

For Immediate Release

IEEMA announces Digielec Bharat - first Virtual Exhibition to Showcase Capabilities of the Electrical Equipment Industry

- *Exhibiting a strong connect with AatmNirbhar Bharat*
- *Tuned towards the best and futuristic technology*
- *Most cost-effective approach to tap emerging market without travelling*

September 8, 2020: The Indian electrical equipment industry is AatmNirbhar and not only capable of meeting domestic requirements but also continue to export both to the developing and developed countries. Prime Minister's call for AatmNirbhar Bharat was announced at a time when the Nation was grappling with Covid-19 and issues at the border.

IEEMA has been working tirelessly with the Government of India, its various Ministries and related organs to find practical and viable solution to the changing paradigm in the short, medium and long run, keeping interest of our industry in mind. Against this backdrop IEEMA has decided to organise a virtual exhibition to showcase AatmNirbhar Bharat for the Electrical Equipment industry.

Mr. RK Chugh, President, IEEMA expressed, "We are at an inflection point, one that happens rarely, but when it does, transforms the industry to a higher realm of growth and opportunity. Our dependence on our neighboring countries for imports of Electricals and Electronics had been substantially increasing and we at IEEMA were continuously taking this up with the Government to protect domestic industry against 'artificially cheap' imports from our neighboring country. The clarion call given by the Hon'ble Prime Minister for an '***Aatmanirbhar Bharat or self-reliant India***' and '***Vocal for Local***' gave us the opportunity to increase our global footprint. Digielec Bharat will showcase our capabilities and preparedness for the future."

Mr. Vijay Karia, Mentor, Digielec Bharat articulated, “India needs to be independent and self-reliant, and also whatever is consumed in India should be made by Indian companies, and by Indian companies it does not mean Indian management only but it means Indian ownership. First stage of AtmaNirbhar Bharat would mean that India should stop import of material which are manufactured or can be manufactured in India and for that a long term policy needs to be in place. The main objective of Digielec exhibition is to promote exports and position our indigenous electrical industry as an alternative to China.”

Mr. Anil Saboo, President Elect, IEEMA lauded, “There are so many companies around the world wanting to set up their manufacturing facility in India. This exhibition will give them that platform to come here and set up world class manufacturing facility in India.”

Digielec Bharat being a virtual exhibition will technically be open throughout the duration of the show i.e. from 24th September to 27th September, 2020. A two day high-level conference titled “**Transforming Business through Technology**” is also being organized concurrently on 24th and 25th September.

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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 42 billion with exports of USD 6.5 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.