



“It is time that Indian electrical equipment manufacturers look outwards and go global”

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Infrastructure Limited

Q. As a chairman of ELECRAMA 2014 what would you highlight about the event and how different is ELECRAMA 2014 from the earlier editions?

We have been hosting ELECRAMA Exhibitions since 1990 and today I am proud to be leading its 11th edition, ELECRAMA-2014, from 8th to 12th January 2014 at Bangalore International Exhibition Centre, Bangalore. We have always been improving year after year in terms of getting decision makers both from within the country and Overseas. As this time, the focus is 'go global' we are trying to get as many foreign visitors as possible to showcase Indian products and technology to a global audience. Our special focus will be on overseas business development. IEEMA officials and senior leaders of the industry are undertaking special efforts to promote Indian products in the developing world as well as exporting them to the developed countries.

I can proudly say that today Indian products are being used in highly sophisticated technological areas across the world. The world, including USA, is realizing the capability of Indian electrical products and has started sourcing our products to cater to their requirements.

ELECRAMA-2014 will also see a repeat of the hugely successful aspect of the previous edition, the Reverse Buyer-Seller Meet (RBSM), which will be larger in scope and numbers from last time. ELECRAMA-2014 will also continue its commitment and vision of scouting new talent in the field of electrical and allied engineering.

Q. ELECRAMA 2014 is taking place in a very tough business environment, both nationally and internationally, how has the response been so far from the industry?

Like the earlier ELECRAMAs, which have been successful and have helped in visibility of the industry in the global scenario, the forthcoming event, ELECRAMA-2014 is pitched for a greater success. Developing nations of the Middle East, Central Asia, West Asia and Africa are undertaking electrification vigorously through funding from multilateral institutions like the World Bank, African Development Bank and International Monetary Fund & Indian Line of Credit from EXIM Bank of India. Indian products have immense opportunities for capturing these markets. The Indian government has also realized the huge potential for exporting to Africa.

Being held at the world class venue, BIEC, having a gross area of more than 65000 sq meters, spread over six halls. I am humbled by the overwhelming response from our exhibitors and patrons. More than 90% of the exhibition area was already sold out within a period of less than three months of opening of the space booking.

Q. ELECRAMA 2014 has a unique theme of 'Go Global'; shade some light on the idea behind this theme and what strategy is IEEMA adopting to make this idea successful?

In ELECRAMA 2014, we have taken a unique theme of 'Go Global' wherein our idea is to focus on global competitiveness of products manufactured in India. We have got the necessary infrastructure and the capability to develop world class engineering products at competitive costs. Today all the top global players in the power equipment have presence in India. They have set up state-of-the-art manufacturing facilities and are producing products which are not only sold in the country but also sold back to their home countries as well.

Since our theme is 'go global' we plan to promote international business and for

this, we will get decision makers from various power utilities in the world including West Asia, Latin America, ASEAN countries, SAARC countries and Africa. During ELECRAMA 2012, we had nearly 3,000 foreign buyers and contracts worth more than US\$ 200 million were finalised. In 2012, for the first time we organized the reverse buyer-seller meet (RBSM). Based on the experience gained, we are preparing ourselves for 2014.

We do not believe in bringing only the business community, but also decision makers from the power utilities so that they can meet one-to-one with the Indian manufacturers thereby giving them a good idea about the capabilities of the Indian electrical equipment industry.

Q. Tell us more about the ChangeX-Change or the Reverse Buyer Seller Meet, what role to you expect the RBSM to play in boosting exports of the Indian Electrical Equipments?

IEEMA created a global business vehicle "ELECRAMA" in 1990, which has grown from strength to strength to emerge as the Single Largest T&D Exhibition in the world. We are expecting ELECRAMA 2014 to showcase their products, technologies & manufacturing capabilities to the global audience. This year we are expecting a repeat of the hugely successful event with 450 overseas buyers from targeted regions will be invited at the REVERSE BUYER-SELLER MEET (RBSM). ELECRAMA-2014 is bound to raise the bar in terms of facilitation and added services so as to make the event a resounding success.

During ELECRAMA-2014, we are expecting large number of decision makers of Power Utilities from all over Africa, Middle East, Central Asia, SAARC Countries and also business delegations from Europe, North America and Latin America.

Q. In order to achieve 5% of the global trade in electrical equipment what are the geographies that IEEMA considers having potential for imports from India?

There is a huge export opportunity waiting to be tapped. Developing countries across the globe are focussing on elec-

trification to meet the rising aspirations of their people. Even in developed countries, there is increasing demand for electrical equipment for renovation and modernisation of their ageing electricity networks. Global trade in electrical equipment was US\$ 540 billion in 2011, with India's share being less than 1% at US\$ 4.6 billion in 2011-12.

We are targeting a 5% share of global trade in electrical equipment in the next ten years so that our exports reach a level of US\$ 25 billion. ELECRAMA is IEEMA's major flagship event for promoting the "Made in India" brand and enhancing Indian exports of electrical equipment.

Q. Apart from ChangeXChange, what are the other concurrent events taking place at ELECRAMA 2014?

Besides this, ELECRAMA 2014 will also host a CEO SUMMIT (An exclusive 'By Invitation only' business leaders networking platform for the who's who of the global EE industry), INTERNATIONAL T&D CONCLAVE (A half day program for experience sharing between the global T&D utilities and stakeholders), TRAFOTECH 2014 (This prestigious international technical conference (9th edition) will provide transformer designers, manufacturers, consultants and users a common platform) and THE ENGINEER INFINITE / INNOVATION DAY (The Engineer Infinite 2014 is a PAN India competition for encouraging third / fourth year engineering students to share and display their Innovative projects to a wide audience at the specially created Students Pavilion)

Q. Shed some light on the plan to cover the SME segments in ELECRAMA 2014?

Definitely, we are focussing on the SME segment in a big way. We have set up a special pavilion and a special package for SMEs. Since their major emphasis is on the transmission and distribution equipment, ELECRAMA is best suited for such enterprises.

IEEMA, as an organization, has also undertaken various initiatives wherein they have facilitated purposeful interactions with decision makers from utilities of Middle East and Africa, including their visits to manufacturing facilities in India. Before being appointed as chairman ELECRAMA, I was the chairman of the International Business Division of IEEMA. In that position, I witnessed my industry colleagues never focussing on exporting their products despite manufacturing the best in the world. I remember a transformer manufacturing company which was a small enterprise in Punjab which had never exported their products. However, after they attended

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the first business delegation from IEEMA to Africa, their horizons expanded. Today they are the leading suppliers to Africa with a turnover of more than Rs. 300 crores.

It is very important for the industry fraternity to realize that there are tremendous export opportunities in this sector. But at the same time, there are also challenges

which have to be met almost on a daily basis. A lot of commitment is required as it isn't a one-time effort. Business is no longer restricted to procuring material from overseas suppliers and selling it in the available market. These days, every individual has to be involved right from the conception to the delivery of the final product. A lot of involvement with the concerned decision makers of the various utilities is required to ensure that the





product is based on their specifications. Even customers these days demand an interface before opting for the various products.

Visits to India of decision makers from various utilities from Middle East and Africa not only exposes them to what the industry produces in India but also helps them in upgrading their skills in technologies for managing the transmission and distribution systems in various power utilities in India, both private and public

We have also realized that these countries have money but unfortunately they do not have the domestic industries and hence a lot of them are looking at India. There is also a lot of scope for offering technology transfers to these developing countries as they are scouting for partners. A lot of these countries are giving great incentives like tax holidays, tax exemptions to foreign investors. Nowadays quite a

few Indian manufacturers have taken advantage of this and are going to all over Africa and setting up plants there.

Q. Your company Yamuna Power & Infrastructure Ltd. is a regular exhibitor at ELECRAMA, share your views on ELECRAMA as an exhibitor? What is your company looking forward at ELECRAMA 2014?

We as Yamuna Power & Infrastructure Ltd. (YPIL) have been participating in Elecrama right from its First Edition in 1990 at Mumbai and continue to participate. We are also participating in Elecrama-2014. We have made excellent Contacts for business development over the last 22 years, which has really helped our company to become an International Company

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also helped us to grow. We are expecting to reach a Turn over of US\$ 100 Million by Year 2018 where major share of this shall be generated from our Overseas Operations.

During Elecrama 2014 where I happen to be the Chairman Organizing Committee and looking forward to meet our Existing Customers from India & Abroad and Developing New Contacts with various Decision Makers of Power Utilities from India and Overseas, who shall be part of this World Class Event from January 8th to 12th, 2014.

Q. As a chairman of ELECRAMA 2014 what is your message to Indian Power Equipment Industry & Power equipment industry globally?

An industry-cum-product strategy needs to be devised so that we build on the intrinsic strengths of our industry. We also need to formulate a strategy of export market diversification and develop country-specific export strategies. There is a clear rebalancing of the global economic order underway and markets in Asia, Africa and Latin America will certainly have far greater potential in the future. It is time that Indian electrical equipment manufacturers look outwards and go global. This will also help the manufacturers in using their underutilized manufacturing capacity on account of sluggish domestic demand due to the slowdown in the country's power sector.

The industry needs the support of the government in introducing policy changes which will specifically support exports of electrical equipment from India. These include policies related to export financing, taxation, marketing, etc. which will immensely help the Indian exporters compete better in the global arena. But, Indian manufacturers also need to focus on product innovation, technology, R&D, packaging, cost competitiveness. Together, we need to build a Brand India in electrical equipment domain.

Thank You and I invite you to be at ELECRAMA-2014, where Business meets the Technology ■