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IEEMA Membership Services



Indian Electrical & Electronics Manufacturers' Association

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IEEMA is the apex industry association of Indian electrical, industrial electronics and allied Industry **with 940 plus members Pan India**. IEEMA Members' combined annual turnover is in excess of US\$ 50 billion, **contributing to more than 95% of the power equipment installed in India**. IEEMA represents the complete value chain in power generation, transmission and distribution equipment.

IEEMA works closely with industry, Government and Utilities for the sector's inclusive growth through its intellectual groups, Divisions/Committees and Forums to offer a gamut of services and opportunities across sectors and geographies.

IEEMA is governed by National Executive Council (NEC) of 20 elected members. The NEC elects Office Bearers – President and 2 Vice Presidents. IEEMA operations are headed by Director General (DG), supported by IEEMA Operations Team (IOT). The Registered Office is based in Mumbai with a Corporate Office in Delhi, branch offices in Kolkata & Bangalore. It has a strong presence in all major states through State Heads. Your direct connect with IEEMA happens through your key relationship manager (KRM).

As an IEEMA member you get access to a world of opportunities. IEEMA's close linkages with the government spawn all levels - centre and state and various Ministries. Our proactive and inclusive approach focuses on empowering initiatives and raising competitiveness across diverse sectors.

Invaluable Benefits

- Unlimited access to IEEMA Best Practices and products.
- Discounts on IEEMA products, conference/workshop fees and online trainings.
- A way to shape the industry by working with world-class companies.
- Opportunity as a member to be part of Interactive sessions organized with top Central Government & Utility officials to hear their stand on ways ahead for power sector and also to interact with them.
- Active participation in techno-commercial topics for shaping policies, Standards, R&D, innovation resulting in self-development.
- Access to experts/consultants for your business development needs at highly affordable cost.
- Access to export market opportunities through Buyer-Seller Meets/ Delegation visits/Exhibition participation/ Meetings with MOU partner associations etc.
- Networking Opportunities with industry leaders, stalwarts and amongst members.

Activities of IEEMA

Policy Advocacy

Policy advocacy is an integral part of activities of any industry association which is the very basis of its existence. IEEMA, through its Public Policy Cell, ensures competitiveness of Indian electrical industry, through Government-Industry Consultative mechanism, representations of industry issues and review of industry statistics etc.

- Through Public Policy Cell we ensure competitiveness of industry by way of robust Government-Industry Consultative mechanism.

- This cell represent views of members and also provides them a platform to interact with Government and other stakeholders on common issues impacting the industry.

IEEMA disseminates customized and value-added information to members about changes in policies of the government impacting the electrical equipment industry and facilitates a networking platform.

SME Sector

The SME division has the following ongoing objectives, for the benefit of all IEEMA members.

- **SME Clinique** – Members have access to pool of consultants in the areas of Fund raising, Legal matters, Taxation, M&A, Bank Finance, Wealth Management etc.
- **Institutional Connect** – SME Members find business opportunities by connecting with institutions such as BHEL and other PSUs, Utilities etc.
- **Addressing barriers to trade** – By Facilitating product approval, certification and testing in India and abroad and adoption of product standards in India as a means of product acceptance.

IEEMA Journal

- Mouthpiece of IEEMA since 1981 and a readership of 1 Lakh+, covers articles of techno-commercial importance, technological advances, policy matters, national and international news related to the power sector. It's one million plus circulation includes all relevant national and international stakeholders.
- By becoming a member, you can utilise IEEMA Journal by contributing your technical write ups and promote your products and services through advertisements at affordable rates.
- The overseas circulation includes all Indian Missions abroad, counterpart electrical associations of IEEMA in countries like Japan, Taiwan, Australia, Germany, Spain, China, Italy, Malaysia, Korea, US, France, UK etc. and also to several technical institutes, libraries and other subscribers in overseas countries.

Product Divisions / Committee / Cells

IEEMA currently has a total of 31 divisions & committees to impart a cohesive and specialised outlook to the environment our members operate in.

- Product and Cross-functional Divisions provide members platform to discuss issues concerning the industry and growth opportunities - networking with industry peers & leaders on common platform.
- Become a member and benefit from technical product specific international/ national seminars, conferences and workshops for knowledge/ experience sharing.

International Business Division (IBD)

The IBD division focuses on:

- Engaging with Power and Energy sector delegations from various Countries.
- Showcasing strength of Electrical equipment by participation of IEEMA in International Exhibitions/ Conferences.
- Activating the MoU Partners of IEEMA in various Countries for facilitating and catalysing bilateral relations.
- Participation under MOC MAI Scheme in overseas exhibitions with INDIA Pavilion under the banner of Government of India promoting exports supporting GoI target of from 7 billion to 25 billion USD by 2025.

The major export markets for Indian electrical equipment are USA, Germany, UAE, Saudi Arabia, France, UK, Nigeria, China, Kenya and Brazil, Italy, Singapore, Canada Mexico, Japan which testifies to the quality of Indian manufactured electrical equipment, varying and depending on products.

e-Connect

International Business Division's ongoing initiative of virtual Buyers-Sellers Meet.

Imagine connecting with 25 plus countries to market your products in B2B meetings on a virtual platform. Become a member and enjoy the benefits.

PVC and PV Calculator

IEEMA Price Variation Circular service is a credible and well accepted tool for mitigating risk of fluctuations in raw material prices. Accepted and adopted in most of the Government purchases, including internationally funded projects.

PV Calculator – A Web based tool which provides IEEMA certified PV Calculation Report to user. Helps remove disputes/ litigations in PV calculations and provides conformity and ease to claim price variation. www.pvcalculator.ieema.org

Statistics Data and Market Research

- IEEMA has rich data bank of statistical information compiled with inputs from members developed over 4 decades. By using various analytical tools and market intelligence, vital reports are generated which help of industry experts and members to know and analyse market and technology trends, product mix etc.
- IEEMA also publishes Market Research reports like Demand Forecasting, Export Market potential to provide valuable insights to members in developing growth strategies.

- Government, domestic and global financial/ research institutions - Bloomberg, Nomura, J P Morgan, Goldman Sachs, Edelweiss etc. use IEEMA data for power sector analysis.

Regional Committees / State Chapters

Through Chapters, members engage with State Government & State Utilities at the highest level with various contentious issues.

- Engagement with the State Govt. at various levels (State Chief Secretaries, Energy Secretaries etc.)
- Engagement and develop relationship with the CMD/MDs and senior officials of State Utilities.
- To help Utilities in enhancing their knowledge for different electrical products and technologies by arranging training at Utility doorsteps / residential / non-residential programs.
- Regular interactions with the Industry department, Power departments and MSME, MNRE, Urban Development Authorities.
- Exhibitions promotions among the utilities for increasing the footfalls.
- Follow up on the representations given to the respective State Govt./State Utilities
- Create a pool of technical consultants / experts from Industry & Membership to be used as faculty for training.

How IEEMA helps Business – ELECRAMA (IEEMA's flagship show and world's largest exhibition on Electricity)

A biennial exhibition with a platform to connect the world with Indian industry in respect of technology, new trends and innovation for future energy transition. Featuring not just equipment & technology, but peerless thought leadership platforms for everything electric - from technical conclaves to industry summits.

- The last edition held in January 2020 saw participation from 1200+ exhibitors including 350+ from overseas and over 300,000 footfalls. The international buyer seller program had participation from 650 buyers and enquiries worth over USD 5 billion were generated.
- Members are offered special discounted tariffs with a 10% - 12% discount depending upon the booth category and it is quite possible that a company may not only recover its annual membership fee but do that many times over just by the discounted tariff amount.

Electrical industry - fulcrum of all industries

Electrical Vehicle & Electrical industry -

- With the electrification of mobility happening at a rapid pace across the country, the electrical equipment & components market is set to expand to a whole new level over the next few years.

- India gears up to attain 30% market penetration of electric vehicles by 2030, the demand for electricity to power EVs is projected to increase to almost 640 TWh by 2030.

By becoming an IEEMA members into electrical motors, Controllers & Charging Infra & associated components, you will get an opportunity to gear up and expand your capacities to meet the targets.

Renewable & Electrical industry –

- India is one of the largest electricity producers in the world using renewable energy sources with electricity generated from Renewable energy sources accounting for 27 percent of the total installed electricity generation capacity which is majorly contributed by Solar, Wind & Hydro.
- There are huge renewable energy deployment plans for the next decade. India is focusing on innovative bids for supplying 24x7 power from renewables, solar-wind hybrid projects have been successfully explored. The demand for domestically-manufactured solar cells and modules is expected to be around 40 GW over the next three years.

By becoming an IEEMA member, you would like to explore business prospects of the order of around INR 1.5 lakh crore or \$20 billion per year.

IEEMA Initiatives

- Members get monitory discount while participating in these exhibitions.
- Direct savings are invariably well above annual membership subscription.



Virtual Exhibitions & Conferences

IEEMA organised especially for its members, **Digielec Bharat**, a virtual exhibition to showcase AatmNirbhar Bharat in Electrical Equipment sector. **Only bona fide IEEMA members participated as exhibitors.** A great opportunity where IEEMA Members displayed indigenously developed cutting edge technology, products and solutions to buyers from India and from around the World. Members benefit from a discounted fee.

4th edition of Virtual exhibition **Distribuelec** and **Buildelec 2021** were organised in the month of February 2021, along with the virtual conference **Intelect – Intelligence Electrified.**

Training Programs

- IEEMA organize trainings on technical, policy and other day to day subjects to Enhance Competency building of various stakeholders which includes Industry, Utilities and all concerned with the Electricity sector. The topics are selected on need demand basis of different stakeholders.
- By being a member of IEEMA, Members get benefit to participate at discounted rates in numerous training programmes organised for members and other stakeholders.

Invest in a lifetime of a relationship with IEEMA!