

DISCOVER THE INDIA POWER FACTOR

India is fast becoming the global R&D hub of Electrical sector, for its unparalleled offering of 'right technology@right price', made possible by the ingenious young & entrepreneurial engineering talent pool. This coupled with vast domestic potential for advanced technology in power infrastructure and free market access for exchange of global trade has made India the favored destination for Power sector community world over.

This new world order is what we call **THE INDIA POWER FACTOR**.



10th international exhibition of electrical and industrial electronics industry

ELECARAMA-2012

THE INDIA POWER FACTOR

18-22 JANUARY 2012, BOMBAY EXHIBITION CENTRE, MUMBAI, INDIA

organised by

ieema
your link to electricity



supported by

Ministry of Commerce & Industry, Department of Industrial Policy & Promotion, Government of India
Ministry of Heavy Industries & Public Enterprises, Government of India
Ministry of Power, Government of India

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Approved
Event

THE INDIA POWER FACTOR

The new epicenter of economic growth, India has successfully and consistently been delivering above average results and returns to its people and stakeholders. The liberalisation era of the Indian economy supported by progressive government policies have been instrumental in boosting productivity, driving internal demand as well as building trade volumes. India's GDP growth rate has averaged around 7.5% in the last decade and India was able to keep its economy growing at a healthy rate even during the recessional years.

India is driven primarily by domestic (consumer) consumption as opposed to its peers, mostly who have attempted growth by export-oriented model with many external dependencies. The massive growth of the Indian middle class market across rural, semi urban

and urban areas is driving an appetite for new infrastructure, goods and services which is translating to major growth for infrastructure sector of which the power sector is the prime mover.

This potential has been acknowledged and is an integral part of every global stakeholder's business plan. India offers a two-fold opportunity by offering a part of the infrastructure growth story and the other is of leveraging India's huge pool of technically trained human resources. About 350,000 engineers annually graduate out of 1,346 Indian technical institutions, driving the new knowledge revolution in India. This gen-next have been instrumental in making India a preferred destination for information technology led business practices and modern manufacturing processes.

Indian Engineering: right technology @ right price



India, given its inherent advantage of genuine engineering talent is fast becoming the global hub for low cost or **frugal engineering** development. The India advantage translates to a tremendous 'blue ocean' growth opportunity for transnational companies by making available first world technology adaptable to all market conditions, be it price or performance parameters.

India's millennium automobile, the Nano, the world's first 1200 kV substation prototype, or Powergrid NLDC; one of the world's largest load despatch centres are examples of innovations set to tackle India's geographical challenge of urban and rural dynamics, ably supported by leveraging the capabilities in Information, Communication Technology (ICT). This advantage of "right technology @ right price" is what will be on showcase at ELECRAMA-2012.

* Tata 'Nano' is the registered trademark of Tata Motors

OPPORTUNITIES IN THE INDIAN POWER SECTOR

The Indian T&D Industry has risen to the occasion to match the burgeoning demand by expanding capacities, inducting latest technologies and some having successfully transitioned into global conglomerates. Indian engineering has been pushing the envelope in terms of performance and product development for instance by developing world's first commercially implemented 1200kV transmission network or PowerGrid's NLDC counted one of the world's largest load despatch centres amongst others.

This new wave in the Indian power sector has opened frontiers in technology, competency building & healthy competition between domestic & international businesses, opening significant two-way business traffic and a plethora of engagement opportunities.

ELECRAMA-2012 holds open the door to access a ringside view of this opportunity.

MESSAGE FROM THE SECRETARY, MINISTRY OF POWER



India's power sector is a unique combination of technological challenges and exciting business potential. The Ministry of Power has always emphasized that the Government and Industry should work together to create an efficient and reliable power generation, transmission and distribution infrastructure. ELECRAMA, over the years, has served as one of the best platforms for all the stakeholders in the power sector. I am sure that such events would be of immense help to the industry to keep abreast of modern techniques. I extend my best wishes for the success of ELECRAMA-2012.

Mr. P. Uma Shankar
Secretary
Ministry of Power, Government of India

“As India is fast becoming a major global R & D hub for the power sector, offering of right technology@right price and free market access for exchange of global trade has made India the most favored destination.

India is Kenya’s sixth largest trading partner and the trade between the two countries during the period January to April 2011 has reached approximately US\$ 650 million. I am delighted to note that ELECRAMA-2012 is being organized in Mumbai early next year and I am certain that Kenya will be suitably represented by industry leaders, power utilities and other stake holders. ELECRAMA-2012 will certainly boost business between Kenya and India and further cement bilateral relations and cooperation in the energy sector.”

H.E. Prof. Festus Kaberia,
Ambassador of Kenya

“India and the 22 League of Arab Nations are major trading partners, exhibiting significant improvement in bilateral trade which is expected to reach US\$ 120 billion by 2014. As ELECRAMA-2012 is the definitive destination for the power industry, the Arab League nations will surely be part essentially to further business partnership and seek technical cooperation.

We believe that ELECRAMA-2012 is an integral part of every global stake holder’s business plans –especially of the League of Arab Nations, and that this is essentially because of the fact that the Indian power sector has opened new frontiers in technology, opening significant business traffic and is an ideal platform for trade opportunities”.

H.E Dr. Ahmed Salem Saleh-Al-Wahishi,
Chief of Arab League



ELECRAMA is the world’s largest electrical T&D exhibition held biennially in Mumbai, India since 1990. From its humble beginnings in 1990 which saw 283 exhibitors and 30,000 visitors, it has grown to be the **world’s largest one-stop-shop for electrical and industrial electronics**. In its ninth edition; ELECRAMA-2010 hosted 1,243 exhibitors from 23 countries including India and attracted 1,05,209 footfalls into the exhibition including visitors from 120 countries.

95% of the Indian electrical industry manufacturers across the entire T&D value chain conforming to global standards come together to showcase their development and manufacturing strength.

As the largest confluence of the power transmission and distribution sector ranging from 110V to 1200kV and HVDC transmission, ELECRAMA offers an international framework, for display, discussions and deliberations amongst global T&D fraternity comprising of business people, thought leaders, technologists and professionals from the utilities, industry and academia.

The 10th edition is expected to surpass all previous editions, with over 1250 Exhibitors, 110,000 footfalls & 30+ VIP delegations from over 130 countries.

ELECRAMA also provides a window to the future by showcasing concepts, prototypes and innovations conjured by young engineers from leading technical institutions. This enables a healthy interaction interface for future professionals with the widest cross section of T&D industry.

IEEMA, the voice of Indian electricity sector organises ELECRAMA. Founded in 1948, IEEMA represents the largest segment of the Indian Electrical and Industrial electronics Industry. IEEMA’s 750 members together are a US\$22 billion collective, whose equipment evacuates 95% of the 771.551 BU of power generated in India.

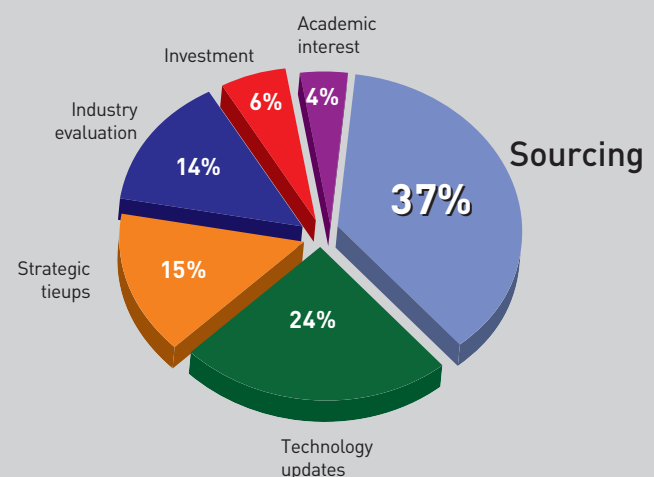
ELECRAMA-2010 STATISTICS

EXHIBITION AREA	60,000 sqm.
TOTAL FOOTFALLS	1,05,209
TOTAL EXHIBITOR COUNT	1,243
INTERNATIONAL EXHIBITORS	143
VISITING COUNTRIES	120
EXHIBITING COUNTRIES	23

WHO SHOULD ATTEND

- Manufacturers
- Trade Attaches
- Traders & Importers
- EPC Contractors
- Power Utilities
- Policy Makers
- Government
- Power Ministry
- Academics
- Consultants & Specifiers
- Students
- Financial Institutions
- Funding Bodies
- Press & Media

AREA OF INTEREST OF PARTICIPANTS



ELECRAMA-2012 BRAND AMBASSADORS

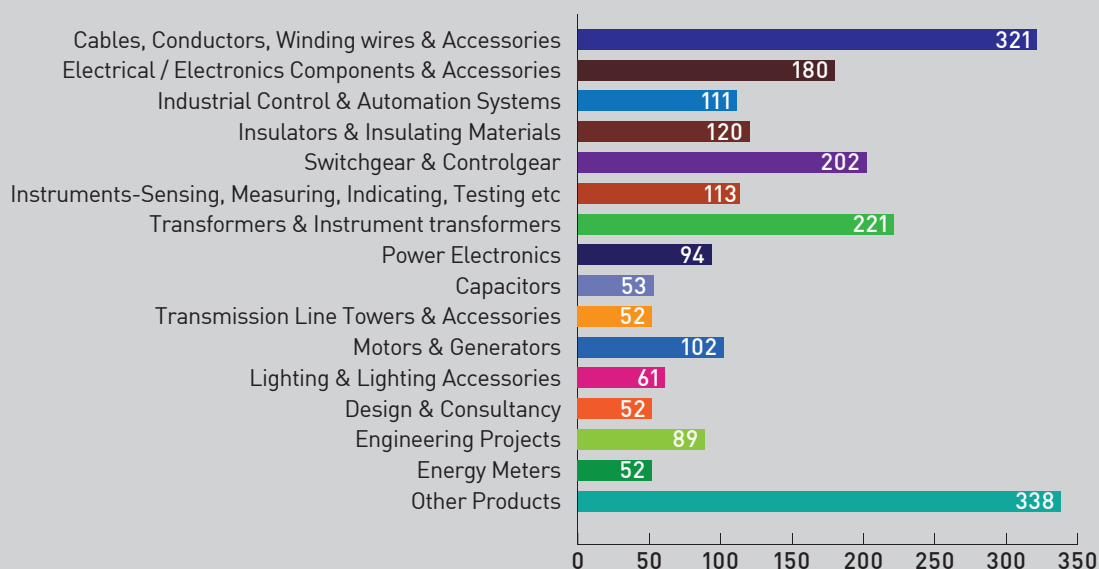


We at L&T have best demonstrated the power of Indian imagination coupled with engineering excellence, evident from the 'best in class' infrastructure and power projects across the world. ELECRAMA, over the years, has helped many Indian organizations, primarily small and medium in size, to showcase to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

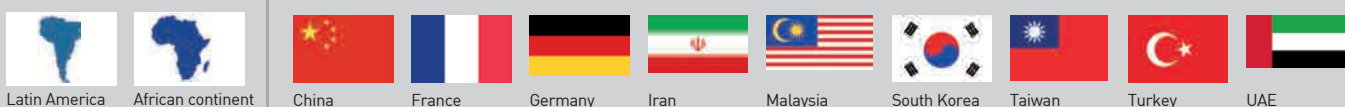
Mr. A. M. Naik
Chairman and Managing Director
Larsen & Toubro Limited

KEY STATISTICS OF ELECRAMA-2010

EXHIBITORS BY PRODUCT CATEGORIES



INTERNATIONAL PARTICIPATION IN 2010 - COUNTRY PAVILIONS AND OFFICIAL DELEGATIONS



ELECRAMA-2012 BRAND AMBASSADORS



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.

Mr. Alexander M. Cutler
Chairman and CEO
Eaton Corporation

ELECRAMA-2012 BRAND AMBASSADORS



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

Mr. B. P. Rao
Chairman and Managing Director
Bharat Heavy Electricals Limited

CONCURRENT EVENTS AT ELECRAMA-2012

GRIDWEEK ASIA - 16TH TO 18TH JANUARY, 2012



In recent years, Smart Grid has become a key subject to define the future of not only the electric grid but also the broader future energy system of the world.

A two day Smart Grid conference and plenary session, GRIDWEEK ASIA is designed to bring together several hundred Smart Grid stakeholders from all around the world to India, to explore Smart Grid's impact on the economy, utility infrastructure, consumers and the environment. The participants also get one day of interaction with ELECRAMA exhibitors and attendees who have smart grids on their business horizon.

This content-rich conference will cover Smart Grid issues and opportunities related to:

- Building Smart Grid capabilities in developing regions;
- Supplying electricity to meet rapidly increasing energy demand;
- Driving efficiency and demand response programs;
- Integrating clean, renewable power;
- Facilitating economic and open trade .

GRIDWEEK ASIA is the maiden Asian edition of a leading Global Smart grids summit GRIDWEEK, an event organised by Clasma Events, who currently hosts some of the most important annual Smart Grid conferences in US and other parts of the world.

Get regular updates on www.gridasia.com

CIGRE TUTORIALS - 20TH TO 21ST JANUARY, 2012



Four tutorials are being organized by CIGRE India and IEEMA in conjunction with ELECRAMA-2012 exhibition at Mumbai with the aim to discuss International practices and disseminate the latest knowledge on key transmission related topics.

FACULTY

Eminent international experts from CIGRE will be conducting the tutorials.

TOPICS , DATES & VENUE

Tutorials will be held in 2 Halls at ELECRAMA-2012 Exhibition grounds, Bombay Exhibition Centre, Goregaon East, Mumbai

DATES	HALL 1	HALL 2
20.01.12	INSULATED CABLES	SUB STATION
21.01.12	OVERHEAD LINES	POWER SYSTEM PROTECTION & AUTOMATION

WHO SHOULD ATTEND

Power Utilities/ Corporations, SEBS, State Govts., IPPs, Energy Planners, Private Entrepreneurs, Developers, Manufacturers, Consultants, Construction Companies, Industry Associations, Financial & Technical Institutions, Training Institutions etc.

Visit us at : www.elecrama.com/elecrama2012/Tutorials_Cigre.aspx

ELECRAMA-2012 BRAND AMBASSADORS



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.

Mr. Gilles Schnepf
Chairman and CEO
Legrand SA

ELECRAMA-2012 BRAND AMBASSADORS



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 trend setters by pioneering new technologies and being opinion leaders in the field.

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

Mr. Grégoire Poux-Guillaume
President
Alstom Grid

CONCURRENT EVENTS AT ELECRAMA-2012

REVERSE BUYER SELLER MEET & COMMERCE DAY - 18TH TO 22ND JANUARY, 2012



This is the biggest meeting place of International Buyers who plan to source electrical products and equipment from India. Organised on the sidelines of ELECRAMA-2012, **ChangeXchange-The Reverse Buyer-Seller Meet @ ELECRAMA-2012** is a one point stop to meet

competitive sourcing requirements.

All approved foreign buyers at the Reverse Buyer Seller Meet @ ELECRAMA-2012 will be eligible for:

- Pre-planned one-to-one meetings with Indian sellers,
- Networking opportunities at ELECRAMA-2012 exhibition,
- Commerce Day and other events being organised at ELECRAMA-2012,
- Travel and stay assistance,
- Special hosted buyer packages for buyers from Africa, ASEAN, CIS and Latin American countries.

In conjunction with ELECRAMA-2012 and RBSM, a Commerce Day is also being organised on 19th January 2012 at the exhibition venue with the objective of highlighting the strengths and capabilities of the Indian electrical equipment manufacturing industry and also the emerging global opportunities for exports from India.

E-mail: response@ieema-rbsm.in

For more information visit us at : www.ieema-rbsm.in

BUSINESS LEADER'S SUMMIT - 18TH JANUARY, 2012



An exclusive business leaders' summit of the who's who of the E&E industry, in partnership with UTV Bloomberg is planned alongside ELECRAMA-2012 on 18th Jan. This event will feature 'live' panel discussions with eminent experts, including ELECRAMA-2012 brand

ambassadors on current challenges and in shaping the contours of future power networks.

Conducted by leading television anchor, this 'by invitation only' event, is aimed at global business executives, India's industry captains and Top executives of Utilities and thought leaders to network and explore opportunities.

INDUSTRY DAY - 20TH JANUARY, 2012



In conjunction with ELECRAMA-2012, an Industry Day is being organised on 20th January 2012 at the exhibition venue with the objective of providing a forum to CEOs of the industry to deliberate and discuss the roadmap for

enhancing the competitiveness of the domestic electrical equipment manufacturing industry.

ELECRAMA-2012 BRAND AMBASSADORS



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.

Mr. H. V. Goenka
Chairman
RPG Enterprises

ELECRAMA-2012 BRAND AMBASSADORS



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.

Mr. Jean Pascal Tricoire
President and Chief Executive Officer
Schneider Electric

CONCURRENT EVENTS AT ELECRAMA-2012

ENGINEER INFINITE 2012 - 18TH TO 22ND JANUARY, 2012



Engineer infinite is an exciting initiative by Indian Electrical and Electronics Manufacturers Association (IEEMA) to offer an opportunity and to encourage engineering students to apply their academic learning to practical

problems. The focus will be on Power Sector.

Engineer Infinite 2012 Student Project Competition is a National Level Competition, held during ELECRAMA-2012. This competition encourages students of engineering (UG, PG and Diploma programs) to apply their learning at their colleges and their own creativity to practical applications on problems that need attention, in the electrical energy sector.

Engineer Infinite 2012 is open to students of engineering in Electrical, Electronics, Instrumentation, Mechanical, Production, Power and Industrial Engineering streams (PG, UG and Diploma). Projects of the final year curriculum are accepted as entries. IEEMA will provide financial assistance to construct the proto type model. HANDSOME cash prizes of Rs 2 lakhs/ 1 lakh/ 50,000 would be given to the winning student teams. In this edition, over **1500 ENTRIES** and over **600 PROJECT ABSTRACTS** were received from all across India.

E-mail: project@pashinindia.com

Visit us at: www.ei12.elecrama.com

UTILITY DAY - 19TH JANUARY, 2012



An event conceived and realized with the support of the Ministry of Power, Government of India, the Utility day creates a platform for the Indian electrical industry to interface with the government and private utilities to exchange

thoughts and share expectations to find solutions for on-ground issues in power distribution.

It is a forum where members from leading global utilities and leaders in the electricity distribution community share experiences and discuss new technologies and developments in power quality management, distributed energy management models, enhanced SCADA solutions, etc.

It offers an excellent platform for Indian distribution utilities; to learn global practices & initiatives that improve local distribution infrastructure. A large contingent of distribution engineers from leading regional utilities are expected to attend utility day. It is an excellent networking opportunity for the Industry to dialogue with their key customers.

ELECRAMA-2012 BRAND AMBASSADORS



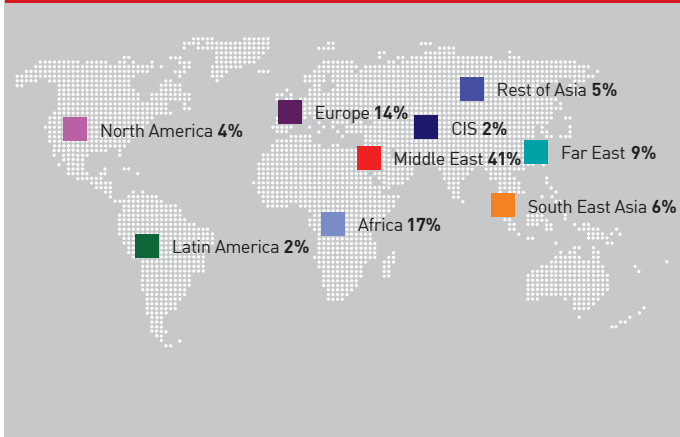
ELECRAMA, a premier showcase of Global excellence achieved through Indian Engineering.

Mr. Vijay R. Kirloskar
Chairman and Managing Director
Kirloskar Electric Co. Limited

KEY TAKEAWAYS FOR PARTICIPANTS

- Get a closer view of the Indian power industry
- Choice of over **200 Transformers, 300 Cables & Conductors, 200 Control & Switchgear, 100 Instrument & Instrumentation** on display
- Products & Solutions from 110V to 1200kV
- Interact with Govt. Executives, Industry CEO's, Renowned thought leaders and VIP's from over 130 countries
- Technology partnership and investment opportunities
- Global Thought Leaders as Brand Ambassadors
- Student & academic innovation showcase

INTERNATIONAL VISITORS BREAK-UP



KEY POWER T&D FACTS

GENERATION

Government of India has set a target of 450 GW installed capacity by FY 2022.

TRANSMISSION

Ministry of Power Government of India, plans to establish an integrated National Power Grid in the country by 2012 to evacuate 200,000 MW of generation capacity and 37,150 MW of inter-regional power transfer capacity.

DISTRIBUTION

R-APDRP program with US\$ 11B outlay;
RGGVY -Development of Rural Electricity Distribution Backbone and Village Electrification Infrastructure with US\$ 6B outlay;
Franchisee model -licensed area of distribution offered to private players with performance metrics.

PARTNERS

TV MEDIA PARTNER



TRAVEL PARTNER



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BE A PART OF THE INDIA POWER FACTOR

18-22 JANUARY 2012, BOMBAY EXHIBITION CENTRE, MUMBAI, INDIA

About IEEMA

IEEMA (Indian Electrical & Electronics Manufacturers' Association): A not-for-profit association, represents over 750 businesses in the Indian Electrical and Industrial Electronics manufacturing sector, whose combined annual turnover is in excess of US dollars 22 billion, Equipment manufactured by members contribute to more than 95% in evacuation of the 1,50,000 MW of installed power generating capacity in India.

IEEMA organizes ELECRAMA as part of its strategic initiative to showcase Made in India & is the Voice of Indian Electricity sector.

For more information, visit www.ieema.org

FOR MORE INFORMATION, CONTACT :



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contact us at elecrama@ieema.org

Register online today at www.elecrama.com
and enjoy stress free entry to the exhibition venue

Featured design: The journey of power in a mythical universe, where energy embraces and dances with life, interpreted in India's glorious tradition of madhubani art.

Disclaimer: Facts & Figures along with other information used are subject to change without any prior notice. All the images used are from the past Elecrama events and are used without any preference or bias.