



Electrifying the Future

DAY 5 | WEDNESDAY, 14 MARCH 2018

OVERALL SITE PLAN ON PAGE 8-9



MIDEL TRANSFORMER FLUIDS TO BE MANUFACTURED IN INDIA

MIDEL ESTER TRANSFORMER FLUIDS OFFER FIRE AND ENVIRONMENTAL ADVANTAGES

Delhi, India, March 13, 2018 – MIDEL ester-based transformer fluid (MIDEL) is now manufactured, sold and distributed in India. Nitin Satija, MIDEL's Director for India, commented "We are delighted to be manufacturing MIDEL in India. We established an office in 2010 to introduce and promote the use of ester based transformer fluids technology in India. We then set up a local trading company to be able to satisfy the demand for MIDEL, so the manufacture of MIDEL in India is a natural progression. MIDEL has almost 40 years of proven success across the globe, and we look forward to delivering transformer fluids that will make a real difference to India in terms of higher user safety and environmental advantages." MIDEL eN and Synthetic ester MIDEL 7131 are products of M&I Materials Ltd, a UK-based manufacturer. The company's Indian operations are based in New Delhi.

In India, MIDEL is made in a partnering arrangement with ACME Synthetic Chemicals at their facility in Tarapur, Maharashtra. "ACME is a perfect partner for us," said Barry Menzies, MIDEL Managing Director. "They are experts in manufacturing fluids based on natural raw materials to high quality standards. For our part, M&I Materials brings a deep understanding of ester based transformer fluid technology. This announcement builds on MIDEL's local manufacturing partnerships in the USA and South Africa, in addition to its plant in the UK."



**COME AND LEARN MORE DURING ELEC RAMA
AT THE MIDEL STAND H2K26.**

WHICH MIDEL FLUID IS RIGHT FOR YOU?

THE MIDEL RANGE OF NATURAL AND SYNTHETIC ESTER TRANSFORMER FLUIDS



MIDEL eN 1204

The preferred biodegradable natural ester fluid. MIDEL eN 1204 is the premier natural ester transformer fluid. Made from sustainable rapeseed crops, it is readily biodegradable with superior oxidation performance and low pour point. For the best performance from a natural ester fluid, let's talk about how MIDEL eN 1204 can deliver real benefits for your network.



MIDEL eN 1215

MIDEL eN 1215 is our standard natural ester fluid made from soya. It is best suited for temperate climates in non-free breathing transformers. Its high fire point significantly increases the fire safety of your transformers and can reduce the need for fire protection equipment.



MIDEL 7131

MIDEL 7131 is the world's leading, readily biodegradable synthetic dielectric fluid, used in power and distribution transformers including sealed and free-breathing designs, delivering fire safety, environmental protection and cost savings. First produced in the 1970s, MIDEL 7131 meets the need for a safer alternative to mineral oil. Its success is proven up to 433kV and fills transformers in over 70% of countries worldwide.

LET'S WORK TOGETHER TO PROTECT TRANSFORMERS AND THE PEOPLE, ENVIRONMENT AND BUSINESSES AROUND THEM.

[MIDEL®]
SAFETY INSIDE

a product of  **M&I MATERIALS**

midel.com or call +91 (0)11 6517 7114-16

M&I Materials India Pvt Ltd. Unit No. 504, 5th Floor, Elegance Tower, Jasola District Center, Jasola, New Delhi, 110 025 India



Electrifying the Future

DAY 5 | WEDNESDAY, 14 MARCH 2018

Facilitating Business

ChangeXchange 2018: An Excellent Opportunity for Indian MSMEs

The fourth Reverse Buyer-Seller Meet, organized concurrently with ELEC RAMA 2018, has turned out to be a boon for Indian electrical equipment MSMEs as they garner favourable response from the international buyers of 60 countries.

Every ELEC RAMA, IEEMA organizes a Reverse Buyer-Seller Meet (RBSM) that runs parallel to the premier exhibition on the Indian electrical sector. The Meet, now in its fourth edition and with an interesting name - ChangeXchange 2018, has grown to be the biggest meeting place of international buyers who plan to source electrical products and equipment from India.

Although primarily designed for export promotion, RBSM also aids in better cooperation between India and other countries, opening up opportunities for technological collaborations in different fields related to power technology.

Elaborating on the intent behind organizing the Meet, Sunil Misra, Director General, IEEMA, explained, "The purpose behind RBSM is to invite buyers of electrical equipment from countries that have the potential for purchasing from India - particularly the transmission and distribution equipment. This is done with the objective of increasing and augmenting exports of electrical equipment manufacturers from India. We have buyers from around 60 countries participating in RBSM 2018 including South East Asia, the Middle East, Latin America, CIS countries and SAARC countries."

Indian sellers rejoice at RBSM 2018

A rave response from the sellers' end this time re-affirms the integral role of ELEC RAMA as a facilitator in promoting sales of Indian electrical products. "These are all MSME units that cannot afford to go abroad. The best part is that, through the Meet, they are getting buyers at their stalls here at ELEC RAMA," noted Anil Saboo, Vice Chairman, ELEC RAMA 2018, who is also the Managing Director of Elektrolites (Power) Pvt Ltd.

"We have allotted some fixed time to the buyers. They sit in their booths and the exhibitors are called to meet them. Every session has around 150 meetings. So, daily more than 600 meetings are being held at RBSM," he added.



The 4th edition of Reverse Buyer-Seller Meet is playing host to buyers from around 60 countries including South East Asia, the Middle East, Latin America, CIS countries and SAARC countries.

How the Meet proceeds

After meeting the buyer and initiating the sales talk, the seller takes the buyer to their stall to show them their products. Through one-to-one interaction they come to the specifications sought by the buyer. Ac-

cordingly, the MSME seller modifies their products as per the requirement of the buyer's country.

Big companies have large sales force, so they can take care of these things on their own. As more than 80 percent members of IEEMA are from the MSME

Cont. Page4 ▶

◀ From Page 3

Source: IEEMA



The purpose behind RBSM is to invite buyers of electrical equipment from countries that have the potential for purchasing from India – particularly the transmission and distribution equipment. This is done with the objective of increasing and augmenting exports of electrical equipment manufacturers from India.”

Sunil Misra
Director General, IEEMA



We have allotted some fixed time to the buyers. They sit in their booths and the exhibitors are called to meet them. Every session has around 150 meetings. So, daily more than 600 meetings are being held at RBSM.”

Anil Saboo
Vice Chairman
ELECRAMA 2018
Managing Director
Elektrolites (Power) Pvt Ltd

Source: IEEMA

sector, which forms the backbone of our country, ChangeXchange platform created by IEEMA is of utmost significance to them.

Benefits beyond deals

RBSM also aims to strengthen Indian MSMEs technologically and keep them abreast of the fast-changing technology world. Through these Meets, Indian MSMEs gain awareness on current and upcoming trends in other countries. They can then, accordingly, focus their efforts on upgrading their products. Region-wise, the demand for products varies too. For example, in Africa, Power transformers, Conductors, and EPC contracts are in demand, whereas in South East Asia, the buyers generally look for Load break switches, SCADA systems etc. Generally, the market in Europe is quite saturated. “Whoever is exporting electrical equipment from India right now, 20 to 30 percent of them once started through IEEMA only. Price-wise Indian products are quite competitive globally. Up until now the IT industry was doing well as far as export is concerned, but now our electrical industry is also quite capable of delivering world-class products. So, I am sure every seller will benefit from this interaction,” added Saboo.



Through these Meets, Indian MSMEs gain awareness on current and upcoming trends in other countries for them to upgrade their products.

Source: Magic Wand Media Inc

Source: Magic Wand Media Inc

Sellers speak

Source: Magic Wand Media Inc



We manufacture wires and cables under the brand name RKO. The Reverse Buyer-Seller Meet is a great initiative, in the absence of which, we would have had to meet the buyers outside the country. Within a span of three days, we have met around 50 customers and hope to turn at least 10 percent of them into our customers.”

Rishabh Gandhi
Director
KMG Wires Pvt Ltd



This is a unique platform to meet buyers with whom we had one-to-one interaction to know their needs. We are highly satisfied with the way RBSM has been arranged. I am sure it will turn out fruitful for us.”

Sandeep Singhi
Director
Sibass Electric Pvt Ltd

Source: Magic Wand Media Inc

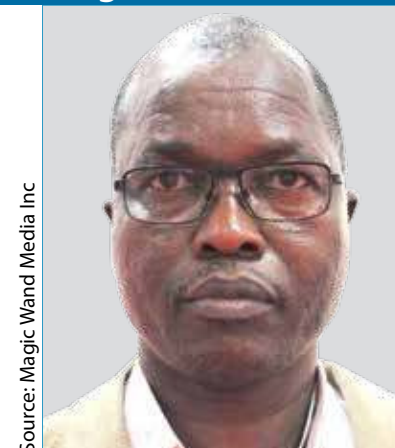
Buyers' insight

Source: Magic Wand Media Inc



I have come with the delegates from Hanoi, Vietnam. Our delegation includes more than 20 companies from the city. We wanted to meet Indian electrical product makers. This being an international trade fair, people from different countries visit. We want to meet them too. We are trying to explore ways for co-operation between our country and India, and are looking at opportunities for joint ventures and distributorship too.”

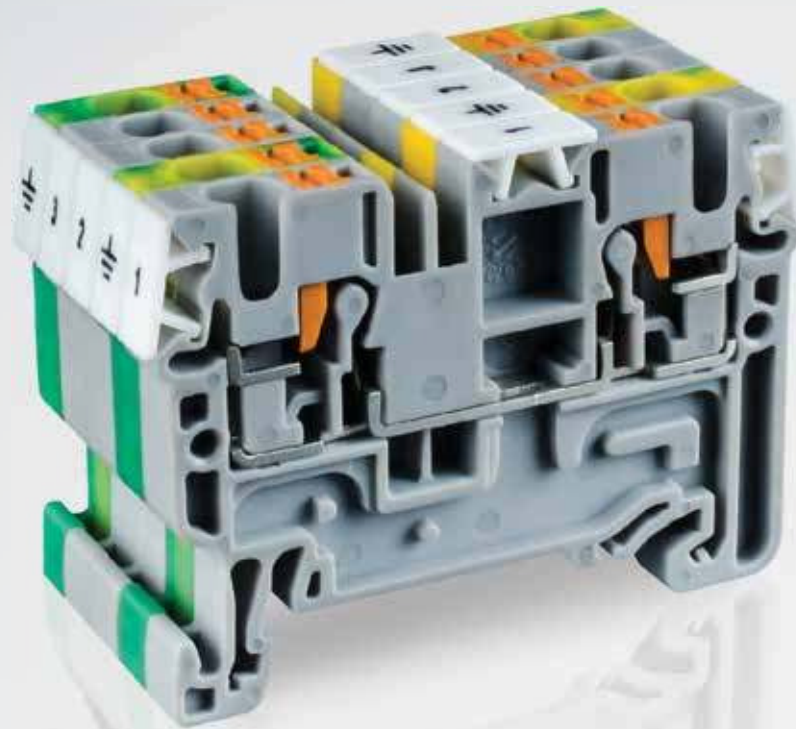
Nha bao DINH VAN HAI
Chairman
Viet Times
Member of delegation team
from Vietnam



My company's name is CEB. It is for Togo and Benin countries. I received an invitation from the ELECRAMA committee to visit the show. I have come here to have a feel of the Indian electrical equipment and also to meet Indian manufacturers. The trade fair is excellent; it hosts all kinds of electrical equipment required for power projects. I thank the organizers for that.”

Wade Doucago
Yacoubou Soumonou
CEB
Togo

Source: Magic Wand Media Inc



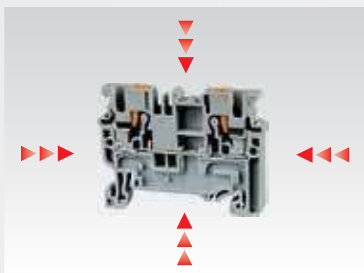
Compact & Feature Loaded

Come meet us at:



10th - 14th March 2018
Hall No.: 2, Stall No.: H2J9

PRODUCT FEATURES



New CP series Terminal Blocks have an extremely compact design. These Terminal Blocks can be used in smaller control cabinets and enclosures.



High quality stainless steel spring clamps provides a gas tight connection. A vibration proof, anti-loosening wire connection is achieved with this pre-stressed spring clamp system. CX series TB's can be used and shorted with CP series as both have same profile.



New push in technology jumpers for shorting Terminal Blocks are now available in 2,3,4 & 10 pole configuration.



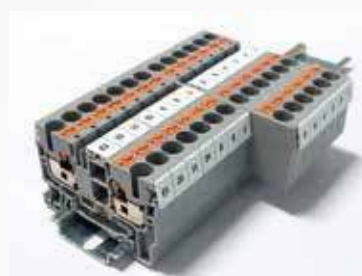
The possibility of using 2 independent rows for bridging enables the creation of various circuit combinations. Shorting links can be marked with a felt tip pen on the recess provided on top, to clearly indicate shorted positions.



A unique design in the plastic housing of the Terminal Block facilitates ease and tool free wire entry. Stripped wire can be simply inserted using push button, lugged wire can be directly inserted to make connections.



Multi connection Terminal Blocks are used for applications involving more than one same potential wires to be connected.



Multi connection Terminal Blocks can be used with 2 conductor feed through TB's and can be shorted together for further distribution as both have same profile shorting channel.



Specific Terminal Blocks in an assembly can be shorted by breaking intermediate contacts from standard shorting link. Shorting links can be marked with felt tip pen on the recess provided on the top to clearly indicate shorting position.

Organizer's Take

"ELECARAMA is the Mahakumbh of Electricity"

Sunil Misra, Director General, IEEMA is elated at having received the fruits of the efforts that went into giving shape to ELECARAMA 2018.

It was about a year and a half ago that we gathered our forces to put life into ELECARAMA, which was not meant to be just an exhibition. There were to be various facets to it: World Utility Summit to bring together eminent thinkers from the electricity space and utilities from across the globe; eTECHnext to showcase technologies of future including energy storage, augmented reality and artificial intelligence.

Engineer's Infinite had to have stu-

dents of Electrical Engineering involved. And Startup Awards where young entrepreneurs were to exhibit their innovative offerings. There were so many dimensions, and the coming together of all has made ELECARAMA how you see it now. The success that the show has garnered so far, makes every bit of effort that went into its making completely worth it. The response from the overseas community that comprises eminent thinkers, utilities, buyers has been

overwhelming. About 600 buyers have come from 60 countries including SAARC countries, South East Asia, the Middle East, Latin America and CIS countries. Structured meetings have been pre-arranged in Reverse Buyer-Seller Meets, considering the needs of the buyers and the capabilities of Indian manufacturers and suppliers. It is highly rewarding to see these meetings turning into fruitful deals. And, this is what makes ELECARAMA, the Mahakumbh of electricity.



Source: IEEMA

ELECARAMA embraces telecom industry

This is my first ELECARAMA. We are from telecom industry, so for us extending ourselves in ELECARAMA is a big change. ELECARAMA has embraced us saying that communications' role is getting important. We believe in playing a significant part in helping manage and optimize the power system. It's more to do with asset management, tracking, measurement of various parameters such as temperature, humidity, line conditions and so on. These are the things that we do in IoT. For us being there and sensing the objects and the levels is a big value add from our side. The show is massive and very well-organized.



Source: Magic Wand Media Inc

VS Shridhar
Senior Vice President &
Head - IoT - Business Unit
TATA Communications

ELECARAMA 2018 spreads positive vibes in the industry

I must congratulate the organizing committee and the team for putting up such an important electrical industry exhibition and that too, on such a large scale, spread over a number of halls. The show has incorporated all important aspects of the electrical industry, the automation industry, and the renewable energy space. It's been a worthwhile visit here.

I am highly impressed with the way more and more digital and connected IoT-based fusions are being discussed and presented by several exhibitors. The focus on the renewable energies in the show is commendable, and the participation of Indian companies offering renewable energy solutions is highly positive. It gives us the confidence that this mission will be a successful one in India and we just have to continue working on it.



Source: Magic Wand Media Inc

Anil Chaudhary
Country President and
Managing Director
Schneider Electric India Pvt Ltd

Also heartening is to witness both large firms and MSMEs participating in equal measure. This makes a big part of the industrial revolution of the electrical industry and automation in our country.

Narrowband RF Mesh Communication Technology

Tackling it the Smart Way

An account of how CyanConnnode's smart solutions came to the aid of CESC, a public utility in Karnataka, to reduce the cost of meter reading and aggregate technical and commercial losses, as well as to improve peak load and manage power outage.

The Indian electricity market is evolving at a rapid pace with programs like Ujwal DISCOM Assurance Yojana (UDAY) and National Smart Grid Mission-led smart grid initiatives. India has 200 million legacy meters currently deployed and, under the UDAY scheme, 35 million smart meters are scheduled to be installed by 2019.

Advanced Metering Infrastructure solution required

Chamundeshwari Electricity Supply Corporation Limited (CESC) required an Advanced Metering Infrastructure (AMI) solution to reduce the cost of meter reading and aggregate technical and commercial losses, as well as to improve peak load and power outage management. It is a public utility with the responsibility

of power distribution to more than 1.5 million domestic customers across five districts of Karnataka: Chamarajanagar, Mandya, Hassan, Kodagu and Mysore. In April 2014, Enzen was awarded a contract to provide energy infrastructure solutions to CESC and CyanConnnode acted as Enzen's end-to-end solution provider for the smart metering elements of the contract.

CyanConnnode provided the solution

CyanConnnode supplied its award-winning narrowband RF mesh communication network, a Head End System and 21,824 smart meters. Data collected from remote meters is sent to CESC's meter data management system. This eliminates the need for manual meter readings and enables the utility to better



forecast peak load times to prevent power outage. Enabled by CyanConnnode's narrowband RF mesh communication platform, the system now achieves over 97 percent data availability (as per defined schedule) for instantaneous readings, which are scheduled every 30 minutes, as well as real-time tamper/event notifications. This data informs CESC and supports preventive/corrective measures and improved management.

CyanConnnode Pvt Ltd
www.cyanconnnode.com
Hall & Stall: H3 / L-9

Your Roadways to Safe & Maintenance Free Electrical Needs



Visit Our Stall At **Hall 1, Stall No. H1C21**

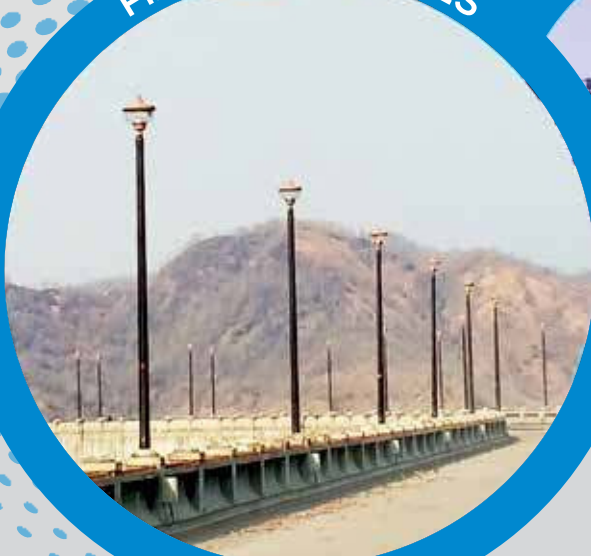
Composite Advantages

- High Impact Strength
- Corrosion Resistance
- Non-conductive
- Light Weight
- Chemical Resistance
- Low Maintenance

FIBERGLASS CABLE TRAYS SYSTEM



FIBERGLASS POLES



FIBERGLASS UTILITY POLES

- Mono Utility Poles with height up to 16 meters
- Suitable for 11 /33/66 KV installations
- H frame



FIBERGLASS CABLE SUPPORT



FIBERGLASS ENCLOSURES



G4G Series



- Available Size up to 1000 mm
- Ingress Protection : IP up to 66
- Impact Resistance : IK up to 10

Other Series



FIBERGLASS LADDERS



INDUSTRIAL STEP STAND

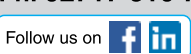
STEP TRESTLE LADDER

EXTENSION LADDER

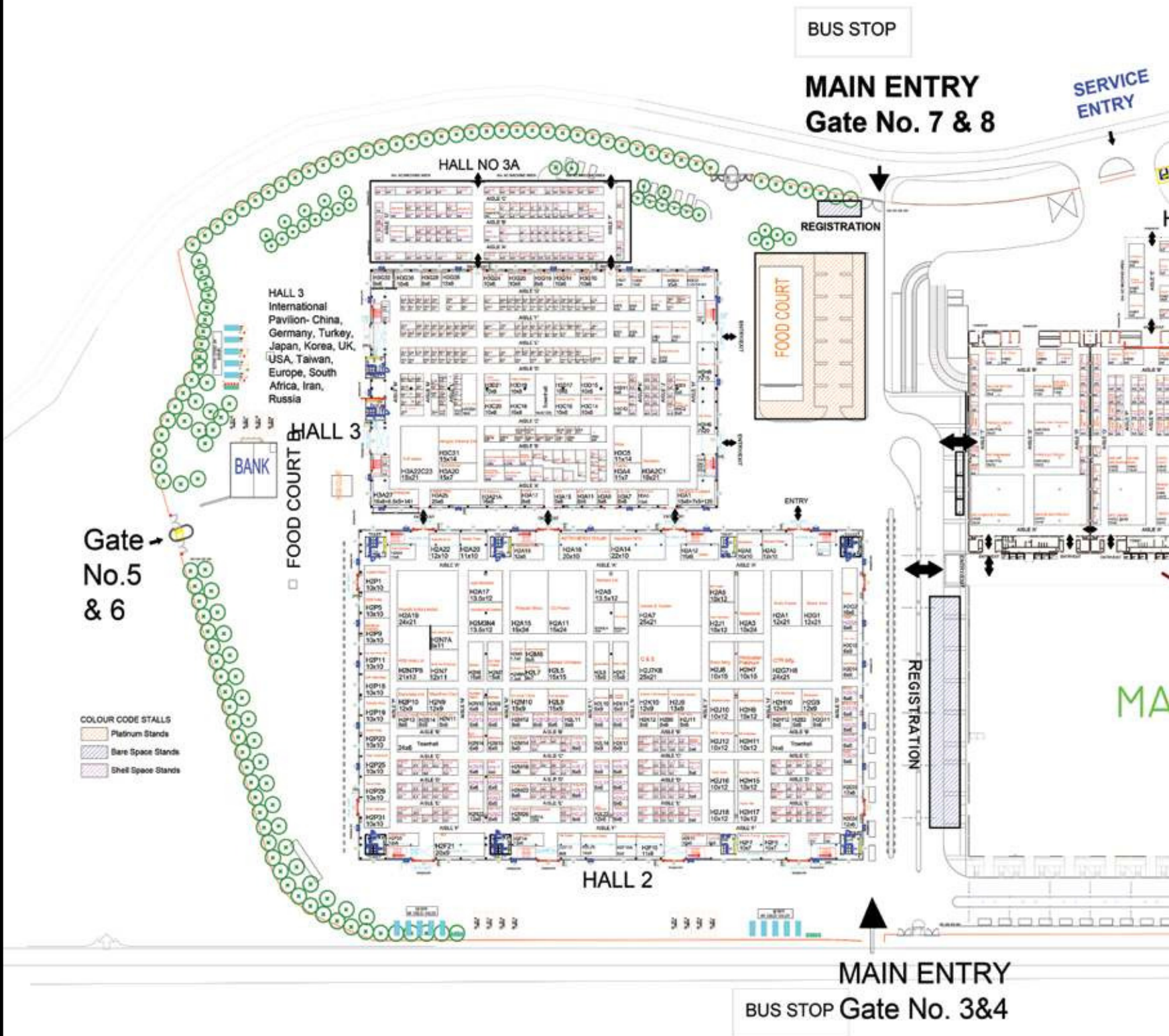
MOBILE PLATFORM LADDER

Sumip Composites Pvt. Ltd.

1-5, Pancharatna Industrial Estate, Sarkhej-Bavla Highway, Changodar, Ahmedabad - 382213 Gujarat (India).
Ph: 02717 610 700/712, +91 9925003594 E-mail: sales@sumip.com | Website: www.sumip.com



OVERALL SITE PLAN



VISITOR & EXHIBITORS PARKING



Electrification Opportunity

Indian Railways' mega electrification plan thrust opportunities for Electrical Industry

Railways, the largest transportation network in the country, has embarked on a mega electrification plan, thus opening newer avenues for the Indian Electrical Industry and EPC contractors.

Indian Railways is one of the biggest customer of the Indian Electrical Industry in the country. It has now embarked on a mega electrification plan to meet its growth targets and also its commitment to increase efficiencies and embrace renewable energy in a big way. The national carrier has prepared an action plan to electrify 38,000 route-kilometres in five years, incurring an expenditure of ₹ 32,591 crore.

This opens new avenues for the members of the Indian Electrical Industry and EPC contractors to explore opportunities in the Indian Railways transformation story. To facilitate and channelize this opportunity, ELEC RAMA, along with the Indian Railways, has conceptualized RAIL URJA – a dedicated Railway Electrification Pavilion at ELEC RAMA 2018, which houses several companies like Central Organisation for Railway Electrification (CORE), Ircon International Ltd, Railway Energy Management Company Ltd (REMCL), RITES Ltd, Power Grid Corporation of India Ltd (POWERGRID), just to name a few.

The objective of the Railway Pavilion is to connect the Railways with the electrical industry to drive synergies that are mutually beneficial. A lot of policy level changes have been introduced to include stakeholders from outside the traditional Railway PSU

universe in an effort to strengthen capacity building for speeding up the electrification works.



Railway Pavilion at ELEC RAMA 2018 is an initiative to connect the Indian Railways with the electrical industry to drive synergies that are mutually beneficial.



Source: Magic Wand Media Inc

Harnessing Natural Power

RE – Pavilion: Towards a Sustainable Future

As India gears up to meet its energy demand on its own, renewable energy is slated to play an important role. ELEC RAMA 2018 pays heed to the fact.

ELEC RAMA 2018, the flagship platform of the Indian Electrical Industry, features a full-fledged Renewable Energy Pavilion that offers access to new opportunities and ecosystems. For the first time, the entire renewable energy portfolio converges with the consumption and application side of the business. The maiden Renewable Energy Pavilion provides a platform where the renewable energy equipment vendors can engage with their key end customers from Utilities, T&D Industry & Power Storage sector.

The Electricity domain is increasingly getting intertwined with the technology world. Renewable energy gets a new boost with massive developments in energy storage, as smart software-based solutions enable optimum usage. Renewables are increasingly being considered as vital components in e-transportation charging networks. The Pavilion, in a bid to promote Renewable Energy, houses several companies like Vikram Solar Ltd, Waaree Energies Ltd, Hero Future Energies, Elmet, to name a few.



Renewable Energy Pavilion aims to converge the entire renewable energy portfolio with the consumption and application side of the business.



Source: Magic Wand Media Inc

Power Distribution Solutions

Making Waves

Syed Sajjadh Ali, Managing Director – India, Electrical Sector, Eaton, is prepared for ELECRAMA 2018 with solutions hitherto unexplored.

One of the largest companies in power distribution solutions, Eaton is a well-known name that makes a gamut of products for everything electrical. At ELECRAMA, the company is showcasing its full range of solutions across different zones. "So, whether you are a utility or a machinery OEM or a building segment or an IT infrastructure player, you will see our solutions at one place including some futuristic technologies that we plan to introduce in India," says Syed Sajjadh Ali, Managing Director - India, Electrical Sector, Eaton.

"ELECRAMA not only allows us to help our customers solve their most challenging power management problems, but also learn from other companies about their contribution to the growth of the electrical sector," says Ali.

An electric display

At the show, Eaton is exhibiting a range of technologies for Smart Power Distribution and for infrastructure/building segment such as medium voltage switchgear and circuit protection as well as a comprehensive range of Air Circuit Breakers (ACB) and Moulded Case Circuit Breakers (MCCB). Also on display are Eaton's fuses and UPS systems that offer high efficiency and reliability. "We have innovative solutions for medium and large voltage type tested assemblies and coordinated solutions for machinery OEMs. Our showcase also includes switching and protection solutions for renewables as well as cutting-edge technologies for data centers, like Eaton's rack-based power distribution solutions and intelligent power management for the Cloud," adds Ali.



Source: Eaton



I believe the theme for this year's ELECRAMA is 'Future Is Electric' which is relevant to what Eaton is doing globally."

Syed Sajjadh Ali
Managing Director –
India Electrical Sector
Eaton

Eaton
www.eaton.in
Hall & Stall: H2 / J-18

Power Electronics

Excellence in All

Hi-Rel Power Electronics is presenting excellence as a 100 percent Hitachi Group company.

Nothing beats a long-term association when it has been done face-to-face. Trade fairs help achieve that. Harshad Soni, Head (Dy. General Manager) – Corporate Marketing, Hitachi Hi-Rel Power Electronics Pvt Ltd, says that ELECRAMA helps the company showcase its latest products and services, meet industry partners, study activities of the competition, and examine trends and opportunities.

An open market

At ELECRAMA 2018, the company is displaying its power electronics products including industrial UPS, IT UPS, low voltage VFDs with automation and control products like HMI and PLCs.



We have launching i6et industrial UPS at our stall, which is a highly efficient and reliable UPS."

Harshad Soni
Head (Dy. General Manager) –
Corporate Marketing
Hitachi Hi-Rel Power
Electronics Pvt Ltd

**Hitachi Hi-Rel Power
Electronics Pvt Ltd**
www.hitachi-hirel.com
Hall & Stall: H1 / K-12

We manufacture with
precision,
reflecting **excellence**

Today ERI is known for its state-of-the-art manufacturing units, robust systems and procedures, a highly skilled workforce, having a decisive edge in manufacturing. ERI routinely surpasses the toughest quality standards worldwide. This track record of excellence in manufacturing forms the backbone of capability to deliver industry demands.

Our production lines incorporate modular functionality for high-mix, low-volume production with rapid changeovers. ERI has demonstrated ability to assimilate new technology rapidly, and then transfer this to production with minimum lead-time.

DIN MOUNT SOLID STATE RELAY

10 to 40 A (240/480/600 VAC) > 50 Amps with duty cycle



Silent features

- AC Solid State Contactor in 30, 22.5 & 17.5 mm Housing
- Opto - Isolation 4000 Vac
- Zero Switching/Random Switching
- Rated Operational Current 10A, 16A & 25A (40A with Forced Cooling)
- Transient Over Voltage Protection (Optional)
- LED Indicator Showing Relay "ON" Status
- IP 20 Protection
- DIN-Rail and Back Plate Mountable
- Built-in Snubber
- Short Circuit Protection Available (Optional)
- Dual Output (Optional)



**SOLID STATE RELAYS
SWITCH FOR THE BETTER**

ELECTRONIC RELAYS (INDIA) PVT. LTD.

P.B. No 124, #64, Palace Road, Vasanth Nagar, Bangalore - 560 052, India

Tel: +91-80-2235 4189/2235 4190, Fax: +91-80-2235 7760

E-mail: mktg@eri.co.in, sales@eri.co.in

www.electronicrelaysindia.com

- Single Phase SSR • 3 Phase SSR • Short Circuit Protected SSR
- Dual Output DC SSR and Power Proportional Controller • DC/DC SSR
- ECO Series SSR • DIN Ready SSR • Input / Output Modules and Cards
- Phase Angle Control SSR/Speed control /Temperature control • Motor control

ELEC RAMA 2018 Receives Raves, Exceeds Goals



Source: IEEMA

It is a moment of pride for Indian Electrical and Electronics Manufacturers' Association (IEEMA) to have outdone its set goals for the 13th version of ELEC RAMA, the flagship showcase of the Indian Electrical Industry ecosystem.

Stats speak

The current edition of the electrical extravaganza recorded more than 200,000 footfalls during the first four days as over 1,200 exhibitors displayed their path-breaking products and services. Business queries with an estimated worth of ₹ 6,500 crore have so far been generated at the event, informed the organizers. "We have had nearly 300 visitors from over 120 countries who experienced transformational developments taking place in India and globally," said Vijay Karia, Chairman, ELEC RAMA 2018.

Industry, Government in sync

"The country has recorded a rapid economic growth in the recent years and is fast transitioning from fossil fuels to renewables sources to generate electricity. It is heartening to note that ELEC RAMA 2018 has emerged as a platform for knowledge sharing with a strong focus on electric vehicles, Internet of Things (IoT), storage solutions and renewable energy," he noted.

Karia added that the industry is aligned with the Government's initiatives like 'Make in India' and 'Power to All 24 x 7 by 2022'. Manufacturers are looking forward to a favorable policy environment to capitalize on new opportunities being created by artificial intelligence, machine learning, block chain and a combination of innovation in manufacturing of electrical gadgets, equipment, machineries and energy efficiency programs.

Guest Reviews

Jye Ying Lu, Director of Malaysia-based Powerpoint Electrical, said: "This has been my second visit to ELEC RAMA. It is a very well-organized show where everything is inter-linked. We have had a great opportunity to meet Indian manufacturers. The Indian industry has matured and improved a lot over the past 10 years. The products are well received in Malaysian and other markets."

Ornousa Sok Pona, Director at Thailand's government-owned Provincial Electricity Authority, said: "In terms of knowledge sharing, ELEC RAMA is of immense value to us as it helps explore new products available in the Indian market."

Knowledge Sharing

ENGINEER INFINITE: Getting Equipped for the Future

The International Conference focusses on four topics: Power Electronics & Digital Transformation of Power Delivery; Energy Storage Systems and Solutions; IoT, AI and Electricity; and e - Transportation.

An International Engineering Conference 'ENGINEER INFINITE' has been jointly organized by IEEE Delhi Section and IEEE UP Section along with Indian Electrical and Electronics Manufacturers' Association (IEEMA) which began yesterday and will continue today, running parallel to ELEC RAMA 2018. The prime objective of the conference is to connect the electrical and electronics industries with the research, academia, and bring forth new technologies / products and markets for the times to come. The

theme of the conference is "Showcase of Technology Next" focused on the following four tracks - Power Electronics & Digital Transformation of Power Delivery, Energy Storage Systems and Solutions, IoT, AI and Electricity and e-Transportation. The conference offers an opportunity to the researchers, academicians, scientists and professional engineers to present their work, publish their results, exchange ideas and network for scientific and industrial collaborations in an international forum.



The conference aims to connect the electrical and electronics industries with the academia and develop new technologies / products for the future.

Source: Magic Wand Media

Power & LED Lighting

C&S Boosts 'Make in India' Mission

A supplier of versatile power products, C&S Electric is working on several new technologies. LED lighting is taking the center stage as of now.

Since 1966, C&S Electric has been working on producing electrical goods in India and striving towards popularizing 'Made in India' products globally. Understandably, in today's era of 'Make in India,' the company's effort in delivering indigenous products has grown manifold. To address the issue of data centers growing more and more complex with the ever-growing demands on new power solutions for enhancing their energy conservation and safety, C&S has also developed certain new products for power distribution in server rooms.

LED lighting under spotlight

Now, the company has its focus on the LED lighting sector, and has participated in the show to exhibit specially designed LED lighting products. "We buy LED sources, but we make drivers on our own. Then we assemble those together," explains Anuj Khanna, Managing Director, C&S Electric.

Commenting on the show, he says, "ELEC RAMA is a great success this edition. Being in Greater Noida, it has attracted a lot of people from Northern India. We have seen a large influx of people this time. I am sure to get a very good business lead from here."

C&S is also displaying certain innovative products to support the renewable energy revolution in the country. In a way, its stall is a source of versatile electric products to cater to all pockets of the power industry.

C&S Electric Ltd
www.cselectric.co.in
Hall & Stall: H2 / J-7, K-8



Source: Magic Wand Media Inc



"ELEC RAMA is a great success this time. Being in Greater Noida, it has attracted a lot of people from Northern India."

Anuj Khanna
Managing Director
C&S Electric Ltd

Smart Power Networks

Powering up

Girish Rao, CEO, Harting India Pvt Ltd, has advanced solutions for the transmission & distribution industry.

Smart power networks are the foundation of electrical networks. It is for this reason that ELEC RAMA matters much to Girish Rao, CEO, Harting India. The company plays an active role in bringing out energy management systems that not only offers data on energy consumption,

but also measures them. Rao says, "ELEC RAMA organized by IEEMA is the biggest trade show for the Indian electrical industry. Parallel to the exhibition, there are technical conferences and summits that prove that the show is not just about equipment and technology, but also a platform for knowledge sharing."

Making heads turn

Harting India is launching various products. Visitors can expect to see Modular Industry Computing Architecture (MICA), which provides an easy solution for implementing digitization projects directly at facilities and on machines. The modular industry-standard mini-computer is a solution to a multitude of application challenges, thanks to its modular hardware and flexible open source Linux-based software.

The other products that the company is displaying are:

Han M23 Power Circular Connector that specializes in the transmission of power and signals. It has a high current carrying capacity and can transmit signals. It extends the Han M23

series, which now allows the industrial lifelines of signal and power to be fully supplied.

Current Transformer can be used where high-precision current measurements are required, such as measure the feed from decentralized power generation plants for billing activity.

Han-Eco Modular Snap combines advantages of existing connector hood and housing series such as Han-Eco and Han-Snap with added features. It can be easily assembled and has excellent accessibility of all mounted modules with opened upper part.

Harting India is expecting to see visitors from power generation, transmission & distribution, wind energy and also the automation market. This will help them generate interest in its new products, especially their Industry 4.0 solutions. Rao says, "We would like to convey the message that expertise is available right here in India."

Harting India Pvt Ltd
www.harting.co.in
Hall & Stall: H3 / C-9



Source: Harting India Pvt Ltd



We would like to convey the message that expertise is available right here in India."

Girish Rao
CEO
Harting India Pvt Ltd

Electrical Connectors

Terminal Blocks for Secure Connections

Due to their various advantages, terminal blocks are finding applications in a wide range of connection types.

Using terminal blocks in panels not only ensures secure and stable connections, this practice also reduces the amount of time spent during trouble shooting and maintenance of ground support and facility equipment by:

- Centralizing test point locations for electrical circuits;
- Clearly labelling wire/terminals for the ease of locating a particular circuit;
- Making spare wires available for wire replacement or system modifications.

Terminal blocks in both polyamide and melamine materials are available as per the connection type requirement for various applications. The most common types of connections are:

- Screw clamp connection: Most versatile screw-based connection
- Spring loaded connection: For applications with high vibration like railways coaches
- Cable lug connection (nut or screw driver-operated): Lug-based high stability connection
- Test disconnect connection: For easy removal and re-linking of connection for fault detection
- Power connection: High-current connection



Source: Industrial Controls (IC)

About 'IC' terminal blocks

Established in 1976, Industrial Controls (IC) is one of the leading manufacturers of Terminal Blocks. The company manufactures terminal blocks under its reputed brand name 'IC'. The comprehensive range of terminal blocks manufactured by IC include:

- Feed through terminal blocks
- Stud type terminal blocks
- CT/Disconnecting type terminal blocks
- Bus bar type terminal blocks
- Terminal strips (3 way, 4 way, 5 way) etc.

All 'IC' terminal blocks are CE and RoHS certified and tested by CPRI and ERDA. The products are also approved by renowned government and private companies like BHEL, Indian Railways, Power Grid, NTPC, NPCIL, State Electricity Boards and many more.

Industrial Controls (IC)
www.industrialcontrols.in
Hall & Stall: 1 / P-21

ELEC RAMA to boost Indo-Vietnam Trade

Source: Magic Wand Media Inc



"I thank the organizers of ELEC RAMA 2018 and the Indian Government for inviting us to the impressive trade fair. This is a great platform for extending trade relations between India and Vietnam. I

personally have enjoyed the event. More so since it is happening immediately after the visit of our President to India last week which led to several talks between our President and the Prime Minister of India, Mr Narendra Modi, on bilateral cooperation. I especially feel that the Reverse Buyer-Seller Meet at ELEC RAMA 2018 will boost the trade between the two countries."

Bui Trung Thuong

Head of Trade Office
Embassy of S.R of Vietnam

ELEC RAMA offers face to face meetings ideal for striking business

Source: Magic Wand Media Inc



I have come to ELEC RAMA expecting to meet suppliers for the materials we need. At Reverse Buyer-Seller Meet, our agenda was to reach the heads of foreign companies so that we could directly convince them about our products and increase our export potential. It is always easy to convince people through face to face meetings, and ELEC RAMA offers that opportunity. I am completely satisfied with the RBSM platform "

Avinash A Singh

Manager
System Protection

More business expected from the neighboring countries

Source: Magic Wand Media Inc



We attended the Reverse Buyer-Seller Meet, and also met with several foreign buyers. We expect that in the coming days we will get much better business from the nearby SAARC countries like Bhutan, Nepal and Bangladesh. I feel it is a very good drive by IEEMA."

Nepal and Bangladesh. I feel it is a very good drive by IEEMA."

Sachin Kulshrestha

Assistant Engineer
Usha Capacitors Ltd
Delhi

Labelling Solutions

Making New Moves

Nick Michaelson, CEO, Silver Fox Ltd, believes his company's solutions can aid in India's growth.

Founded in 1980, Silver Fox has made giant strides in thermal printer kits, software solutions, and has highly durable cable labels, wire markers and ferrule solutions. Nick Michaelson, CEO, Silver Fox says that India is the market of the future. He also adds that Delhi is the center of India and that electrification projects will see a rise in the country. Michaelson adds, "There is no doubt that electrification is going to be at the heart of India's growth. Starting with power generation to all areas of infrastructure development and consumer demand, development of electricity projects sparks growth. The same applies internationally too. Delhi is unquestionably at the heart of the east and the west with a huge home market." He believes that ELEC RAMA can be highly instrumental in promoting the company's wide range of products.

A meeting of minds

Silver Fox's target audience are the electrical and instrumentation engineers from design consultants, besides the large end users in industries such as oil & gas, pharmaceutical, chemical, rail and power, which are both traditional and green energy - not to forget sub-stations. Then there are the electrical contractors who service these industries, and the data & telecom engineers who manage and service the large data centers. Silver



Source: Silver Fox Ltd



There is no doubt that electrification is going to be at the heart of India's growth."

Nick Michaelson
CEO
Silver Fox Ltd

Fox is looking for active competent distributors to work with them in developing this large market.

The company plans to welcome everyone to visit its stand to evaluate the world-class labelling solutions that are designed and manufactured in the UK. Silver Fox stands true to its motto: "The simplest labelling system in the world - Tested to the highest specs."

Silver Fox Ltd
www.silverfox.co.uk
Hall & Stall: H3 / L-7

Cable Ties

Metal Detectable Cable Ties from Novoflex

The ties meet the safety standards as set by HACCP.



Metal detectable cable ties from Novoflex.



Source: Novoflex Industries

Novoflex introduces Metal Detectable Cable Ties that are designed for use in food, pharmaceutical and contamination sensitive industries to meet the safety standards as set by HACCP. These ties contain a highly special metallic pigment dispersed throughout their body, making them detectable by metal detectors and x-ray systems. Small cut-off pieces can also be easily detected. Industry standard bright blue color makes them visually detectable too.

Specifications:

- Material: Nylon 6.6 with metal particles (PA66MP)
- Color: Blue

- Operating Temperature: -40oC to +85oC

Tested products

Novoflex, a pioneer and leading manufacturer of Cable Ties, Cable Glands and various other wiring accessories, has a state-of-the-art manufacturing plant that applies the most stringent of quality control methods. Its products have been tested at Underwriter's Laboratories, USA; TUV Nord, Germany; and MSME Labs for various tests of UV Resistance, Halogen Free, IP Rating and Tensile Strength Tests.

Novoflex Industries
www.novoflex.in
Hall & Stall: H1 / P-21

C&S Electric - Across the Value Chain of Power Management Solutions

Visit
C&S electric
Stall H2J7K8

ELEC RAMA
 we are all about electricity

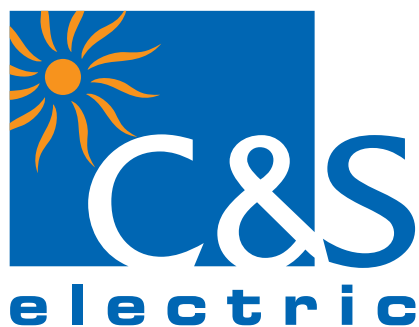
10-14 MARCH 2018
 INDIA EXPO MART
 GREATER NOIDA, NCR, INDIA

LV & MV Switchgear

Power Busbars

Distributed Power

LED Lighting



C&S Electric Limited

E-mail: info@cselectric.co.in

Website: www.cselectric.co.in

Toll Free Number: 1800 3010 2012

LV & MV Switchgear

Power Control Components

Contactors, Thermal & Electronic Overload Relays, Pneumatic & Electric Timers, MPCBs, Motor Starters, Control & Signalling Devices

Power Distribution Components

Switch Disconnectors, Switch Disconnector Fuse, Changeover Switches, HRC Fuses, Moulded Case Circuit Breakers & Air Circuit Breakers

Final Power Distribution Components

Miniature Circuit Breakers, Residual Current Circuit Breakers, Distribution Boards, Industrial Plugs & Sockets, Modular Switches & Accessories, Weather Proof Enclosures

Protection & Measurement Devices

Multi Functional Relays, Control and Relay Panels

Low Voltage Switchboards

Modular Motor & Power Control Centers, Intelligent PCCs and MCCs

MV Switchgear

Packaged Substations, Ring Main Units, MV Vacuum Circuit Breakers & Switchboards

Power Busbars

Isolated Generator Busducts up to 800MW, Segregated & Non-Segregated Busducts, Cast Resin Busbars, Air Insulated and Sandwich Busstrunking, Lighting Trunking

LED Lighting

Industrial, Street, Flood, Office & Home Lighting

Distributed Power

Diesel Gensets

Solar EPC



We touch your electricity everyday!



Smart Sharing

At L&T Electrical & Automation, we have taken our range of innovative solutions a step further. From problem identification to solution, lifecycle management and beyond, we partner our customers in their quest to optimize operational costs and processes.

We share knowledge and resources that enable customers to manage their electrical systems better. From industry-specific seminars that provide information on the latest switchgear trends to digital solutions that aid optimum product selection. From Switchgear Training Centres that promote good electrical practices to a dedicated Customer Interaction Center, we're by your side every step of the way.

Smart Partnering. It helps you stay ahead.

Customer Interaction Center (CIC)

BSNL / MTNL (toll free): 1800 233 5858

Reliance (toll free): 1800 200 5858 Tel: 022 6774 5858

Email: cic@Lntebg.com www.Lntebg.com



L&T Electrical & Automation

A brand of Larsen & Toubro Limited

Regd. Office: Larsen & Toubro Limited, L&T House, N. M. Marg, Ballard Estate, Mumbai - 400 001, INDIA CIN: L99999MH1946PLC004768

Visit us at **ELECRAMA** 10-14 MARCH 2018, Hall No. H2, Stall No. H2A7, India Expo Mart, Greater Noida, NCR, India