

**Vijay P Karia**  
**Chairman, ELECARAMA – 2018**

EL-18/VIP /1797/ 019

18<sup>th</sup> January, 2018

Er. J.P. Kalta  
Managing Director  
Himachal Pradesh State Electricity Board  
Vidyut Bhawan  
HPSEB Ltd.  
Shimla - 171004

Dear Er. J.P. Kalta,

**Sub: VIP invite for participating in ELECARAMA-2018 Exhibition**

Greetings from ELECARAMA-2018!

ELECARAMA-2018, organised by IEEMA, is the next edition of one of the world's oldest and largest electrical exhibition that brings together a complete 360° ecosystem of solutions that power the planet. Spread over 100,000 sq mts with more than 1500 exhibitors, **ELECARAMA-2018** will be held from **10<sup>th</sup> to 14<sup>th</sup> March 2018** at **India Expo Mart, Greater Noida, Delhi NCR.**

This platform will be featuring not just equipment & technology, but peerless thought leadership platforms for everything electric - from technical conclaves to industry summits.

On behalf of ELECARAMA-2018 Organising Committee, it is our great pleasure to extend our VIP invitation to you for participation at the exhibition and sharing your valuable experiences with us. It will be our honor to host your visit to ELECARAMA-2018.

We request you to kindly inform us your convenient dates for visiting ELECARAMA-2018, and desired travel and stay facilities for comfortable visit to the exhibition.

**Why you must Visit?**

- **Global perspective of latest and futuristic technologies** in the products and solutions.....through World Utility Summit\* and e-TECHnxt<sup>#</sup> Pavilion.
- **Interaction with global experts from Utilities** with challenging business and financial model, the power distribution and transmission and best practices in this field ..... through World Utility Summit\*
- **Solutions for your problems/issues** such as power theft, power failures, energy efficiency, etc. .... e-TECHnxt<sup>#</sup> Pavilion.

ELECARAMA has grown in relevance and its range now covers the entire spectrum of electricity, namely • Power Generation •Transmission •Distribution •Power Electronic •Renewable •Electric Transportation •Power Storage •Automation

Apart from being a world's largest electrical exhibition, spread over 100,000 sq mts and with more than 1500 exhibitors, it is also a leading business networking, knowledge and thought leadership platform for the Industries comprising:

ELEC RAMA-2018 is supported by the Ministry of Power; Department of Heavy Industry, Ministry of Heavy Industries & Public Enterprises; Department of Industrial Policy and Promotion, Department of Commerce (for RBSM), Ministry of Commerce & Industry; Investment and Technology Promotion Division, Ministry of External Affairs and Department of Electronics and Information Technology, Government of India. Hon'ble Minister of Railways, Minister for Heavy Industries & Minister for Medium and Small Enterprises will also visit the exhibition.

Co-located events during ELEC RAMA-2018:

#### World Utility Summit \*

World Utility Summit™ is a pioneering thought leadership forum, which attempts to set the agenda for the future, actively playing the role of a key enabler for the ecosystem and to develop optimal solutions, technology & products. The theme of the 2nd Edition is 'Utility of Utilities'

#### e-TECHnxt<sup>#</sup> Pavilion

As the electricity domain is increasingly getting intertwined with digital/internet technology; the future of the sector looks very different as compared to the past. eTechNxt explores the future for the Electrical & Electronics Industry as to how should it Innovate, Transform & Grow. The tracks that cover this discussion are accompanied by latest technology. Industry displays will comprise of Digitization of Power Delivery | Energy Storage | IoT, AI & Electricity | eTransportation.

#### ChangeXchange 2018 – 4th Reverse Buyer-Seller Meet

ChangeXchange 2018 will have 650+ buyers coming from a large number of countries of Africa, ASEAN, CIS, SAARC, and Middle East. In the previous edition of ChangeXchange in 2016, we had 600+ buyers from across 40 countries, generating business worth US\$400 million over 6000 meetings in a period of 3 days.

We trust you will accept our invitation for visiting ELEC RAMA-2018, which will bring unprecedented value to your Utility as a whole.

Cordially welcoming you at ELEC RAMA-2018!

Thanking you and with best regards,

Yours sincerely,



Vijay P Karia