

IEEMA announces launch of the 15th edition of ELECRAMA; Aligns with Govt. Of India's energy transition goals for 2047

Aims to secure \$6 billion worth of business queries from ELECRAMA 2023

- *Shri RK Singh, Hon'ble Minister of Power & New and Renewable Energy announced the dates for ELECRAMA 2023*
- *Forecasts India's per capita electricity consumption to grow eight times by 2047; from 1200 to a whopping 10,000 units.*
- *Predicts India's energy demand to exceed 1,954 Mtoe by 2047, with electricity accounting for more than 63 to 65% of overall demand.*
- *Predicts 30% penetration of EV by 2030 and 100% EV sales by 2047.*
- *Industry to reach USD 65 billion output with the export of USD 25 billion.*

New Delhi, March 16, 2022: ELECRAMA, the largest stand-alone showcase of the Indian Electrical and Allied Electronics Industry by IEEMA is slated to commence from February 18th to 22nd, 2023 at India Expo Mart, Greater Noida. IEEMA and its members will work together with the Government of India to achieve a 100-year partnership of electrifying, digitalizing, and greening India. The theme of ELECRAMA 2023 is "ReImagine Energy - For Sustainable Future" and will be heavily based in showcasing innovation and future technologies in many areas including Storage, Green Hydrogen, Fuel Cells, AI, and IoT. This edition will also focus on sustainability through Energy Conservation, Carbon Net Zero, and Smart Consumption.

On the 75th Independence Day, Hon'ble Prime Minister Shri Narendra Modi set a new goal to transform India into an 'energy-independent' nation by 2047. The Government of India's bold objectives is backed by IEEMA, the largest congregation of the power sector ecosystem with a vision to make India a manufacturing hub. To support this shift, the Indian Electrical and Allied Electronics industry would help deliver the energy transformation envisaged with electricity serving an important role for cross-sectoral growth viz transport, industry, buildings, etc.

Shri R K Singh, Hon'ble Minister of Power & New and Renewable Energy, said, "I congratulate IEEMA on the announcement and launch of ELECRAMA 2023 – the 15th edition of world class exhibition of electrical, industrial electronics and allied industry. Our industry in the past 5 years, we have bought great transformational changes. We are committed to a climate friendly and we are aggressively going ahead with our Hon'ble Prime Minister's belief in ensuring a healthier planet.

I am pleased that the focus of ELECRAMA 2023 is on energy transition and future technology which is in line with the Government of India's Vision for India@2047. We are aspiring to become a 5 trillion-dollar economy and we are one of the fastest growing economies in the

World. Electricity is the most significant contributor in the energy requirement of the country. The rise in energy consumption is mainly attributed to rapid economic growth.

Power distribution will continue to see major investment. This is where the engagement of the electricity equipment industry – and therefore IEEMA members – will deepen. Over the past two years, over Rs.2 trillion has been invested in the power distribution sector, and over the next 4-5 years, another Rs.3 trillion will be deployed, especially under the Revamped Distribution Sector Scheme (RDSS).

We strongly feel that India's dependence on imports should reduce. Several electrical equipment items currently imported could very well be produced domestically. We are confident that India will be the biggest market for the power sector, up to 2030 at least, the world should come and manufacture here (in India). India has embarked on energy transition at a scale that has not been seen anywhere in the world.

We want to emerge as the world's largest source of green hydrogen. We will bring mandates where "grey" hydrogen would need to be replaced by green hydrogen, and "grey" ammonia with green ammonia – in industries like fertilizers.

We are also stressing on the need to establish large-scale battery storage systems and encourage the IEEMA members for their active participation.

Mr Vipul Ray, President, IEEMA, cited, "The energy transition currently underway is propelling electricity as a dominant form of energy so much so that very shortly energy will be synonymous with electricity. There is a huge business potential riding on the increasing relevance of EVs, Charging Infra, RE and Green Hydrogen, and Energy Storage. The transition of the transportation sector from the fossil fuel-driven sector to the clean energy-driven sector would be a key to the energy goals of the country. The upcoming 15th edition of ELECRAMA 2023 will mainly focus on such opportunities and position India as the fulcrum of futuristic technologies and solutions required for achieving sustainable growth."

On the occasion, **Mr Jitendra K Agarwal, Chairman, ELECRAMA stated,** "The 15th edition of ELECRAMA will focus mainly on displaying innovation and future technologies in a variety of fields. For the industry's growth and success, certain areas present unlimited business opportunities in the future including start-ups and new businesses where massive capital investments are being made i.e. Railways, Metro, Airport, Defense, Smart Cities, Buildings, and the EV ecosystem; small, medium, and micro-businesses should be able to participate in the global supply chain as well; to reinforce the core of transmission and distribution, electrical products and equipment must be reliable, high-quality, and safe; this speaks volumes of the scale of the event that it is. Needless to say, this vision will necessitate right skilling through talent up-gradation, which will be ELECRAMA's primary priority. With the beginning of global energy transitions, we envision a bright future for our industry, as electricity will be the preeminent type of energy."

Since its inception in 1990, ELECRAMA has grown from 250 exhibitors to 1350 exhibitors over the past 14 editions and is proud to have a lineup of approximately 1500 + exhibitors in 2023.

Shri R K Singh, Hon'ble Minister of Power & New and Renewable Energy and Shri Alok Kumar, Secretary Power will be officially announcing the dates and launching the website for ELECRAMA 2023 later today. Mr Vipul Ray, President, IEEMA; Mr Rohit Pathak, Vice President, IEEMA; Mr Hamza Arsiwala, Vice President, IEEMA; Ms Charu Mathur, DG IEEMA along with Mr Jitendra K Agarwal, Chairman ELECRAMA 2023 and IEEMA graced the event with their presence and active participation.

. India's per capita electricity consumption is expected to grow eight times in number, from 1200 units, and reach a whopping 10,000 units by 2047. India's energy requirement is projected to be more than 1,954 Mtoe, with electricity contributing more than 53 to 55% of the total demand. Indian Electrical and Allied Electronics industry has been a consistent performer and contributor to the country's growth. The Electrical and Allied Electronics industry contribution to the manufacturing sector is in the band of 6.5% to 7% over last 5 years.

This edition will also host a series of events and exhibitors under the marquee event viz. World Utility Summit, eTechnxt, Change X Change - Reverse Buyers and Sellers Meet, DBSM – Domestic Buyer Seller Meet, and Buildelec.

About ELECRAMA

ELECRAMA is the flagship showcase of the Indian Electrical and Electronics Industry and the largest congregation of power sector ecosystem in the geography.

ELECRAMA brings together the complete spectrum of solutions that powers the planet from source to socket and everything in between. Featuring not just equipment & technology, but peerless thought leadership platforms for everything electric - from technical conclaves to industry summits.

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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 has a pan India presence with its corporate office at New Delhi, registered office at Mumbai and regional offices at Kolkata and Bangalore. IEEMA has its State representatives at Lucknow, Chandigarh, Jaipur, Srinagar, Guwahati, Raipur, Bhubaneswar, Gujarat and Hyderabad. IEEMA members encompasses of complete value chain in power generation, transmission and distribution equipment. Its membership base ranges from public sector enterprises, multinational companies to small, medium and large companies. IEEMA members have contributed to more than 95% of the power equipment installed in India. The Indian electrical equipment industry size in 2019-20 was in excess of USD 50 billion with exports of USD 6 billion.

IEEMA being the natural voice of Indian electrical industry, plays a crucial policy advocacy role with the government and its agencies. IEEMA facilitates a robust two-way flow of customized and value added information between the government and the industry by sensitizing all stakeholders on the future requirements for development of the power sector in the country. IEEMA also evolves and operates equitable and uniform Price Variation Clause (PVC) by circulating applicable monthly raw material prices and indices, which has gained recognition and credibility over the last three decades. IEEMA holds product specific conferences, seminars and large exhibitions like Distribuelec, Buildelec and E3. ELECRAMA, a biennial show, is world's largest standalone electricals exhibition and brings together the complete spectrum of solutions that powers the planet from source to socket and everything in between