

MEMPHIS Electronic Brings Memory Market Expertise to India's Expanding Electronics Ecosystem at electronica India 2026

At electronica India 2026, MEMPHIS will showcase how it can support India's rapidly growing electronics ecosystem as a reliable partner in memory supply.

BENGALURU, INDIA, July 20, 2026

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[Electronic](#) will exhibit at electronica

India 2026, taking place from

September 16-18 in Bengaluru, and

showcase, how it can support India's

rapidly growing electronics and

semiconductor ecosystem as a reliable

partner in memory supply. At booth H5.F135, the company will focus on supporting local design, manufacturing, and sourcing teams as they navigate increasing complexity in the global memory market.



Memphis Electronic is exhibiting at electronica India

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At a time when the global memory market is becoming more complex and less predictable, we help local teams make well-informed decisions based on a realistic understanding of global developments.”

*Marco Mezger, Global
President of MEMPHIS
Electronic*

India's electronics industry is undergoing accelerated transformation driven by government initiatives, local manufacturing expansion, and a rising number of designed projects across automotive, industrial, and AI-enabled applications. At the same time, access to suitable memory technologies is becoming more challenging, as global supply dynamics shift and manufacturers prioritize next-generation, AI-driven products.

This combination of local growth and global supply constraints is creating new pressure on engineering and procurement teams: selecting the right memory is no longer just a technical decision but a strategic one with

long-term implications for product availability, cost, and lifecycle stability.

Turning Global Volatility into Local Clarity

MEMPHIS Electronic will bring its global market perspective to electronica India, translating international memory sourcing trends into actionable insights for the Indian market. Based on close relationships with more than 18 memory manufacturers and continuous monitoring of technology roadmaps, the company supports customers in:

- Aligning product development with realistic memory availability scenarios
- Managing the coexistence of legacy technologies and newer memory architectures
- Anticipating supply shifts linked to global investment trends and AI demand
- Structuring sourcing strategies that support both scalability and long-term stability



For companies expanding design and manufacturing activities in India, these capabilities are becoming increasingly critical. As global supply chains evolve, local teams must make decisions that balance performance requirements with long-term component security.

35 Years of Experience Applied to a New Market Dynamic

In its 35th year, MEMPHIS Electronic brings a depth of experience shaped by decades of memory market cycles, technology transitions, and supply disruptions—challenges that are now playing out in new ways across emerging electronics hubs like India.

With its exclusive focus on memory and strong manufacturer network, MEMPHIS supports customers not only in sourcing components, but in building resilient product strategies that can withstand market volatility and evolving technology landscapes.

“India is becoming an increasingly important hub for electronics design and manufacturing,” said Marco Mezger, Global President of MEMPHIS Electronic. “At the same time, the global memory market is becoming more complex and less predictable. Our role is to connect these two dimensions and help local teams make well-informed decisions based on a realistic understanding of global developments.”

About MEMPHIS Electronic

MEMPHIS Electronic has been in the memory business for 35 years. Due to the company's focus on memory only, it has developed into a Memory Competence Center with an unmatched line

card of over 18 different memory manufacturers and comprehensive supply chain solutions. Memory experts in 15 locations worldwide provide regional support and manufacturer recommendations to ensure customers find the most suitable memory product for every project. For this reason, MEMPHIS also configures DRAM modules with components from all available manufacturers, specifically to customer needs, with a fixed bill of materials over the complete life cycle. For more information visit: <https://www.memphis.de/en>

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