

POWER DRIVE | INDIA

India's Premier Exhibition for
Electric Mobility and Charging Solutions
BANGALORE, KARNATAKA, INDIA

NOV
27-29
2019

www.PowerToDrive.in

ENTER THE FUTURE KEY
MARKET FOR ELECTRIC
MOBILITY: INDIA!

Part of

THEsmarter
| INDIA



A photograph of three men in business suits engaged in conversation at a trade show booth. In the foreground, a white electric motorcycle is displayed. The background features a booth with 'made in Germany' signs and a large blue and white geometric structure. The entire image is overlaid with a semi-transparent red filter.

**POWER2DRIVE
INDIA: DRIVE
YOUR E-MOBILITY
BUSINESS
FORWARD!**



HEIGHTENED INTEREST FOR INDIA'S ELECTRIC MOBILITY INDUSTRY

India goes electric mobility

India is the world's fifth largest producer of automobiles. By the year 2030, an estimated 600 million vehicles will be on Indian roads – thrice the current number – making India one of the top three largest global car markets. India is in need of radically new mobility solutions, as major cities are already plagued with severe traffic congestion and record-breaking pollution levels. India's electric vehicle industry saw heightened interest in the past few years as many automakers announced plans for the country. Government tenders will largely drive EV sales. The National Electric Mobility Mission Plan 2020 is one of the most important and ambitious initiatives undertaken by the Government of India that has the potential to bring about a transformational paradigm shift in the automotive and transportation industry in the country. The policy aims at gradually ensuring a vehicle population of about 6–7 million electric/hybrid vehicles in India by the year 2020. India even announced to have 100% EVs on the roads by 2030.

Find key business partners in India's future EV capital

On November 27–29, 2019, the exhibition Power2Drive India takes place in Bangalore, the capital city of Karnataka, India's Silicon Valley, technology hub and future EV capital. It is the best place in India to do business in the e-mobility industry. With the Electric Vehicle and Energy Storage Policy 2017, the government of Karnataka is India's first state to launch a specific EV and energy storage policy. Karnataka aims to make Bangalore the electric vehicle hub of India and hub for energy storage production. The government will create charging infrastructure by subsidizing charging and battery swapping stations. Around \$4.8 billion are expected to be poured into this program and 55,000 jobs are expected to be created.

Power2Drive India is part of the innovation hub [The smarter E India](#). With three parallel energy exhibitions, The smarter E India covers the entire spectrum of the new energy world. This means it is the ideal platform for making contact with India's key players of the solar, energy storage and electric mobility industry.

Exhibit now at [Power2Drive India](#), your key to e-mobility business success!



10,000+
VISITORS

40+
EXHIBITORS

55+
COUNTRIES

| WHY SHOULD YOU EXHIBIT AT POWER2DRIVE INDIA?

Exhibit in Bangalore, the capital city of Karnataka – India's best place to do business in the electric mobility industry

- Karnataka is the first Indian state to launch an EV policy offering numerous business opportunities.
- Karnataka urges Bangalore to become the EV capital of India.
- Bangalore is the IT and technology hub of India and known for its world-class R&D.
- Bangalore is often dubbed India's Silicon Valley and accounts for a quarter of India's existing start-ups.

Exhibit your products and services to your targeted customers with decision-making authority

- Connect with 10,000+ business professionals from 55+ countries of the EV, energy storage and solar industries.
- Benefit from cross sector business opportunities through the co-location with 2 other energy exhibitions.
- Reach your target audience and the right buyers for your products from India's key market for electric mobility.
- Await top management visitors and very good business connections.
- Participate at the Buyer Seller Forum free of charge and meet with potential customers to finalize lucrative deals onsite.
- Benefit from key partnerships of Power2Drive India with associations, non-profit organizations and governmental institutions to attract new potential high end business professionals from Pan India and globally.

Receive topnotch information and rely on an experienced exhibition organizer

- Gain information on market trends and developments at the excellent accompanied Conference, workshops and trainings with more than 150 industry renowned speakers.
- Rely on an experienced exhibition organizer with 11 powerful years of industry knowledge in India.
- Benefit from The smarter E's global network: Power2Drive India is part of the global The smarter E exhibition series with more than 28 years of experience.



EXHIBITORS BENEFIT FROM NUMEROUS SERVICES AND OPPORTUNITIES

Participate at the Buyer Seller Forum

The matchmaking platform generates new business opportunities by helping exhibitors to meet the right B2B professionals. More than 500 face-to-face business meetings with exhibitors and top decision makers are planned to be held during the event. The meeting organization service is provided free of charge to exhibitors.

Reserve your ticket for the official Networking Event

Network in a relaxed atmosphere with exhibitors, key decision makers, conference delegates and keynote speakers enjoying drinks, finger food and music. Sponsoring this special evening clearly shows attending professionals that your company knows how to throw a great event!

Participate at The smarter E AWARD

The smarter E AWARD shines a spotlight on solutions and concepts that draw on renewable energy, decentralization and digitalization to intelligently connect all aspects of energy in the electricity, heating and transportation sectors. The two award categories Outstanding Projects and Smart Renewable Energy pay tribute to realized projects, business models and solutions in the areas of solar, storage, energy management and clean transportation.

→ www.TheSmarterE-award.com



Present your products and innovations on the Innovation Stage

Do you have a product or service that you want to present to 10,000+ business professionals not only at your booth but also on a very well attended stage on the exhibition floor provided free of charge to visitors? Then request your complimentary slot at the Innovation Stage.

Announce your customers to be a VIP guest with numerous benefits

Announce your key customers to be VIP guests in the Exhibitor Cockpit. Your VIP customers receive 25% discount on conference tickets, a ticket for the networking event, free coat check and free entrance to the VIP Lounge providing snacks and drinks. The VIP invitation service is provided free of charge to exhibitors. → cockpit.TheSmarterE.in

Benefit from many discounts and advantages as a member globally

The free of charge Membership Program rewards your long-standing partnership with up to 50% discount on 5 conference tickets (for all members), free of charge conference tickets and up to 20% discount on sponsorship opportunities (for preferred and global members). Find out your membership status and more benefits in the Exhibitor Cockpit! → cockpit.TheSmarterE.in



| THE SMARTER E INDIA: WELCOME TO THE NEW ENERGY WORLD!

Decentralization, digitalization, sector coupling: The energy industry is evolving. It is no longer just a matter of presenting renewable energy as an alternative to conventional energy sources. It is about promoting the vision of a smart, sustainable and cost-efficient energy supply system and making this vision a reality. With three parallel energy exhibitions, The smarter E India, taking place in Bangalore, is India's innovation hub for the solar, energy storage and electric mobility industry.

It takes a comprehensive approach to the topics of the new energy world by presenting cross-sector energy solutions and technologies. The smarter E India creates opportunities to address all the key areas along the value chain. Focusing on the generation, storage and use of energy and the ways in which these aspects interact and can be intelligently combined, The smarter E India brings together local experts and international stakeholders in the energy future.



| ELECTRIC MOBILITY MEETS ENERGY STORAGE AND PV – BENEFIT FROM CROSS-SECTOR OPPORTUNITIES AT THE PARALLEL EXHIBITIONS!

Intersolar India – The most pioneering exhibition and conference for the solar industry

Solar developments in India grew exponentially. Further announcements and new market opportunities in combination with the energy storage and electric mobility sector strengthen India to become an interesting and very promising market in the future. Solar is the perfect answer to electrification of transport. Car manufacturers and utilities are increasingly beginning to engage in innovative solar mobility business models. From solar powered vehicles and solar powered charging stations to the development of innovative solar powered supply offers – solar will be a key for the electric mobility revolution. The exhibition Intersolar India is the country's most pioneering exhibition and conference for the solar industry with a focus on the areas of photovoltaics, PV production and solar thermal technologies.

ees India – India's leading electrical energy storage exhibition

The market potential for electrical energy storage in India is expected to be tremendous in the future – especially driven by incoming policies for the e-mobility industry. India's policy to have 100% EVs by 2030 alone can create a \$300 billion market for EV batteries in India according a study conducted by the Niti Aayog and Rocky Mountain Institute. The exhibition ees India is the industry hotspot for suppliers, manufacturers, distributors and users of stationary electrical energy storage solutions. Covering the entire value chain of innovative battery and energy storage technologies – from components and production to specific user applications.



CHARGING THE FUTURE OF MOBILITY!

QUICK FACTS

Dates	November 27–29, 2019
Hours	10:00am–6:00pm Wednesday 10:00am–6:00pm Thursday 10:00am–5:00pm Friday
Venue	Bangalore International Exhibition Centre Hall 4 10 th Mile, Tumkur Road Madavara Post, Dasanapura Hobli Bangalore, 562 123, India → www.biec.in
Exhibitors	40+ (expected)
Visitors	10,000+ (expected) ²
Delegates	500+ (expected)
Speakers	150+ (expected)

PRICING

Member Raw Space ¹	€219/sqm
Member Shell Space Design 1 ¹	€259/sqm
Member Shell Space Design 2 ¹	€269/sqm
Non Member Raw Space	€260/sqm
Non Member Shell Space Design 1	€300/sqm
Non Members Shell Space Design 2	€310/sqm

¹ Companies qualify for the member rate if the company applied for the membership program and exhibited in an Intersolar or ees or Power2Drive or EM-Power exhibition within the past 12 months of application submission. Please be aware: a retroactive discount is not possible.

² Including the parallel exhibitions of The smarter E India.

OPPORTUNITIES FOR START-UPS AND INTERNATIONAL COMPANIES

Power2Drive India supports international companies and start-ups with special pavilion booth packages and additional free of charge marketing opportunities. We

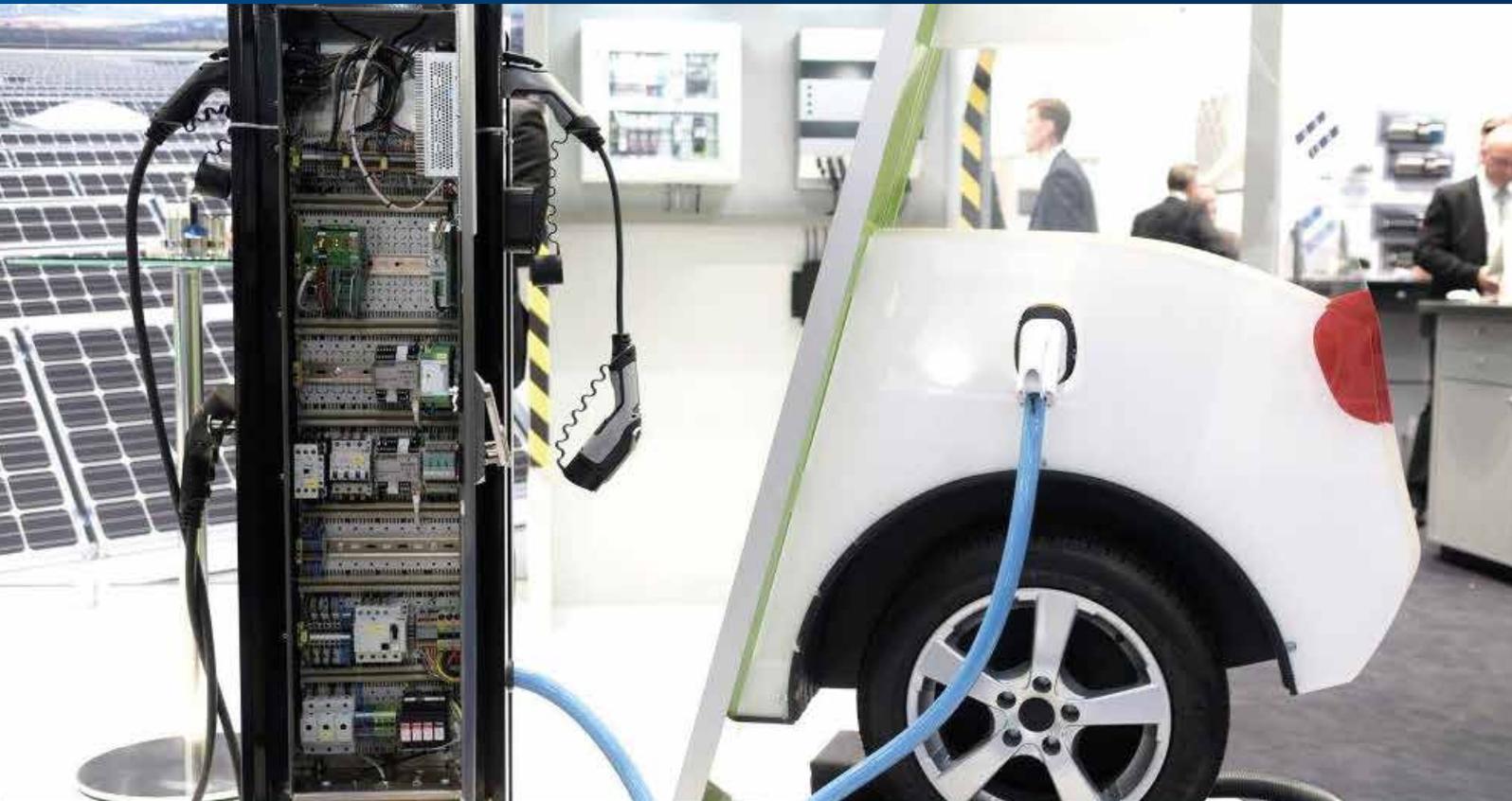
help international companies and start-ups to kick-off their business success in India and get a piece of the big e-mobility pie!

EXHIBITOR PROFILE

- Manufacturers, suppliers, distributors of the automotive, transport and battery industry
- Automotive industry and mobility providers
- Electric mobility, battery, charging infrastructure equipment & materials manufacturers
- Utilities, energy services and infrastructure companies
- Research institutes
- Tech and IT companies
- Financial service providers and consultancies

VISITOR PROFILE

- Automotive Industry**
 - Engineers, designers and IT experts
 - Representatives from the entire EV manufacturing supply chain
 - Procurement manager
- Commercial Users & Public Authorities**
 - Fleet manager, mobility manager, fleet operators
 - Public transport manager
 - Hotels, tourism, real estate, taxi services, car sharing services
 - City and community representatives, urban planners
 - Government officials, policy makers
- Energy Supply Industry**
 - Utilities
 - Grid operators
 - Project developers, planners and installers



BE PART OF

THE SMARTER E INDIA

→ www.TheSmarterE.in

INTERSOLAR INDIA

→ www.intersolar.in

EES INDIA

→ www.ees-india.in

POWER2DRIVE INDIA

→ www.PowerToDrive.in

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