

## **'Made in India' electrical equipment Going Global: IEEMA ELECHEMA-2014 to Promote Indian Power Equipments globally.- IEEMA**

**Kolkata, November 29, 2013:** Indian Electrical & Electronics Manufacturers' Association (IEEMA), the apex association of electrical equipment manufacturers in India, today said that the prospects of exports of the 'Made in India' looks good for the domestic players and is expecting doubling exports in the Three Years.

India's INR 1.30 lakh crores electrical equipment industry has after four consecutive quarters of negative growth, shown a 2% positive growth in the first quarter of the current fiscal (April-June, 2013-14) largely attributed to increase in exports of electrical equipment from India.

IEEMA as the apex body of the electrical equipment sector in India is fighting against the onslaught of Chinese imports which currently enjoys 45% market share.

**Mr. Sunil Misra, DG, IEEMA** in his opening remarks said "We have about 800 members including both from public sector and private sector, including large, medium and small scale companies. An important aspect of any industry association is to provide new market access to its members. It is important that both existing as well as new products and technology is exposed to domestic industry as well as overseas industry. Elecrama was started in 1990 and this is the 11<sup>th</sup> edition and the show is held once every 2 years. The exhibition has now overflowed whatever existing exhibition space is available in Mumbai, we are moving to a new state-of-the-art exhibition centre in Bangalore overwhelming response industry has given to Elecrama. Almost every state in the country is sending a delegation of engineers to visit Elecrama"

Speaking at a conference held by IEEMA in Kolkata to showcase their flagship event ELECHEMA 2014, Mr. Sanjeev Sardana, Chairman ELECHEMA-2014 said, "The quality of Made in India products has improved in the recent time and the products have seen a wider acceptance in the international market especially in Africa and Middle East countries. We are working towards making India an export hub of the electrical equipments and the way Indian products are improving the dream does not seem too far"

Exports growth is also visible in developed countries like USA, Germany, UK, Australia and Canada, apart from UAE, Saudi Arab, Nigeria and Kenya. This clearly shows the increasing greater acceptability of 'Made in India' brand with desired quality and competitive cost in both developed and developing countries.

**Mr. Sanjeev Sardana** added “Our theme this year is Go Global, there is tremendous opportunity in India as well as abroad. Total exports from India is \$5bn which is about 1% of the world’s market share, we have a target of \$25 bn exports. We have Brand Ambassadors from 3 leading names in the power sector worldwide - Schneider Electric CEO, Alstom Grid President, TE Connectivity President. I must appreciate Calcutta is the hub for manufacturers of transmission equipment, historically also I would like to add IEEMA was formed in 1948 in Calcutta and later shifted the HQ to Mumbai in 1950. We have organised this preview to invite senior decision makers from various power utilities from Eastern and North Eastern states. Also we have the Engineer Infinite where we are encouraging students, we have already received 1500 entries. There are two engineering colleges who are displaying their innovative technologies and products at the exhibition. We are expecting a footfall of 100,000 plus”

Speaking to reporters **Mr. Sanjeev Sardana, Chairman, Elecrama 2014** said, “ We have come a long way, today we are not only selling products made in India from India but lot of Indian companies are going overseas and acquiring companies there, there is tremendous amount of opportunity for example in Middle East – Saudi Arabia, Oman, UAE, Qatar there is no dearth of money and lot of Indian companies have been exporting to power utilities in these countries; we have enough capacity to meet local requirements as well as exports, incentives for exports are given from Government of India. We have also seen 16% growth in international business y-o-y .

Speaking to reporters **Mr. Sunil Misra, DG, IEEMA** added, “In China there is a unique market economy and a very different political system; it is an authoritarian Government and the state is the major economic player. There are 3 reasons for the price differential for products from China. One is the subsidies, second is the strategic or irrational pricing and thirdly you have products available at various price points and corresponding quality points. Indians are good negotiators, Chinese are even better, for them negotiation is a way of life. Chinese will not let slip any business opportunity, Indians negotiate with Chinese not knowing what the bottom is, so Indians get that quality of product which is not viable.

**Mr. P P Gupta, CMD, Techno Electric & Engineering Ltd.** observed “India has seen a revolutionary change in the power sector in last 5-7 years, depreciation in rupee is a blessing in disguise, we are more competitive and the technology gap now is very less. India is most competitive when it comes to transmission globally and the sector has a bright future. Elecrama is one platform where we are able to showcase our capabilities to people from around the globe. In China it was largely Government undertakings historically 10-15 years back, there was no tender system like L1, they were largely allocated the business and capacities were ramped up in the industry. Going forward the next 10 years belongs to us, the opportunity is huge in India, we are not only ramping up capacity in T&D but we are also augmenting the quality. In last 5 years almost 50,000 MVA was installed in our transmission network which was not done in last 40 years. The sector is looking up both quantitatively and qualitatively

**Mr. Bhaskar Sen, Chairman, ERC, IEEMA** said “The growth of transmission sector from 2005 to 2012 has been phenomenal, from 18000 crore we have grown to 65000 crore, CAGR of about 24%. Colour and complexion of Elecrama has been changing, earlier there was a lackadaisical focus on transmission sector, main focus was on generation but now there is equitable interest in transmission and generation, If we have to have sustainable growth we must have innovation, expenses on R&D has been inadequate, so in this Elecrama platform today instead of showcasing products and technology only, there should be meaningful discussion on how we can improve “.

**Mr. Anil Nagrani, Deputy DG, IEEMA** said “The biggest advantage our country has that we are known for frugal engineering, we provide good quality products and after sales service. Elecrama is being used as a platform to improve the fortunes of the Indian electrical industry, we have entered into a collaboration with Gol, Ministry of Commerce and we have come out with a program called RBSM (Reverse Buyer Seller Meet) where we are inviting 450 overseas buyers. Secondly we are inviting visitors from 120 countries. Thirdly 20% exhibitors are from 30 different countries. We have also entered into a collaboration with Ministry of Heavy Industries and there is a Mission Plan 2012-2022 whose objective is to make India visible globally and increase our exports, there is a clear program on this. Regarding CRGO, the issue is not that we don't want to manufacture it but that the technology is not being shared, the technology is being held by 14 companies across the world. We had the technology imported into India in early 70s and tried without success at Rourkela Steel Plant because manufacturing CRGO is more of an art rather than a science. It is a very complex technology and we are discussing with Gol for this”

IEEMA is hosting the 11<sup>th</sup> edition of ELEC RAMA, their flagship exhibition in January 2014 in Bangalore. With the support of Karnataka State Government. ELEC RAMA-2014 is expected to be a generation ahead, in terms of core services, features and amenities - highest quality on par with international standards.

The five day program at ELEC RAMA 2014 has been designed to allow participants to experience its multilateral approach to exhibitions and allied events.

ELEC RAMA 2014 to be held at Bangalore during January 8-12, will showcase the global competitiveness of Indian products and the capability of local manufacturers to develop world class engineering products at competitive costs. It will showcase the strength of the Indian T&D sector. ELEC RAMA 2014 is a stage for the domestic players to display their capabilities and the slew of concurrent events at ELEC RAMA 2014 will broaden the perspectives for a modern business person and will offer a strong interface with the key decision makers like governments, electrical utilities, funding agencies, technical specialists, EPC contractors, electrical consultants and academic communities. Besides the participation from the Indian players, we are also expecting huge participation from countries from Africa, Middle East, South East Asia and Americas.” Said, Mr. Sanjeev Sardana, Chairman – ELEC RAMA 2014

Among the concurrent events lined up at ELEC RAMA 2014, Engineer Infinite 2014 will open doors to the students of Information Sciences as well, in addition to the core ‘Electro Technology’ engineering branches, to participate with project ideas relevant to the electrical energy sector. The event already has seen massive response with over 1500 project entries received from all over the country.

After multi stage process of screening, pruning and short listing, a final number of 74 projects have been selected for the final display and competition during ELEC RAMA-2014. Kalyani Government Engineering College and Siliguri Institute of Technology have been selected from the state of West Bengal. The final display of all the selected projects and the competition will happen in the Student Pavilion inside Hall 6 during ELEC RAMA-2014.

## About IEEMA and ELEC RAMA

IEEMA is a 66 year old Industry Association representing the Indian electrical, industrial electronics and allied equipment industry. IEEMA has over 800 members with a combined annual turnover over US\$25 billion. IEEMA is consulted for policy formulation as the industry-government interface, and evolves product standards alongside India's standards setting body the BIS.

IEEMA publishes statistics pertaining to trade and growth, export promotion, raw material price indices etc. IEEMA facilitates industry – user interactions through international technical conferences, roundtables and training/tutorials sessions, and the monthly publication IEEMA Journal.

ELEC RAMA is IEEMA's flagship event, and today is the largest tradeshows in the world focused on power transmission & distribution equipment, solutions and services.

ELEC RAMA provides an ideal partnership venue for domestic and international to meet, discuss, understand and explore the massive opportunity that India has to offer as a market.

IEEMA organises, ELEC RAMA, every two years in India, which is the largest focused exhibition in the world of electrical transmission and distribution equipment industry and showcases India's manufacturing capability and strengths to the global community. ELEC RAMA attracts over 1,000 exhibitors and 1 lakh plus business visitors from more than 100 foreign countries.

ELEC RAMA 2014 will have several events including the International T&D( transmission and distribution) conclave wherein the top utility heads of the country as well as the neighboring countries will interact with the Indian electrical equipment manufacturers.

The TRAFOTECH 2014 will provide transformer designers, manufacturers, users and consultants a common platform to review the latest advances and futuristic trends, share operational experiences and discuss the requirements of transformers for smart grid systems.

The Reverse Buyer-Seller Meet will allow participants from the African nations to meet over 1,000 suppliers from India, while the CEOs summit involving giants of the global electrical equipment Industry will feature in a live panel discussion with eminent experts brainstorming on current challenges and opportunities in T & D Business. The event will also feature Engineer Infinite 2014, through which ELEC RAMA 2014 will continue its search for new talent in the field of electrical and allied engineering.

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