

**THEsmarter**  
| INDIA



India's innovation hub for the new energy world  
**BOMBAY EXHIBITION CENTRE, MUMBAI, INDIA**

**DEC  
15-17  
2020**

[www.TheSmarterE.in](http://www.TheSmarterE.in)



The Leading Energy Exhibitions and Conferences at The smarter E India

**inter  
solar**  
connecting solar business | INDIA

**e es**  
electrical energy storage

**POWER  
DRIVE**  
| INDIA



**Business interaction in B2B forum**



**Product presentation at Intersolar India 2019**

**INDIA IS THE 5TH LARGEST INSTALLED CAPACITY OF SOLAR POWER IN THE WORLD**

The 12th edition of the exhibition and conference reflects the interaction of the solar, energy storage and electric mobility industry. It brings together local experts and international stakeholders in the energy sector in Mumbai on December 15–17, 2020.

The smarter E India unites the following events:

-  **India's pioneering exhibition and conference for the solar industry**
-  **India's leading electrical energy storage exhibition**
-  **India's premier exhibition for electric mobility and charging solutions**

**Maharashtra – The perfect place for driving the new energy world**

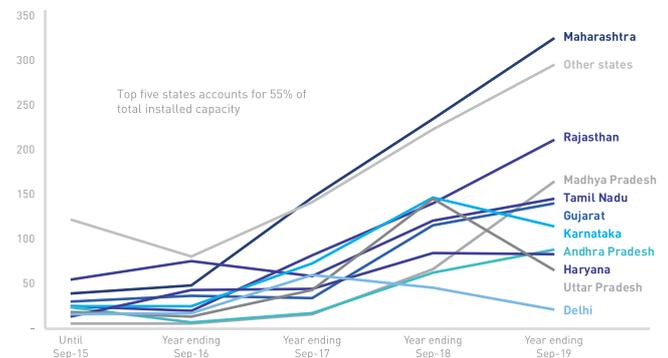
Maharashtra is one of the highly industrialized states. It is the hub for small scale industries and continues to attract industrial investments from both, domestic as well as foreign institutions.

Among the renewable sources of energy, solar energy has a huge potential for power generation in Maharashtra. There is a capacity to generate 1.5 million units/MW/year through solar photovoltaic systems and up to 2.5 million units/MW/year through solar thermal systems. Maharashtra is already in process to boost this enormous source and also the interest in solar project developments.

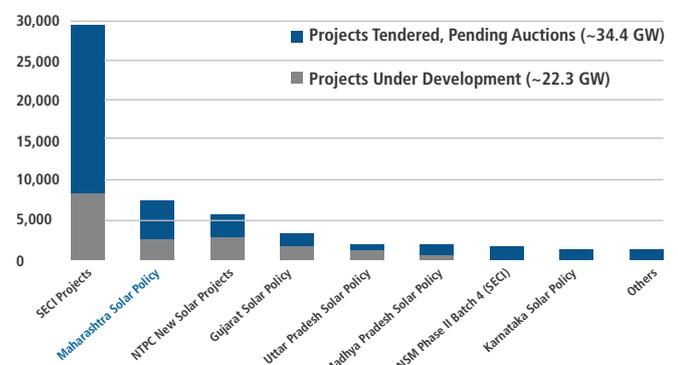
**INTERSOLAR INDIA**

Intersolar is the world's leading exhibition and conference series for the solar industry. It takes place annually and focuses on the areas of photovoltaics, PV production and solar thermal technologies. Since 2019, Intersolar India is held under the umbrella of The smarter E India – India's innovation hub for the new energy world.

**Annual Capacity Addition in Top States**



**India Utility-scale Solar Project Pipeline (MW)**



Source: Mercom India Research



Impressive footfall at the exhibition



Product presentation during the exhibition

| EXHIBITOR PROFILE



Manufacturers, suppliers, distributors and service providers



System providers and integrators



Project developers/EPC contractors



Providers of grid infrastructure and solutions for the integration of renewable energy



Certification institutes



Research and development institutes



Associations/societies



Trade media, publishing



Financial services

| VISITOR PROFILE

- Installers and integrators
- Project developers/EPC contractors
- Manufacturers and suppliers
- Distributors
- Energy consultants
- Utilities
- Investors and analysts
- Architects/energy planner
- Government officials/decision-makers



Great response received for energy storage products



Product display at the exhibition

## THE MARKET POTENTIAL FOR INNOVATIVE TECHNOLOGIES IS RAPIDLY CHANGING THE ENERGY STORAGE INDUSTRY IN INDIA

### ees India

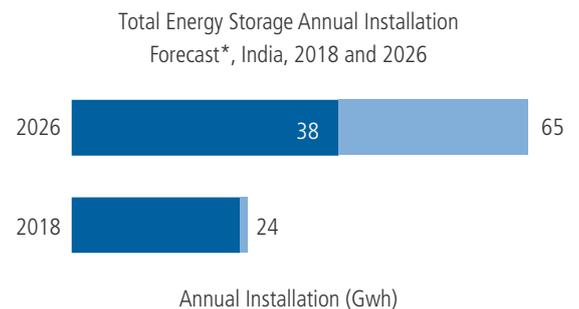
ees India is India's leading electrical energy storage exhibition. After three years as focus topic of Intersolar India, ees India celebrated its debut as autonomous exhibition in 2019. ees India will focus on batteries, electrical energy storage technologies and systems attracting investors, utilities, installers, manufacturers and project developers from all over the world. It belongs to the exhibition trio The smarter E India – India's innovation hub for the new energy world.

Energy storage is one of the most crucial components missing in India's energy infrastructure strategy and is critical in sustaining India's transformation from fossil fuels to renewables. Key areas for energy storage applications include integrating renewable energy with distribution and transmission grids, setting rural micro-grids with diversified loads or standalone systems, and developing the storage component of electric mobility plans.

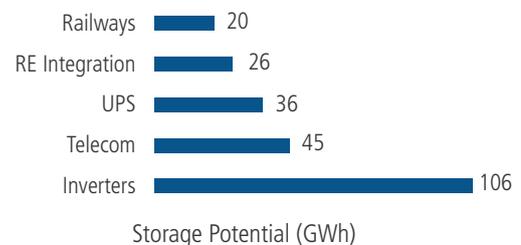
India is working toward a National Energy Storage Mission (NESM) to set targets and policy direction going forward. According to International Renewable Energy Agency (IRENA), with the growing demand for electricity storage from stationary and mobile applications, the total stock of electricity storage capacity could grow from an estimated 4.67 TWh in 2017 to 12-15 TWh by 2030 globally.

Exhibit now!

### Advanced Energy Storage Technologies Market Summary



### Top 5 Applications Cumulative Energy Storage Potential



\*Source: <https://indiaesa.info>

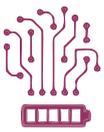


ABB product at ees India 2019



Innovative storage product at display

### EXHIBITOR PROFILE



Battery cell producers



Rechargeable battery manufacturers



Energy storage system suppliers



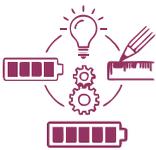
Distributors



Service providers



Project developers/  
EPC companies



Battery system integrators



Research institutes



Test institutes for batteries, test equipment manufacturers



Battery production technologies & materials



Fuel cell manufacturers

### VISITOR PROFILE

- Planners, installers and systems integrators/EPCs for batteries and energy storage systems
- Large-scale distributors
- Utilities, municipal utilities
- Grid operators
- Towns, local authorities and public institutions
- Energy trading company operators from renewable energy plants
- Suppliers to battery manufacturers
- Planners and operators of UPS and back-up power systems
- Manufacturers, distributors and systems providers from the battery and energy storage industry
- Manufacturers, distributors and systems providers working in the renewable energy sector



**Charging stations at Powe2Drive India 2019**



**E-cycle at the display**

**| THE INEVITABLE TRANSITION TO ELECTRIC MOBILITY IN INDIA**

**Power2Drive India**

With India poised to become one of the largest global economies, the eyes of the world are squarely on it. A young aspiring population is fast migrating to the cities-the country's economic power engines, which are forecasted to be the backbone of this growth. Cities in India contribute to 82% of the GDP but are also responsible for 78% of overall CO2 emissions.

For cities to be resilient, India is looking to decarbonize its economic growth and development pathway. Moreover, for a healthier and productive workforce, and to achieve the ambition of becoming a US\$ 5 trillion economy by 2025, the issue of air pollution is being addressed.

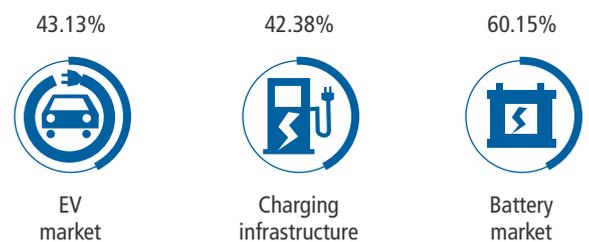
Going by recent policy announcements, India has clearly turned to electrifying mobility to decarbonize growth and for cleaner air.

India's intent here is to catalyse demand for electric vehicles through measures that target low-hanging fruits such as the vehicle segments with higher potential to immediately get electrified. A thriving electric vehicle market for India heralds a future economic upturn for the automotive sector along with a benefit of generating jobs, once the manufacturing of powertrain and battery packs is indigenized.

**Future is green**



**Between 2019 and 2030 expected CAGR for EV market**



**285,000**  
buyers of EVs  
have been supported  
by subsidy of  
₹ 360 crore  
under FAME

**94%**  
decline to around  
3,000 units in number  
of e-two wheelers  
sold under the scheme  
between Apr to Sep, 2019

\*Source: www.business-standard.com



**EV product presentation**



**Charging station at display**

**| 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, infrastructure companies



Research institutes



Tech & 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, installers



**Impressive crowd at the registration desk**

**THE SMARTER E INDIA – India's Innovation Hub for the New Energy World**

Strong alliance: From production to intelligent consumption, The smarter E India unites three international energy exhibitions. The smarter E brings together sectors such as energy, heating, and transportation.

**Efficient Synergies for the Connected Energy World**

Stakeholders from across a wide range of industries come together to shape the energy future.

**High Quality Business Professionals**

Exhibitors are enthusiastic about the high quality of international and national business professionals attending the trade show.

**More than 29 Years of Global Exhibition Experience**

Part of a global series The smarter E India has more than 29 years exhibition organizing experience.

**Pre-scheduled Meetings Organized for Exhibitors Free of Charge**

Exhibitors benefit from having onsite meetings with selected key buyers of the industry.

**Brilliant Conference**

High calibre conference and workshops with focus on solar, energy storage and electric mobility.

**The Smarter E Award, Intersolar Award, ees Award**

Exhibitors can be part of the globally well-recognized award series and reap rich benefits by becoming a finalist or winner.

**PRICING**

Rate	Re-Booking*	Member**	Non-Member
Raw Space	€ 185 / sqm	€ 205 / sqm	€ 240 / sqm
Basic Booth Design	€ 205 / sqm	€ 225 / sqm	€ 260 / sqm

Raw space is the rental of floor space only and does not include any utilities, services, walls, carpet or furnishings. Included with each booth space: Web listing with link to your exhibitor website, free listing in the official event directory, complimentary visitor brochures and free visitor registration for your customers.

- 1 Re-Booking: Exhibitors of The smarter E India 2019 who apply until February 29, 2020.
- 2 Member: 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.

**QUICK FACTS**



**EXHIBITORS  
200+**



**VISITORS  
11,000+**



**CONFERENCE DELEGATES  
800+**



**CONFERENCE SPEAKERS  
130+**

# The smarter E India Conferences



Full conference house at The smarter E India

## COMPREHENSIVE, INTENSIVE KNOWLEDGE SHARING PLATFORM AND THE MARKET PLACE TO BE, THAT IS WHAT THE EXPO BRINGS TO ITS CONFERENCES EVERY YEAR

The smarter E India Conference is a 3 day event focussing on the solar, energy storage and electric mobility sectors that fosters connections that spur the innovations in the new energy world .

### Conference Topics of 2019

- India's 5 Year Solar PV Market Outlook
- Financing Solar PV Growth
- India's Renewable Energy Future
- C&I Solar Rooftop Business- Prospects
- Solar Energy: From Drenching fields to Quenching Thirst
- Hybrid Systems
- Residential Rooftop
- Floating PV
- O&M of PV Systems
- Smart Grids
- Quality Assurance of Solar Power Plants
- Energy Storage: Linking Solar to Smart Grid and EV
- Recycling of PV System Components
- Power Electronics



Panel discussion underway



Invest India forum at The smarter E India

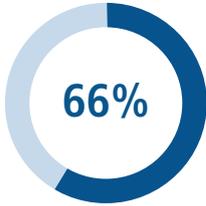
### Knowledge Partners & Supporters 2019



# EXHIBITOR POST SHOW REPORT 2019

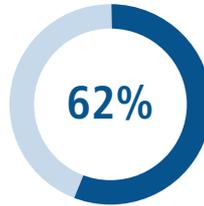
## VARIOUS MILESTONES ACHIEVED DURING THE SMARTER E INDIA 2019

### Demonstrating Market Presence



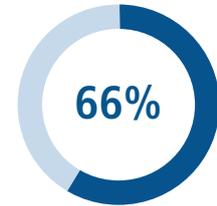
of the exhibitors demonstrated their market place during the exposition.

### Image Building / Boosting Company Recognition



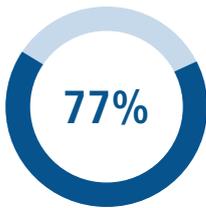
of the exhibitors built their image and generate recognition in the market.

### Gaining Further Information on New Products And Trends



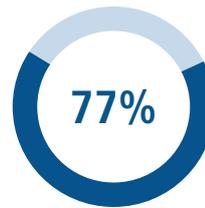
of the exhibitors got further information about the market trends.

## LEVEL OF SATISFACTION



of the exhibitors were satisfied with the overall exhibition.

## EXHIBIT AGAIN



of the exhibitors will again participate in the next edition.

“ We like the quality of visitors at The smarter E India. We are in the process of finalizing our budget for next year and we will only get clarity of our participation in the trade show next year. ”

**Inaki Legarda – Managing Director,  
Mondragon Assembly (Exhibitor)**

“ This is our fourth year participating in the Intersolar exhibition and we are getting a good response from our customers and many new have been received. So far it is a good platform to present our products and solutions to the industry. Thumbs up. ”

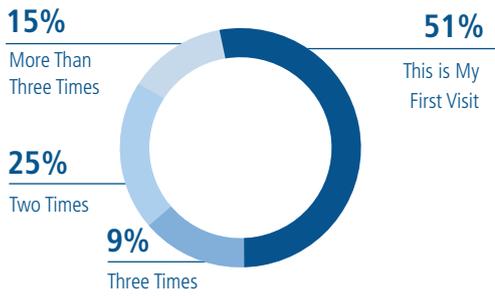
**Virendra – Mitsubishi Electric India, Senior Manager  
(Exhibitor)**

“ Our company Power World Machinery Equipment Co., Ltd. is a manufacturer for a vast portfolio including heat pump, heat pump dryers etc, as well as a diverse portfolio of production and R&D. Our company deals with Heat Pumps which is relatively new technology. The smarter E India has been very good for our business since the Indian market is ready and open to the Heat Pump technology and the trade show is a good platform to address the Indian market. Yes of course we will join the next exhibition and conference in Mumbai. Definitely we will be back! ”

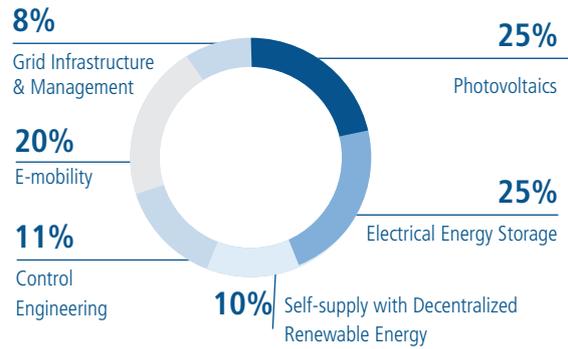
**Aider – Sales Director,  
Power World Machinery Equipment Co., Ltd.,  
China (Exhibitor)**

# VISITOR POST SHOW REPORT 2019

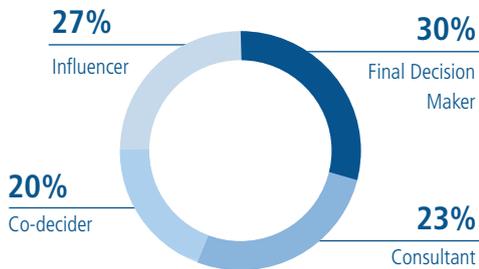
## Number of Times Attended



## Segments Visited



## Level of Purchasing



## How did you learn about the exhibition?

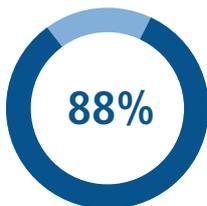
INVITED BY EXHIBITOR/PARTNER	26%
COLLEAGUE	16%
E-BLASTS AND NEWSLETTERS	16%
WEB BANNER ADVERTISEMENT	12%
SOCIAL MEDIA (FACEBOOK, TWITTER, ETC.)	7%
DIRECT MAILING	7%
TRADE PUBLICATION	5%
THE SMARTER E INDIA WEBSITE	6%
INVITED BY THE SMARTER E INDIA PARTNERS	3%
OTHER THE SMARTER E EVENTS	2%

## Level of Satisfaction



of the visitors were satisfied with the overall exhibition.

## Attending Future Events



of the visitors will attend the expo in the future.

“ Well it is good place where we could find out some EPC companies, lot of innovations, new coming products in the market, so you can find a lot of things and go and see whatever you are looking for and whatever you want in this exhibition like companies who can support us for the panels, inverters, you can find everything here, you can say it is the complete solution for your needs for the solar industry . Thumbs up!

The smarter E India is a great platform to meet good PC companies, witness latest innovations and new products in the market. At the trade fair you can find complete solutions for your needs and companies that can provide panels, inverters etc. I will surely be attending the 2020 edition.

**Deepak – Schneider Group, Country manager India (Visitor)**

“ It's a great expo to interact with people from different areas. Thanks for giving us opportunities, Intersolar. I will try my best to make it to the next show.

**Chandra Sekar – CEO Lapguard (Conference delegate)**



BE PART OF

**THE SMARTER E INDIA**

→ [www.TheSmarterE.in](http://www.TheSmarterE.in)

**INTERSOLAR INDIA**

→ [www.intersolar.in](http://www.intersolar.in)

**EES INDIA**

→ [www.ees-india.in](http://www.ees-india.in)

**POWER2DRIVE INDIA**

→ [www.PowerToDrive.in](http://www.PowerToDrive.in)

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