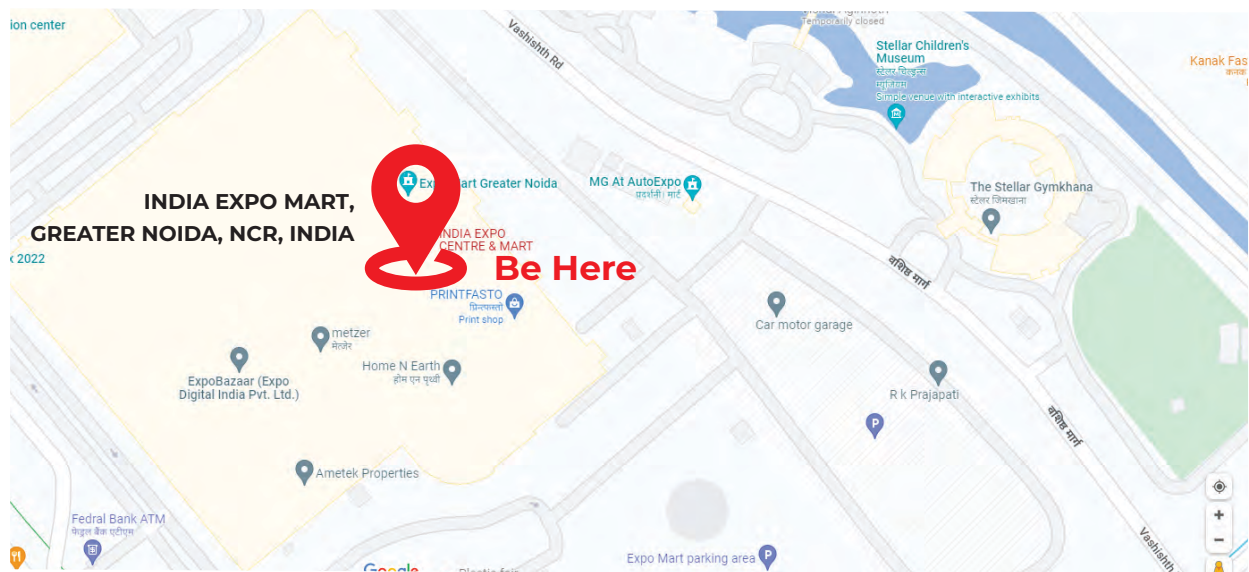
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[www.elecrama.com](http://www.elecrama.com)

### About Venue

India Expo Mart is one of the leading venues in India, which offers technology driven, world- class facilities and safety standards suitable for hosting international business-to- business exhibitions, conferences, assemblies, product launches, and promotional events, amongst others.



### About IEEMA

Indian Electrical & Electronics Manufacturers' Association (IEEMA) is the apex association of electrical, industrial electronics and allied equipment manufacturers in India.

Founded in 1948, IEEMA is the first ISO certified industry association encompassing the complete value chain in power generation, transmission and distribution equipment, including new and renewable energy.

IEEMA members contribute to more than 95% of the power equipment installed in India and represent a turnover of USD 50 Billion. IEEMA has a PAN India presence with its corporate office in New Delhi, registered office in Mumbai, regional offices at Kolkata and Bangalore and eight state offices.

### For further information, please contact:

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