



POWER YOUR BUSINESS

ChangeXChange 2027: The 8th IEEMA Reverse Buyer Seller Meet (RBSM)

Reverse Buyer Seller Meet (RBSM) is the biggest hosted programme representing buyers from **Africa, ASEAN, CIS & Russia, Europe, North-East Asia, North America, LAC, Oceania, SAARC and WANA.**

Register yourself as Buyer online at
www.ieema-rbsm.in

400+ buyers met over **1000 Indian equipment** and services suppliers in one-to-one meetings
Hosted Foreign Buyers **400+** from **62 Countries**
Number of Meetings – **10000+** Enquiries Generated – Over **USD 12 Billion**

ELEC RAMA - 2027

The biggest congregation of men, machines and ideas that power the world around us. Five days of product display, technology presentations, concepts and pure business interactions. Showcase your business at ELEC RAMA-2027 - Powering the Future of Energy, there is no other event that is bigger than this.



WHO SHOULD REGISTER FOR ChangeXChange 2027?

International Buyers who want to source electrical products & components from India, including:

- Procurement Officials from Power Utilities, Railways/ Metro Railways
- Ministry of Power/ Energy Officials
- Energy Regulators
- EPC Contractors
- Electrical Consultants
- Large Corporate Groups
- OEMs for Component Sourcing
- Electrical Equipment Buyers

Special Package for Hosted Buyers at ChangeXChange 2027, 8th Reverse Buyer-Seller Meet

The hosted buyers from countries of Africa, ASEAN, CIS, South Asia, Middle East, Latin America, North America, Europe, North East Asia and rest of the world will be eligible for:

- i. Mandatory one-to-one meetings with Indian sellers at ELECRA-2027 Exhibition.
- ii. Complimentary to and fro economy class air-ticket from the nearest international airports in the countries of Buyers to New Delhi, India.
- iii. Complimentary three nights hotel stay at Greater Noida, Delhi NCR, for attending the RBSM - includes all meals, that is, breakfast & dinner (at hotel) Lunch (at RBSM venue).
- iv. Complimentary airport transfers and local transportation from Hotel to RBSM venue & back.
- v. Visa Recommendation Letters to obtain Indian Visa in their home country.

Product Categories

- | | | |
|---|---|--|
| 01. Battery Storage | 11. Instrumentation & Testing Equipment | 20. Renewable Energy & Allied Equipment |
| 02. Cables, Wires & Accessories | 12. Insulating Materials | 21. Stamping & Laminations |
| 03. Capacitors | 13. Insulators | 22. Surge Arrestors |
| 04. Conductors & Accessories | 14. Lighting & Lighting Accessories | 23. Switchgear & Controlgear: LV & HV |
| 05. Design & Consultancy | 15. Motors | 24. Transformers: Distribution & Power |
| 06. Energy Meters | 16. Other Electrical Products | 25. Transmission Line Towers & Accessories |
| 07. EPC Projects | 17. Power Electronics | 26. Winding Wires |
| 08. EV Charging | 18. Power Generation Equipment | 27. Other Electrical Products |
| 09. Industrial Control & Automation Systems | 19. Refurbishment | |
| 10. Instrument Transformers | | |

About the Organiser

IEEMA is the apex association of manufacturers of electrical, industrial electronics, and allied equipment in India, encompassing the complete value chain in power generation, transmission, and distribution equipment. IEEMA's 1000+ member companies contribute close to 95% of the power equipment installed in India. Their combined annual turnover exceeds US\$ 90 billion, with exports of over US\$ 14.5 billion.

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Indian Electrical & Electronics Manufacturers' Association

Established in 1948

www.ieema-rbsm.in

CO-LOCATED EVENTS





17th Edition
ELECHEMA 2027
Powering the **Future of Energy**

20 - 24 February 2027
India Expo Mart, Greater Noida, Delhi NCR

Partner Country / Germany

| SUSTAINABILITY
| TECHNOLOGY
| QUALITY & SAFETY
| INNOVATION

www.elecrama.com

 **ufi**
The Global
Association of the
Exhibition Industry

WORLD'S LARGEST ELECTRICAL SHOW



INDIA: A RISING POWERHOUSE

India is emerging as a global leader, opening up vast opportunities for international collaboration and growth since the last decade.

80% Increase in
Peak Power
Demand to 243 GW

\$200 Bn Investment
done in the Power
Sector in past
10 years

1,90,700 ckm
of Transmission
Lines Added in
past 10 year

71% Increase in
Installed Power
Capacity in
last 10 years

Largest & Fastest
Expansion of Electricity
Access to Rural Areas



INDIA AS A DRIVING FORCE IN THE GLOBAL TRANSITION TO A SUSTAINABLE ENERGY FUTURE

- ▶ Transitioning Towards **Clean Energy**
- ▶ Implementing **236 GWH Battery Energy Storage** by 2032 Systems for E-mobility, Data Centres, and Grid Support, with a Special Focus on Pumped Storage
- ▶ Increasing **Investment in the Renewable Energy Sector**, with a Total Investment of \$500 Billion
- ▶ Projecting a Growth Rate of About **10-12% CAGR** over the Next Seven Years
- ▶ Installing **~2 Lakh km of Transmission Lines** and Achieving a Transformation Capacity of 13 Lakh MVA by 2032
- ▶ Aiming for a Total Renewable Energy Installed Capacity of **500 GW** by 2030, with a Special Focus on Nuclear Power through SMNR
- ▶ Strengthening Distribution Infrastructure using Smart Metering, **AMI, DSM, SCADA** etc., with an Investment of over \$90 Billion by 2030

India: Your Strategic Sourcing Destination



Robust Manufacturing Capacity in Transmission, Generation, Distribution, Renewable, Storage, E-Mobility and Green Hydrogen



Innovations through AI, Digitalisation, Automation and Machine Learning



Skilled Manpower



Research and Design Centers



Growing and Nurturing the Startup Ecosystem



ELECRAMA 2027

Reimagining Energy for a Sustainable Future

SUSTAINABILITY | TECHNOLOGY | QUALITY & SAFETY | INNOVATION

ELECRAMA is the flagship showcase of the Global Electrical Industry and the largest gathering of the power sector ecosystem in the world.

From source to socket and all points in between, ELECRAMA unites the whole range of solutions that powers the earth. A gateway to the world of electricity, the 17th edition of ELECRAMA promises unparalleled thought leadership forums for everything electric, including technical conclaves, in addition to equipment and technology industrial gatherings.



HARNESSING THE POWER OF 'I'

EXPECTED AT ELECRAMA 2027

1,10,000
Sqms Area

10 Country
Pavilions

500+ Hosted
International Buyers

USD 25 bn
Expected Business Queries

1,100+
Exhibitors

5,00,000+
Visitor Footfalls

25,000+
B2B Meetings

FOCUS AREAS



SUSTAINABILITY

India is advancing in sustainability, targeting 500 GW of renewable energy by 2030. ELECRAMA supports this transition by promoting 'Viksit Bharat' by 2047, focusing on innovations in EVs, charging infrastructure, renewable energy, rail electrification, and carbon net-zero initiatives. It positions electricity as the key energy source for the future.

TECHNOLOGY

The Technology initiative leverages scalable solutions—including Energy Management Systems, automation, and Industry 5.0 smart manufacturing—to optimise critical infrastructure. By integrating Digital Twins for virtual simulation, smart grid technologies, and data-driven forecasting, the initiative enhances operational performance while safeguarding systems with robust Cybersecurity.



QUALITY & SAFETY

Quality and safety are paramount in the electrical industry, as they directly impact the reliability and efficiency of electrical systems. Aligning these principles with ELECRAMA emphasizes the industry's dedication to enhancing safety standards and fostering trust among stakeholders. As the sector evolves towards sustainable energy solutions, such as green hydrogen and renewables, maintaining high-quality practices and safety protocols becomes essential for ensuring a secure and resilient energy future.



INNOVATION

The INNOVATION initiative deploys scalable digital frameworks—including AI, IoT, industrial analytics, and smart infrastructure—to optimise software-driven ecosystems across buildings, factories, and power grids. Anchored by robust cybersecurity, this transformation drives operational efficiency and long-term sustainability.



CO-LOCATED EVENTS



World Utility Summit, a pioneering thought leadership forum, attempts to set the agenda for the future, actively playing the role of a key enabler for the eco-system, to develop optimal solutions, technology and products. The World Utility Summit is attended by CXOs of utilities, energy efficiency bodies, standards organisations, regulators, finance professionals and policy makers from around the world.



Reverse Buyer Seller Meet (RBSM), the biggest meeting place of International Buyers who plan to source electrical products and equipment from India. RBSM aligns with 'Make In India' initiative of Indian Government. 600 foreign buyers from. Africa, ASEAN, CIS, WANA, NAFTA, Europe will meet South Asia and Indian sellers in one on one meeting.



The Domestic Buyer-Seller Meet (DBSM), strengthens the Indian businesses, especially the MSMEs, opening the world market for them to achieve more business in and private utilities.

We reckon presence of Non-Utility Buyers from the Industry, Defense, Rail/Metros, Real Estate, etc.



The Electraverse Sparks Program is committed to accelerate startup growth, support the Startup Ecosystem and integrate them into the industry. It provides platform, resources, and industry connections to Startups.

To shortlist startups, IEEMA conducts Electraverse Sparks (EVS) Showcase and Awards. The stage of startups are: Idea to Minimum Viable Product (MVP) and MVP to Market Ready Startups in the Energies Domain.





'Women in Power Pavilion' is a celebration of achievements of women leaders, offering a platform to the professionals and aspiring young talents from diverse backgrounds to connect and thrive.

Acknowledging women's contributions & highlighting their remarkable achievements.

WHY ELECRAMA

- Find latest in product, technology, solutions and innovations
- An unmatched experience and opportunity to engage with the spectrum of industry players and network with global counterparts and key decision-makers
- Witness dedicated pavilions on New Energies & Energy Storage, Digital Energy, E-mobility & Charging Infrastructure, Startups
- A platform for growth opportunities and forging new business ties
- Impressive line-up of co-located events that offers a 360-degree touch that rounds up the ELECRAMA experience
- Platform to launch New Products
- Start up zone for Young and Innovative Companies

WHO SHOULD ATTEND

- Start-ups & Global Companies with Large-scale Energy Projects
- Government Bodies
- Utilities
- Developers
- Subcontractors
- Electrical Trading Companies
- Wholesalers & Manufacturers
- Banks, Financial Institutions & Project Financiers
- MEP Consultants
- OEM'S
- Policymaker
- Purchase Officer / Procurement Officer
- Big Buyers in the Industry



Get ready for an immersive experience like never before at ELECRAMA 2027 with an opportunity to find latest in product, technology, solutions and innovations.



New Energies & Storage

- **Brings Into Focus:** Cutting-Edge Solutions in Solar, Storage, Inverters, Batteries, Green Hydrogen and Supercapacitors
- **Connect With:** Renewable Energy Developers, Project Owners, Utilities and Investors
- **Showcases:** Solar Panels, Energy Storage Systems (Batteries, Pumped Hydro), Smart Inverters and Microgrid Solutions

E-Mobility & Charging Infra

- **Brings Into Focus:** Latest Advancements in Electric Vehicles, Charging Infrastructure and Battery Technologies
- **Connect With:** EV Manufacturers, Charging Station Providers, Component Suppliers and Government Agencies
- **Showcases:** Charging Stations (AC/DC Fast Chargers), Battery Management Systems, Components and Smart Charging Platforms

Digital Energy

- **Brings Into Focus:** Pioneering Technologies in Grid Modernization, Demand-Side Management and Energy Analytics
- **Connect With:** Utilities, T&D Companies, Industrial Consumers and IT Solution Providers
- **Showcases:** Smart Grids, IoT Applications for Energy Management, AI-Powered Analytics, Cybersecurity Solutions and Cloud-Based Energy Platforms

Power Transmission & Distribution

- **Brings Into Focus:** Advancements in Transformers, Switchgears, Conductors, Insulators, Reactors and other T&D Equipment Including HVDC
- **Connect With:** T&D Companies, EPC Contractors, Utilities and Government Departments
- **Showcases:** All Electrical Products including Digital Substations, Fault Detection & Automation Systems, Advanced Metering Infrastructure (AMI) and Disaster Resilience Solutions

Automation, Motion & Drives

- **Brings Into Focus:** Drive and Control Technologies, Components, and Systems for Industrial Applications
- **Connect With:** Manufacturers, System Integrators and End-Users Across Various Industries
- **Showcases:** Motors, Drives, Sensors, Controllers, Industrial Robots, Automation Software and Complete Motion Control Solutions

Startups

- **Brings Into Focus:** Groundbreaking ideas and Solutions for the Future of Power and Energy
- **Connect With:** Investors, Venture Capitalists and Potential Partners
- **Showcases:** Sustainable Solutions, Disruptive Technologies and Innovative Business Models

GLIMPSES





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 in New Delhi, registered office in Mumbai and regional offices in Kolkata and Bangalore. IEEMA has its State presence in Lucknow, Chandigarh, Jaipur, Srinagar, Guwahati, Raipur, Bhubaneswar, Gujarat and Hyderabad. IEEMA has a membership base of over 1,000+ representing a combined turnover of more than \$90 Billion exporting over USD 14.5 Billion. The members encompass a complete value chain in power generation, transmission and distribution equipment that ranges from public sector enterprises, multinational companies to small, medium and large companies. The industry provides direct and indirect employment to over 2.5 million persons.

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