



सत्यमेव जयते

भारतीय राजदूतावास, पेरू और बोलिविया  
Embajada de la India, Perú & Bolivia  
Embassy of India, Peru & Bolivia

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Amrit Mahotsav

**ieema**  
your link to electricity

15th Edition  
**ELECRAMA**  
Powering the Future of Energy

18-22 February, 2023  
India Expo Mart, Greater Noida,  
NCR, India

# 15<sup>th</sup> edition of ELECRAMA 2023 and RBSM from 18 to 22 February, 2023 at India Expo Mart Ltd., Greater Noida, Delhi-NCR, India



**ELECRAMA 2023** – the 15th edition of the world's largest standalone electrical exhibition is being organized by Indian Electrical and Electronics Manufacturers' Association (IEEMA) from 18th February to 22nd February 2023 at India Expo Mart Ltd., Greater Noida, Delhi-NCR, India. IEEMA is the apex association of manufacturers of electrical, industrial electronics and allied equipment in India. Founded in 1948, IEEMA is the first ISO certified industry association with 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 over USD 50 Billion.

ELECRAMA is the flagship showcase of the Indian Electrical & Allied electronics Industry ecosystem and the largest congregation of power sector ecosystem in the geography. ELECRAMA 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 peerless thought leadership platforms for everything electric – from technical conclaves to industry summits. As the world is progressing towards energy transition to clean & sustainable energy, propelled by the use of futuristic technologies like EV, Charging Infra, Renewable Energy, Rail electrification, Carbon net Zero is leading to electricity becoming the dominant source of energy. In India, it will translate into 8 times increase in electricity consumption from 1100 KWH to 10,000 KWH resulting in massive up-gradation of the electrical infrastructure. Massive Business opportunities are envisaged in cables, LV Switchgear, Solar PV, power electronics, EV ecosystem, electric vehicles, charging infra, components, Battery Storage value chain & Green Hydrogen.

Focus areas are Strengthening the Core through Reliability, Quality and Safety of electrical products and equipment; New business opportunities in massive capital investments in Railways, Metro, Airport, Defense, Smart cities, Buildings, EV ecosystem; Strengthening the Supply Chain through Vendor

development highlighting importance of Small, Medium and Micro industries; Innovation & Future technologies in Storage, Green Hydrogen, Fuel Cells, AI, IoT; Sustainability through Energy Conservation, Net Zero, Smart Consumption; Right Skilling through Talent Upgradation, Industry Academia interconnect; Opportunities for Start Up ecosystem.

The event, ELECRAMA 2023 will feature 1500+ exhibitors, 350,000+ visitor footfalls including 10,000 foreign visitors, 6500+ buyer seller meetings with foreign buyers, which are likely to generate business enquiries exceeding USD 8 billion.

IEEMA is hosting the **6<sup>th</sup> Reverse Buyer-Seller Meet (RBSM) at India Expo Mart, Greater Noida, Delhi NCR from 18-22 February 2023** for the countries including **Peru and Bolivia**. Hence please find **List of IEEMA products HS Code 8-digit, Brief list of OEMs and ELECRAMA 2023 Brochure** giving all the details about the program. Interested buyers/stakeholders are requested to register at RBSM Online Buyer Application - [www.ieema-rbsm.in](http://www.ieema-rbsm.in) . **Last date for receipt of application is 15th January 2023**. For information or assistance, please contact Dr. Saad Faruqui, Executive Officer, IEEMA Mobile: + 91 98970 31934 E-mail: "saad faruqui" <[saad.faruqui@ieema.org](mailto:saad.faruqui@ieema.org)> .

For more information, please visit website <https://elecrama.com/>

Interested official, business delegates and visitors may please contact Mr. Murli Krishna, Manager- Trade Fairs Marketing & Sales, IEEMA Mobile: +91 99800 53992 E-mail: [murlikrishna@ieema.org](mailto:murlikrishna@ieema.org) , or Commercial team at the Embassy of India at (51-1) 460-2289 / 461-0371 / 261-6006 E-mail: [ccom.lima@mea.gov.in](mailto:ccom.lima@mea.gov.in) , [com1.lima@mea.gov.in](mailto:com1.lima@mea.gov.in) , [com2.lima@mea.gov.in](mailto:com2.lima@mea.gov.in) .

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