



**16th Edition**  
**ELEC RAMA 2025**  
Powering the **Future of Energy**

22 - 26  
February 2025

India Expo Mart  
Greater Noida, Delhi NCR



**SUSTAINABILITY**  
**INNOVATION**  
**SAFETY & QUALITY**  
**AUTOMATION**

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

**WORLD'S LARGEST ELECTRICAL SHOW**

# INDIA: A RISING POWERHOUSE

India is emerging as a global leader, opening up vast opportunities for international collaboration and growth since the last decade.

**80%**

increase in power demand to 243 GW

**\$139 Bn**

investment in the power sector

**1,90,700 ckm**

of transmission lines added

**71%**

increase in installed Renewable energy capacity

Largest & Fastest expansion of electricity access to rural areas



# INDIA AS A DRIVING FORCE IN THE GLOBAL TRANSITION TO A SUSTAINABLE ENERGY FUTURE

- ▶ Transitioning towards **clean energy**
- ▶ Implementing **2400 GWh Battery Energy Storage** Systems for e-mobility, data centres, and grid support, with a special focus on pumped storage
- ▶ Increasing **investment in the renewable energy sector**, with a total investment of \$500 billion
- ▶ Projecting a growth rate of about **10-12% CAGR** over the next seven years
- ▶ Installing **123,577 km of transmission lines** and achieving a transformation capacity of 710,940 MVA
- ▶ Aiming for a total renewable energy installed capacity of **500 GW** by 2030, with a special focus on nuclear power through SMNR
- ▶ Strengthening distribution infrastructure using smart metering, **AMI, DSM, SCADA** etc., with an investment of over \$90 billion by 2030

## India: Your Strategic Sourcing Destination



Robust Manufacturing Capacity in Transmission, Generation, Distribution, Renewable, Storage, E-Mobility and Green Hydrogen



Innovations through AI, Digitalisation, Automation and Machine Learning



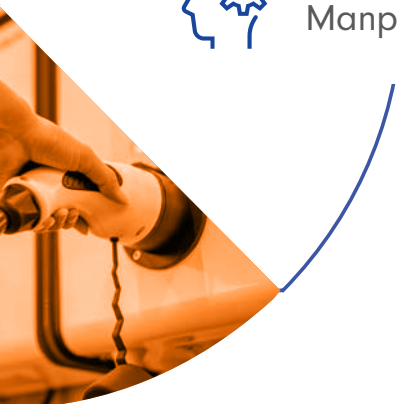
Skilled Manpower



Research and Design Centers



Growing and nurturing the Startup ecosystem





# ELECRAMA 2025

Reimagining Energy for a Sustainable Future

**SUSTAINABILITY | INNOVATION | SAFETY & QUALITY | AUTOMATION**

ELECRAMA is the flagship showcase of the Global Electrical Industry and the largest gathering of the power sector ecosystem in the world.

From source to socket and all points in between, ELECRAMA unites the whole range of solutions that powers the earth. A gateway to the world of electricity, the 16th edition of ELECRAMA promises unparalleled thought leadership forums for everything electric, including technical conclaves, in addition to equipment and technology industrial gatherings.



# SUSTAINABILITY

India is advancing in sustainability, targeting 500 GW of renewable energy by 2030. ELECRAMA supports this transition by promoting 'Viksit Bharat' by 2047, focusing on innovations in EVs, charging infrastructure, renewable energy, rail electrification, and carbon net-zero initiatives. It positions electricity as the key energy source for the future.

# INNOVATION

India's power sector is rapidly adopting AI, digitalization, automation, and machine learning, unlocking growth in future technologies like energy storage, green hydrogen, fuel cells, and IoT. ELECRAMA will highlight how these innovations enhance efficiency, sustainability, and resilience, shaping the future of energy in India.



# SAFETY & QUALITY

Quality and safety are paramount in the electrical industry, as they directly impact the reliability and efficiency of electrical systems. Aligning these principles with ELECRAMA emphasizes the industry's dedication to enhancing safety standards and fostering trust among stakeholders. As the sector evolves towards sustainable energy solutions, such as green hydrogen and renewables, maintaining high-quality practices and safety protocols becomes essential for ensuring a secure and resilient energy future.

# AUTOMATION

Automation is crucial for the electrical industry as it enhances operational efficiency, reduces downtime, and optimizes energy management. At ELECRAMA 2025, showcasing automation aligns with the industry's push for smarter, more reliable systems that drive progress and innovation across power generation, transmission, and distribution.



## Why Exhibit @ ELECARAMA 2025?

**1,100+**

Exhibitors

**10+**

Country Pavilions

**400,000**

Business Visitors Footfalls

**600+**

Hosted Buyers  
from 80 Countries

**300+**

Hosted Buyers from India  
Comprising of Non-Utilities  
& Utilities

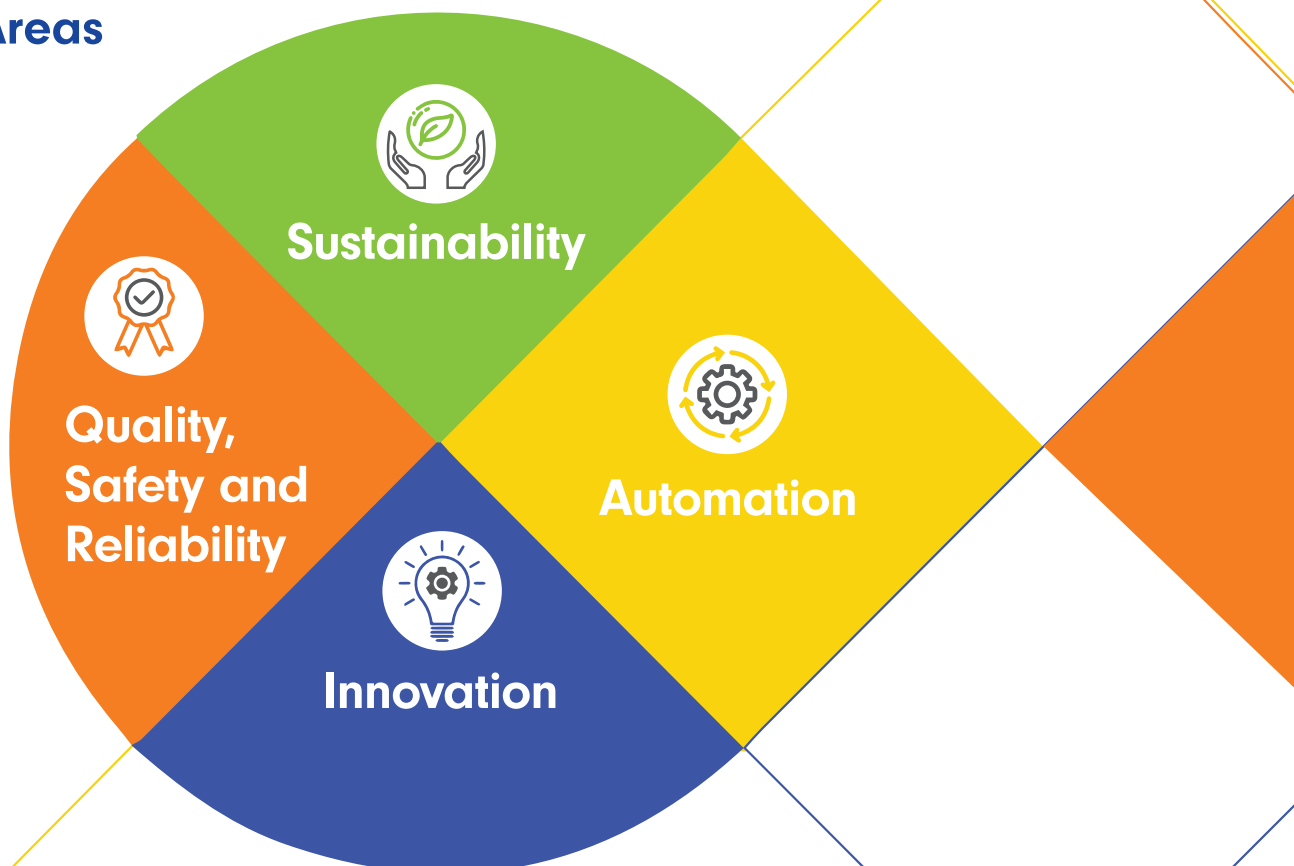
**\$20 Bn**

Expected Business Enquiries

**15,000+**

B2B Meetings

## Focus Areas



Get ready for an immersive experience like never before at ELECRAMA 2025 with an opportunity to find latest in product, technology, solutions and innovations.

## New Energies & Storage

- **Brings Into Focus:** Cutting-Edge Solutions in Solar, Storage, Inverters, Batteries, Green Hydrogen and Supercapacitors
- **Connect With:** Renewable Energy Developers, Project Owners, Utilities and Investors
- **Showcases:** Solar Panels, Energy Storage Systems (Batteries, Pumped Hydro), Smart Inverters and Microgrid Solutions

## E-Mobility & Charging Infra

- **Brings Into Focus:** Latest Advancements in Electric Vehicles, Charging Infrastructure and Battery Technologies
- **Connect With:** EV Manufacturers, Charging Station Providers, Component Suppliers and Government Agencies
- **Showcases:** Charging Stations (AC/DC Fast Chargers), Battery Management Systems, Components and Smart Charging Platforms

## Digital Energy

- **Brings Into Focus:** Pioneering Technologies in Grid Modernization, Demand-Side Management and Energy Analytics
- **Connect With:** Utilities, T&D Companies, Industrial Consumers and IT Solution Providers
- **Showcases:** Smart Grids, IoT Applications for Energy Management, AI-Powered Analytics, Cybersecurity Solutions and Cloud-Based Energy Platforms

## Power Transmission & Distribution

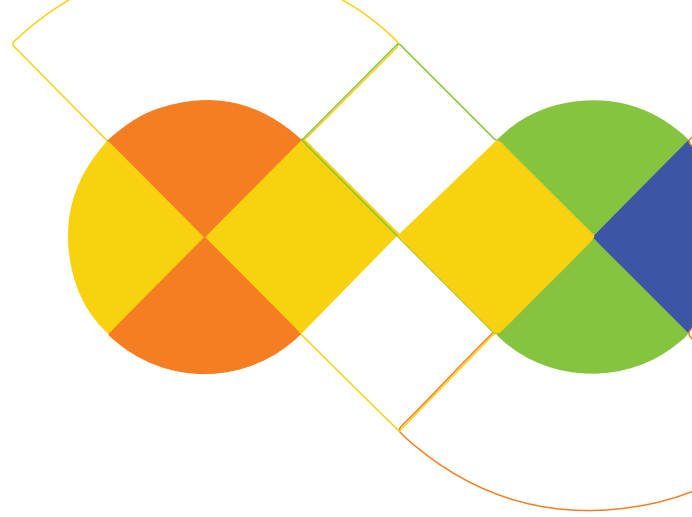
- **Brings Into Focus:** Advancements in Transformers, Switchgears, Conductors, Insulators, Reactors and other T&D Equipment Including HVDC
- **Connect With:** T&D Companies, EPC Contractors, Utilities and Government Departments
- **Showcases:** All Electrical Products including Digital Substations, Fault Detection & Automation Systems, Advanced Metering Infrastructure (AMI) and Disaster Resilience Solutions

## Automation, Motion & Drives

- **Brings Into Focus:** Drive and Control Technologies, Components, and Systems for Industrial Applications
- **Connect With:** Manufacturers, System Integrators and End-Users Across Various Industries
- **Showcases:** Motors, Drives, Sensors, Controllers, Industrial Robots, Automation Software and Complete Motion Control Solutions

## Startups

- **Brings Into Focus:** Groundbreaking ideas and Solutions for the Future of Power and Energy
- **Connect With:** Investors, Venture Capitalists and Potential Partners
- **Showcases:** Sustainable Solutions, Disruptive Technologies and Innovative Business Models





# 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 to develop optimal solutions, technology and 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 of WUS, 4th edition:** 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 CIO & Sustainable Energy

---



**Reverse Buyer Seller Meet (RBSM)**, the biggest meeting place of International Buyers who plan to source electrical 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 South Asia and Indian sellers in one on one meeting.

---



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

We reckon presence of Non-utility Buyers from the Industry, Defense, Railways, Real Estate, etc.





The Electraverse Sparks Program is committed to accelerate startup growth, support the Startup Ecosystem and integrate them into the industry. It provides platform, resources, and industry connections to Startups.

To shortlist startups, IEEMA conducts Electraverse Sparks (EVS) Showcase and Awards. The stage of startups are: idea to Minimum Viable Product (MVP) and MVP to Market Ready Startups in the Energies Domain.



"Women in Power Pavilion" is a celebration of achievements of women leaders, offering a platform to the professionals and aspiring young talents from diverse backgrounds to connect and thrive.

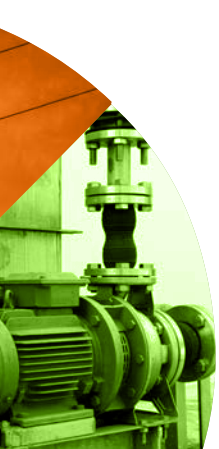
Story Board in WIP Stall: Acknowledging women's contributions & highlighting their remarkable achievements.

## WHY ELECRAMA

- Find latest in product, technology, solutions and innovations
- An unmatched experience and opportunity to engage with the spectrum of industry players and network with global counterparts and key decision-makers
- Witness dedicated pavilions on New Energies & Energy Storage, Digital Energy, E-mobility & Charging Infrastructure, Startups
- A platform for growth opportunities and forging new business ties
- Impressive line-up of co-located events that offers a 360-degree touch that rounds up the ELECRAMA experience
- Platform to Launch New Products
- Start Up Zone for Young and Innovative Companies

## WHO SHOULD ATTEND

- Start-ups & Global companies with large-scale energy projects
- Government bodies
- Utilities
- Developers
- Subcontractors
- Electrical trading companies
- Wholesalers & Manufacturers
- Banks, financial institutions & project financiers
- MEP Consultants
- OEM'S
- Policymaker
- Purchase Officer / Procurement Officer
- Big Buyers in the Industry





# GLIMPSES







Indian Electrical & Electronics Manufacturers' Association (IEEMA) is the apex association of manufacturers of electrical, industrial electronics and allied equipment in India. Founded in 1948, IEEMA has a pan India presence with its corporate office in New Delhi, registered office in Mumbai and regional offices in Kolkata and Bangalore. IEEMA has its State presence in Lucknow, Chandigarh, Jaipur, Srinagar, Guwahati, Raipur, Bhubaneswar, Gujarat and Hyderabad. IEEMA has a membership base of over 1,000 representing a combined turnover of more than \$70 Billion exporting over USD 12 Billion. The members encompass a complete value chain in power generation, transmission and distribution equipment that ranges from public sector enterprises, multinational companies to small, medium and large companies. The industry provides direct and indirect employment to over 2.2 million persons.

#### 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

#### REGISTERED OFFICE

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

For Further Information

**Murli Krishna** | M: 99800539932 | E: murlikrishna@ieema.org

**Urvika Panchal** | M: 9029159550 | E: urvika.panchal@ieema.org