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SEC/RBSM/Distribuelec-2021/S/

7th January 2021

Dear Sir / Madam,

**Sub: Invitation to participate as Buyer in Reverse Buyer-Seller Meeting organised by IEEMA**

As you are aware, Indian Electrical and Electronics Manufacturers' Association (IEEMA), is the apex representative body of manufacturers of electrical equipment, professional electronics and allied equipment in India. Running in its 73rd year of service, IEEMA represents a wide range of electrical, industrial electronics and allied products, encompassing the entire value chain of the sector from power generation, transmission, distribution and downstream to the point of consumption of electricity; thereby covering finished products, parts and components, systems and services. The combined annual turnover of members is approx. USD 50 billion.

The increasing export of electrical machinery and equipment from India is testimony that Indian manufacturers of electrical equipment have made a mark for themselves on the back of quality; commitment and value for money.

I am pleased to inform you that IEEMA, the organiser of ELECRAMA exhibitions (World's largest electrical exhibition), is organizing the **4th Distribuelec virtual exhibition**, scheduled from **16th to 20th February 2021**. More information on this exhibition is attached as annexure 1.

**The 4th Distribuelec exhibition brings you another unparalleled opportunity to evaluate business opportunities with 150 Indian manufacturers of electrical industry exhibiting in this exhibition, in the form of Virtual Reverse Buyer-Seller Meet (RBSM). This exhibition is India's only exposition on Power Distribution, showcasing products, technologies and services from 220V till 33kV.**

The format is virtual RBSM, which will be conducted in safe and secure access controlled meeting rooms, with prior registration and appointments. Both buyers and sellers shall be able to conduct virtual face to face meetings; share information and network.

**Vide this email I would like to cordially invite you to participate in this virtual Reverse Buyer-Seller Meetings in Distribuelec 2021, as a Buyer, representing your organisation and country. On the other side of the virtual table will be representatives from over 150 exhibiting companies.**

**We request you to fill-up the attached application form for your participation as a Buyer in this virtual Reverse Buyer-Seller Meeting at Distribuelec 2021. On receipt of your filled-in application form, we shall share more details with respect to your registration and the meeting slots.**

With Best Regards,

Siddharth Bhutoria  
Chairman – RBSM  
Distribuelec 2021 Organising Committee

proud partners in implementation



INDIAN ELECTRICAL EQUIPMENT INDUSTRY  
**MISSION PLAN**  
2012-2022

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