



Electrifying the Future

DAY 4 | TUESDAY, 13 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**

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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

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Augmented Reality

HuMachine: A Man-Made Marvel

HuMachine is a high-potential technology aimed at reducing the dependency on the specialized skills, ushering in a change the world has never seen before.



Source: Magic Wand Media Inc

HuMachine technology-based applications are garnering rave reviews at HuMachine stall in Hall 6 at ELECRAMA 2018.

Can a machine read your thoughts and perform actions based on that? Can a camera directly call police when miscreants are nearby? Can a technician be trained in a few minutes to complete a highly complicated technical job? Can a doctor perform an operation with the help of virtual visuals?

These were the few questions that occupied the

audience until HuMachine, a special attraction at ELECRAMA 2018, was introduced to them. Akshay Katare, Developer, Yeppar, came to the rescue finding them intrigued at the HuMachine technology and the purpose it is supposed to meet. "Right now, whatever we are seeing here are different concepts or ideas, but all are working under the same concept of HuMachine."

Picking up the thread, Ankush Sharma, CEO, Yeppar, explained, "It is a combined power of the machine and the human mind. The human mind is a very disruptive storage of information collected, but the machine mind is completely focused. If we can integrate both these powers, we can create wonders. That's what we are trying to show here under the banner of HuMachine."

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Augmented Reality

All the future technologies being shown at the HuMachine stall at Hall no. 6 are basically working on Augmented Reality (AR)-based system. AR is a direct or indirect live view of a physical, real-world environment whose elements are 'augmented' or enhanced by computer-generated perceptual information, ideally across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory.



HuMachine-based applications being demonstrated to keen visitors.



Yeppar team jubilant at their innovative VR/AR solutions.

Suppose an engineer has just joined a new company and has been asked to repair an engine of which he does not know anything about. Under such circumstances, if he wears these glasses, which have cameras for image recognition, object recognition etc., he will be able to sense the parts of the engine on which he has to carry out the repair job. The screen in front of him has the capability to show him the exact part that needs to be fixed. Also, from a rack of tools, it can guide the person to the specific tool that needs to be picked up to complete the task.

Application in real life

"We are working on how this tech-

nology can help build new machines or products. Even before creating something (product) physically, you can actually see that as a physical thing through this technology – and that will help you build a much better product in a much lesser time in a much better way," explained Katare. Hence, a person working on a new car, even before making the first model, can see that in a 3D format with the aid of this technology. If he has the design files and once he loads those in HuMachine application, he can view the car. He can even move the car or turn it just like with the physical models.

In a physical model, however, he can neither stretch the prototype nor

The development of HuMachine technology is expected to make life easier.

squeeze it. But with this technology, he can change the geometry of each and every part of the car very easily, and remake his design. With most of the present day technologies, a person will have to use a real computer screen to affect all these changes on his design. But with HuMachine technology, he does not require any physical screen.

How HuMachine works

The HuMachine is just a goggle. There is no extra hardware required. There are lenses that project the concept right in front of a person's retina. This has a USB slot, where he can load the

personal data. The major trick lies in the software. Suppose an architect makes a design. Now, basically, any engineering drawing is done following some rules and signs. The computer can read those and give a shape to that virtually.

Suppose a person comes to a developer asking for developing a software for his car design or building design or artwork design. Now, the developer has to make a new application for each and every area.

With HuMachine technology, if a person has a blueprint, and a camera with Computer Vision, he can even see all the components inside the 3D model.

Possible applications

At present, we are just seeing the tip of the iceberg. The technology holds huge potential. Some of its applications are being tried now. For example: engineers can use it for design, simulation, diagnosis, maintenance and so

on. Training institutes can make use of it to teach technical skills to the students. It can aid doctors in performing operations accurately. Even people with no skill can use it to run complicated machines very easily. Once connected to cloud through Internet, HuMachine is expected to do almost everything. Mercedes has already successfully tried the system. It has offered Yeppar to design an application to train the trainees on how to route wirings in a car. Earlier, it used to take two to three days to train a man, but through this technology, the time required has come down to 45 minutes.

Organizer's Take

Paving Way for Further Growth

RK Chugh, Vice President, IEEMA and Executive Vice President & Business Head, Digital Grid Division – Siemens India, speaks of the collective responsibility of IEEMA members at the CEO Summit held at ELEC RAMA 2018.

"We appreciate the trust shown by the country's top leadership in visiting ELEC RAMA and spending time with us. This is indicative of their commitment towards the growth of the industry. The doubling up of IEEMA members' collective turnover in the next five years and

increasing share of exports to 25 percent will happen only when members are motivated towards developing new products (local innovation) and entering new markets. Shri Suresh Prabhu, Hon'ble Minister for Ministry of Commerce & Industry guides us to continue working on reduction of imports and increase in

exports, while advising us to work on the change management to adapt new technologies. It is the collective responsibility of IEEMA members to not only work for their respective units, but also share ideas and technology particularly with SME members who comprise almost 80 percent of the association's

membership. Also, we must address quality and safety aspects on a much higher level to build our image further in the international market."

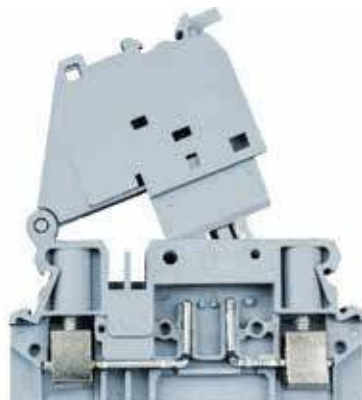
RK Chugh
Vice President, IEEMA
Executive Vice President & Business Head,
Digital Grid Division – Siemens India



Source: Siemens India



CONNECT



PROTECT



TEST

CYDL range of Terminal Blocks for High Density Wiring.

The intelligent design of CYDL series Terminal blocks enables extension of the same form (profile) to various functions.

It is possible to carry out dense wiring in applications which require a combination of functions like:

- Feed Through (CYDLFT)
- Disconnect & Test (CYFDLK)
- Fuse Protection (CYDLF)
- Grounding with above features (CYDLGxx)

In all types, the first level is a function of choice, the second level is a feed through level while the third level at bottom is an optional grounding point.

In addition this series is loaded with smart features like:

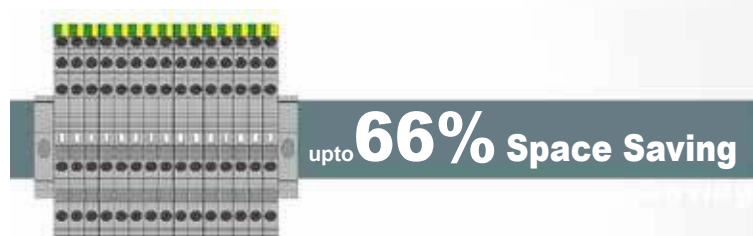
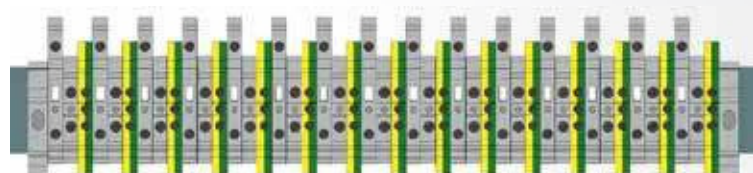
- Push In Jumpering
- Test Plug Suitable Screws (CYDLK series only)
- Built In End Plate



Come meet us at:



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



upto **66%** Space Saving

The use of CYDL series multi function Terminal Blocks in place of single level - single function Terminal Blocks reduces space consumption on DIN Rails upto 66%.

FEED THROUGH



GROUND



Organizer's Take

Separate Identity Needed for Electrical Manufacturing Industry

The electrical manufacturing industry has come of age in our country. It should now be seen as an independent and progressive industry out of the shadow of the power sector.

"The main aim behind organizing ELEC RAMA 2018 was when we depart from the exhibition ground on the night of March 14, every single stakeholder should be happy. This exhibition was conceived based on the policy that now the electricity industry is becoming the fulcrum for all the industries, as no industry can grow without the support of the electrical industry. Therefore, we wanted that the electricity, especially the electrical manufacturing, gets a key positioning in the schemes of the government. Thus, we say that we are based on three pillars:

Technology, Sustainable demand and Policy – where we require the support of the government. The Hon'ble Vice President of India and the Hon'ble Industry & Aviation Minister of India have extended their complete support to IEEMA. They have motivated us to become global players. India, hence, should now try to become the global electro capital.

For that, we need all stakeholders' support. With the government extending its support and with the industry showing its ability to power through towards the future, we have crossed the inflection point where we are no

longer a sectoral industry. We have now reached the main industrial category. Our next step will be to delink the electrical manufacturing industry from the power sector itself. Electricity is different from the electrical manufacturing. Unless the electrical manufacturing industry moves out of the shadow of the power sector, the loss making DICOMs will continue to impact the fortune of the industry.

So, we want to move technologically forward, and to remove ourselves from being classified under the broad power sector and come to our own definition.



Source: Magic Wand Media Inc

Vijay Karia
Chairman
ELEC RAMA 2018

Power Transmission

More Power for All

Sterlite Power is deploying cutting technology to assist states and cities in their endeavor to deliver electricity to everyone.

Sterlite Power, India's leading integrated power transmission developer and solutions provider, is focused on addressing complex challenges in the sector. "It is all about time, space and capital," says Manish Agarwal, CEO - Solutions Business, Sterlite Power Transmission Ltd and Member, Executive Council, IEEMA.

Re-conductoring

Giving an overview of their work, Rajat K Sud, Global Sales Head - Overhead Transmission, Sterlite Power Transmission Ltd says, "Our company manufactures conductors, OPGW, cables, etc.

Today, we are the largest manufacturer of specialty conductors that have higher ampacity and can take a lot more load in the same diameter as conventional conductors. We also globally lead in high ampacity conductors, or HTLS conductors as they are called. Additionally, we offer solutions in the space of re-conductoring, operating and upgrading existing lines."

Speaking on some of their most consequential solutions, Agarwal says, "We are looking at ways to augment the capacity and voltage within existing power corridors. New transmission lines take many years to build. There

are many bottlenecks and we have limited land in India. One way the government can address the challenge is to look at upgrading the existing transmission corridors instead of planning for new ones. We have the technology to upgrade the corridors within a couple of months without interrupting the supply at all."

Agarwal cites an example: "Power Grid gave us a line of Delhi Transco in Sarita Vihar, Delhi. It was a 220 kV line that three years back was running at 600A. After we upgraded to a high-performance conductor on the same corridor, that line has been running at 1200A. We did this in just about five months."

Vision for future

Projects like these have a huge social impact, as regions, people and industries that want power can get it faster, at cheaper implementation costs and without disturbing the local ecosystem. Agarwal adds, "Wherever we have done these upgrading projects, whether in Kerala, UP or Maharashtra, there has been a lot of social impact. We have already touched around 15 states, and the remaining states see a lot of pull. In the next couple of months, you should see us in many more new states."

Speaking on Sterlite's participation towards the building of smart cities, Agarwal mentions that their sister



Source: Magic Wand Media Inc



A policy level initiative is needed to ensure that existing supply corridors are looked upon for upgradation before budgeting for new lines."

Manish Agarwal
CEO - Solutions Business
Sterlite Power Transmission Ltd
Member, Executive Council
IEEMA

concern, Sterlite Technologies is actively involved in a lot of developmental projects. "On the power side, we are also looking for a solution where we move from overhead network towards underground HV network, and that's where Sterlite operates end-to-end turnkey solutions up to 220 kV," he informs.

Sterlite Power Transmission Ltd
www.sterlitepower.com
Hall & Stall: H1 / A-8



Visitors thronging at the company's booth during the show

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SumiP, trusted for exemplary fiberglass solutions,
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FIBERGLASS CABLE TRAYS



Composite Advantages

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|  Corrosion Resistance |  Chemical Resistance |
|  Non-conductive |  Low Maintenance |

FIBERGLASS POLES



Applications

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|------------------------|---------------------|
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| • Traffic Signal Poles | • Garden Poles |
| • Platform Poles | • Flood Light Poles |

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SUBOX[®]
ENCLOSURE SYSTEMS

G4G Series

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

Other Series



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**Hall 1,
Stall No.
H1C21**

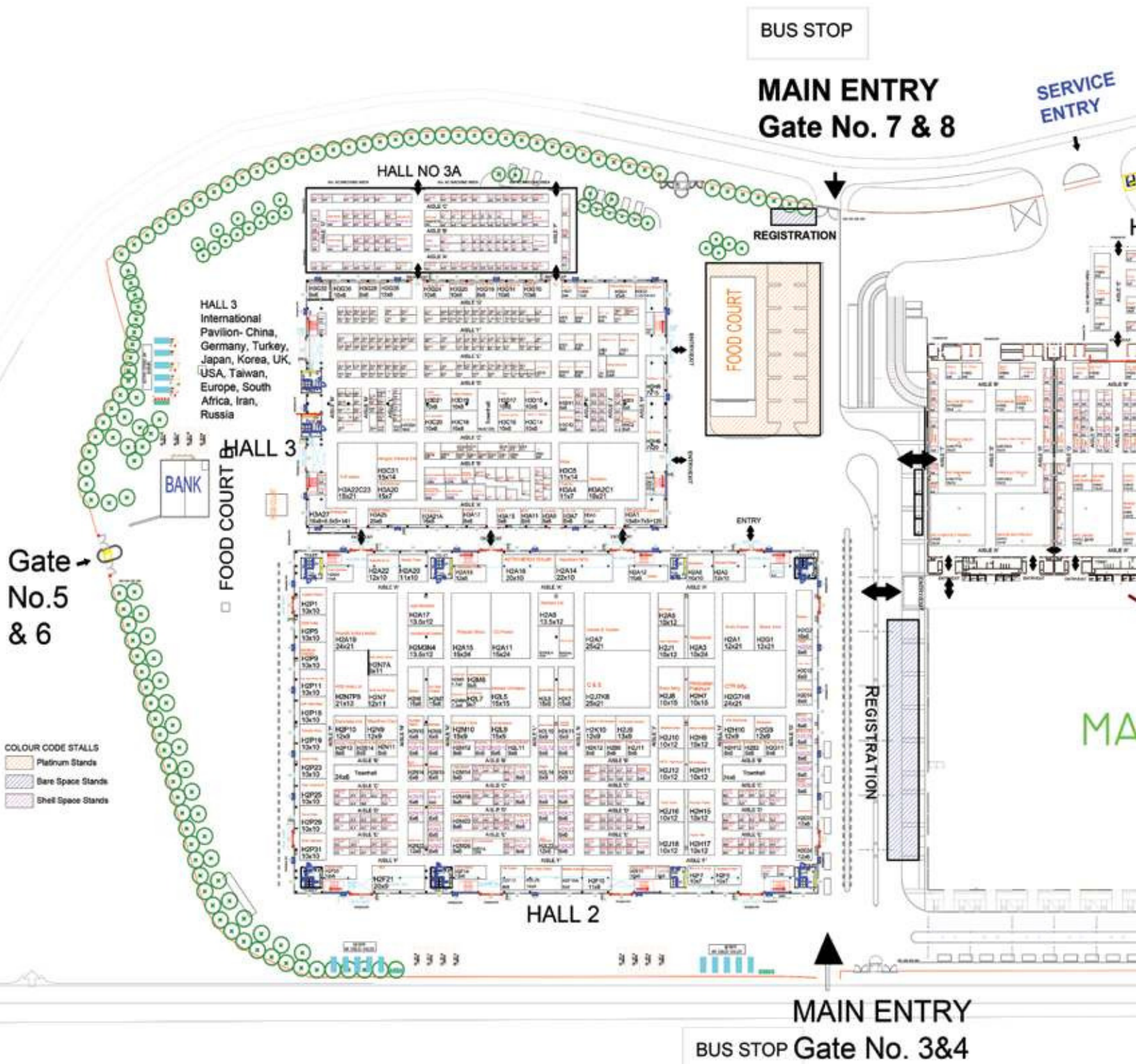
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OVERALL SITE PLAN



VISITOR & EXHIBITORS PARKING



Glimpses of Visitors from Far & Wide @ELEC RAMA 2018



Source: IEEMA

From Far & Wide

70-member strong team from Thailand visits ELEC RAMA 2018

The delegation is highly impressed with the technologies displayed and the meticulous arrangement of the show.

The 13th edition of ELEC RAMA is playing host to visitors from far and wide including delegates from the land of white elephants, Thailand. The 70-member delegation has come to the show to view up close the advancements in the electrical segment of the country.

The delegation comprises members from three power utilities -- Electricity Generating Authority of Thailand (EGAT), Metropolitan Electricity Authority (MEA), and Provincial Electricity Authority (PEA); as well as members from -- Thailand Mechanical Electrical & Contractors Association (TMECA), Council of Engineers and Engineering Institute of



Source: IEEMA

Thailand (EIT) under His Majesty the King's Patronage are part of the delegation. The delegation is highly impressed with the technologies showcased at the exhibition and is of the opinion that the future belongs to renewable energy like solar and nuclear fusion.



This is my first visit to India and ELEC RAMA. I am highly impressed with the arrangements, as it is very different from what we are used to. All the information is given beforehand. Also, the exhibition showcases the progress not only of India, but also of its neighbouring countries. I believe the future will belong to renewable energy which will reduce pollution."



Source: IEEMA

Senior member of the delegation, Associate Prof Dr Suthi Aksornkitti, Chairman of Expert Committee on Energy and Information Technology, Office of the National Research Committee of Thailand, Vice – Chairman of Technical Sub – Committee on Communications and Information, Distance Learning Foundation under His Majesty the King's Patronage and Expert Member of National Space Policy Council of Thailand

Bio-degradable Fluids

Joining the Green Side

Globally-known manufacturer of ester fluids for transformers, MIDEL is striving towards the goal of creating an industrial ecosystem with its products that are designed with the environment in mind.

The industrial world has risen to the occasion and is resorting to more sustainable materials and processes to enhance its performance and reduce the environmental footprint of industrial products and processes.

Several transformer oil manufacturers are also following this trend, and are offering environment-friendly products to curb the age-old practice of using synthetic oils in oil-cooled transformers.

UK-based MIDEL, a globally-known company for manufacturing ester fluids for transformers, has also joined the Green bandwagon, and is here at ELEC RAMA to raise awareness about its products and their contribution in saving the nature.

absent in mineral oil. They can also significantly extend the life of your transformers," explained Satija.

MIDEL's oils are UL Classified and FM Global Approved Less Flammable Transformer Fluid and are RoHS compliant.

The MIDEL team is recognized in the industry as experts in the production of ester-based dielectric fluids. The company's commitment to delivering excellent technical support is also recognized by its customers.

The oils find their applications in a wide variety of transformers including distribution transformers in urban areas and buildings, power transformers up to 433 kV, traction transformers, rectifier transformers,

pole-type transformers, and also in tapchangers and retrofitting.

Towards a Green Ecosystem

Pointing at MIDEL's speciality, Nitin Satija explained, that by offering renewable fluids, the company is following the Green path, a strategy aligned with India's mission to establish an all-round Green ecosystem. Under the Government's 'Make-in-India' initiative, MIDEL is all set to establish its own plant at Tarapur, Maharashtra. The plant is expected to start production by April this year.

ELEC RAMA helps

Nitin Satija is happy with ELEC RAMA's potential to reach a wide audience.



Source: Magic Wand Media Inc



"This time, we are witnessing more quality footfalls at our stall at ELEC RAMA for the three fluids that we are introducing for the Indian transformer industry."

Nitin Satija
Director & Country Head
M&I Materials India Pvt Ltd
(MIDEL)

Fluids that matter

Introducing the exhibited products at the show, Nitin Satija, Director & Country Head, M&I Materials India Pvt Ltd (MIDEL), informed, "MIDEL is an oil brand. Now, we have three products for Indian transformer industry: MIDEL 7131, a synthetic organic ester-based transformer fluid; Natural Ester MIDEL eN 1204, a rapeseed-based oil; and eN 1215, a soya-based oil."

"All the oils provide the crucial combination of fire safety and environmental protection properties



MIDEL's stall at ELEC RAMA 2018 displays transformer oils that are eco-friendly.

"ELEC RAMA is India's flagship exhibition that serves as the best platform for manufacturers to showcase their products. This is the only converging point for our existing and potential customers who thrive in such huge numbers. This time, we are witnessing more quality footfalls at our stall at ELEC RAMA."

M&I Materials India Pvt Ltd
www.midel.com
Hall & Stall: H2 / K-26

Source: Magic Wand Media Inc

Design Philosophy

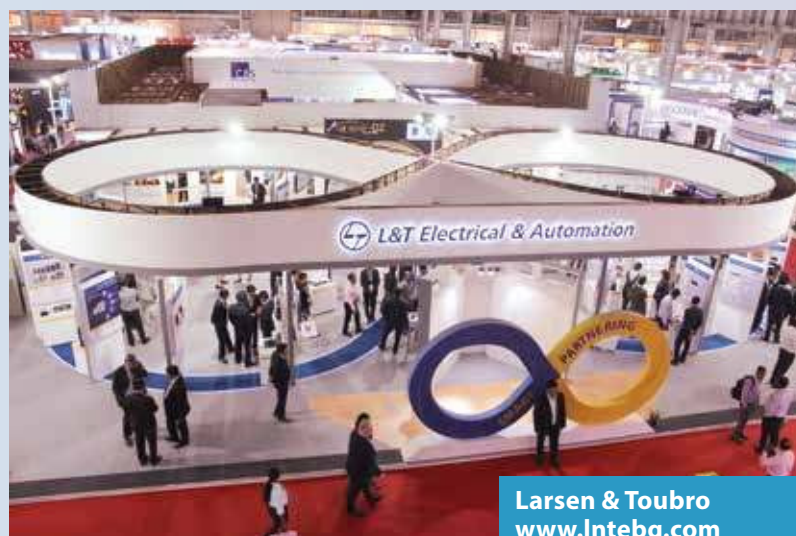
Smart Partnership: Affinity Leads to Infinity at L&T Stall

When it comes to participation at exhibitions, Larsen & Toubro (L&T) believes that a design philosophy works best when it has a strong connect with the organization's culture. The culture at L&T Electrical & Automation is collaborative; the aim being building vibrant relationships which lead to expansive possibilities.

For depicting this spirit, the brief to the art team, tasked with the stall design work for ELEC RAMA 2018, was simple – show the limitless power of smart partnership. The team worked on different options and finally came up with a unique element that took

the traditional symbol of infinity and added an original dimension - the twin arms of the symbol end in the clasped fingers of a handshake - affinity leads to infinity.

This theme extends across all communication elements deployed at the stall - mounted display, a specially produced corporate film, print collateral and even the attire of the manning team. The single, dominant take-away for every visitor is the 'win-win' of reaching out to each other. It is a message that L&T believes and has a special relevance to ELEC RAMA, and to the exciting times electricity will usher in for its users.



Larsen & Toubro
www.lntebg.com
Hall & Stall: H2 / A-7

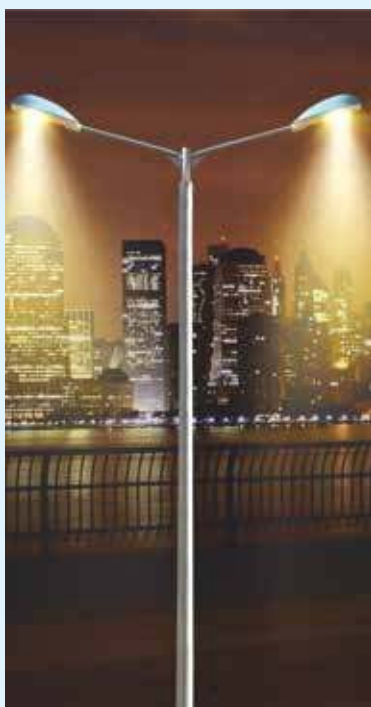
Composites

Fiberglass Poles from SUMIP

The poles are light-weight, easy to maintain and are elegantly designed.

For over three decades, SUMIP Composites Pvt Ltd has been quietly and brilliantly, causing a positive ripple in the industrial electrical segment, replacing conventional structural materials in electrical instrumentation with composites.

The manufacturer of quality fiberglass products offers high strength lighting poles made of quality resin system and fiberglass. A product of the future, it is not only light weight and easy to maintain, but also elegantly designed.



Source: SUMIP Composites Pvt Ltd

Advantages of FRP Lighting

Poles:

The poles are:

- High strength
- Corrosion resistant
- Non-conductive
- Light weight
- Low maintenance

Applications include

- Street Lighting
- Traffic Signal Poles
- Platform Poles
- Flag Poles
- Garden Poles
- Flood Light Poles

SUMIP Composites Pvt Ltd
www.sumip.com
Hall & Stall: H1 / C-21

Push-In Terminal blocks

New Connections

Sandeep Saheta, Director – Sales & Marketing, Connectwell Industries, is a compulsive participant at ELECRAMA.

As a leading manufacturer of Terminal Blocks in India, Connectwell also offers Din Rail and PCB Terminal Blocks, and products including Interface Modules, Professional Tools and Switching Power Supplies. The company is a veteran in ELECRAMA and has been a staunch supporter of the show since inception. Sandeep Saheta, Director – Sales & Marketing, Connectwell Industries, says, "The show has evolved over the years and gives us an opportunity to showcase our new product launches. ELECRAMA is an essential part of our marketing strategy."

Savvy electric

At this year's edition of ELECRAMA, Connectwell Industries is introducing a new range of Next Generation Push-In Terminal blocks. Push-In type Terminal Blocks do not require a screw driver or tool for insertion of wires into Terminal

Blocks and have evolved in response to this need. Using these, Control Panel manufacturers have witnessed substantial reduction in wire termination time while ensuring that reliability of the connection is maintained. They are now increasingly designed with higher safety levels and also higher electrical ratings to ensure protection of the electrical systems where they are utilized while providing safety to human beings involved in wiring and maintenance of Control Panels.

The company is also launching a new range of Surge Protection Devices. Besides this, it displays a new line of Double compression 'Plastic' glands for Armored Cables.

Saheta says, "ELECRAMA is a platform for showcasing technological advances that we have achieved in our product lines. It also gives us a chance to meet existing and new customers. We are happy to receive and attend to



Source: Connectwell Industries Pvt Ltd



The show has evolved over the years. ELECRAMA is an essential part of our marketing strategy."

Sandeep Saheta
Director – Sales & Marketing
Connectwell Industries Pvt Ltd

new potential buyers not only from India, but also other countries."

Connectwell Industries Pvt Ltd
www.connectwell.com
Hall & Stall: H2 / J-9

Wireless Communication Technology

Meter Up

Anil Daulani, Managing Director – India, CyanConnode, has solutions to enhance the way cities and utilities are monitored.

CyanConnode is a world leader in the design and development of narrowband RF mesh networks that enable Internet of Things (IoT) communications. Within the utility sector, company's IoT platform enables Advanced Metering Infrastructure solutions, providing highly secure communication between utilities and consumers across the globe. The CyanConnode's optimal and IPv6 6LoWPAN-based solutions enhance utilities service delivery, improve business efficiency and save energy through improved revenue collection and cash flow.

Anil Daulani, Managing Director – India, CyanConnode, says, "ELECRAMA provides the right opportunity to meet existing customers and partners at one place, gain new contacts as well as build an opportunity pipeline."

Advantage ELECRAMA

The company is looking forward to the trade event as it offers it a

global platform to promote its IoT communication technology, network with customers and partners, and build on its market-leading position. The event provides updates on market and industry requirements, supporting the development of CyanConnode's ongoing market strategy.

With many Indian utility professionals participating in ELECRAMA 2018, the trade fair allows CyanConnode to demonstrate its technology and facilitate meaningful discussions. Through its partners, CyanConnode has installed its award-winning smart metering communication technology in several customer deployments in India and across the globe.

Plans ahead

"The Indian electricity market is evolving at a rapid pace with programs like UDAY and NSGM led smart grid initiatives. Following successful pilot projects, the number and size of smart metering deployments in India is increasing," says Daulani.



Source: CyanConnode



We have played a key role in smart metering deployments over the last nine years and established a leading position in India."

Anil Daulani
Managing Director – India
CyanConnode

CyanConnode has played a key role in smart metering deployments in India over the last nine years and has established a leading position in India.

CyanConnode
www.cyanconnode.com
Hall & Stall: H3 / L-9

Switching Relays

Solid State Relays with IGBT Output

Solid State Relays with IGBT Output from ERI is used for High Voltage DC Switching.



As a pioneer in India for manufacturing solid state relays, Electronic Relays India (ERI) keeps upgrading its existing product line and adding new products that meet market requirement.

Solid State Relays with IGBT Output is the latest in its stable of products that have the following features:

- IGBT Output
- High Voltage DC Switching (1200 VDC)

- Operating Current 25/40 Amps
- Magnetic Isolation
- Wide DC Control (12-32 VDC)
- Input polarity protection
- Finger-Safe IP20 Removable Cover
- Panel/Din Rail Mount
- High Speed Switching

Electronic Relays India Pvt Ltd
www.electronicrelaysindia.com
Hall & Stall: H8 / A-69

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 surpass 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
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- Transient Over Voltage Protection (Optional)
- LED Indicator Showing Relay "ON" Status
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- DIN-Rail and Back Plate Mountable
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- Short Circuit Protection Available (Optional)
- Dual Output (Optional)



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- ECO Series SSR • DIN Ready SSR • Input / Output Modules and Cards
- Phase Angle Control SSR/Speed control /Temperature control • Motor control

Do you have any interesting story
to share on your new

product, technology or innovation?

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Expanding Footprint

Indian companies invited to capitalize on Dubai's Development Plans

Dubai has impressive projects charted out for harnessing renewable energy. Abdul Syed Abdul Hameed, Vice President – Contracts, Business Support & Human Resources, Government of Dubai, Dubai, elaborates on the plans and invites Indian companies to make the most of the upcoming opportunities.

"I have seen Dubai right from its beginning, since I have been heading the Business Support department for the last 25 years. IEEMA has organized a really impressive show which is growing year after year. The beauty of the show lies in the fact that whatever be the products in the fields of water, electricity, transmission and distribution of power and renewable energy, they are displayed in a highly professional manner, which is better than any other exhibition around the world," says Abdul Hameed, Vice President – Contracts, Business Support & Human Resources, Government of Dubai, Dubai.

Indian Agenda

Self admittedly, it is a great opportunity for Hameed to be at ELEC RAMA 2018. His purpose of visiting the show is to extend the invitation to Indian companies to take part in the latest procurement activities in Dubai and

also to ask them over to be members of a prestigious show called WETEX 2018 to be organized by Dubai Electricity and Water Authority (DEWA) as per the instruction of the Ruler of Dubai.

WETEX 2018 is attracting exhibitors from all over the world and is being planned on an area of 72,000 sq mt. The show will be displaying innovative technologies and smart products from world over. "The expo will offer opportunity to any new company to come and do business in Dubai, develop business contacts and so on," adds Hameed.

According to him, Dubai offers a free atmosphere, which is totally secured. That's why Dubai is considered an entry point for the entire gulf region – especially the Middle East region and the North African region. "A lot of Indian companies already operate in Dubai, either as suppliers or contractors and their achievements are exemplary," he says.



Source: Magic Wand Media Inc

Abdul Syed Abdul Hameed

Vice President – Contracts
Business Support & Human Resources
Government of Dubai
Dubai

Grand plans

"I take this opportunity to state that this year, Dubai Electricity has a budget of releasing about 28 billion dirhams. It is already allocated by the government. The sum will be spent for creating infrastructure for transmission and distribution. Also, in the next five years, the government will spend 81 billion dirhams for Smart Technologies and Renewable Energy projects. I think, this gives a clear idea to all Indian companies about the direction in which Dubai is moving," notes Hameed.

In the production of Solar Energy, Dubai has created a Solar Park, under the name of its ruler. "The 5,000 MW park will see an investment of 50 billion dirhams in the next five years. Dubai's power sector is moving towards creating renewable energy. Indian companies can capitalize on this project," he says, emphasizing on the opportunities that Dubai is presenting rather keenly to Indians.



Source: Magic Wand Media Inc

Worth visiting again

"We provide several kinds of power solutions including manufacturing of energy meters, inverters etc. We have around 29 percent share in energy meters on all India basis. We are also in energy distribution projects. Hence, for us, ELEC RAMA is a perfect place to source suppliers of cables, transformers, insulators, poles and structures, etc. Visiting the show has turned out be highly useful. It surely deserves further visits too."

Anurag Arora

Vice President
Strategic Sourcing, Genus Power Infrastructure Ltd
Jaipur, Rajasthan



Source: Magic Wand Media Inc

African visitor considers ELEC RAMA an ideal learning ground

I expect ELEC RAMA 2018 to get me updated on the Asian electrical industry. Like most participants, I too want to develop some contacts in India. Our company is developing several projects in nearly 40 African countries. India also has taken up a massive power development program. Thus, I wish to learn how the country is moving forward. I hope to get enough ideas from this massive expo.

Lofti Gharbi

Chief of Electrical and Industry Division
Studi International
Tunisie

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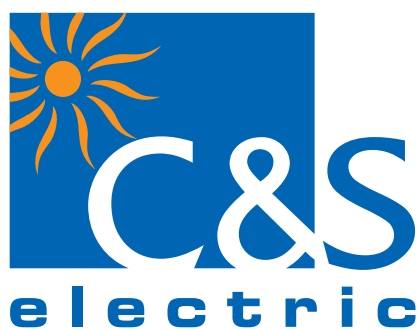
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