



Nayantara Dabariya
Third Secretary (Commercial & Info.)

EMBASSY OF INDIA
101, Dokseodang-ro, Yongsan-gu
Seoul 140885, Republic of Korea
E-mail: com.seoul@mea.gov.in

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Dear Sir/Madam,

We are pleased to inform you that the **ELECRAMA-2018 Exhibition** would be organized by Indian Electrical and Electronics Manufacturers' Association (IEEMA) from **10-14 March, 2018** at **India Expo Mart, Greater Noida, India**.

2. ELECRAMA is the flagship showcase of the Indian Electrical Industry ecosystem and the largest congregation of power sector ecosystem in the geography. ELECRAMA for long has been focused on relevance to its constituencies by providing relevant showcasing of product and technology. ELECRAMA-2018 also introduces a couple of new initiatives and global electricity business.

3. The power sector in India is at an inflexion point. Keeping in perspective of this, ELECRAMA 2018 will evolve from the traditional power transmission and distribution encompass the complete electricity ecosystem. New segments and verticals that now cover the entire spectrum of electricity will now be covered under the purview of the event, namely: generation, transmission, distribution, power electronics, renewables, powerstorage, electromobility and automation. The focus application areas of Railway, Nuclear and Defence have been also included in the scope.

4. Concurrent Events:

- (i) **ETechNxt** – Exploring the future for digitalization of Power Delivery/ Energy Storage / IoT, AI & Electricity/ eTransportation.
- (ii) **World Utility Summit** - A pioneering thought leadership forum, a key enabler for the eco-system setting the agenda for the future.
- (iii) **ChangeXchange 2018** – 4th Reverse Buyer-Seller Meet - Single window vendor access opportunity for buyers to reach out to Indian manufacturers.

5. Overseas exhibitors may like to visit the dedicated website for direct registration and further details: <https://www.elecrama.com>. For any other query, you may also please contact: Mr. Ajay Mahajan, Head of Trade Fairs Marketing, Email: ajay.mahajan@icema.org
Tel: +91 9999250355

6. We invite you to avail the opportunity by visiting the above Exhibition to identify opportunities in Electricity Industry. Please get in touch with the commercial section of this Embassy for any assistance or queries.

With regards,


(Nayantara Dabariya)