

# RETROSPECTIVE

organised by  
**ieema**  
your link to electricity



## **ELEC RAMA-2010**

9th international exhibition of electrical and industrial electronics industry

**20-24 January 2010**

Bombay Exhibition Centre, Mumbai, India

# INDIAN POWER SECTOR PROJECTIONS BY 2017

DEMAND OF 371 GW

GENERATION CAPACITY 315-355 GW

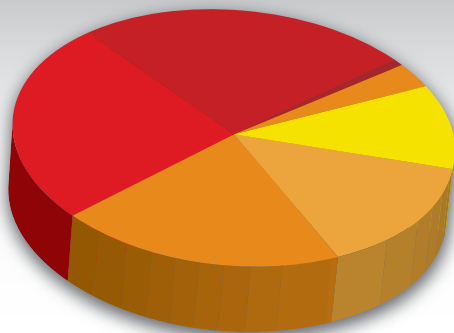
INVESTMENT OUTLAY US\$ 450-500 billion

The resilience and contrarian growth during the recession, demonstrated by the Indian electrical sector combined with the enhanced capabilities of Indian engineering and entrepreneurship, offers an unbeatable mix of opportunities, both as a destination for strategic investment and a competitive source for manufacturing and R&D. More than 95 % of the equipment successfully in operation in Indian power sector has been supplied by the Indian electrical industry. But the higher end of the technological spectrum offers International majors an opportunity to build traction within this highly competitive market, in order to raise the levels of competition.

Source: CEA, Ministry of Power reports & 17<sup>th</sup> EPS report

## INDIAN INDUSTRY 2009-10

(SIZE IN US\$ MILLION)



1	■ Cables	2750
2	■ Transformers	2850
3	■ Transmission lines	2300
4	■ Switchgear & Controlgear	1650
5	■ Rotating machines	1200
6	■ Energy meters	350
7	■ Capacitors	100

For those involved, Indian power sector will provide substantial and rewarding opportunities across the value chain: **GENERATION, FUEL & RELATED INFRASTRUCTURE, TRANSMISSION, DISTRIBUTION, EQUIPMENT & EPC SERVICES, SOLAR POWER, DEMAND SIDE MANAGEMENT**. Winning in this sector will require tailoring business models to Indian needs and conditions. The power sector provides one of the biggest avenues to participate in the development of India's infrastructure.

ieema

YOUR GATEWAY TO THE INDIAN POWER STORY

- INDIAN ELECTRICAL AND ELECTRONICS MANUFACTURERS' ASSOCIATION
- A **'NOT-FOR-PROFIT'** ORGANIZATION
- VOICE OF THE INDIAN ELECTRICAL INDUSTRY
- **750** INDIAN & TRANSNATIONAL INDUSTRY MEMBERS
- MEMBER ANNUAL TURNOVER EXCEEDS **US \$22 BILLION**
- **63 YEARS** OF EXISTENCE
- MULTI FUNCTION, MULTI SERVICE ORGANIZATION





## ELEC RAMA-2010

### THE BIGGEST EXPO OF ELECTRICAL INDUSTRY

A world class forum organised biennially by IEEMA, the 9th and the largest edition of ELEC RAMA concluded on January 24th 2010. ELEC RAMA is more than an event, it is a movement for the Indian Electrical Industry to constantly push its frontiers, which ultimately ensured that ELEC RAMA now stands tall amongst international E&E exhibitions. Even as the global outlook limped back to normalcy, the festive atmosphere at ELEC RAMA-2010 vaporized all pessimistic sentiments, aptly captured by the bold and emphatic theme; '**POWER IS HERE, FUTURE IS NOW**' a reflection of the sign of the times. ELEC RAMA sold out 1 year in advance. ELEC RAMA has constantly delivered tremendous value to its patrons, with each edition creating new benchmarks for itself. ELEC RAMA is UFI approved Exhibition & also having ISO certification.

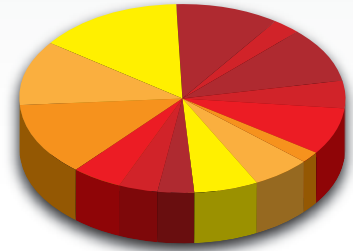
# HIGHLIGHTS OF THE EXHIBITION

1. 60,000 SQ.MTS. AREA
2. 40+ NATIONS
3. 1,000+ EXHIBITORS
4. 10+ COUNTRY PAVILIONS
5. DISPLAY OF TECHNOLOGY FROM 220V TO 1200 KV ON DISPLAY
6. 75+ GLOBAL UTILITY HEADS
7. 100,000+ FOOTFALLS



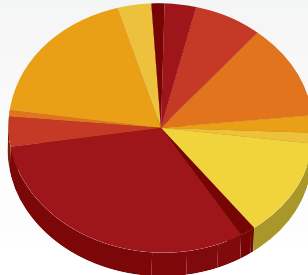
## NATURE OF BUSINESS

NATURE OF BUSINESS	COUNT
Cables & Conductors	325
Capacitors	169
Control & Automation	272
Domestic Appliances	67
Industrial Electronics	204
Instruments & Instrumentation	222
Insulation	124
Motors	133
Others	173
Power Distribution	427
Power Transmission	385
Switchgear & Controlgear	496
Transformers	350
Winding Wires	90



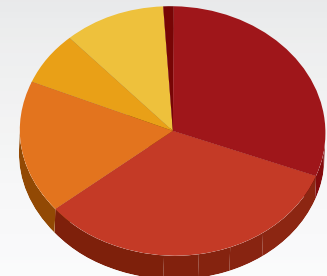
## NATURE OF ORGANISATION

NATURE OF ORGANISATION	COUNT
Component Manufacturer	35
Consultant	66
Contractor	158
Engineering	256
EPC	47
Govt. Organisation	32
Importer/Exporter	271
Investor	33
Manufacturer	662
Power Utility	86
Raw Material	19
Trader	385
Others	76



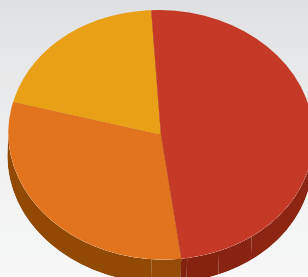
## TURNOVER OF EXHIBITORS

TURNOVER OF EXHIBITORS	%
Above 500 billion	0.5
Below 1 billion	11.5
Between 1 & 10 billions	12.6
Between 10 & 50 billions	6.5
Between 50 & 100 billions	2.6
Between 100 & 500 billions	4



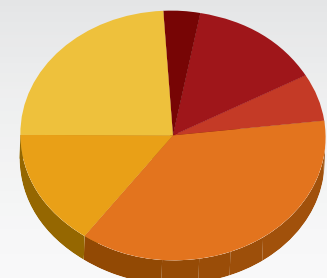
## Visitor Profile (Designation head)

Visitor Profile (Designation head)	%
Proprietor/Director/Top Mgmt.	49
Senior/Middle Management	31
Others	20



## AREA OF INTEREST OF PARTICIPANT

AREA OF INTEREST OF PARTICIPANT	%
Academic Interest	4
Industry Evaluation	14
Investment	6
Sourcing	37
Strategy tieups	15
Technology Updates	24



## INTERNATIONAL PARTICIPATION

ELECHEMA-2010 SAW AN EXTENSIVE PRESENCE OF INTERNATIONAL DIPLOMATIC DELEGATIONS FROM COUNTRIES LIKE MALAYSIA, IRAN, KOREA, TURKEY, COUNTRIES FROM SOUTH CENTRAL, WESTERN AFRICA AND LATIN AMERICA. AND BUSINESS VISITORS FROM 123 COUNTRIES. OTHER LARGE GROUP PAVILIONS INCLUDED FRANCE, KOREA, TAIWAN, GERMANY, TURKEY, IRAN AND CHINA.



## INDUSTRY STATE INTERACTION



### INDO-AFRICAN SESSION

Organized in association with the Indo-African Chamber of Commerce, the Indo-African session attempted to build bridges between the two great frontiers of global business, each offering bountiful opportunity in terms of trade, technology and investment. The Indo- African initiatives attracted around 350 diplomats and business delegates from African countries to ELEC RAMA 2010.



### UTILITY DAY

A first of its kind event was organised in partnership with the Ministry of Power, Government of India, providing a unique interaction platform for Indian power utilities to preview technology, share experiences, showcase unique achievements and convey expectations to the Industry. This unique day inaugurated by Shri Bharat Singh Solanki, Minister of State for Power, Government of India



### INDUSTRY DAY

A special day highlighting the achievements and potential of the electrical industry was held in partnership with the Ministry of Heavy Industries, Government of India. This unique day inaugurated by Shri Vilasrao Deshmukh Hon'ble Minister of heavy Industries and Public Enterprises, Government of India.

## FOSTERING TALENT- ENGINEER INFINITE

A PIONEERING INITIATIVE BY IEEMA CONCURRENT WITH ELEC RAMA AIMED AT EXPLORING IMMENSE ENGINEERING TALENT



### PRIZE WINNING INNOVATIONS



#### BEST STUDENT'S PROJECT Floating Hydro Power Generator

Engineer Infinite promotes the objective of student participants requiring to build and demonstrate a working model in any project area, covering one technology area and one result area covering the spectrum of electricity generation and transmission, switchgear, protection and control, automation in power engineering. Over **428 ENTRIES** were received from **198 INSTITUTIONS** all over India including 35 entries from IITs and NITs. The winners felicitated by Hon'ble Minister, Shri Vilas Rao Deshmukh with citations and cash awards.

#### BEST STUDENT'S PROJECT- FLOATING HYDRO POWER GENERATOR

## INTERNATIONAL SEMINARS

AND TECHNICAL CONFERENCES



ELECRAMA-2010 provided some of the most comprehensive platforms for discussion and presentation on the cutting edge in today's technology. The expo encompassed concurrent seminars on various aspects of the T&D sector, covering numerous papers presented by doyens of research, in the Internation Arena.

**TRAFOTECH-2010** provided Transformer Manufacturers and Users, a common platform to review the recent advances and futuristic trends, share operational experience and discuss requirements of reliable transformers of world class quality. The theme for TRAFOTECH-2010 was, **"Enhanced availability through standardization"**. A record breaking **450 DELEGATES** attended the conference. In all **50 PAPERS** including **14 FROM OVERSEAS** were presented over 2 days.

**TECH-IT-2010** provided a common platform to manufacturers, R&D experts, users to come together and share emerging trends in technologies and other issues related to maintenance, applications and proper selection of Instrument Transformers. The theme of the international conference was **"Emerging Trends in Instrument Transformers"**. **30 PAPERS** were presented over 2 days.

**CAPACIT-2010** provided Capacitor manufacturers, users, consultants, researchers, practicing engineers and designers, a common platform to review recent advances and futuristic trends, share operational experience and discuss requirements not only for power sector development but also newer applications. The theme of discussion was **"Capacitors for Energy Efficiency & Beyond"**. **25 PAPERS** were presented, including **16 INDIAN** and **9** from **OVERSEAS** over 2 days.



### IEEMAGINE

An evening of engaging in industry clairvoyance was envisaged for the visionaries and the captains of the Industry. A panel discussion on the future of power transmission and distribution was held in partnership with NDTV Profit, a leading TV Channel. The panelists included a wide spectrum of specialists, from global leaders. The discussions ranged from issues near term and long term future of the power T&D business.



### URJA THE EXHIBITOR'S NIGHT

URJA featured electrifying entertainment by Sonu Niigaam – the Bollywood singer, who cast an enthralling spell on the audience with his electrifying performance. It was attended by the exhibitors, their guests and special invitees from the world over, who got a taste of the famous bollywood entertainment experience and Indian hospitality. It marked a festive signoff for a successful ELECRAMA.

## REFLECTIONS

I very much appreciated the opportunity of meeting with some of the country's leading policy makers, industry leaders and young minds guiding the growth and evolution of the Indian power sector. It was good to see some of the latest technologies on display and the presence of almost all the major global and Indian players in the sector. A forum like this also provides a good networking opportunity and a chance to share ideas and best practices that can certainly contribute to the continued development of India's power infrastructure which will play a critical role in supporting the country's impressive economic growth.

### **BERNHARD JUCKER**

*Head of Power Products, Member Group Executive Committee,  
ABB Ltd., Switzerland*

I sincerely appreciate and thank you for all the respect you always accord to COSMA. Our members feel very grateful for the opportunity given to them to be present at the world's greatest gathering of Electrical and Electrical Manufacturers, which was well attended by consultants, policy makers, contractors, users and every common man, who cannot live without electricity.

Please be assured of our total co-operation that you may require anytime for any IEEMA service.

### **SOEB FATEHI**

*President, COSMA.*

I would sincerely like to thank you and congratulate you for the great job done. For my staff, our customers, and myself, the 2010 edition of ELECRAMA has been a great success.

Please, extend my congratulations to the whole team.

### **OLIVIER BLUM**

*Managing Director, Schneider Electric Pvt Ltd*

We find the exhibition very interesting and it has a great showcase of a cross section of power engineering products and services.

We wish to thank you for giving TEEAM an opportunity to participate in the exhibition. Our delegates found the trip very fruitful. Thank you for the warm hospitality extended to us.

### **ENGR LEONG KAM SENG**

*Vice President, The Electrical and Electronics Association of Malaysia (TEEAM)*

### **SURESH KUMAR GORASIA**

*Immediate Past President, The Electrical and Electronics Association of Malaysia (TEEAM)*

At the outset allow us to whole-heartedly thank you and the entire team to IEEMA for wonderful exhibition. The quality of services rendered was of the highest order. CPRI was able to use this platform for promoting its brand equity among both national and overseas customers.

### **SUHAS S B**

*Joint Director, Central Power Research Institute*

I would like to thank you for your invitation, hospitality and organisation which was very successful.

### **AFIF DEMIRKIRAN**

*Member of Parliament*

*Member of EU Harmonization Committee*

*Turkey-EU Joint Parliamentary Committee*

*Industry, Trade, Energy,*

*Natural Resources,*

*Information and Technology Committee*

## SPECIAL FEATURES

APPOINTMENT FACILITATION

TRAVEL ASSISTANCE

SECURITY

HOSPITALITY

## OTHER FACILITIES

Air conditioned dust free environment

Online registration at [www.elecrama.com](http://www.elecrama.com)

Protocol lounge for VIPs

Touch screen info centers

Communication and media center

Travel desk and concierge facilities

Banking, foreign exchange counter

Wi-fi hotspots with good bandwidth

International lounge/5 star restaurants

### FOR MORE INFORMATION:

501 Kakad Chambers  
132 Dr. A. B. Road, Worli  
Mumbai 400 018, India  
T +91 22 2498 4226 / 4227  
F +91 22 2493 2705  
[elecrama@ieema.org](mailto:elecrama@ieema.org)

804, Surya Kiran  
19, K. Gandhi Road  
New Delhi 110001, India  
P +91 11 2373 3013/14  
F +91 11 2373 3015  
[delhi@ieema.org](mailto:delhi@ieema.org)

204, Swiss Complex  
33, Race Course Road  
Bangalore 560 001, India  
P +91 80 2220 1316/1318  
F +91 80 2220 1317  
[bangalore@ieema.org](mailto:bangalore@ieema.org)

503 A, Oswal Building  
2, Church Lane  
Kolkata 700 001, India  
T/F +91 33 2213 1326  
[kolkata@ieema.org](mailto:kolkata@ieema.org)

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

After the overwhelming response at ELECRAMA-2010, we invite you to participate in the next edition, ELECRAMA-2012.



# ELECRAMA-2012

10th international exhibition of electrical and industrial electronics industry

## 18-22 JANUARY 2012

BOMBAY EXHIBITION CENTRE, MUMBAI, INDIA

THE WORLD OF POWER WILL CONVERGE HERE. BE THERE.