

# Marketing Portfolio

**Rishi Anil Patil**

**Text**  
**(Captions and E-mail campaigns)**

# Captions

Join Thermax at **PALMEX Thailand 2023**: Unveiling Innovations in Palm Oil Industry! 🌴

Today, access to clean air, clean energy, and clean water is the most pressing concern.

#Thermax with its innovative energy and environment solutions strives to bridge this gap by enabling more and more industries and businesses to mitigate their environmental impact for a greener world.

To understand more about Thermax's offerings, meet our experts and listen to our speakers at PALMEX Thailand 2023.

Don't miss out on this unique chance to collaborate, learn, and forge new partnerships. Let's cultivate a thriving and responsible palm oil sector for generations to come.

For more details about our **Thermax Thailand Division**, click here: <https://www.thermaxglobal.com/thailand/>

Follow the official Thermax Thailand social media handles for regular updates:

**LinkedIn:** <https://www.linkedin.com/showcase/thermax-thailand>

**Facebook:** <https://www.facebook.com/themaxthailand>

**Instagram:** [https://www.instagram.com/thermax\\_thailand/](https://www.instagram.com/thermax_thailand/)

Keep watching this space for more updates as we get closer to the event or follow the hashtag **#ThermaxAtPALMEX**.

#ThermaxForABetterTomorrow #PALMEX #ThermaxAtPALMEX #PALMEXThailand #Environment #Sustainability #Exhibition #CleanAir #CleanEnergy #CleanWater

# E-mail campaigns

Dear {Name},

Thank you for visiting us at **PALMEX Thailand 2023**.

Thermax with its innovative energy and environment solutions strives to enable more industries and businesses to mitigate their environmental impact for a greener world.

To understand more about Thermax's offerings, click here and get in touch with our experts. Let's collaborate and forge new partnerships.

**WhatsApp:** +66 6226 89011

**Email:** [enquiry@thermaxglobal.com](mailto:enquiry@thermaxglobal.com)

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**Instagram:** [https://www.instagram.com/thermax\\_thailand/](https://www.instagram.com/thermax_thailand/)

# **Images**

## **(Posters, Carousals, Banners)**

# Posters

Conserving the resources  
Preserving the future



Visit us at

**ASEAN Waste to Energy Week 2023**

to know more about our

**Flue Gas Cleaning Systems (FGCS)**

#ThermaxForEnergyTransition



**18th - 19th October, 2023**



**Hilton Sukhumvit Bangkok,  
Bangkok, Thailand**

Follow us



Thermax Thailand



@thermax\_thailand



Thermax Thailand

[www.thermaxglobal.com](http://www.thermaxglobal.com)

[enquiry@thermaxglobal.com](mailto:enquiry@thermaxglobal.com)

Customer Care: (+66) 2210 0781

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Preserving the Future



**Thank you  
for visiting us**



#ThermaxForABetterTomorrow

**CLEAN AIR  
CLEAN ENERGY  
CLEAN WATER**

To know more about  
our solutions

**Click here**

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# Carousels

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**Pollutants are inevitable but pollution is not  
with Thermax **Clean Air** Solutions**

#### Particulate Emission Control

##### Solutions:

- Electrostatic Precipitator (ESP)
- Bag House / Bag Filter
- Cyclomax Plus
- Scrubber

#### Gaseous Emission Control

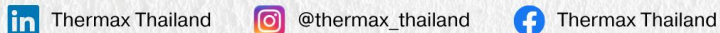
##### Solutions:

- Flue Gas Desulphurisation (FGD)
- Scrubber



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**Bridge the gap between Energy Availability and Energy  
Sustainability with Thermax **Clean Energy** Solutions**

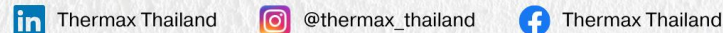
#### Energy Solutions:

- Large Boilers & Fired Heaters
- Process Heating
- Steam Engineering
- Cooling
- Projects & Energy
- Build-Own-Operate
- Renewable Energy



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**Save water as every drop counts  
with Thermax **Clean Water** Solutions**

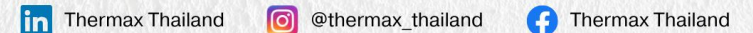
#### Water and Waste Water Treatment Solutions:

- Effluent Treatment Plant (ETP)
- Multi Effect Evaporator
- Sewage Treatment Plant (STP)
- Water Treatment Plant (WTP)



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# Banners

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## Know more about Thermax's Biogas Upgradation and Purification Solutions



Renewable Energy  
India Expo



**4 | 5 | 6 OCTOBER 2023**  
India Expo Centre, Greater Noida

Visit us at

**Booth No: 11.76 (C) under Bio-Energy Pavilion**



[www.thermaxglobal.com](http://www.thermaxglobal.com)

[enquiry@thermaxglobal.com](mailto:enquiry@thermaxglobal.com)

Customer Care: 1800-209-0115










# Newsletter prepared for Indian High Commission in Malaysia

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## Thermax Electrostatic Precipitator (ESP) for the Malaysian Industry

-  **40+** Years of experience and Expertise in ESP technology
-  **70+** ESP running continuously in Malaysia with outlet emission well **below permitted limits**
-  **45+** customers in Malaysia from **Palm Oil Mills and Refineries, Paper, Power, Cement, & Rubber** industry
-  Thermax ESP ensures **continuous operation, minimum pressure drop** and **minimal maintenance requirement**
-  **50+** types of dust cleaning with proven electrode cleaning technology (**TIGI Rapping**)
-  **Modernization** and **Upgradation** of existing ESP for latest emission norms
-  Extensive **Sales and Service Network**



### Thermax ESP installations in Malaysia



**Thermax**, headquartered in India, is a leading conglomerate in the energy and environment space with **34** International offices and **14** Manufacturing facilities. In response to the increasing client base in the region, Thermax set up a wholly-owned subsidiary in Malaysia, **Thermax Sdn Bhd**.

Following are our solutions for the Malaysian industries:



#### Business Office

Thermax Sdn Bhd., 23A-2, Level 23 A, Oval Damansara 685, Jalan Damansara, Taman Tun Dr Ismail 60000, Kuala Lumpur, Malaysia.  
**Email:** enviro.apcs@thermaxglobal.com, **Phone:** +60143386586

 [thermaxlimited](#)  [thermaxmedia](#)  
 [thermax\\_global](#)  [thermaxglobal](#)

[www.thermaxglobal.com](http://www.thermaxglobal.com)



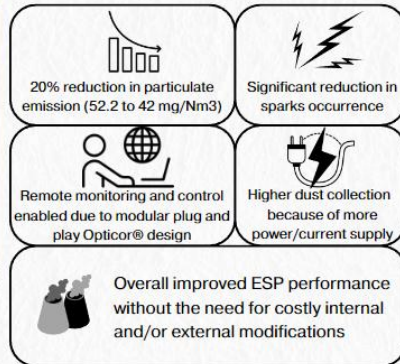


# Case Studies for Thermax's OPTICOR

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**A leading cement manufacturer reduced 20% stack emission with Thermax Opticor® controller in clinker cooler ESP.**



#### Challenges

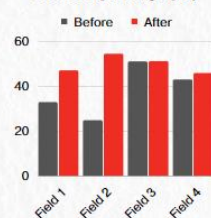
- Frequent sparks occurrence at the TRCC panel.
- The voltage and current readings were below the required/standard panel readings.
- The emission test result for the clinker cooler stack was 72% higher than the allowed emission threshold.

#### Thermax's Solution

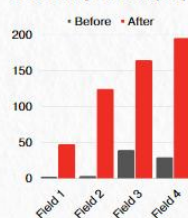
- Thermax replaced previous TR controllers with **Thermax Opticor®**.
- Quick installation** due to the simplified process, low footprint of Opticor® box and pre-wired cables.



Secondary Voltage (kV)



Secondary Current (mA)



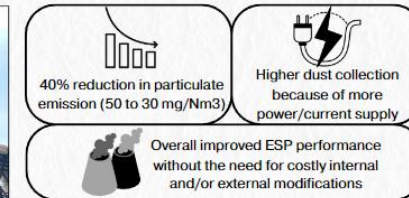
**Business Office**  
Thermax Sdn Bhd., 23A-2, Level 23 A, Oval Damansara 685, Jalan Damansara, Taman Tun Dr Ismail 60000, Kuala Lumpur, Malaysia.  
Email: enviro.apcs@thermaxglobal.com, Phone: +60143386586

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**A leading iron, steel, and cement manufacturer reduced 40% emission by using Thermax Opticor® controller in ESP.**



#### Challenges

- Change in emission norms from 50 to 30 mg/Nm<sup>3</sup>.
- Upgradation/Retrofit the existing ESP at low cost without major internal/external modifications.

#### Thermax's Solution

- Thermax replaced previous TR controllers with **Thermax Opticor®**.
- Majority of the parts retained/resued
- Inlet & outlet expansion joint was replaced with new supply due to poor condition of the existing.

#### Results

- The outlet emission is in the range of 22 – 25 mg/Nm<sup>3</sup>.
- Because of the successful implementation, Thermax received 13 new orders for retrofit and modernization.

#### Benefits

- Quick installation due to the simplified process, low footprint, and pre-wired cables.
- No major mechanical upgradation required.
- No civil foundation modification or strengthening work required.
- No modification in the control room is required.
- Less capital investment
- Modification/Replacement without shutdown



Retrofit and Revamp of ESP	Before	After
Gas Volume (Am <sup>3</sup> /h)	76000	55000
Inlet dust Load (g/Nm <sup>3</sup> )	30	30
Outlet Emission (mg/Nm <sup>3</sup> )	50	30

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# Presentations

- [PalmEx Thailand Expo Presentation](#)
- Bag Filters Technology Presentation to the Malaysian Government
- [Presentation for Product Launch Event of Filter Bags](#)

**Thank you**