

BRAND AMBASSADOR PROFILES

Alexander M. Cutler, Chairman and CEO Eaton Corporation



“India is critical to Eaton’s growth and will be an important contributor to our goal of generating 30% of sales in emerging markets by 2015. We are pleased to participate in the development of India’s infrastructure and its manufacturing, information technology, transportation and power industries. Eaton’s business presence in India is an opportunity to support our customers in fast-growing Indian domestic economy as well as meet the needs of our global customers.

We look forward to being involved in Elecrama-2012 and actively supporting this important program.”

About Mr. Alexander M. Cutler

Alexander M. Cutler is the Chairman and the Chief Executive Officer of Eaton Corporation, a \$13.7 billion global diversified power management company. Cutler assumed his current position in August 2000, after serving as Eaton's President and Chief Operating Officer since 1995.

Cutler is a Board Member of DuPont, KeyCorp, the Greater Cleveland Partnership, United Way Services of Greater Cleveland, the Electrical Manufacturers Club and the Musical Arts Association. He also chairs the Corporate Leadership Initiative of the Business Roundtable and is a Member of The Business Council. Previously, he served as Chairman of the Greater Cleveland Partnership, the United Way of Greater Cleveland, the National Electrical Manufacturers Association, and the Visiting Committee of the Weatherhead School of Management at Case Western Reserve University. He is a past co-Chairman and co-founder of the Cleveland Commission on Economic Partnerships and Inclusion and has also served as President of the Yale Alumni Association of Cleveland. He is a past member of the Board of the Yale University Alumni Fund, the Yale University Development Board, the Amos Tuck School of Business Administration at Dartmouth College, and the Loomis Chaffee School.

Cutler was born in Milwaukee, Wisconsin, and graduated from the Loomis Chaffee School in Windsor, Connecticut. He received a Bachelor of Arts degree from Yale University and a Master of Business Administration from the Amos Tuck School of Business Administration at Dartmouth College.

About Eaton Corporation

Eaton Corporation is a diversified power management company with sales of \$13.7 billion in 2010. Celebrating its 100th anniversary in 2011, Eaton is a global technology leader in electrical components and systems for power quality, distribution and control; hydraulics components, systems and services for industrial and mobile equipment; aerospace fuel, hydraulics and pneumatic systems for commercial and military use; and truck and automotive drive train and power train systems for performance, fuel economy and safety. Eaton has approximately 70,000 employees and sells products to customers in more than 150 countries.

Gilles Schnepf, Chairman and CEO Legrand SA



“At Legrand, we are inspired by India's model of right technology at the right price, which we believe is the key to develop affordable energy efficient solutions for the future.”

ABOUT MR. GILLES SCHNEPP

Mr. Gilles Schnepf is the Chief Executive Officer & Chairman of the Board, Member of the Executive Committee of Legrand SA. He served as Vice Chairman of the Board of the Company from 10th December 2002 until 17th March 2006. He is also Member of the Company's Strategy Committee. He graduated from Hautes Etudes Commerciales (HEC). He began his career at Merrill Lynch France, where he became Vice President. He joined Legrand in 1989 as Assistant Finance Director, and then took the post of General Secretary, before serving as Finance Director from 1996 until 2000 and Deputy CEO from 2000 until 17th March 2006. He currently holds several other mandates, within Legrand SA subsidiaries, including Chairman and CEO of Legrand France, including Chairman and CEO of Legrand France, Chairman of Bticino, among others.

ABOUT LEGRAND

Legrand SA (formerly Legrand Holding SA) is a France-based company that specializes in the design, manufacture and distribution of products and systems for electrical installations and information networks. Its portfolio of products is divided into four groups, such as management of Electrical Installations, Cable Management Systems, Distribution Power and Voice Data Image Systems. Legrand has a complete offer, tailored to the commercial, industrial and residential markets, making it a reference worldwide in more than 180 countries. Control and monitoring of installations, cable management, power distribution, distribution of “voice-data-image” systems. Legrand provides numerous solutions for managing lighting, heating, energy, networks and access in buildings. Its product offering is particularly extensive, with over 178,000 products in its catalogues, divided into 98 product families. The Legrand Group operates globally, holding leading positions in at least one business area on key markets: including France, Italy, Spain, Poland, Great Britain, United States, Mexico, Brazil, China, Russia, India and Australia.

Grégoire Poux-Guillaume, President, Alstom Grid



“Our Grid India Organization aims to be an expert in our domains, constantly working to improve the Indian electrical grid’s efficiency and quality, be the trendsetters by pioneering new technologies and being opinion leaders in the field.

It will be my principal endeavor to support them to retain this leadership position in India.”

ABOUT MR. GRÉGOIRE POUX-GUILLAUME

He is the President of the Alstom Grid Sector and Executive Vice-President of Alstom. The Grid Sector has sales of more than €4 billion (2010/11 pro-forma) and 19,000 employees. Aged 41, is a former student of the Ecole Centrale de Paris with an MBA from Harvard. He is first an engineer and head of drilling in offshore exploration at Total (1993-1997) before becoming a consultant with McKinsey in 1999. After two years in the private equity business, he worked at Alstom from 2003 to 2009, firstly as Vice-President Strategy (until 2004) then as Director Hydro power plant activities and from, 2005, Director of Environmental Control activities. He joined the private equity company, CVC Capital Partners, in 2009.

ABOUT ALSTOM GRID

Alstom Grid, the newest sector of Alstom, has over 100 years of expertise in electrical grids. Whether for utilities or electro- intensive industries or facilitating the trading of energy, Alstom Grid brings power to their customers’ projects. Alstom Grid ranks among the top 3 in electrical transmission sector with a sales turnover of approximately € 3.5 billion in 2009. It has 20,000 employees and over 90 manufacturing and engineering sites worldwide. Its four main business areas are Products, Systems, Automation and Service. At the heart of the development of Smart Grid, Alstom Grid offers products, services and integrated energy management solutions across the full energy value chain—from power generation, through transmission and distribution grids and to the large end user.

Jean Pascal Tricoire, President & Chief Executive Officer, Schneider Electric



“We foresee a convergence between energy and IT, enabling all of us to achieve more individually with using less of the shared resources of our planet. In this transition to a more intelligent energy, in the permanent research of efficiency and information generation, India is the place to develop new solutions which will make energy safe, reliable, efficient, productive and green.”

ABOUT Mr. JEAN PASCAL TRICOIRE

Education

Electronic Engineering - ESEO, Angers (France) MBA - CESMA Business School/International Affairs - EM Lyon (France).

Professional experience

After carrying out missions at Alcatel, Schlumberger and St Gobain in 1985 and 1986, Jean-Pascal Tricoire joined Merlin Gerin in 1986 to develop a partnership with a German company. From 1988 to 1999, he held operating positions at Schneider Electric in Italy (five years), China (five years) and South Africa (one year). From 1999 to 2001, he served in corporate functions as head of Schneider Electric's Global Strategic Accounts and of the Schneider 2000+ program. From January 2002 to end of 2003, Jean-Pascal Tricoire became Executive Vice-President of the International Division. In October 2003 he was named Chief Operating Officer. In May 2006, the Supervisory Board appointed Jean-Pascal Tricoire Chairman of the Management Board & Chief Executive Officer.

ABOUT SCHNEIDER ELECTRIC

From 1836 to today, Schneider Electric has transformed itself into the global specialist in energy management. Starting from its roots in the iron and steel industry, heavy machinery, and ship building, it moved into electricity and automation management. After 170 years of history, Schneider Electric has become today the solution provider.

In the Energy & Infrastructure market, Schneider Electric's products and services solutions cover Processes control and supervision, Power supply & distribution, Energy monitoring and control, Utility management (lighting, ventilation, elevators, intruder alert, etc.), smart electrical networks management, single site or multi-site production data management, Critical power and offers prepayment systems that bring electricity to disadvantaged customers.

Schneider Electric's main customers come from Electrical utilities, water & waste treatment plants, Public-sector investors, oil & gas infrastructure, Marine sector, etc. Company made sales of 19,580 million euros in 2010.

A.M. Naik, Chairman & Managing Director L&T



“We at L&T have best demonstrated the power of Indian imagination coupled with engineering excellence, evident from the 'best in class' infrastructure and power projects across the world. ELECRAMA, over the years, has helped many Indian organizations, primarily small and medium in size, to showcase to the world, ingenious Indian skill and competence. I am sure ELECRAMA-2012 will add new chapters to the success story of Indian power sector.”

ABOUT Mr. A.M. NAIK

Joining the Company as a Junior Engineer in 1965, Mr. Naik rapidly rose to positions of increasing responsibility as he moved from General Manager to Managing Director and CEO, culminating in his appointment as Chairman on December 29, 2003. Mr. Naik has successfully led the Company through some of its most challenging times and enabled it to emerge stronger. His broad global perspective has seen the Company expanding its horizons beyond domestic frontiers, positioning itself to become a true international player.

ABOUT LARSEN & TOUBRO LIMITED

L&T was founded in Bombay (Mumbai) in 1938 by two Danish engineers, Henning Holck-Larsen and Soren Kristian Toubro. Both of them were strongly committed to developing India's engineering capabilities to meet the demands of industry.

Larsen & Toubro Limited (L&T) is a technology, engineering, construction and manufacturing company. It is one of the largest and most respected companies in India's private sector.

Seven decades of a strong, customer-focused approach and the continuous quest for world-class quality have enabled it to attain and sustain leadership in all its major lines of business. L&T has an international presence, with a global spread of offices. A thrust on international business has seen overseas earnings grow significantly. It continues to grow its overseas manufacturing footprint, with facilities in China and the Gulf region.

The company's businesses are supported by a wide marketing and distribution network, and have established a reputation for strong customer support. L&T believes that progress must be achieved in harmony with the environment. A commitment to community welfare and environmental protection are an integral part of the corporate vision.

It has a global supply network with offices in 10 locations worldwide, including Houston, London, Milan, Shanghai, Seoul.

B. P. Rao, Chairman and Managing Director, BHEL (Bharat Heavy Electricals Ltd.)



“Indian frugal engineering is the way forward for a sustainable, energy positive planet.”

ABOUT Mr. B. P. RAO

Mr. Rao is a Mechanical Engineering Graduate from Jawaharlal Nehru Technological University, Kakinada, Andhra Pradesh and a Post Graduate in Industrial Engineering from NITIE, Mumbai. He has 31 years of diversified, versatile and varied experience through working in strategic as well as operational areas in all major segments of BHEL covering concept-to- commissioning activities.

Mr. Rao started his career in BHEL as an Industrial Engineer at Industrial Systems Group (ISG), Bangalore in 1978, worked at project sites and initiated the Project Management function at ISG. He has been responsible for conceptualising the approach for organisation of BHEL's Industry Sector business segment and drawing up a Blueprint for Electronics in BHEL. Later, he spearheaded the diversification initiative at the company's Electronics Division for BHEL's entry into Defence Simulators & Telecom products. He was instrumental in setting up the company's Electronics Systems Division, the 14th manufacturing unit of BHEL, in addition to Planning & Development activities.

ABOUT BHEL (BHARAT HEAVY ELECTRICALS LIMITED)

BHEL is the largest engineering and manufacturing enterprise in India in the energy-related/infrastructure sector, today. It was established more than 40 years ago, ushering in the indigenous Heavy Electrical Equipment industry in India.

BHEL has installed equipment for over 1,00,000 MW of power generation- for Utilities, Captive and Industrial users and has also supplied over 2,25,000 MVA transformer capacity and other equipment operating in Transmission & Distribution network up to 400 kV (AC & DC). BHEL supplied over 25,000 Motors with Drive Control System to Power projects, Petrochemicals, Refineries, Steel, Aluminum, Fertilizer, Cement plants, Traction electrics.

The company also provided AC/DC locos to power over 12,000 kms. railway network and over one million Valves to Power Plants and other Industries.

The greatest strength of BHEL is its highly skilled and committed team of 46,748 employees.

H.V. Goenka, Chairman, RPG Enterprises



“RPG’s growth drivers in last several years have been the Infrastructure & Power sector. We are well positioned as a global conglomerate and are continuing our journey of global growth. The spirit behind our growth is our cultural values of commitment, speed and empowerment. I am delighted that Elecrama shares similar values.”

ABOUT Mr. H.V. GOENKA

Harsh Goenka is the Chairman of the \$ 3.7 billion RPG Enterprises. Goenka has been steering RPG Enterprises as Chairman, one of India's largest business groups since 1988, when he took over from his father R P Goenka. After a brief stint in a textile company, he became the Managing Director of CEAT in 1983, at the young age of 24.

Goenka wears many hats. Apart from being the Chairman of the Board of RPG Enterprises, KEC International Ltd, RPG Life Sciences Ltd, Zensar Technologies Ltd, and Raychem RPG Ltd, he is also the Vice Chairman of CEAT Ltd. He is also a Director of Bajaj Electricals Ltd, and SICOM Ltd. The above are large corporations in India.

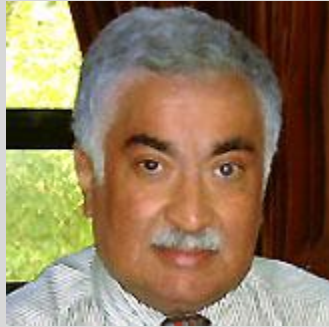
Born in December 1957, he graduated in Economics from St Xavier's College, Kolkata and thereafter pursued his MBA from the International Institute of Management Development (IMD), Lausanne, Switzerland. He has since been inducted on the Board of IMD, Lausanne.

Goenka is a past President of the Indian Merchants' Chamber, a large industrial body in India. He is also a member of the Executive Committee of the Federation of Indian Chambers of Commerce and Industry (FICCI). He is a member of the Board of Governors of the National Institute of Industrial Engineering (NITIE), one of the leading technical educational institutes in India. He has a vast experience in the field of management.

ABOUT RPG ENTERPRISES

RPG enterprises, established in 1979, is one of India's fastest growing business groups with a turnover touching Rs. 17,000 cr. The group has more than sixteen companies managing diverse business interests in the areas of Power, Tire, Infrastructure, IT, Retail, Entertainment, Carbon Black and Specialty.

Vijay R. Kirloskar, Chairman and Managing Director, Kirloskar Electric Company Ltd.



“ELECARAMA, a premier showcase of Global excellence achieved through Indian Engineering.”

ABOUT Mr. VIJAY R. KIRLOSKAR

Mr. Vijay R. Kirloskar, age 59, a graduate in Management Engineering from Worcester Polytechnic Institute, USA began his career at Kirloskar Electric in 1974 as an engineer trainee. In 1977, he returned to the United States to work at Germanium Power Devices Corp. while pursuing a graduate degree at WPI. He returned to Kirloskar Electric in 1979 as manager of electric motor and alternator shops, advancing to president in 1982 and Vice Chairman and Managing Director in 1988. He continues to build on the tradition begun by his father, Ravi Kirloskar. Mr. Vijay Kirloskar has served as Vice President of the Confederation of Indian Industry, and Chairman of the Board of Governors of the Indian Institute of Technology, New Delhi Electric Company Ltd.

ABOUT KIRLOSKAR ELECTRIC CO. LIMITED

Kirloskar Electric Company Limited is one of the largest Engineering and Manufacturing companies in India. Established in 1946, Kirloskar Electric ushered the Indigenous Electrical Manufacturing Industry in India.

Kirloskar Electric makes more than 70 products under 8 different product groups catering to core sectors of the economy like Power Generation, Transmission and Distribution, Industrial Power, Transportation, Renewable Energy, etc. Kirloskar Electric network of 9 Manufacturing Facilities for multiple products, 34 Sales offices spread across the country and 3 Offices abroad, wide network of 47 Spares Dealers and 100+ Service centers with 200+ Dealers enable the company to efficiently serve and advise the customers on suitable products, systems, services at competitive prices. Kirloskar Electric Company is the first company to make Electric Motors in India.