Power Today

Description: POWER TODAY is an influential, well-read and respected magazine that empowers the readers by providing all the news and information to keep pace with today`s competitive market. An expert panel of writers and analysts ensure each month that Power Today brings a comprehensive, in-depth and insightful analysis of the Indian and global power generation, transmission & distribution sectors.

Power Today brings to readers interviews with the who's-who of the industry, policy analyses, project updates, statistics, technologies, features, key commercial developments and lots more.

The advertisers benefit from the magazine as it delivers to a very focused audience who is involved in decision making at all levels.

Readership: Central & State Electricity Boards, Power Generation, Transmission & Distribution Companies, Services & Equipment Manufacturers, Suppliers and End Users, Project Consultants and Consulting Engineers, Utility Companies, Government and inter-Government agencies, Bureaucrats & Related Ministries, Financial Institutions, High Net Worth Individuals, etc.

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1. COVER STORY: Cleared for growth? - The slew of project clearances and policy initiative from the outgoing government should bear fruit soon. But the effort hasn't covered for the inherent flaws in the sector and the weak macroeconomic environment that continue to plague power players.

2. SPOTLIGHT: L&T - Rising ahead on overseas orders.

3. COVER STORY: Outlook - Power sector: Consolidation to continue.

4. TECHNOLOGY: Engine technology to drive efficiency.

5. SPECIAL REPORT: Indian industrial battery market to rise. INTERACTIONS with Rajaram Pai of DuPont & Hampesh T, Unit Head, Crompton Greaves Automation.

6. EVENT: ELECRAMA 2014: Indian mfg showcased and so on...

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