



**Mr. Aaditya R Dhoot**  
Organising Committee Chairman of  
ELECRAMA

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Energetica India talks to Mr. Aaditya R Dhoot, Organising Committee Chairman of ELECRAMA on ELECRAMA 2016.

**ENERGETICA INDIA: Please introduce Energetica India readers to ELECRAMA?**

AADITYA DHOOT: It is a premier show of Indian Electrical Sector and is the World's largest confluence of the power transmission and distribution community. Held biennially since 1990 in India, the eleventh edition ELECRAMA-2014 hosted 970 exhibitors from India and across the world and also attracted 100,000+ footfalls into the exhibition.

In the last two decades ELECRAMA as an exhibition featured the biggest names in the global electrical T&D industry, to which it serves as the perfect launch vehicle to introduce latest products and technology. ELECRAMA showcases products and technology through the entire voltage spectrum, from 220 V to 1200 kV, conforming to global standards and specifications. A large number of business and technology partnerships are also transacted during the 5 day period giving it a must attend event status amongst global exhibitions.

ELECRAMA visitors consist of a wide spectrum of industry stakeholders, offering them an international framework for

display, discussions and deliberations. It brings together manufacturers and suppliers to interface with key customer segments like private and public transmission and distribution utilities, EPCs, Consultants and specifiers, members of the government and policy makers. It also brings together global thought leaders in the electrical transmission and distribution sector consisting of industry leaders, engineering professionals & technologists, professionals and academia, et al through high power panel discussions, premier conferences, technical workshops, tutorials and seminars held concurrently with the exhibition. ELECRAMA also hosts international diplomatic and trade visitor delegations from various countries and large country pavilions from leading manufacturing nations from around the world.

**ENERGETICA INDIA: What is the focus of ELECRAMA 2016?**

AADITYA DHOOT: With over 100 countries participating, thousands of latest products and solutions on display and almost every topic of electricity covered,

ELECRAMA 2016 is all set to become THE WORLD ELECTRICITY FORUM. This edition of ELECRAMA is officially supported by Ministry of Power, Ministry of Heavy Industries & Public Enterprises, Ministry of Commerce & Industry and Ministry of Communication & IT. We are also buoyed to have Government of Karnataka's endorsement, once again as the 'Host state'. ELECRAMA 2016 will for the first time feature "WORLD UTILITY SUMMIT", a unique global platform like no other. This 'By Invitation Only', event is 'of the utilities, for the utilities and by the utilities'. CXOs of more than 50 global utilities are being invited to participate in the two day summit to interact with CXOs of Indian utilities and share their experiences and best practices. 'Network to Net worth' [N to N] is another new interesting and necessary addition to ELECRAMA 2016. N to N is planned for creating awareness about the huge investment and JV opportunities in the Indian electrical sector for both Global and domestic investors.

A two-day POWER ROUND TABLE is being organized by the Ministry of Power, of

Energy Secretaries of State Governments and CMDs of State Utilities & Central PSUs.

**ENERGETICA INDIA: How important is it for Ujjwal Discom Assurance Yojana of the Central Government to implemented and successful? What kind of outcome are you expecting?**

AADITYA DHOOT: It is a very positive step as this programme would focus on increasing productivity, decreasing costs and enhancing fiscal discipline by involving states directly. UDAY will also help the banking sector, as banks too cannot hold such large non-performing loans. The industry is determined to support the government; however the key thing would be to tackle losses as a consequence of power theft and unsustainable direct subsidies. IEEMA already has a program to reach out to the distribution companies and aid them with technical solutions for complex problems related to mitigating losses and enhancing revenues.

Overall a very positive move, it would be important to have the right people and process in place for its correct implementation. As a result of this scheme, losses will be transferred to states and they should be able to sustain it

**ENERGETICA INDIA: What kind of business opportunities exist for Indian power sector players in markets outside India? How does Elecrama team assist here?**

AADITYA DHOOT: Every ELECRAMA gives something different. This time it's World Utility Forum which is a unique concept where we will try to get the top utilities of the world to come and choose relevant topics with regard to what the world is facing in terms of power generation, transmission and distribution. There is a huge export opportunity waiting to be tapped for Indian manufacturers of electrical equipment. Developing countries across the globe are focusing on electrification to meet rising aspirations of their people.

Even in developed countries, there is an increasing demand for electrical equipment for renovation and modernization of their ageing electricity networks. Simultaneously with the "Make in India" campaign taking shape we are expecting a significant rise in international exhibitors this time in ELECRAMA

**ENERGETICA INDIA: How do you see the Indian power sector progressing over the next 3-5 years?**

AADITYA DHOOT: The size of the industry is valued at around \$28 billion; a fourth of which is made up of power generation equipment. The rest comes from transmission and distribution. The industry provides direct employment to about 500,000 people and indirectly to about 1 million. We, as a country, are aspiring to increase the output of the electrical equipment industry to \$100 billion by 2022 and become a destination of choice for overseas producers of such equipment ◀◀



▶ **India's Power and Renewable Energy Sector Focused Digital Guide** ◀

**Energetica India Guide Highlights**

- Over 31 Categories within the Power Sector
- Widely used for Product / Services search by Buyers
- Classification based on Global Markets also
- Takes Buyers directly to the required Product Page
- Seller Contact Details visible to the Buyer
- Promoted on Energetica India and EcoConstruction India
- Easy & Quick Process

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