

Date: 23.04.2024

SEC/RBSM 2025/SM

HE H. E. Shri R. Chandramouli
Ambassador
Embassy of India, Djibouti
Djibouti

Your Excellency,

Sub: Request for your Support to 7th Reverse Buyer-Seller Meet co-located with ELEC RAMA 2025

Greetings from Indian Electrical & Electronics Manufacturers' Association (IEEMA).

IEEMA (www.ieema.org) is the apex association of manufacturers of electrical, industrial electronics and allied equipment in India encompassing the complete value chain in power generation, transmission and distribution equipment. IEEMA's 950+ member companies have contributed to more than 90% of the power equipment installed in India and their combined annual turnover is more than US\$ 60 billion and exports of US\$ 11 billion.

IEEMA is organising ELEC RAMA-2025 – the 16th edition of world's largest standalone exhibition of electrical and allied industries, from 22nd to 26th February 2025, at the India Expo Mart Ltd., Greater NOIDA, Delhi NCR, India.

IEEMA is organizing the 7th Reverse Buyer-Seller Meet (RBSM), concurrently with ELEC RAMA-2025 exhibition, which is supported by the Department of Commerce, Government of India, under the Market Access Initiative (MAI) Scheme. IEEMA is inviting a total number of 600 buyers from countries in Africa, ASEAN, CIS & Russia, Europe, North-East Asia, North America, LAC, Oceania, SAARC and WANA.

All approved Buyers are eligible for:

- Mandatory one-to-one meetings with Indian sellers at ELEC RAMA-2025.
- Complimentary to and fro economy class air-ticket from the nearest international airport to New Delhi, India.
- Complimentary three nights hotel stay at Delhi NCR, for attending the event – includes all meals - breakfast & dinner (at hotel) Lunch (at RBSM venue).
- Complimentary Airport Transfers and daily transportation from Hotel-Venue-Hotel to attend the event.
- Visa Recommendation Letters to obtain Indian visa.

Targeted Buyer Profile:

- Procurement Officials from Power Utilities, Railways, Metro Railways
- Ministry of Power / Energy Officials
- Energy Regulators
- EPC Contractors
- Electrical Consultants
- OEMs for component sourcing
- Large Corporate Houses
- Electrical Equipment Buyers

We request your Mission's support on the following:

1. Information dissemination about ELECRAMA 2025 and the 7th Reverse Buyer Seller Meet to the buyers in Djibouti in line with the targeted Buyers' profile
2. Connecting us with major Power Utilities, Railways, Metro Railways, EPC contractors etc. in Djibouti for getting Buyers for the 7th Reverse Buyer-Seller Meet.

We are attaching the following along with this letter:

- 1) Brochure on RBSM 2025 – Annexure I
- 2) Brochure on ELECRAMA 2025 – Annexure II

We request for a web meeting with you and your team on a date and time suiting your convenience, to brief you about ELECRAMA 2025 and its co-located events including the 7th Reverse Buyer-Seller Meet. We would be grateful and request you to kindly intimate a date and time for this web meeting.

Looking forward to your kind support.

For further coordination my colleague Ms. Lavina Mamtani (M: +91 9910466277, E: lavina.mamtani@ieema.org) will remain in touch with your office.

With regards,



Charu Mathur
Director General - IEEMA