



INDIAN ELECTRICAL & ELECTRONICS MANUFACTURERS' ASSOCIATION (IEEMA) is the first ISO certified industry association in India with 800+ member organisations encompassing the complete value chain in power generation, transmission and distribution equipment. IEEMA members have contributed to more than 90% of the power equipment installed in India.



ELECRAMA is the flagship showcase of the Indian Electrical Industry ecosystem and the largest congregation of power sector ecosystem in the geography. ELECRAMA brings together the complete spectrum of solutions that powers the planet. Featuring not just equipment & technology but peerless thought leadership platforms for everything electric -from technical conclaves to industry summits.

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MAKE THE WINNING MOVE



eTECH**nxt**
18-22 January 2020
Delhi NCR, India

NEXT GEN TECHNOLOGIES
NEW BUSINESS OPPORTUNITIES



Mr. Mustafa Wajid

Convener, EtechNxt 20
Chair, IEEMA E-Mobility and Charging Infra Division
Chair, IET Communities Committee, South Asia
Chair, IEEE LVDC Forum
Member, IET Power Engineers Panel
CEO-Meher Group

CONVENOR'S MESSAGE

**"The future's in the air
I can feel it everywhere
Blowing with the wind of change"**

- Lyric from Scorpions - Winds of Change

E-Mobility, Energy Storage and several other areas are dynamically changing the opportunity matrix for the electrical & electronics industry.

India is moving towards becoming a US\$ 5 trillion economy. The challenge of blending technology with innovative business models is real.

e-TechNxt by IEEMA is the platform which enables the electrical & electronics industry to re-define its business transformation trajectory by leveraging together diverse next generation technologies at ELECRAMA 2020.

The future's here. Be there."



AWARENESS NETWORKING, DIALOGUE AND A VISION OF THE FUTURE

Leading platform of industry, policymakers & stakeholders that promotes forward looking actions on "nxt" technologies in the "electrification domain"

KEY OPPORTUNITIES & TAKEAWAYS

- Networking
- Business Diversification
- Business Expansion
- Collaboration
- Industry Exposure
- Awareness
- Thought Leadership
- Career Path

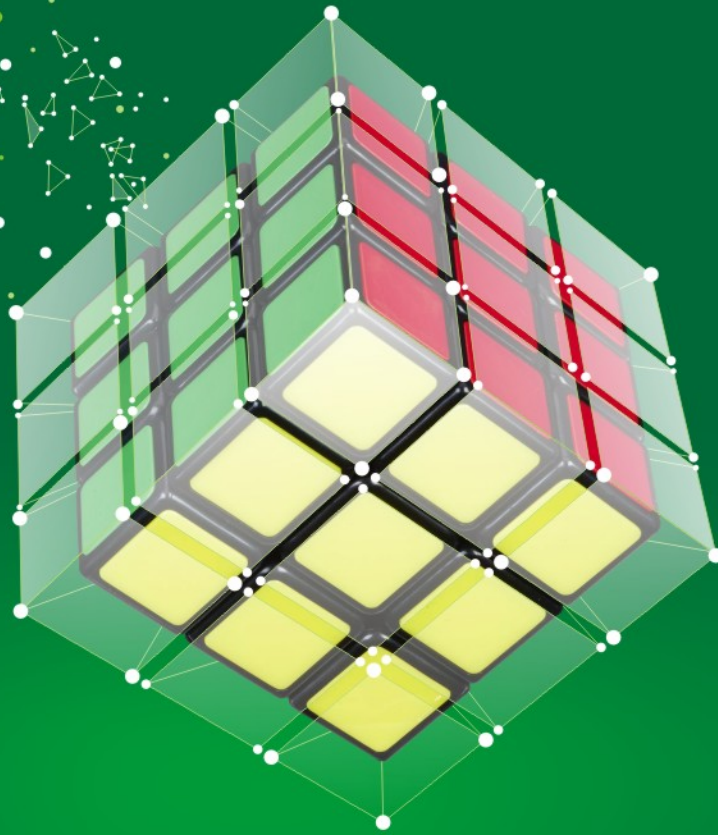
WHO SHOULD BE THERE

- CXOs
- Start-up Founders
- Fraternity Members
- Senior Management
- Manufacturers
- Contractors/Consultants
- Utilities
- State Representatives
- Research & Development Organisations
- Academia

VISITOR PROFILE

- C-suite Executives
- Venture Funds
- Incubation Labs
- Industry Experts
- Academic
- VIPs & Government
- General Visitors

DECODE THE WINNING MATRIX



E-MOBILITY

20th January 2020



Mr. Atul Arya

Head-Energy Systems Division,
Panasonic India

Vice Chair-IEEMA Renewable Energy
& Storage Division



Mr. A M Devendranath

COO, Feedback Consulting

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E-MOBILITY CAN DOUBLE ELECTRICAL & ELECTRONICS INDUSTRY POTENTIAL

E-Mobility presents a new & huge opportunity for the Electrical industry to expand and grow significantly. The business potential arising from the e-mobility opportunity in India is expected to rival the business size of the traditional electrical industry in the coming years.

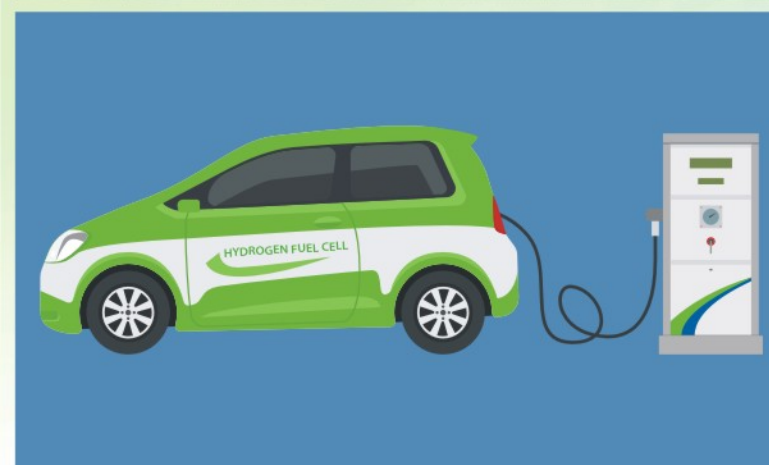
It is thus time for the Indian Electrical & Electronics Industry to understand & adapt to be able to realise this immense potential.

Large Opportunities in EV Charging, Battery cell & pack manufacturing, Power Electronics, EV Motors, Cables, Connectors, IOT based cloud applications and Connectivity solutions shall open up.

Accessing these opportunities needs serious innovation, investments and commitment from the Industry. New Business models are opening up and a host of new start-ups are already making a mark on this industry.

The "E-MOBILITY" track in E-TechNXT@ELECARAMA 2020 aims to highlight these opportunities, technology trends, understanding risks & challenges and solutions needed for servicing the rapidly evolving E-MOBILITY domain.

EXHIBITION | WORKSHOP | DISCUSSIONS



DISPLAYS

The E-Mobility track shall showcase the latest E-Mobility “TECH” trends that shall include key technologies & trends in:

- EV Charging Products, Solutions & Infrastructure
- Battery Technologies
- Power train technologies including power electronic drives & motors
- Battery Swapping Digitalisation of Mobility & Fleet Applications
- Digitalisation of Mobility & Fleet Applications
- Drones & the Digital Sky
- E-Highways
- Hydrogen Fuel Cell

DISCUSSIONS

Opportunities and Challenges in EV Charging Infra business in India. A panel discussion on the following key topics:

- Opportunities for EV Charging in India - Public V Pvt; PV vs 2/3W vs. CV; Captive vs private charging opportunities
- Battery Swapping Vs Charging - what makes sense and what are the short, mid and long-term options
- How to make the EV Charging infrastructure services an economically feasible business proposition?
- Risks and Challenges in the business
- Ideal solutions for Charging business in India
- Standards for the business

IET FOMT Session - Introduction to IET FOMT and its Plans in India

Policy / regulations for the E-Mobility Sector – A panel discussion on the following aspects:

- FAME 2 – Implications & Opportunities
- Global best practices (regulatory) for E-Mobility domain are they relevant from an Indian market perspective
- Current state of Policy frameworks in the country for the E-Mobility Sector
- What policy interventions are required for ICE & EVs to successfully co-exist?

**EXUDE THE
WINNING ENERGY**



ENERGY STORAGE

21st January 2020



Mr. Sandip Sinha

Vice President,
Head-Renewable Segment
ABB India Limited



Mr. Gaurang Desai

Business Development-Energy
Storage Solutions, Fluence Energy

With more than 2GWh of live grid scale opportunities, India is placed on the cusp of adopting the Energy storage system on a large scale. For India, renewable energy holds the key to meeting its carbon emissions target made at the Paris Agreement on Climate Change in 2016. It needs to reduce its carbon footprint by a third in 2030 and ensure that 40% of its electricity comes from non-fossil fuel-based sources. That can be made possible if there's higher take off of 175GW of planned renewable energy and it's smooth integration to grid. This is where energy storage will play a key role in Indian grid.

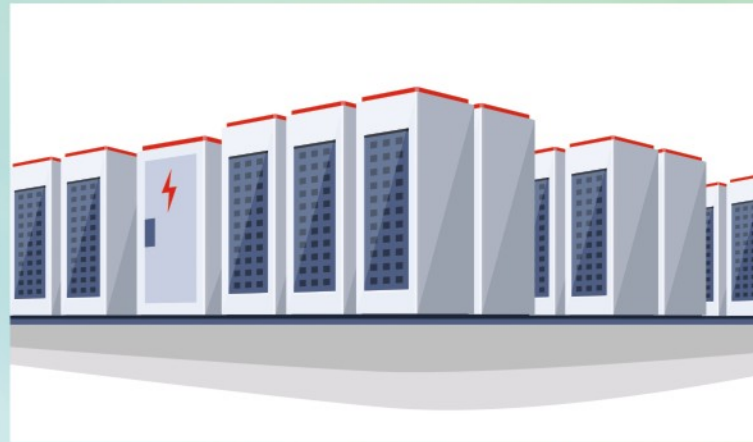
To achieve our national ambition of meeting carbon emission target and to give the energy storage industry a constructive push, we need to formulate a very effective amalgamation.

- Regulatory policies and framework for grid scale Energy storage system
- Emerging technology of Energy storage systems and services
- Imminent opportunity the market has to offer for all the players in the entire ecosystem
- Effective localization - that shall provide a boost to the industry and help in reducing the cost

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EXHIBITION | WORKSHOP | DISCUSSIONS



DISPLAYS

Distributed Energy Storage

- Roof Top Solar+ Storage
- Microgrids and Others
- Futuristic Technologies in Renewable Energy
- Power Quality Management products
- Monitoring and Condition Equipment's
- Energy Storage Devices

DISCUSSIONS

Energy Storage track discussions will deliberate in the areas of:

- Technology and applications
- Policy and Standards
- Manufacturing Capability and
- Capacity Building

Opportunities for electrical industry in Grid Scale Energy Storage

- In Transmission Systems – DSM & Power Quality Management
- In Distribution Systems - DSM & PQM
- Technologies & Economics
- Policy Framework & Regulatory
- Opportunities for Industry

**MAKE THE
WINNING SHOT**



START UP FORUM

22nd January 2020



Mr. Sudhanshu Mittal
Director-Industry 4.0, NASSCOM
COE- IoT

In association
with

NASSCOM
Center Of Excellence-IoT & AI
A Meety Initiative, with ERNET, Govt. of Karnataka, Haryana, Gujarat & AP



As the push for electric mobility and energy storage increases and the adoption grows, the startups are expected to play a key role in technology evolution in the country. With the objective of identifying and helping the high potential startups in the domain of EV and energy storage through mentoring, market exposure, industry connects and bringing international visibility, we are looking to onboard and promote them through this platform.

Startup forum is being driven in partnership with NASSCOM CoE-IoT & AI, Gurugram and IET IoT panel.

EXHIBITION | WORKSHOP | DISCUSSIONS

**UPSKILL YOUR
WINNING TEAM**



UPSKILLING IN NEW TECHNOLOGY

18th January 2020



Ms. Ritu Shree
Head-HR-SBUs and Services,
Secure Meters Ltd.



Ms. Beryl Lopez
Head-MindSphere Application Centre
for IoE (MAC4IoE),
Siemens, India

BRIDGING THE GAP

The only skill that will be important in the 21st Century is the skill of learning new skills. Everything else will become obsolete over time - Peter Drucker

A decoupling of revenue and headcount growth is visible even today, employers and employees need to adapt themselves to the changing job environment arising out of technological shifts in order to meet stakeholder expectations.

The problem is too large to be handled alone. It needs a collaborative industry level response.

About 80% of leaders do not believe their workforce has the right skills to work with advanced technologies and skill sets.

When skilling is driven by a market mechanism, the outcomes are magical, which means that organisations have to invest in training and various new ways of learning. To thrive and just not survive in this time of high velocity changes, organisations and individuals need to embrace lifelong learning using technologies. Given that technology plays a huge role in development, it has now spread its grandeur in skill development of India.

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विद्युत क्षेत्रीय कौशल परिषद
Power Sector Skill Council

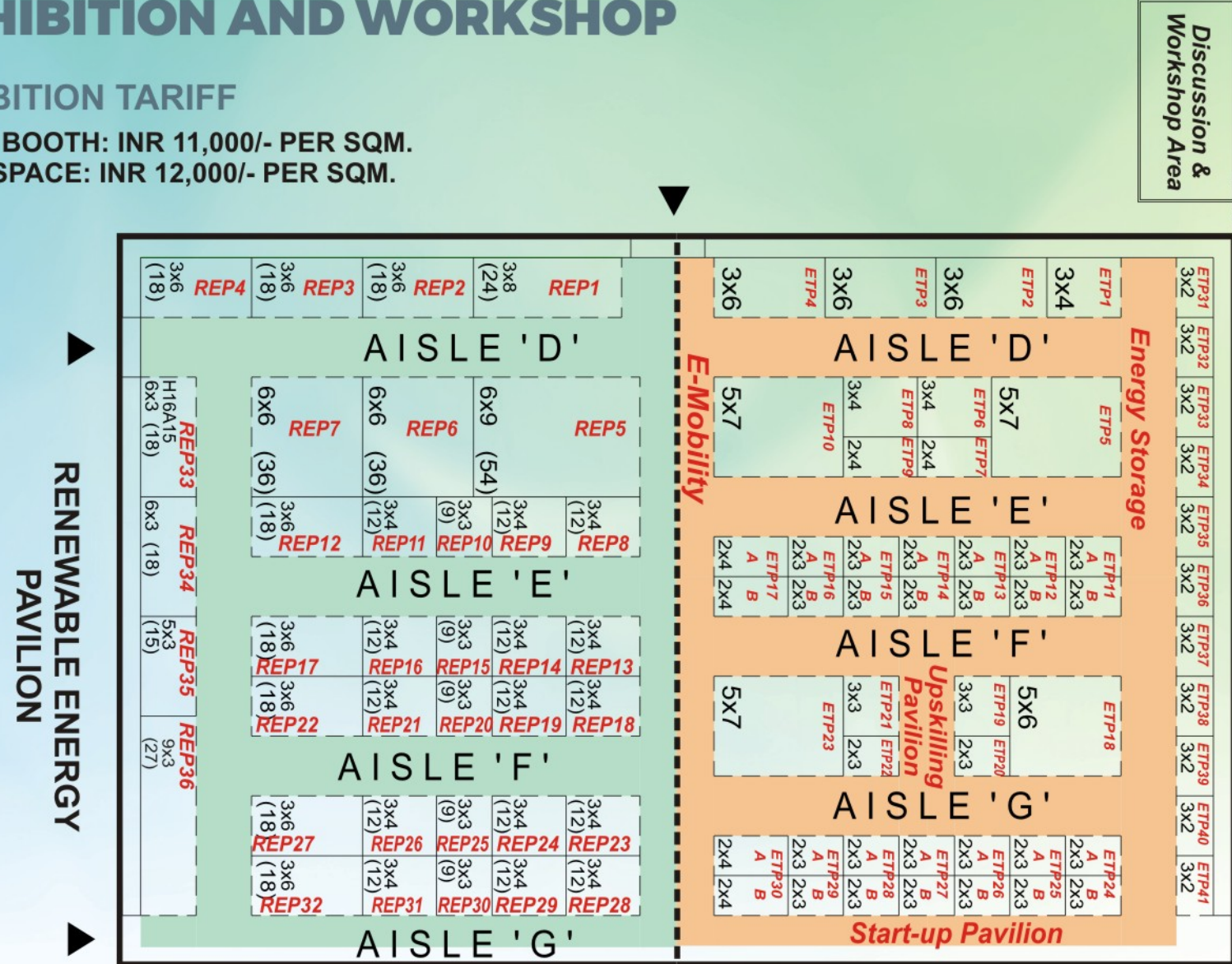


EXHIBITION | WORKSHOP | DISCUSSIONS

EXHIBITION AND WORKSHOP

EXHIBITION TARIFF

SHELL BOOTH: INR 11,000/- PER SQM.
BARE SPACE: INR 12,000/- PER SQM.

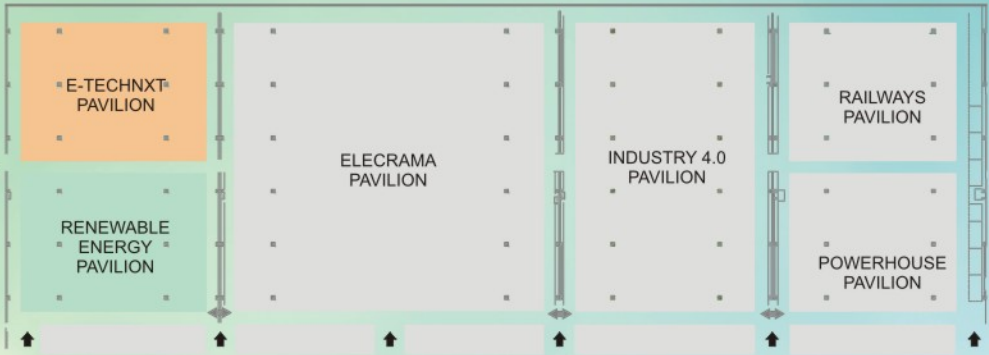


ETECHNEXT

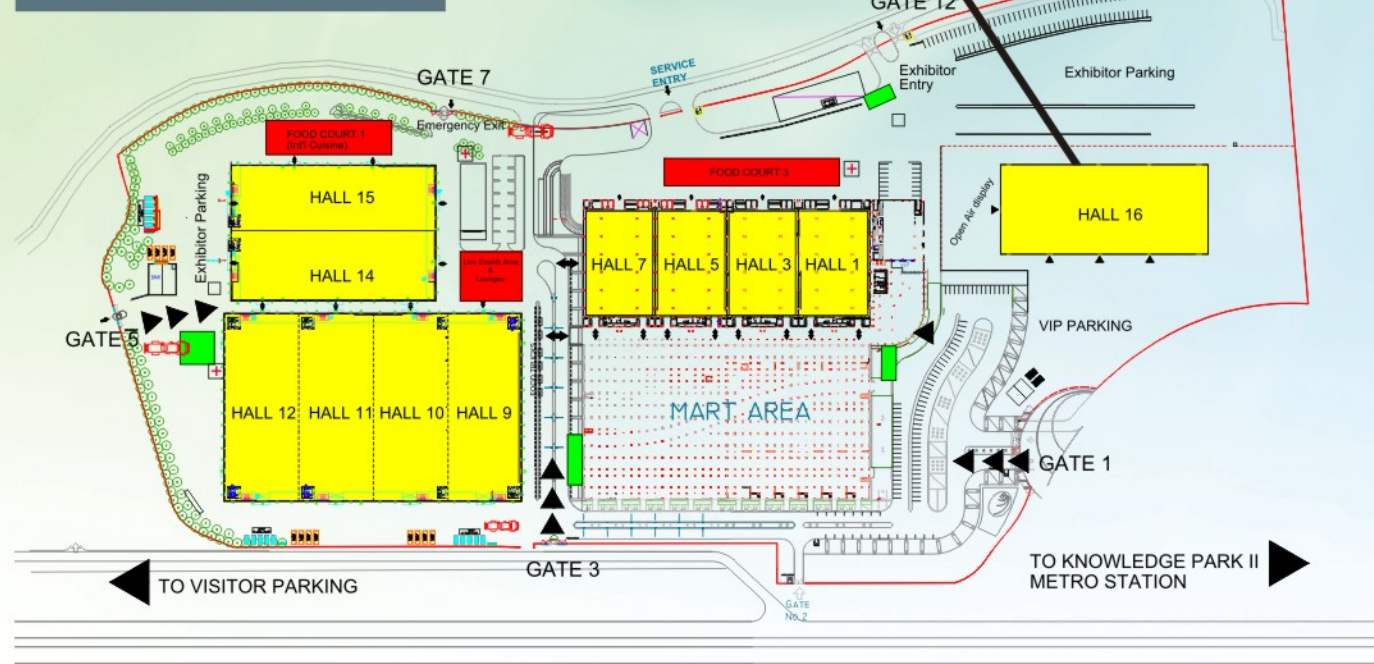
HALL 16 LAYOUT PLAN

WHAT TO EXPECT FROM ELECRAMA 2020

- 1300+ exhibitors
- Gross area of 1,10,000 Sq Mtrs
- 450 foreign exhibitors
- Overall participation from 120 countries
- More than 1.5 billion USD of business to be generated
- 3,50,000+ footfalls over five days.



OVERALL LAYOUT PLAN



**ELECRAMA 2020 exhibitors desirous of taking space in these pavilions will get a 50% discount of these prices up to the extent of space taken in ELECRAMA 2020

| TRACKS | DATE |
|------------------------------|-------------------|
| UPSKILLING IN NEW TECHNOLOGY | 18th January 2020 |
| E-MOBILITY | 20th January 2020 |
| ENERGY STORAGE | 21st January 2020 |
| START UP FORUM | 22nd January 2020 |

IEEMA Bank details as under:

Beneficiary Name : leema-elecrama
Beneficiary Bank Name : HDFC Bank
Branch : H-69, Outer Circle,
Connaught Circus, New Delhi -110001
Beneficiary A/c No. : 50200037884185
IFSC Code : HDFC0000313

For details and online registration, please visit: etechnxt.elecrama.com

DELEGATE REGISTRATION DETAILS

| Delegate Package | Regular Price |
|------------------|---------------|
| 4 Days Pass | ₹ 7,500 |
| 3 Day Pass | ₹ 6,000 |
| 2 Day Pass | ₹ 4,500 |
| 1 Day Pass | ₹ 2,500 |

Price includes GST, Lunch and Delegate kit cost.



PARTNERSHIP OPPORTUNITIES

| PLATINUM INR 5,00,000/ USD 7500 | GOLD INR 3,00,000/ USD 4500 | SILVER INR 1,00,000/ USD 1500 |
|--|---|--|
| 24 sqmtrs stall+ Additional space, if any at 50 percent discount | 12 sqmtrs stall+ Additional space if any at 50 percent discount | Paid stall at 50 percent discount |
| Speaking Opportunity + Company Video+ Logo on Delegate Kit | Company Video during breaks+ Logo on Delegate Kit | Logo on Delegate Kit |
| Logo on ETechNxt Website | Logo on ETechNxt website | Logo On ETechNxt Website |
| Company Logo on all digital promotional material | Company Logo on all digital promotional material | Company Logo on all digital promotional material |
| 1 Exclusive Standee and Company Video bite at ELECRAMA TV | 1 Exclusive Standee at prominent location | |
| 6 Complimentary Delegate Passes | 4 Complimentary Delegate Passes | 2 Complimentary Delegate Passes |
| Company Brochure display during the event | Company Brochure display during the event | Company Brochure display during the event |
| Acknowledgment at EtechNxt 2020 Inauguration | Acknowledgment at EtechNxt 2020 Inauguration | Acknowledgment at EtechNxt 2020 Inauguration |
| Attendees list access | Attendees list access | Attendees list access |
| Logo Display in All Tracks | Logo Display in All Tracks | Logo Display in All Tracks |