



Department of CommerceMinistry of Commerce & Industry
Government of India





A REPORT







India Electricity Expo 2021

(27-30 September, 2021) on Virtual Platform

A Report



Messages	5
Why Electricity Expo	15
Brief description of the event	16
Statistics	20
List of Products Displayed	21
B2B	26
Publicity and Branding	27
Social Media handles	34
Outcome Analysis	42









Mr Som Parkash, Hon'ble Minister of State of Commerce & Industry, Government of India

Message

Indian electrical equipment sector contributes about 8% to manufacturing sector in terms of value, and 1.5% to the overall GDP. Indian exports of Electrical Machinery and Equipment experienced a 23 % CAGR reaching USD 15.1 billion in 2019-20 from USD 5.3 billion in 2013-14.

India's power sector is ranked fourth in the Asia Pacific region out of 25 nations. India's newest power-sector blueprint, the National Electricity Plan 2018 (NEP 2018) targets a 275 Gigawatts (GW) renewable energy generation by 2027.

With such tremendous growth in the power sector and companies capable of manufacturing new technology based equipment in the electricity sector, India is the appropriate destination to procure and invest in this sector.

I appreciate EEPC India's venture to arrange such a mega Expo with Exhibitors showcasing such wide array of Electricity Machinery and Equipment in India Electricity Expo 2021. We expect to see buyers from 31 countries which will provide an ideal forum to exchange and learn.









Chairman's Pen

Today it gives me immense pleasure to announce the start of India Electricity Expo from 27 September 2021. 31 countries from different parts of the world will participate in the 4 days event. The Expo will also feature three Thematic Webinars with speakers from Indian Maharatnas in the Power Sector, renowned R&D Institutes and Certification bodies.

Electrical equipment market production is estimated to touch USD 100 billion by 2022. This sector contributes about 8% to manufacturing sector in terms of value, and 1.5% to the overall GDP. India's exports of Electrical Machinery and Equipment rose to USD 15.1 billion in 2019-20 from USD 5.3 billion in 2013-14 with a CAGR of 23.0%.

The financial year 2021-22 has seen the V shaped recovery with Manufacturing and Services PMI surpassing 52, NIBRI (Nomura India Business Resumption Index) crossing 100, highest foreign exchange reserve of USD 633.558 billion, Current Account Surplus of 0.9% of GDP in FY 21 which validate the overall exports target of USD 400 billion at the end of this fiscal achievable

Our economy is pushing itself back on track. The tough times will soon pass away giving us the opportunity to start with physical activities.

Please join us and register now for our 4 day ride to India Electricity Expo starting on the 27 of September 2021.

Thank you

Mahesh Desai, (Chairman, EEPC India)







India's Potential in the Electricity Market is really commendable

Effort unlocks an individual's highest potential, and when efforts are made by numerous individuals it always becomes a success story. Exposition on a Virtual Reality space was such an impossible dream to accomplish.

On behalf of EEPC India, I am proud to share with you this data comprising 6 Virtual Expos within a span of only seven months over —October — April,2021

We organised a few more events and today, I am glad to learn EEPC India is organising an Expo on Electricity. India Electricity Expo is a 4 day event which is commencing on the 27th day of September 2021 where a member can get to meet potential buyers from 31 countries.

India is ranked fourth in the Asia Pacific region out of 25 nations on an index that measured their overall power.

India's Vision 2022 projects US\$100 billion production of electrical equipment.

USA ranks as the number destination of India's export of Generation Equipment, importing almost 33 per cent of India's export of the same in 2020. The share of other top nations is Germany (5.5%), Bangladesh (4.1%), Japan (3.6%) and France (3.1%).

India's potential in the electricity market is really commendable and thus we invite all of you to register and visit the event commencing from 27th September, 2021 and exhibit, meet, interact and listen to industry experts.

Aun harodia

Arun Kumar Garodia (Vice Chairman, EEPC India)









From the Desk of Convenor of the Product Panel on Electrical Machinery, EEPC India

India's power sector is one of the most diversified in the world. Sources of power generation range from conventional sources such as coal, lignite, natural gas, oil, hydro and nuclear power to viable non-conventional sources such as wind, solar, and agricultural and domestic waste. Electricity demand in the country has increased rapidly and is expected to rise further in the years to come. In order to meet the increasing demand for electricity in the country, massive addition to the installed generating capacity is required.

India is the world's third largest producer and third largest consumer of electricity. The national electric grid in India has an installed capacity of 382.15 GW as of 31 March 2021. Renewable power plants, which also include large hydroelectric plants, constitute 36.8% of India's total installed capacity. During the fiscal year (FY) 2019-20, the gross electricity generated by utilities in India was 1,383.5 TWh and the total electricity generation (utilities and non utilities) in the country was 1,598 TWh. The gross electricity consumption in FY2019 was 1,208 kWh per capita.

India's Vision 2022 projects US\$100 billion production of electrical equipment. India's newest power-sector blueprint, the National Electricity Plan 2018 (NEP 2018) targets a 275 gigawatts (GW) renewable energy generation by 2027.

EEPC India Electricity Expo 2021 is the perfect place for all engaged with this industry to come and interact and learn and exchange to bolster International trade and Indian outbound shipments.

Sd/C. D. Shah
(Convenor of the Product Panel
on Electrical Machinery, EEPC India)











From the desk of Convenor of the Product Panel on Renewable Energy Equipment, EEPC India

I am glad to learn EEPC India is organising an Expo on Electricity. India Electricity Expo is a 4 day event which is commencing on the 27th day of September 2021 where a member can get to meet potential buyers from 31 countries.

India is ranked fourth in the Asia Pacific region out of 25 nations on an index that measured their overall power.

Asia Pacific commanded a 47% share of the electricity generated across the world in 2019 at 12,691 TWh, while North America recorded a 20.1% share with 5,425 TWh

India, which is third on the list of the top electricity-generating countries, produced a significant amount of its 1,559 TWh of power from coal in 2019.

Some of its biggest thermal power plants include the 4.7-GW Vindhyachal Thermal Power Station in the Singrauli district of Madhya Pradesh and the 4.6-GW Mundra Thermal Power Station in the Kutch district of Gujarat.

India also generates a considerable amount of electricity from hydropower, with the 1.45-GW Sardar Sarovar project in Gujarat the largest facility of its kind in the country.

The nation has placed high hopes on solar power delivering a large portion of its 450-GW renewable energy target by 2030 as it aims to reduce its fossil-fuel reliance.

We welcome EEPC India's move in organising this expo. I am sure the 4 day long activity featuring from 27 to 30 September 2021 will generate long lasting cross border association.

Sd/-

K. Manickam (Convenor of the Product Panel on Renewable Energy Equipment, EEPC India)

Why Electricity Expo



India is ranked fourth in the Asia Pacific region out of 25 nations on an index that measured their overall power.

India ranked fourth in wind power, fifth in solar power and fifth in renewable power installed capacity





India ranked sixth in the list of countries to make significant investments in clean energy at US\$90 billion





Brief description of the event:

EEPC India organized the first edition of Virtual Expo on India Electricity Expo 2021. The event focussed on buyers from 31 countries from the eight regions and trade blocs including Africa, ASEAN, LAC, Europe, NAFTA, South Asia, WANA.

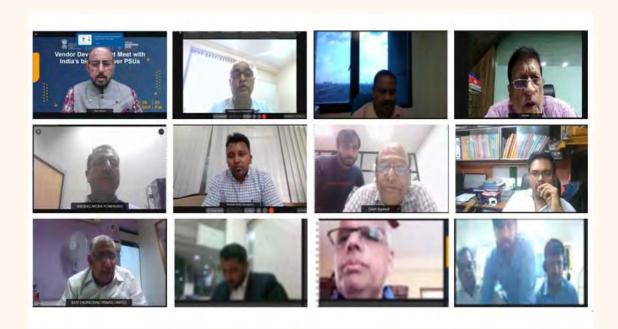
The focussed products totalling more than 100 were grouped under 13 heads, viz Electrical Conduit Fittings, Enclosures, Gas Turbines, Steam Turbines, Generators, Transformers, Cables and Conductors, Circuit Breakers, Relays, Batteries, Electric Motors, Boilers and Electrical Safety Equipment . Messages from Mr Som Parkash, Hon'ble Minister of State, Ministry of Commerce and Industry, Government of India was played at the Inauguration of the event.

The 4 day event had

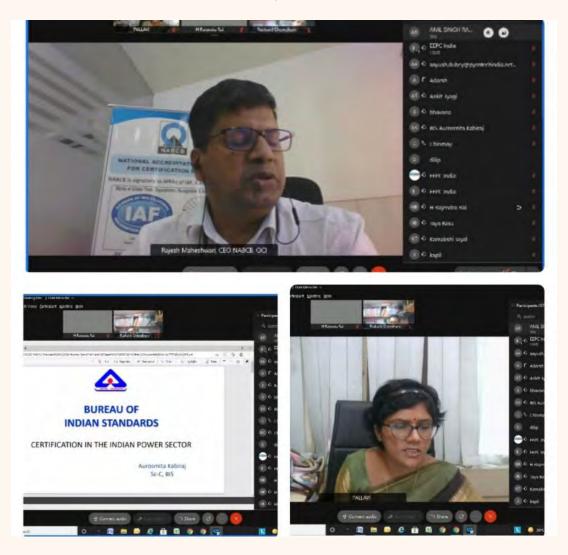


Three webinars were held on three dates September 28-30, 2021

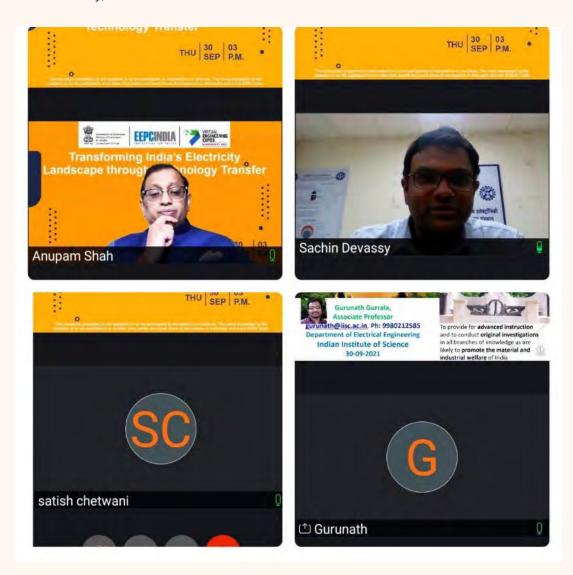
One was Vendor Development Meet with India's Biggest PSUs where Mr B Anantha Sharma, ED, Contract Services and Material Management, Powergrid, Mr Mahesh Prasad, Additional General Manager (Corporate Contract & Materials), NTPC spoke



The second was on Standards and Certifications in the Indian Power Sector with Mr Rajesh Maheshwari, CEO, NABCB and Ms Aurosmita Kabiraj , Scientist C, BIS spoke

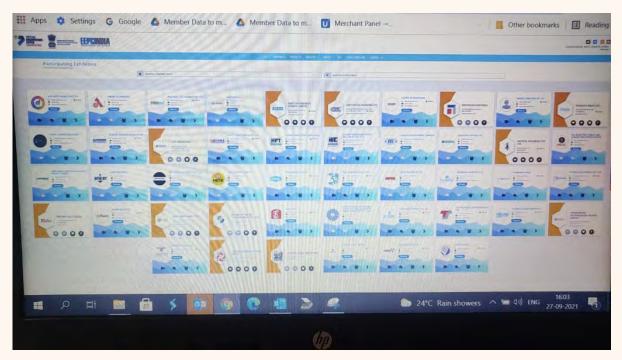


The third and last webinar was on the theme Transforming Electricity Landscape through Technology Transfer with speakers as Mr Gurunath G , IISC, Bangalore; Dr Satish Chetwani, ERDA and Dr Sachin Devassey, CSIR-CEERI





Statistics



Stalls

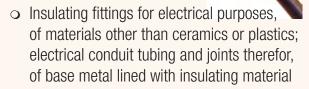








Electrical Conduit Fittings



Enclosures

 Boards, panels, consoles, desks, cabinets and other bases for the goods of heading 8537, not equipped with their apparatus

Gas turbines

- Gas turbines of a power > 5.000 kW (excluding turbojets and turbopropellers)
- Gas turbines of a power<= 5.000 kW (excluding turbojets and turbopropellers)
- Parts of gas turbines, n.e.s.



Steam Turbines

- Steam and other vapour turbines for marine propulsion
- Steam and other vapour turbines, of an output > 40 MW (excluding those for marine propulsion) Steam and other vapour turbines, of an output <= 40 MW (excluding those for marine propulsion)
- Parts of steam and other vapour turbines, n.e.s.

- Hydraulic turbines and water wheels, of a power <= 1.000 kW (excluding hydraulic power engines and motors of heading 8412)
- Hydraulic turbines and water wheels, of a power > 1.000 kW but<= 10.000 kW (excluding hydraulic power engines and motors of heading 8412)
- Hydraulic turbines and water wheels, of a power > 10.000 kW (excluding hydraulic power engines and motors of heading 8412)
- Parts of hydraulic turbines and water wheels incl. regulators

Generators

- Producer gas or water gas generators, with or without their purifiers; acetylene gas generators and similar water process gas generators, with or without their purifiers (excluding coke ovens, electrolytic process gas generators and carbide lamps)
- Parts of producer gas or water gas generators and acetylene gas generators or similar water process gas generators, n.e.s.
- DC motors of an output> 37,5 W but<= 750
 W and DC generators of an output<= 750 W
- DC motors and DC generators of an output > 750 W but <= 75 kW
- DC motors and DC generators of an output > 75 kW but <= 375 kW
- DC motors and DC generators of an output > 375 kW
- AC generators "alternators", of an output <= 75 kVA





- AC generators "alternators", of an output > 375 kVA but<= 750 kVA
- AC generators "alternators", of an output > 750 kVA
- Generating sets with compression-ignition internal combustion piston engine "diesel or semi-diesel engine" of an output <= 75 kVA
- Generating sets with compression-ignition internal combustion piston engine "diesel or semi-diesel engine" of an output > 75 kVA but <= 375 kVA
- Generating sets with compression-ignition internal combustion piston engine "diesel or semi-diesel engine" of an output > 375 kVA
- Generating sets with spark-ignition internal combustion piston engine
- Generating sets, wind-powered
- Generating sets (excluding wind-powered and powered by spark-ignition internal combustion piston engine)
- Parts suitable for use solely or principally with electric motors and generators, electric generating sets and rotary converters, n.e.s.



Transformers

- Liquid dielectric transformers, having a power handling capacity<= 650 kVA
- Liquid dielectric transformers, having a power handling capacity> 650 kVA but<= 10.000 kVA Liquid dielectric transformers, having a power handling capacity > 10.000 kVA
- Transformers having a power handling capacity <= 1 kVA (excluding liquid dielectric transformers) Transformers, having a power handling capacity >1 kVA but <= 16 kVA (excluding liquid dielectric transformers)
- Transformers having a power handling capacity >16 kVA but <= 500 kVA (excluding liquid dielectric transformers)
- Transformers having a power handling capacity> 500 kVA (excluding liquid dielectric transformers) Parts of electrical transformers and inductors, n.e.s.



Cables and Conductors

- Coaxial cable and other coaxial electric conductors, insulated
- Electric conductors for a voltage <= 80 V, insulated, fitted with connectors, n.e.s.
- Electric conductors for a voltage <= 1.000
 V, insulated, fitted with connectors, n.e.s.







- Electric conductors, for a voltage <= 1.000 V, insulated, not fitted with connectors, n.e.s.
- Electric conductors, for a voltage > 80 V but
 = 1.000 V, insulated, fitted with connectors, n.e.s.
- Electric conductors, for a voltage > 80 V but
 = 1.000 V, insulated, not fitted with connectors, n.e.s.
- Electric conductors, for a voltage > 1.000
 V, insulated, n.e.s.

Circuit Breaker

- Automatic circuit breakers for a voltage <= 1.000 V
- Apparatus for protecting electrical circuits for a voltage <= 1.000 V (excluding fuses and automatic circuit breakers)
- Parts suitable for use solely or principally with the apparatus of heading 8535, 8536 or 8537, n.e.s. (excluding boards, panels, consoles, desks, cabinets and other bases for the goods of heading 8537, not equipped with their apparatus)



Relays

- Relays for a voltage <= 60 V</p>
- Relays for a voltage > 60 V but <= 1.000 V</p>

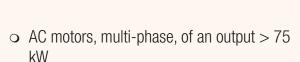
Batteries

- Manganese dioxide cells and batteries (excluding spent)
- Mercuric oxide cells and batteries (excluding spent)
- Silver oxide cells and batteries (excluding spent)
- Lithium cells and batteries (excluding spent)
- Air-zinc cells and batteries (excluding spent)

Electric Motors

- Motors of an output<= 37,5 W Universal AC-DC motors of an output > 37,5 W
- DC motors of an output > 37,5 W but <= 750 W and DC generators of an output <= 750 W
- DC motors and DC generators of an output > 750 W but <= 75 kW
- DC motors and DC generators of an output > 75 kW but <= 375 kW
- DC motors and DC generators of an output > 375 kW
- AC motors, single-phase, of an output > 37,5 W
- AC motors, multi-phase, of an output > 750
 W but <= 75 kW





Generators

- Starter motors and dual purpose startergenerators of a kind used for spark-ignition or compression-ignition internal combustion engines
- Generators of a kind used for internal combustion engines (excluding magneto dynamos and dual purpose startergenerators)

Boiler

- Watertube boilers with a steam production > 45 t/hour
- Watertube boilers with a steam production
 45 t/hour (excluding central heating hot water boilers capable also of producing low pressure steam)
- Vapour generating boilers, incl. hybrid boilers (excluding central heating hot water boilers capable also of producing low pressure steam)
- Superheated water boilers
- Parts of vapour generating boilers and superheated water boilers, n.e.s.



- Central heating boilers, non-electric (excluding vapour generating boilers and superheated water boilers of heading 8402)
- Parts of central heating boilers, n.e.s.
 Auxiliary plant for use with boilers of heading 8402 or 8403, e.g. economizers, superheaters, soot removers and gas recoverers
- Parts of non-electrical engines and motors, n.e.s.

Electrical Safety Equipment

- Electrical signalling, safety or traffic control equipment for railways or tramways (excluding mechanical or electromechanical equipment of heading 8608)
- Electrical signalling, safety or traffic control equipment (excluding that for railways or tramways and mechanical or electromechanical equipment of heading 8608)

Parts of electrical signalling, safety or traffic control equipment, n.e.s.

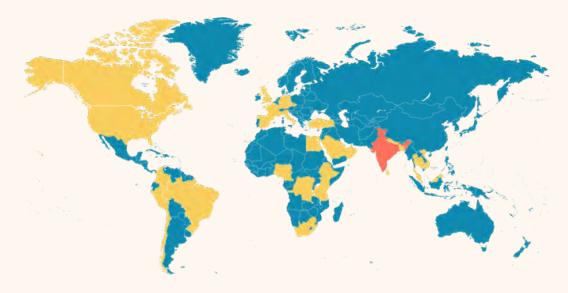


Meet buyers from 31 countries

Africa: Cameroon, Congo, Ethiopia, Kenya, Nigeria, South Africa, Tanzania **ASEAN:** Cambodia, Malaysia, Thailand, Vietnam **Europe:** Czech Republic, France, Germany, Italy, Spain, Turkey, United Kingdom **LAC:** Brazil, Chile, Colombia, Peru

NAFTA: Canada, United States

South Asia: Bangladesh, Nepal, Sri Lanka **WANA:** Egypt, Qatar, Saudi Arabia, UAE







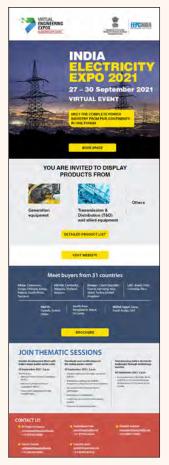
A total of 50 B2B meetings were concluded during the show. 20 pre fixed meetings were organized with Nigeria with the support of Indian High Commission in Nigeria & Lagos Chamber of commerce & Industry.11 meetings were concluded with buyers from Cameroon with the help of SPX Cameroon (A trade body). Services of Indian Embassy were availed in organizing 9 buyer seller meets with Peru.10 buyer seller meets took place organically on EEPC India virtual platform.







Online Publicity was held through



Exhibitor emailer (WR)



E-Visitor flyer











Webinar emailer-(International)



Inaugural Mailer



Whatsapp









Three-in-one-emailer (English version)



Three-in-one-emailer (Spanish version)



Web Banner

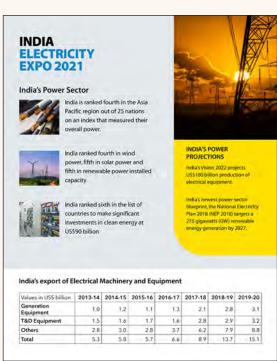


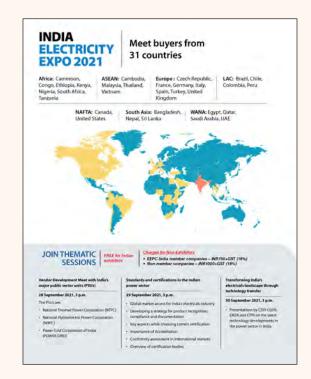




E- Brochure













Final countdown











Artwork for Three Webinars











Virtual Backdrop of Webinars











Facebook















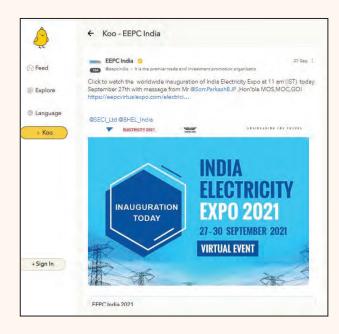






Koo







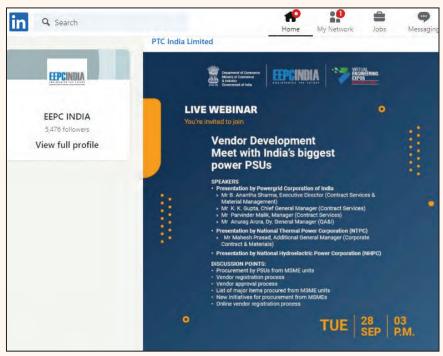






LinkedIn



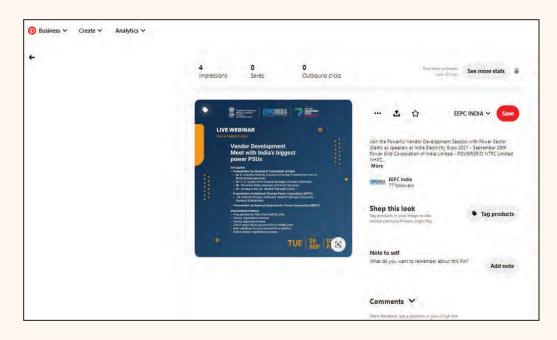








Pinterest



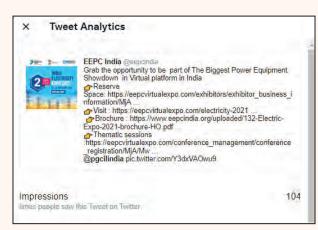






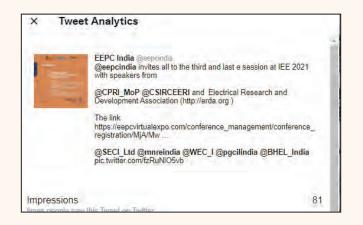
Twitter















Campaign by Department of Commerce











Campaign by Indian Embassy in, Peru



Campaign by Indian Embassy in Johanessburg









- The India Electricity Expo 2021 successfully managed to draw Industry participation on a large scale on a virtual platform, during the COVID 19 pandemic lockdown in India as well as in all 31 focus countries from eight regions and trade blocs including Africa, ASEAN, LAC, Europe, NAFTA, South Asia and WANA
- The event displayed more than 100 products grouped under 13 heads, viz Electrical Conduit Fittings, Enclosures, Gas Turbines, Steam Turbines, Generators, Transformers, Cables and Conductors, Circuit Breakers, Relays, Batteries, Electric Motors, Boilers and Electrical Safety Equipment.
- The event had a dedicated Expo Platform https://eepcvirtualexpo.com/electricity-2021where 46 registered Indian Exhibitors showcased their products on all 4 days of the event
- ⇒ The event was attended by over 349 Indian and Overseas Buyers and Visitors during four days.
- The three thematic webinars sensitized the Industry about various aspects of Indian Power Generation system and the opportunities for the Manufacturers to supply to the Indian Power PSUs, Standards and Certification requirements and also Technological developments in this sector. All were well attended meetings with very meaningful interactions among exhibitors and also visitors and the Speaker organizations.





The 4 day event had participation and assistance from Ministry of Commerce & Industry; Indian High Commissions & Embassies in Focus Nations; Bilateral Chambers of Commerce;, Industry leaders, Regulators, Entrepreneurs, R&D Academia, Trade&Policy Research Consultancies and Research Scholars etc. as stakeholders

50 B2B Meetings were held with 184 Overseas Buyers representing 18 Nations and 165 Indian Buyers/Visitors with cooperations of Indian Overseas Missions and Bilateral Chambers of Commerce .

The Meetings made the participating Indian Companies created awareness and the base for future business deals





NOTES

-		
,		



EEPCINDIA ENGINEERING THE FUTURE

Vanijya Bhavan (1st Floor) International Trade Facilitation Centre 1/1 Wood Street, Kolkata-700 016

Tel: 91-33-22890651/52/53

Fax: 91-33-22890654

E-mail: eepcho@eepcindia.net CIN: U51900WB1955NPL022644