

***For Immediate release***

**Ms Charu Mathur takes charge as new Director General IEEMA**

Ms Charu Mathur has taken over as the Director General of IEEMA. Ms Mathur comes with rich experience of working with industry and Industry associations, across industry sectors and with multiple stakeholders

Prior to joining IEEMA, Ms Mathur has served in strategic leadership positions in Amazon, world's leading e-commerce player and CII, one of the apex national industry associations in India. She has been instrumental in creating models of engagement that would resolve conflict on policy matters by bringing the competing entities and stakeholders together through representations, dialogue and through well thought out papers. Her responsibility also included building relationships with Government, Corporates at the CXO level, industry associations and media, diplomatic missions, economic and social thinkers.

As Director General of IEEMA, Ms Mathur represents IEEMA in various governments and industry led fora on policy, economy and commerce. She would be working to strengthen the Indian electrical equipment industry in India by working to build a conducive policy environment, robust business linkages in India and overseas markets.

Ms Mathur holds a Bachelor's degree in Economics and a Master's in Business Economics from Delhi University.

On her taking charge as the Director General of IEEMA, Mr Anil Saboo, President, IEEMA said, "We welcome Ms Charu Mathur as part of the IEEMA family. We are sure that with her outstanding professional credentials and extensive experience, she will lead IEEMA on various related issues for overall growth of the Indian electrical equipment industry."

Ms Mathur stated "I am excited about this new leadership role. Am thankful for the privilege and the confidence reposed in me by the industry. The Association which is in its 74th year, is already a reference point for the Indian electrical equipment industry, thanks to the passion of its members. I will work towards enhancing a deeper connect and partnership with various stakeholders and will continue IEEMA's work to build a robust business and conducive policy environment, and build in a greater bouquet of offerings for its members."

IEEMA is the apex association of manufacturers of electrical, industrial electronics and allied equipment in India. The Indian electrical equipment industry size is of USD 50 billion with exports of USD 8.5 billion and the power equipment share in the capital good industry is about 50%. IEEMA plays a crucial policy advocacy role with government and its agencies

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***Indian Electrical & Electronics Manufacturers' Association:** IEEMA is the apex association of manufacturers of electrical, industrial electronics and allied equipment in India. Founded in 1948, IEEMA members contribute to more than 90% of the power equipment installed in India. The Indian electrical equipment industry size is of USD 50 billion with exports of USD 8.5 billion and the power equipment share in the capital good industry is about 50%. IEEMA plays a crucial policy advocacy role with government and its agencies. It works closely with standardisation bodies, R&D organisations and testing institutes for formulating Indian standards for developing energy efficient products. IEEMA evolves and operates equitable and uniform PVC Clause and due to its unbiased approach, IEEMA PVCs have gained recognition and credibility over last 3 decades. IEEMA holds product specific conferences, seminars and large exhibitions like ELECRAMA, distribuELEC and E3.*