

STAKEHOLDER VALUE CREATION

Customers

Our customers are at the heart of everything we do. From ideation to execution, we collaborate closely with them to build a portfolio of products and solutions aligned with their evolving needs.

KPIs

120+

No. of Exhibitions and Seminars Participated In

6

No. of Thermax Roadshows Organised





Digital Connect

Thermax EDGE® and EDGE Live Operations Centre

Thermax EDGE® is a one-stop solution for customers to connect with us and get all their asset-related information. This is a customised platform which specialises in bringing the breadth of our services to the fingertips of customers. Thermax EDGE Live® is a digital solution that uses AI and machine learning to analyse data from all industrial equipment worldwide and help clients to optimise asset performance in terms of uptime and efficiency, and reliability.

Our subject matter experts operating from five customer success operation centres monitor asset health and partner with customers on knowledge management and insights driven decision making.

Highlights

- » Received orders from international customers to onboard 80+ industrial units located across 20+ countries
- » Received a multiyear order from one of the largest cement

producers in India for deploying EDGE Live solution focussing on analytics and insights using AI/ML for three captive power plants with a total capacity of 54 MW

- » More than 200 unique customers across industries with 4,000+ assets under management



Thermax's EDGE Live operations centre

Digital Platforms

Clean Air, Clean Energy and Clean Water Digital Platform

We have developed a digital platform to showcase our critical products and solutions at various events and exhibitions. The interactive platform allows customers and visitors to engage and navigate through the entire product range at their convenience. Each product offers a 360-degree view with cut and cross sections, while some also showcase the inner workings. The platform depicts many of the large project-based solutions through animated

videos. Offering an immersive experience, the platform eliminates the need for actual products, yet provides a comprehensive experience of our solutions to the visitors.

City of Solutions

The Water and Waste Solutions (WWS) division pioneered a groundbreaking digital initiative – City of Solutions – a platform/virtual landscape/3D arena that showcases the entire gamut of water and wastewater solutions, including

water treatment, sewage treatment and effluent treatment plants, along with a recycling and ZLD (zero liquid discharge) plant. Through this hyper-realistic city, customers can see their plant installed in a 3D arena called the digital twin. Users can explore solutions under the urban, industrial and Thermax zones, highlighting our major installations and offerings. With a focus on inlet and outlet parameters, the platform facilitates choosing the most suitable solution for customers in the water industry.

STAKEHOLDER VALUE CREATION

Events and Exhibitions

Thermax Fest and Roadshows

Thermax Fest, a four-day event held in December 2023, was organised to showcase our latest green energy solutions to our stakeholders. Each day was dedicated to a specific stakeholder, with December 13 focussing on customers. Around 200 customers attended the fest, gaining insights into the latest innovations across business verticals. Following the fest, Thermax conducted a roadshow named 'REDISCOVER'

across six cities in India, showcasing its solutions to customers and prospects through exhibitions and seminars. Additionally, the 'Dinner Dialogue' concept allowed our senior management to interact with CEOs of various companies and understand their sustainability challenges and energy transition strategies. The event received high praise from customers across regions, who appreciated our comprehensive product portfolio and commitment to energy transition.



IFAT India 2023

Thermax's WWS and Chemical divisions showcased their latest offerings at IFAT India 2023 in Mumbai, Maharashtra. They launched two innovations:

- » The City of Solutions digital platform
- » ThermFlux (a membrane with fouling resistance) and PureCode (a media for removing organic constituents)

They also held informative sessions on the latest trends and challenges in the water industry.



Boiler World Exhibition – Nairobi

This was the first time Thermax participated in an event in the African market where we showcased our clean air, clean energy, and clean water solutions at the Boiler World exhibition in Nairobi, Kenya, through a specially designed digital app. The standouts were two 3D printed models – our comprehensive industry utility solutions and a reciprocating grate (RG) for biomass firing.



Aquatech Amsterdam 2023

At Aquatech Amsterdam 2023, Thermax showcased its four decades of expertise in liquid purification. The event provided a global platform to engage with industry leaders and connect with clients. Our Company highlighted the versatility of the Tulsion® resin range. Thermax presented innovative water treatment solutions, focussing on PFAS (per- and polyfluoroalkyl substances) removal, demineralisation, metal removal, recycling, and condensate polishing.



PALMEX Thailand 2023

At PALMEX Thailand 2023, Thermax showcased a wide range of clean air, clean energy, and clean water solutions tailored for the palm oil industry. Speakers from Thermax presented on 'Sustainable & Efficient Combustion and Air Pollution Control Technology for the Palm Oil Industry,' leveraging its decades of experience. Thermax provided valuable insights and innovative solutions to attendees, assisting them in enhancing production efficiency.

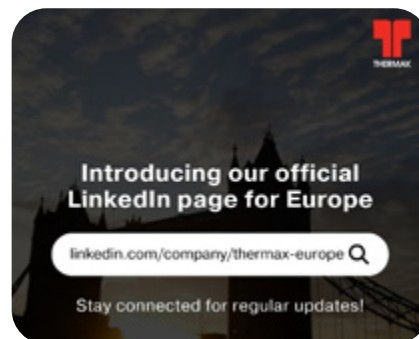
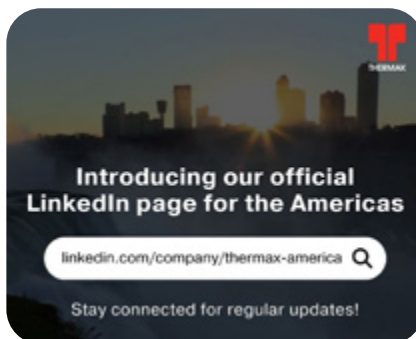
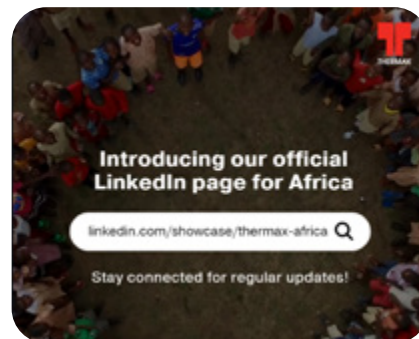
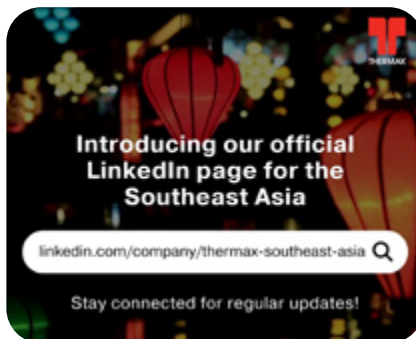


Digital Marketing

Expanding International Social Presence

With our aim to cater to global customers and stakeholders, we have kickstarted our journey to enhance our social media footprint around the globe through dedicated LinkedIn pages. After careful benchmarking and evaluation, we have streamlined our focus to five key regions: Africa, Southeast Asia, the Middle East, the Americas, and Europe.

- » Our successful implementation of paid and organic campaigns has significantly increased brand awareness and generated leads for specific products and solutions for India and international geographies such as Indonesia.
- » Through social channels we update customers on products, solutions, new offerings, events and happenings.



WhatsApp Helplines

We have a dedicated WhatsApp number for customers to connect with us, track their order status or request a callback.