

ELECRAMA 2027 to take place Feb 20-24 in Greater Noida



The Indian Electrical & Electronics Manufacturers' Association (IEEMA) has announced the 17th edition of ELECRAMA, widely regarded as the world's largest electrical show. The event is scheduled to be held from February 20 to 24, 2027, at the India Expo Mart in Greater Noida, Delhi.

This edition will revolve around the theme "Harnessing the Power of IT," highlighting India's expanding global capabilities and IEEMA's role in advancing the industry. The theme also underscores key pillars such as intelligence-driven innovation, industry-wide impact, immersive stakeholder experiences, knowledge-led insights, and stronger international collaboration for a connected world.

The event will spotlight key focus areas including sustainability, innovation, safety, and the rapidly expanding role of artificial intelligence and digitalisation in the energy ecosystem.

Germany will be the Partner Country for this edition, reflecting IEEMA's commitment to fostering global collaboration and learning from leaders in technology and innovation.

Addressing the gathering at the launch event in Delhi, Ghanshyam Prasad, Chairperson, Central Electricity Authority (CEA) said: "I expect the industry to scale quickly, do backward integration and focus on quality that is my ask from all of you and from ELECRAMA." Giving an overview, Hartek Singh,

Chairman, ELECRAMA 2027 said, "The upcoming edition will span over 1,10,000 square metres of exhibition space and bring together more than 1,100 exhibitors from across the globe, along with 10 dedicated country pavilions showcasing international excellence. We expect over 5,00,000 visitor footfalls and participation from around 500 international buyers, creating strong global business opportunities. Through the platform, we are targeting over 25,000 B2B meetings, which we estimate will generate business enquiries worth close to USD 25 billion."

Speaking on the occasion Vikram Gandotra, IEEMA President said, "ELECRAMA has evolved far beyond a biennial event. Having witnessed its growth

year over year to emerge as the largest platform for our sector. We aspire to break all records of ELECRAMA in 2027 and build value and business for our industry."

ELECRAMA 2027 will be complemented by a series of high-impact co-located events, including the World Utility Summit, Reverse Buyer-Seller Meet, Domestic Buyer-Seller Meet, and the Electravase Showcase. Together, these initiatives will create a comprehensive ecosystem for dialogue, innovation, and business exchange.



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The new rules of Manufacturing

Manufacturing is shifting from stability to speed and precision amid rising volatility. As **Shruti Aggarwal**, Whole-time Director at DEE Development Engineers, notes, success now hinges on fast, focused execution across sectors like energy and industrial infrastructure

Manufacturing is often seen as a sector that rewards stability. For years, we have built systems that value predictability, layered decision making and operational buffers. That approach served us well in a relatively stable world. But the environment we operate in today is fundamentally different. Volatility is now constant. Supply chains shift without warning. Customer expectations evolve faster than production cycles. Technology is no longer a long-term investment alone, it is shaping day-to-day decisions. In sectors like process piping, petrochemicals and energy infrastructure, these shifts are even more pronounced. Projects are becoming more complex, timelines tighter and the cost of delays significantly higher. Clients are no longer evaluating vendors only on capability, but on their ability to execute with precision under pressure.

In this context, manufacturing is undergoing a deeper transformation than we often acknowledge. We are moving from a model built on scale and caution to one defined by execution, speed and specialisation. This is what I see as the new manufacturing playbook.

Redefining performance

In earlier models, success often depended on how well we planned. Today it depends on how quickly we respond. Decision velocity is becoming central to performance. It is not enough to have access to data. What matters is how fast that insight turns into action on the shop floor. This calls for a shift in how organisations are designed. Decision making needs to move closer to execution. Ownership needs to be clearly defined. Systems must support quick responses instead of slowing them down.

Speed does not mean haste. It means removing friction. It means trusting teams with the right information and the authority to act. When this alignment exists, decisions



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become sharper and outcomes more consistent. In piping and fabrication environments, this directly impacts project delivery. Delays in engineering approvals, material readiness or fabrication sequencing can disrupt entire project timelines. Faster decision loops help maintain continuity across engineering, procurement and fabrication, which is critical in high value industrial projects. Even large and established manufacturers are rethinking how they operate. The focus is moving from perfect planning to effective execution. This is a subtle but powerful shift.

Specialisation

For a long time, diversification was seen as a way to manage risk. Companies expanded across products and markets to stay protected. That approach is now being questioned. In a fast-changing environment, focus creates more value than spread. Specialisation allows us to build depth. It sharpens capabilities. It improves control over processes. Most importantly, it helps create a clear identity in the market. Instead of trying to serve many segments, manufacturers are choosing areas where they can lead with confidence.

This shift also changes how we view efficiency. Inventory is no longer just a buffer. It is capital that must be used with care. When we treat it this way, it forces better planning and tighter supply chains. There is also a cultural change taking place. Manufacturing has often depended on individuals who solve problems in the moment. While that agility is useful, it also creates inconsistency. The new approach favours systems that are structured and repeatable. This builds reliability and reduces dependence on individual effort.

Turning point

Disruption is no longer an occasional event. It has become part of the operating landscape. What stands out is how often progress follows these moments.

In times of stability, change tends to slow down. Processes become rigid. Decisions take longer. In a crisis, that hesitation disappears. The urgency forces clarity. It pushes organisations to act. Companies that embrace this urgency are able to transform faster. They simplify processes. They adopt new tools. They rethink how they execute. Those who wait for normal conditions often miss the opportunity to evolve. Hence, crisis is not just a challenge, it is a catalyst.

Moving fast

The shift towards speed and focus brings its own set of challenges. Faster execution must not come at the cost of quality. Safety cannot be compromised. These remain the foundation of manufacturing. At the same time, while technology can guide decisions, it cannot replace human judgment. There will always be situations that require experience and context. This is especially critical in sectors dealing with high pressure systems, critical welds and safety sensitive applications. Here, precision, compliance and inspection standards remain non-negotiable, regardless of how fast timelines move.

India's energy shift

Electrification Central to India's Energy Security, says Hartek Singh, ELECRAMA Chairman



Electrification is emerging as the central pillar of India's energy security strategy, particularly in an increasingly volatile global environment, said Hartek Singh, CMD, Hartek Power as he assumes leadership as Chairman for ELECRAMA 2027.

At a time when geopolitical tensions, including those in West Asia, continue to expose the fragility of global energy supply chains, Mr. Singh emphasised that India's response must be anchored in strengthening domestic capability, accelerating electrification, and building resilient infrastructure.

"Energy security cannot be outsourced. Electrification, supported by grid expansion and digital intelligence, will define India's pathway to resilience and long-term growth," he said.

He noted that India's renewable energy ambitions, targeting 500 GW capacity, must be complemented by proportional investments in transmission infrastructure and smart grid systems. While renewable capacity can be deployed rapidly, transmission networks require longer gestation, leading to interim challenges such as curtailment in key states. However, ongoing investments in grid expansion and the integration of AI-led monitoring and automation are expected to progressively address these constraints.

Mr. Singh further highlighted the structural strength of India's MSME ecosystem, which constitutes a significant share of the electrical manufacturing value chain. Enhancing quality standards and making these enterprises globally competitive will be critical to positioning India as a global manufacturing hub for power equipment.

He also pointed to the increasingly responsive policy environment, where close coordination between industry and government is accelerating execution and addressing sectoral bottlenecks,

including input cost pressures and project timelines.

The next phase of India's energy transition, he said, will be defined by the adoption of smart grids, integrating automation, artificial intelligence, and advanced analytics to enable efficient load management and reliable power delivery.

In this context, the Government of India has reinforced electrification as central to energy security. In his March 23, 2026 address, the Prime Minister emphasised reducing hydrocarbon dependence through electrified systems to build resilience. India's capacity stands at ~520 GW, including ~283 GW non-fossil; the nation has a 500 GW renewable energy capacity target by 2030.

This is backed by ~₹3 lakh crore under RDSS and a ₹6 lakh crore-plus transmission pipeline, signaling a decisive shift to an electricity-led economy.

The Indian Electrical & Electronics Manufacturers' Association (IEEMA) has launched the 17th edition of ELECRAMA 2027, scheduled from February 20-24, 2027 at India Expo Mart, Greater Noida.

The event is expected to host over 1,100 exhibitors and generate business enquiries worth approximately USD 25 billion.

Under Mr. Singh's leadership, ELECRAMA 2027 will focus on global collaboration, advanced manufacturing, and digital innovation, reinforcing India's ambition to emerge as a global hub for electrical equipment and energy solutions.

As India navigates a complex global energy landscape, electrification is a strategic imperative shaping the country's economic and industrial future.



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In a significant boost to its global expansion strategy, BEML Limited, a leading PSU company under the Ministry of Defence, GoI, has secured an export order valued at USD 36.38 million from the Middle East region. Reinforcing its growing role as a global defence engineering partner, the order entails the supply of heavy earthmoving equipment.

Traditionally deployed in large-scale mining operations, these heavy earthmoving equipment have now been re-engineered for infrastructure development applications. The heavy equipment platforms are designed for high-intensity reconstruction and strategic infrastructure development, incorporating critical performance and survivability enhancements to meet stringent global standards. The equipment features a specially designed, ergonomically enhanced ROPS/FOPS-certified cabin ensuring improved operator safety in demanding operational environments.

The project is also expected to include a comprehensive maintenance and lifecycle support contract. Under this arrangement, BEML, in collaboration with its local

BEML bags USD 36.38 mn export order



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representative, will ensure high operational availability and readiness through end-to-end support, including spares, maintenance, servicing, and lifecycle management.

Commenting on the development, Shantanu Roy, Chairman and Managing Director, BEML Limited, said: "This is a significant win for BEML and reflects our growing global competitiveness. Orders from the Middle East region reaffirm our strategic vision to emerge as a key player in infrastructure development. We remain committed to delivering technology-driven, reliable, and rugged solutions to meet the evolving requirements of global customers."

This engagement positions BEML strongly to deliver long-term, sustainable solutions—an increasingly critical requirement in global infrastructure procurements—and marks a significant entry into the technologically advanced and strategically important infrastructure ecosystem

of the Middle East region.

The development also underscores BEML's capability to execute global projects through strong local partnerships, while contributing to India's vision of enhancing defence exports and expanding its indigenous manufacturing footprint.

Building on this momentum, BEML aims to deepen its engagement in Middle Eastern markets, foster long-term partnerships with system integrators, and deliver integrated equipment and lifecycle support solutions, further strengthening its position as a trusted global partner in multi-engineering.

This milestone follows another significant achievement for BEML—the company's first overseas order for metro rolling stock, valued at approximately USD 60 million for the African region—marking its expanding footprint in global urban transport markets.

BEML's total international order bookings have reached approximately USD 106.95 million, reflecting the company's growing global presence across sectors and its continued success in securing overseas contracts.