

STAKEHOLDER VALUE CREATION

# Vendors and Business Partners

Our channel partners play a pivotal role in helping us achieve our vision. By actively engaging with them, we build a culture of collaboration, mutual trust, and a shared understanding of our goals and objectives. This synergistic partnership enables us to make innovative advancements, contributing to our success.

KPIs

99.5%

Customer Complaints Resolved

554

No. of Green Channel Vendors





## Vendor Partners

### Training and Green Certificates by HSE

In its commitment to fostering a sustainable value chain, TOESL, a subsidiary of Thermax, launched a series of sustainability workshops to make its vendors aware of environmental, social, and governance (ESG) norms.

Two workshops were held at the Thermax Learning Academy in Chinchwad and one was held in Ahmedabad. The Thermax HSE team created a specifically curated sustainability checklist to guide vendors in integrating sustainable practices into their

operations. TOESL plans to expand these workshops across India to empower vendors nationwide to embrace sustainability.

# 39

Vendors Attended the Workshop

## Thermax Channel Associates (TCA)

### Digital Solutions Adoption

All channel partners successfully adopted the Dealer Management System

### Effective Digital Campaign

Undertook paid digital campaigns for widening reach

### Portfolio Expansion

New range of heating and steam products launched specifically for channel

### Strategic Marketing Initiatives

The 'Steaming with Pride' campaign contributed to substantial growth figures in the Steam business

### Continuous Partner Training

Regular technical as well as behavioural trainings imparted

### Efficient Commission Process

Streamlining commission processes led to a reduced payment turnaround time of 30 days

### Thermax Channel Associates (TCA) Meeting at Switzerland

This year, the Channel Business Group hosted its annual convention in Zurich, Switzerland, to recognise our top-performing channel partners. The theme of the event was 'WOW – Driving Excellence through World of Winners!' The convention was also attended by our senior management, division heads, and PU heads. Highlights of the convention included a business conference featuring discussions on a range of topics, including digital advancements, business updates, the importance of ongoing marketing efforts, and strategies for achieving the set business targets.

### Training Initiatives

The Water and Waste Solutions division and CBG collaborated to organise a comprehensive three-day training programme for TCA water service engineers, covering safety protocols, product knowledge, troubleshooting, and more. The event concluded with an awards ceremony recognising outstanding channel partners. Also, a day-long training on new water products was held, emphasising digital marketing tools, technologies, and new products, aimed at familiarising channel partners with the latest offerings and market positioning strategies.

The Heating division and CBG organised a two-day training session on features, advantages, and benefits (FAB) aspects of technology for extended product ranges.