



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

Electrifying the Future

DAY 2 | SUNDAY, 11 MARCH 2018

WHICH MIDEL FLUID IS RIGHT FOR YOU?

THE MIDEL RANGE OF NATURAL AND SYNTHETIC ESTER TRANSFORMER FLUIDS



MIDEL eN 1204

MIDEL eN 1204 is the premier natural ester transformer fluid, made from sustainable rapeseed crops.



MIDEL eN 1215

MIDEL eN 1215 is our standard natural ester fluid made from soya.



MIDEL 7131

MIDEL 7131 is the world's leading, readily biodegradable synthetic dielectric fluid, used in power and distribution transformers.

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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.

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Electrifying the Future

DAY 2 | SUNDAY, 11 MARCH 2018

Expanding Horizons

An Excellent Precedent

ELEC RAMA 2018 was graced by the presence of Hon'ble Vice President of India, M Venkaiah Naidu; Union Minister of Commerce and Industry, Suresh Prabhu; Union Minister of State for Power and New & Renewable Energy, RK Singh; and eminent industry veterans who spoke pearls of wisdom to encourage the industry to look at renewable and smart solutions for the electrical sector.



Source: IEEMA

Hon'ble Vice President of India, M Venkaiah Naidu; Union Minister of Commerce and Industry, Suresh Prabhu; Union Minister of State for Power and New & Renewable Energy, RK Singh; and distinguished industry leaders at the inaugural ceremony of ELEC RAMA 2018.

Trade shows, depending on the subject, can be made attractive so you can be sure that no one winks an eyelid. And when you have exhibitions for the power sector, it is an area of interest as it means definite involvement from the government.

For some years now, the power sector has been at a tipping point. With the thrust on renewable energy and smart technologies, not to forget the focus on large-scale power projects, a trade show like ELEC RAMA comes at the right time.

ELEC RAMA 2018 opened on March 10 and is witnessing participation from over 1,200 exhibitors including 300 foreign companies from 120 countries.

The Indian factor

The organizers of ELEC RAMA have gone all out to ensure the best infrastructure and facilities for the exhibitors and visitors. The icing for them was the presence of Hon'ble Vice President of India,

M Venkaiah Naidu who inaugurated the 13th edition at India Expo Mart, Greater Noida. Little wonder, why it is called the biggest showcase of the world of electricity organized by Indian Electrical and Electronics Manufacturers' Association (IEEMA).

Speaking after the inauguration, Naidu in his opening speech said the government should support manufacturers of electrical and electronics equipment and protect the industry from cheap imports. "At the same time, industry leaders must embrace digital technologies and come up with futuristic solutions to meet India's growing need for sustainable power. The industry must align itself with the government's vision of LPG – liberalization, privatization, globalization – and brace up for global markets," he added.

"With path-breaking economic reforms and an annual GDP growth rate of about 7.2 percent, India is poised to become the third largest economy worldwide in the next 15 years. The electrical,

industrial electronics and allied equipment industry must invest in research and development of storage systems so that electricity can reach all households," Naidu reiterated. He seemed pleased that this industry alone provides direct employment to five lakh people and indirect employment to 10 lakh people.

Considering that the government plans to put six to seven million electric vehicles on Indian roads by 2020 to reduce carbon emissions, the Vice President said this calls for innovative solutions to harness solar power for environment protection and sustainable development.

Charging up

The platform of ELEC RAMA helps to reach out to millions. The Union Minister of Commerce and Industry, Suresh Prabhu, in his address, also called for adopting new technologies to improve energy efficiencies. "The Indian electrical and electronics



Source: IEEMA



Industry leaders must embrace digital technologies and come up with futuristic solutions to meet India's growing need for sustainable power. The industry must align itself with the government's vision of LPG – liberalization, privatization, globalization – and brace up for global markets.”

Hon'ble M Venkaiah Naidu
Vice President, India



The Indian electrical and electronics industry has the skills and capacity to explore global markets.”

Suresh Prabhu
Minister of Commerce
and Industry
Government of India



The association has a membership base of more than 800 with a combined turnover of over \$42 billion. The electrical equipment industry hopes to export goods worth \$35 billion by 2022, up from \$6 billion at present.”

Shreegopal Kabra
President
IEEMA



The industry is aligned with government initiatives like 'Make in India' and '24 x 7 Power to All' by 2022. ELEC RAMA is a platform for knowledge-sharing and Indian manufacturers can learn from their counterparts in developed countries.”

Vijay Karia
Chairman
ELEC RAMA 2018



Hon'ble Vice President of India, M Venkaiah Naidu lighting the lamp at the inauguration of ELEC RAMA 2018.

industry has the skills and the capacity to even explore global markets. As a global event showcasing integrated solutions to complex energy problems, it is also a leading business networking, knowledge and thought leadership platform for the industry,” he added.

Also present on the occasion was Satish Mahana, Minister of Industrial Development, Uttar Pradesh.

Shreegopal Kabra, President, IEEMA, said the association has a membership of more than 800 with a combined turnover of over \$42 billion. He said the electrical equipment industry hopes to export goods

worth \$35 billion by 2022, up from \$6 billion at present.

The five-day ELEC RAMA 2018 expects to see more than 2.5 lakh footfalls.

Vijay Karia, Chairman, ELEC RAMA, said the industry is aligned with government initiatives like 'Make in India' and '24 x 7 Power to All' by 2022. He said ELEC RAMA is a platform for knowledge-sharing and Indian manufacturers can learn from their counterparts in developed countries.

ELEC RAMA is now focusing on the paradigm shift from the earlier T&D in electricity space to electric vehicles, Internet of Things (IoT), storage solutions and renewable energy.

Enhancing competitiveness

Changing paradigms of power industry

Hon'ble Union Minister of State for Power and New & Renewable Energy, Government of India, RK Singh wishes ELEC RAMA 2018 success in its endeavor towards enhancing the industry.

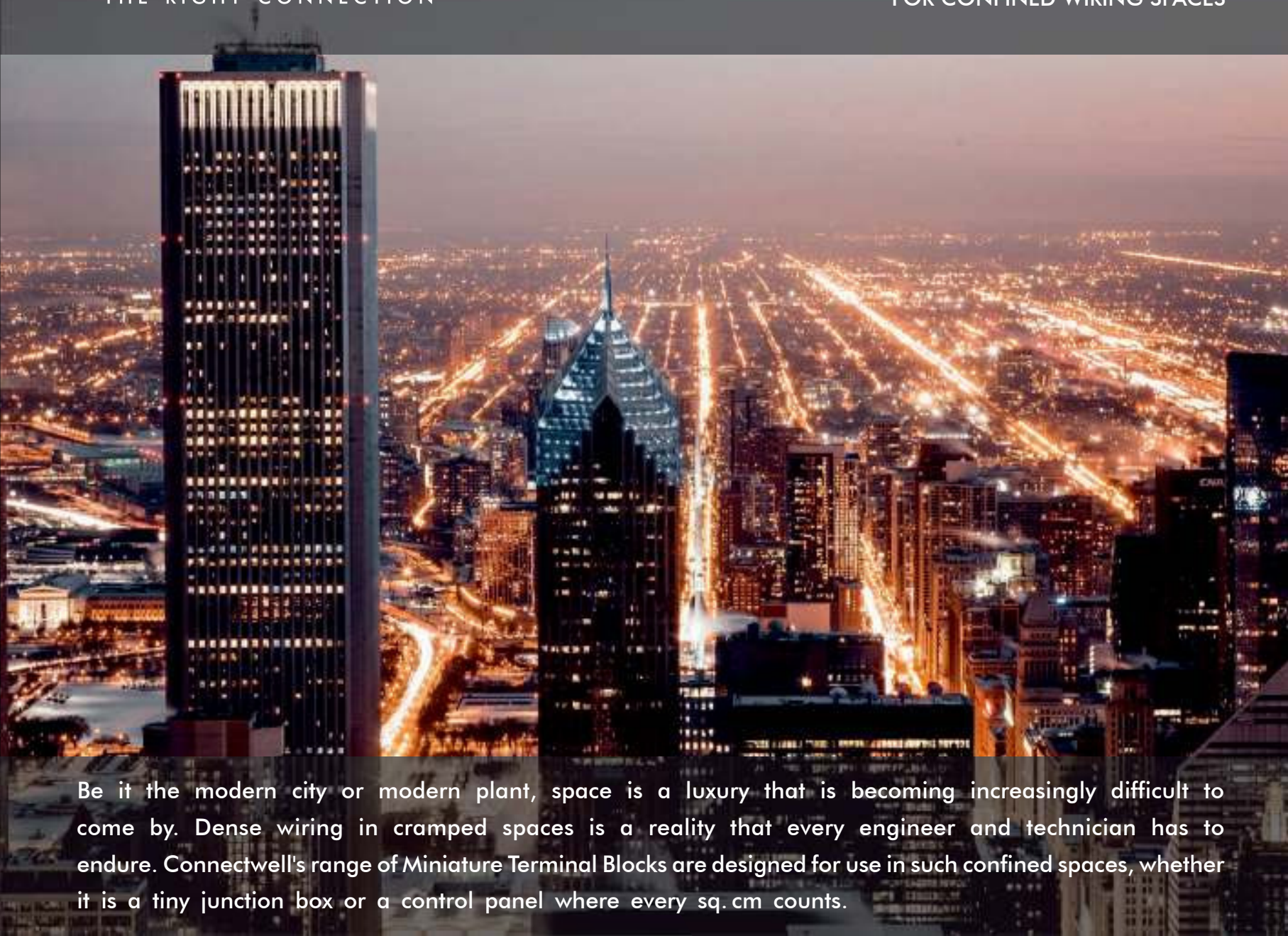
I am happy to know that for this edition of ELEC RAMA, the thrust is on renewable resources, power storage and smart technologies that will change the paradigm. ELEC RAMA is the largest exhibition of its kind in electrical, industrial electronics and allied sectors.

The exhibition brings together manufacturers, traders, and users of the electrical industry, providing a common platform for deliberation on the road ahead. The expo will help in enhancing the competitiveness of the domestic electrical equipment manufacturing industry. It will also enable the Indian manufacturers to witness state-of-the-art trends in various areas and forge valuable partnerships. I wish the event success.”



Source: IEEMA

RK Singh
Union Minister of State
for Power and New &
Renewable Energy
Government of India



Be it the modern city or modern plant, space is a luxury that is becoming increasingly difficult to come by. Dense wiring in cramped spaces is a reality that every engineer and technician has to endure. Connectwell's range of Miniature Terminal Blocks are designed for use in such confined spaces, whether it is a tiny junction box or a control panel where every sq.cm counts.

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Available with these terminal blocks is a host of accessories like end clamps, shorting links, end plates etc. which allow for safe and secure connection solutions.

Come meet us at:



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



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PANEL MOUNTING



SPRING CLAMP TECHNOLOGY

SCREW CLAMP TECHNOLOGY

SPRING CLAMP TECHNOLOGY

Future Technology

Panasonic presents its Energy Storage Solutions

The success of renewable energy harnessing and electric vehicle deployment depends on strong infrastructure support through robust energy storage facilities.

India is on the verge of a great transformation with the present government's goals for renewable energy generation and deployment of electric vehicles. The energy storage facilities, which play an integral part in the success of those industries, are, hence, gaining tremendous importance these days.

Addressing the demand

Considering the vast demand for energy storage technologies, Panasonic

India Pvt Ltd has participated in ELEC RAMA 2018 to exhibit its energy storage solutions.

Atul Arya, Associate Director, Energy System Division (ESD), Panasonic India, who heads the energy storage solutions business of the company, informed, "We have come here to display our future technologies. We are presenting our solutions – not products. We have already implemented some of our solutions in telecom sector, banking sector etc. The results are



Source: Panasonic India Pvt Ltd

(R-L) Suresh Prabhu, Union Minister of Commerce and Industry, and Satish Mahana, Minister of Industry, Uttar Pradesh, inaugurate Panasonic's Booth at ELEC RAMA 2018.

highly satisfactory. We will be presenting some successful case studies here."

Energy Storage in India

Highlighting the potential of energy storage in India, he pointed out its opportunities around: "The way IEEMA has created ELEC RAMA's infrastructure, it can be placed under Future Technology. The next generation technology can be deployed in several virgin verticals. It has a good scope in commercial & industrial building segment, homes, offices, malls, factories and other establishments. It also holds great

potential in electric vehicle charging stations infrastructure."

On his expectations from ELEC RAMA 2018, Arya said, "We expect people to come, see and discuss the next generation energy storage technology. Once they realize the benefits of energy storage solutions, they will start thinking of adopting them, and that way we expect more business to come."

Panasonic India Pvt Ltd
www.panasonic.com/in/
Hall & Stall: H6 / B-5



Source: Panasonic India Pvt Ltd

Wiring Accessories and Electronic Component Parts

Defining New Standards

Deepa Banka, Director, Novoflex Industries, has worked out plans for the company so as to make a lasting impression.

Today's consumers demand that vendors offer a wide range of solutions, thus making them a one-stop solution provider. And Novoflex is not disappointing its customers. Deepa Banka, Director, Novoflex Industries, is excited about ELEC RAMA 2018 as it caters not only to Indian companies but international as well. With technology changing at a faster pace, a trade fair like ELEC RAMA showcases new technologies and developments that help make everyone aware.

Banka says, "As exhibitors, ELEC RAMA provides us a single point for showcasing our latest innovations,

developmental capabilities in a high-energy environment for maximum returns.

Apart from this, it also serves as a learning experience to understand the variety of innovations available in the marketplace."

Market for all

This year, the company is displaying Cable Glands and Metal Detectable Cable Ties. The company has its customers across sectors and Novoflex is happy to cater to customers in automobile, aviation, telecommunications, original equipment manufacturers, construction, consumer durables,

couriers & logistics, electric metering, ups & power supplies, utilities, maintenance and repair operations, office/factory automation, transportation, pharmaceuticals, healthcare, chemicals, shipping, railways, oil exploration, retail markets etc.

Banka says, "We have a wide variety of engineered component solutions ranging from cable identification systems, cable binding and fixing system, cable protecting accessories, circuit board accessories, polyamide cable glands, fasteners, push rivets, PCB supports, Grommet rings, electronic component parts to electrical installation products."



Source: Novoflex Industries



ELEC RAMA provides us a single point for showcasing our latest innovations, developmental capabilities in a high-energy environment for maximum returns."

Deepa Banka
Director
Novoflex Industries

Novoflex Industries
www.novoflex.in
Hall & Stall: H2 / P-18

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

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FIBERGLASS POLES



FIBERGLASS UTILITY POLES

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Other Series



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Composites

Thinking for the Next Generation



SUMIP Composites, one of the leading manufacturers of industrial electrical and fiberglass (FRP/GRP) products, is farsighted when it comes to creating new products.

Source: SUMIP Composites Pvt Ltd

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, SUMIP has set a standard for itself in the marketplace, earning the trust and respect of its clients and competitors alike for its innovative and eco-friendly solutions.

From power plants to fertilizer industries, paper mills to refineries to laboratories, sound electrical design requires an adaptable cable support system that is reliable. Above all, durability and resistance to corrosion lead to lower costs during the life of installation. SUMIP has steadfastly stuck to all these parameters.

Born out of its previous identity Shrenik and Company, SUMIP was established in 1980 with a vision to provide the industrial electrical segment with smart and environment-friendly solutions. Understanding the benefits of composites, including its minimal impact on the environment, SUMIP broke the mould by bringing products that were both innovative and sustainable in the long run.

Pole vaulting

Along with its primary product - the GRP Cable Trays - SUMIP has pioneered first-of-its-kind fiberglass multi-utility poles, enclosures and ladders in India. SUMIP's fiberglass poles are used for various applications including street lighting, highway lighting, offshore platforms, etc., whereas its fiberglass

ladders are used across multiple industrial applications.

SUMIP fiberglass light poles are constructed of polyester/epoxy resin systems and fiberglass woven roving with more than 65% of the reinforcing fiberglass in the axial vertical plane which increases desired rigidity and axial strength. Its light poles and round tapered poles are available with two base options: direct Burial type and Anchor base type.

Continuous R&D

As a company, SUMIP is engaged in continuous research and development in the field of composites, which has enabled the company to offer an extensive range of products that have found use in a wide range of applications. With a production facility

in Changodar spread across 2,75,000 sq ft, SUMIP is well-equipped to deliver a range of solutions in fiberglass industrial and electrical instrumentation.

Driven by the passion to excel, SUMIP envisions to grow into a brand that is the first choice of its customers across the globe. The company is committed to upholding its promise of leaving a better world, for the times to come, by bringing more sustainable technologies into the world of industrial electrical instrumentation.

Simply put, SUMIP is slowly but surely, replacing metal with composites.

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

**Do you have any interesting story
to share on your new
product,
technology
or
innovation?**

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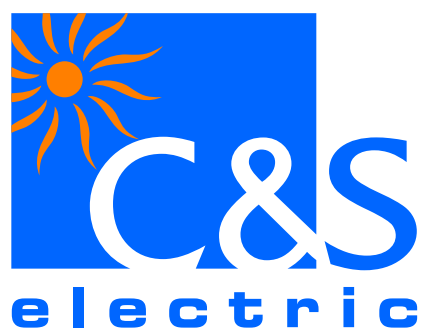
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LED Lighting

Industrial, Street, Flood, Office & Home Lighting

Distributed Power

Diesel Gensets

Solar EPC



We touch your electricity everyday!

Thinking Out-of-the-box

ELEC RAMA STARTUP AWARDS: Applauding the Innovators

ELEC RAMA 2018 acknowledges the inherently innovative with awards they truly deserve.

Innovations and startups are terms that can be used interchangeably. The young entrepreneurs seem to be armed with a secret weapon to succeed. With the ability to tackle issues with a fresh perspective and arrive at solutions that are impossible to occur to others, it's fitting that they should be rewarded. To this end, ELEC RAMA 2018 extended its platform on its second day to startups and their innovations and awarded the worthy.

Ideas that won

The Big Winner of ELEC RAMA STARTUP AWARDS went to Artem:

Artem aims to build the world's safest two-wheeler that will make use of technologies such as Computer Vision and AI to provide ADAS. The vehicle will feature Collision Avoidance System and 360 Degree Presence amongst other systems.

The startup endeavours towards developing the world's most flexible and scalable electric scooter, the M9. The modular architecture will provide the option to scale-up or scale-back, everything from range to power. It is being built to be the most powerful scooter in the Indian market. The M9 claims to change how two-wheelers are bought, offering the capability for versatile sales models.

Next up was Altigreen: Altigreen is striving for connected, affordable, and carbon-free shared transportation to combat the massive impact of exhaust emissions.

The startup designs, develops, tests, certifies and manufactures powertrains for full-electric and hybrid-electric



ELEC RAMA STARTUP AWARDS was meant as an encouragement to young entrepreneurs.

vehicles, which are cost-effective, robust and customized for the drive profiles, environmental conditions and driving behaviors commonly found in India and most emerging markets.

The company's powertrains can be used for full and partially electric vehicles. Altigreen has created the full technology stack to help customers transition smoothly to battery electric vehicles. All the components are designed in-house and are manufactured through captive domestic fabrication partners.

EcoMitram secured the third place:

EcoMitram creates and manages hedge portfolios having Renewable Energy Plants as underlying assets, providing affordable energy solutions through RESCO.

EcoMitram is a service-based company involved in providing solutions for Renewable Energy, Environment conservation and Protection.

The company provides Solar rooftop PV Plants on BOOT Model and does a Power Purchase Agreement with the consumers where they just have to pay EcoMitram for the electricity generated from the plant at a discounted market price. This way consumers save money using less costly and clean energy and solar power could penetrate to lowest level possible. It develops and manages portfolios of such projects by rating them on the basis of Financial and Technical Assessment so as to maintain a cap on risk and reap out maximum return on investment through these portfolios.

The jury thought of The Impact Award. And chose **CYGEN** to be deserving of it. CYGEN is a HealthTech company based out of India and Malaysia. With IBM as its global

technology partner and Machine Learning, Big Data & IoT playing a huge role, CYGEN is on a mission to make preventive healthcare affordable, accessible and personalized.

With its Machine learning tools, Big Data Analytics and Internet of Things enabled devices, the iterative processes are automated giving the skillful human resources to pursue greater purpose of curing and caring than be restricted to clerical work. Thus, both the efficiency of the doctors and affordability of customers are increased, making healthcare accessible for everyone.

The Popular Choice Award went to Automation of Things:

IoT based solutions being a relatively new technology in India, there's ambiguity and lack of knowledge on the potential benefits. The current offerings are expensive, cumbersome to install and use.

Autofy from Automation of Things Pvt Ltd (AOTPL) is a simple switch retrofit solution catering to consumers in the Home/Office Automation segment. It will allow the end user to automate, remotely control and monitor the devices managed by the switches. This solution can be installed by existing local electrician and is absolutely devoid of any configuration. The devices once procured will automatically be notified via a secure connection to the custom designed controller. This controller will then allow the devices to enter into the secure closed mesh. The user simply has to logon using the registered email and start controlling the end appliances. The solution also integrates 3rd party cameras and IR blasters to provide complete end-end automation.

Tappy from the startup is ideal for schools/old age homes to track students and elderly. The solution is designed to work without the presence of a GPS chip on the wearable but tracked implicitly via a network of gatekeepers. It encompasses bus tracking, attendance tracking, automated library book issuance and also automated payment at canteens. It will be a SaaS solution offering on a monthly subscription per end user of the B2B Customer.



A light moment at the awards.

Solid State Relays

Shock and Awe

Electronic Relays India is displaying some useful and innovative products at ELECRAMA this year.

Electronic Relays India has products that can be used in business machines, machine tools, process controls, PLC based systems, industrial heating, and several others. Its Solid State Relays (SSRs) and I/O modules have stood the test of time and have been found to be competent. It is the reason why Madhav R Badsheshi, DGM

The company is also showcasing:

Power supply: Rated for 2A / 24V (48W) DIN Rail Mount.

Dual o/p relays: With single or dual I/P controls and come with various options like screw/quick terminals, etc.

IGBT relays: High current/high voltage relays used for switching DC loads, and are suitable in solar power applications.

turned out to be fruitful."

Exhibitors are looking forward to the show as it means a lifetime opportunity to promote products, announce and display new launches, study the competition, communicate information on new products, etc. "An advantage is that it becomes a meeting place for all our dealers. Customer satisfaction can be measured easily," adds Badsheshi.

Products for numerous applications

Electronic Relays India has new products for the 2018 ELECRAMA. "We are launching a very useful product, System Monitoring Relay, which is a fully solid state version. It monitors the voltage and current and also the open and short circuit conditions with an alarm system," says Badsheshi.

Besides this, the company is displaying Mini Pucks for users who have small working cabinets/panels for which relays rated are for 25A UL approved relays.

The target audience it is looking for are those seeking industrial applications, end users and retrofits. Electronic Relays India's products are well suited in automation projects, process controls, m/c tool, power, lighting control, home automation, etc.

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



Source: Electronic Relays India Pvt Ltd



Every ELECRAMA show has bagged us one foreign customer lead that has turned out to be fruitful."

Madhav R Badsheshi
DGM - Business Development
Electronic Relays India Pvt Ltd

- Business Development, Electronic Relays India, finds encouragement in the fact that trade shows like ELECRAMA can be immensely helpful.

He says, "ELECRAMA is as popular as Hannover Messe in Germany. It captures the attention and needs of not only domestic buyers, but also those overseas. Such exhibitions compel Indian companies to showcase their products and technologies to the outside world, particularly the developing countries. We have indeed been lucky. Every ELECRAMA show has bagged us one foreign customer lead that has

Electronic Test and Measuring Instruments

Digital Multimeter with PC Interface

KUSAM-MECO, the pioneer in Digital Multimeters and Clampmeters in India has introduced for the first time a new intrinsically safe True RMS Digital Multimeter with PC interface - model KM 822sEX. It has a 4 digit, 10,000 counts, large, easy to read, dual display with backlight. EX marking on meter falls under Zone 1 which is an area where flammable gas can occur in normal operating conditions. Ad-

ditionally, it is splash/drop proof, intrinsically safe, with beep-jack audible and visible input warning, relative zero mode, data hold, and Ex rating-Ex ib I/IIc T6. It also has an optional PC interface for downloading data on a computer via USB cable and software.



Kusam - Mecro Import Export
www.kusamelectrical.com
Hall & Stall: H2/ N-10

Source: Kusam - Mecro Import Export

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precision,
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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.

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Test & Measurement Instruments

Smart Sensing

FLIR Systems is here at ELEC RAMA 2018 to showcase its wide range of products along with thermal imaging cameras and test and measurement instruments.

From automation and industrial safety to building diagnostics to electrical and mechanical inspections to marine electronics, FLIR Systems has a range of products for ELEC RAMA. The company also has military and defence systems, unmanned aerial systems besides test and measurement instruments. It is why TP Singh, Sales Director - Emerging Markets, FLIR Systems, is looking forward to the mega show for electrical and electronics.

Utility is core

ELEC RAMA is the only show for electricals in India and a good platform to interact with existing and new customers, says Singh. He hopes to attract customers from electrical utilities and the electrical field.

FLIR Systems believes that deliv-

ery of reliable electrical power and other utility services is essential in the demanding technological world. Manufacturers operating 24/7 depend on it to remain profitable as do commercial enterprises at all levels. It's critical in everyday life, at home, on the road, in business and for public safety. That's why the most successful utility companies take every precaution to prevent sudden outages, and why thermal imaging has become a core predictive maintenance tool in their ongoing inspection programs. They depend on thermal imaging for intensive regular substation surveys as well as quick safety checks of energized equipment before beginning maintenance work – anything that will help them avoid costly service interruptions and exorbitant equipment losses.



ELEC RAMA is the only show for electricals in India and a good platform to interact with existing and new customers."

TP Singh
Sales Director -
Emerging Markets
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Source: FLIR Systems India Pvt Ltd

Modular Switches

L&T's Englaze is for the Refined

The modular switches are ideal for premium residences, hospitality and commercial segments.



Source: Magic Wand Media Inc

An expression of elegance in design cannot go unnoticed. This is amply evident at the L&T's stall where the company's new range of premium modular switches – Englaze – has been showcased. Accolades from visitors have been pouring in for the design and aesthetic appeal of this product. The switch plates come in natural wood, glass and metal as well as an exclusive germ-free variant. It

fulfils aspirations of customers who value refinement and sophistication as key aspects along with the functionality of a product. Targeting at premium residences, hospitality and commercial segments, Englaze offers fabulously flat look with its seamless design.

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

Dialogue

Marked for Success

NETWORK TO NETWORTH is a unique participatory model that highlighted the government's point of view and those of the industry in a clear and frank discussion.

The event was a part of the inauguration session of ELEC RAMA 2018, on March 9, 2018. The panel discussions focused on three areas of opportunity for the industry: Finance and Banking, Stressed Assets, and Private equity investment and foreign investment.

A panel discussion was organized consisting of heads of leading banking and financial institutions, private equity funds that would bring the financial world's perspective to the situation and actionable suggestions and methods that can help the industry capitalize and work towards a positive, result-oriented approach to wealth and employment creation.

Making a point

The Indian electrical industry is set to ramp up its growth four-fold from a \$25 billion industry, thanks to the high focus, high priority thrust to electrification by the

government of India.

The all-pervasive digital influence has begun to show tremendous impact in the sector since the last decade. Technology induced products and solutions, which helped utilities and allied operators take a fresh view of things from optimizing production to fine-tuning operational efficiencies and even offering novel customized supply and monetization models. The speed of technologies and ever-changing business models have played havoc with many businesses who are finding it hard to recover deep investments that were made to address a 'scale-efficiency' based model which soon became irrelevant in the light of quicker, faster, more efficient options and changing customer expectations.

In such a situation, it is imperative that industry heads discuss the path forward enabling a rapport and faith among manufacturers of electrical products.

Keep your electricity flowing & business growing



Uninterrupted power supply is the goal of every power transmission and distribution company, but many problems lie in the path of achieving it. These problems can lead to unnecessary shutdowns, and can cause huge monetary and man-hour losses. To help power companies achieve highest efficiency, FLIR brings a wide range of thermal imaging cameras and T&M products.



Transformer Thermal Image



Substation Thermal Image

Images for illustration purpose only.



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Source: Magic Wand Media Inc



ELEC RAMA 2018: A Ideal Business Platform

"My field is transformer erection and commissioning. I am visiting ELEC RAMA 2018 to meet new people and explore new products and technologies. Whatever I have seen so far, I will be describing it as simply fantastic. I wish the event happens in Noida every time. I applaud the organizers for their enormous efforts."

Pramod Malviya

CEO

Trans~Power, Vadodara

Source: Magic Wand Media Inc



"ELEC RAMA displays useful products for renewable energy sector"

Being a government recognized electrical contractor, I need to keep tabs on the latest electrical gadgets. Hence, I come to the shows of ELEC RAMA. The Indian electrical infrastructure scene is undergoing a transformation. I have come across several products that can be instrumental in the growth of the renewable sector. I am satisfied to be here.

Dilip Shivgan

Proprietor

Shivgan Electrical Works, Nagpur

Source: Magic Wand Media Inc



LED lights manufacturer receives great response at ELEC RAMA 2018

"We manufacture LED lights and are visiting the show to source new customers. We are extremely thrilled to have struck some great business deals already. Some OEMs are already our partners and a few big companies have approached us at ELEC RAMA to join us. Big thanks to the organizers for putting together such a business platform."

Gaurav Gupta

Owner

Lux And Lumen Solutions Meerut, UP

Source: Magic Wand Media Inc



ELEC RAMA: a window to latest technologies

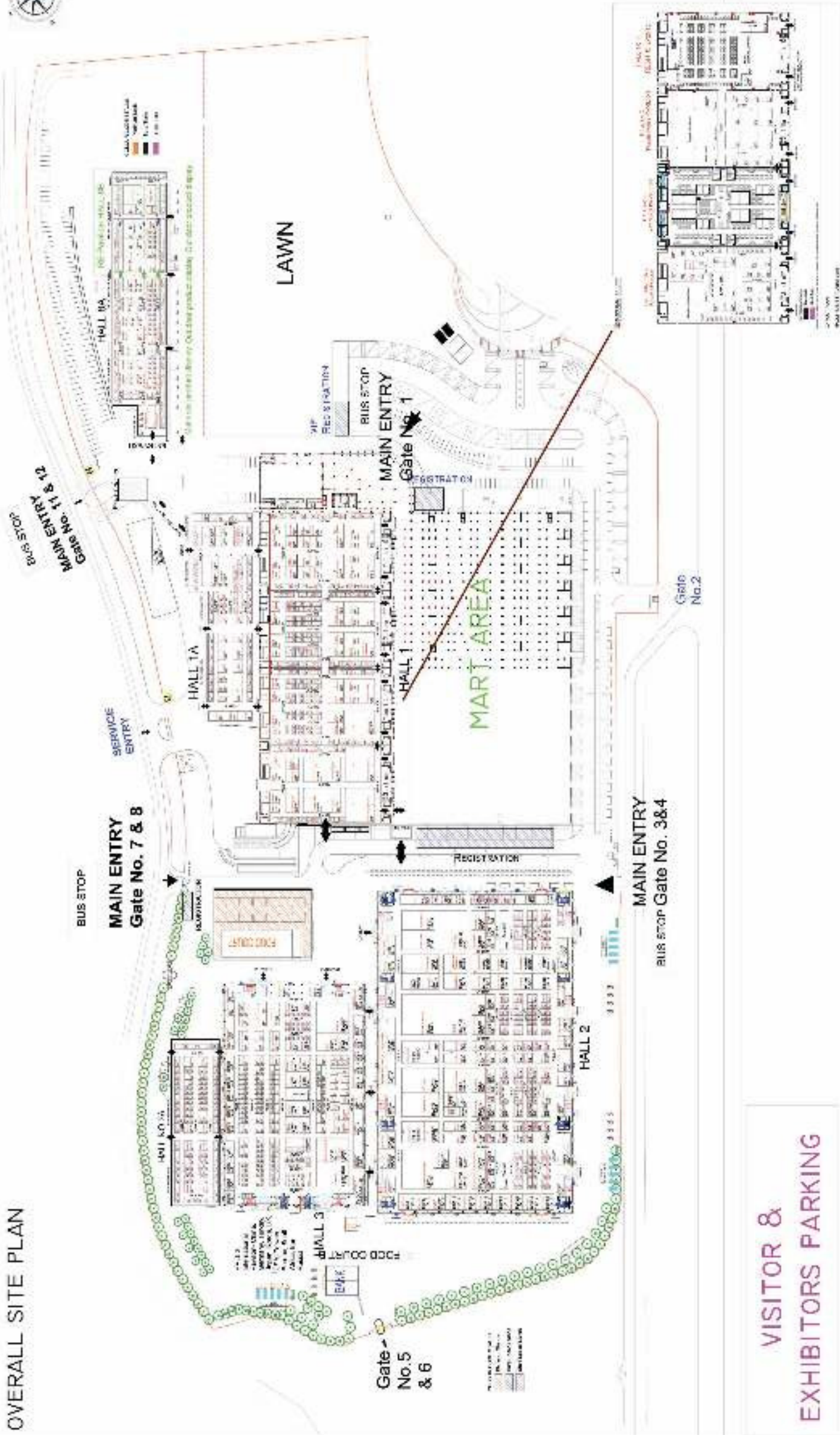
I have come to ELEC RAMA to check the latest products and technologies. The show displays several gadgets for different applications. The smart temperature measuring and controlling device from Secure is quite interesting. Also, the concept of enclosed substation can be of immense help when the cost of land is scaling up in our country.

Manish Tewari

Dy General Manager (Maintenance)

Polycab Wires Pvt Ltd, Halol, Gujarat

OVERALL SITE PLAN



**VISITOR &
EXHIBITORS PARKING**

OVERALL LAYOUT PLAN OF INDIA EXPO CENTER
-Hall No. 1A, 2, 3, 3A, 4

Organizer reserves the right to amend the
same as necessary from time to time.

05.02.2018

ELEC RAMA - 2018



Smart Solutions

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.

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