

CASE STUDY



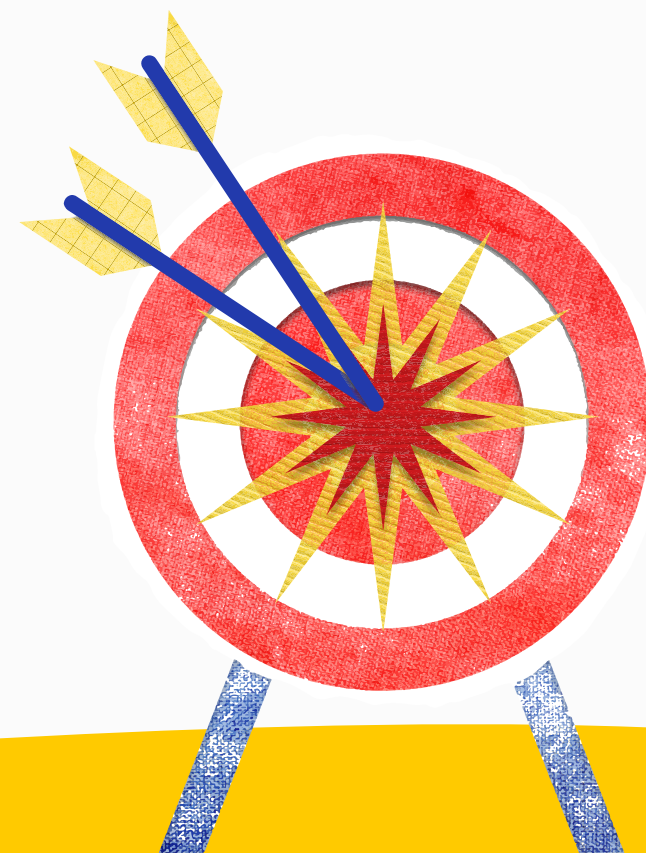
CAMPAIGN OBJECTIVE



Get quality leads




Enhance brand awareness +
brand recall



COMMUNICATION ROUTE

- Promoted 6 different divisions of Thermax
- Highlighted the key USPs of each division in a way that is easier to understand and clickable
- Enhanced the credibility & trustworthiness among the TG



THERMAX

KEEP YOUR FLOORING NON-SLIPPERY WHILE RETAINING ITS AESTHETIC APPEAL

LOW MAINTENANCE, LESSER DOWNTIME

EASY TO CLEAN

KNOW MORE

about Thermax Industrial Flooring Solutions



THERMAX

Build durable structures without any danger of dampness

- ▶ Zero water penetration
- ▶ Total structural integrity

KNOW MORE

about Thermax waterproofing chemicals



**CUSTOMIZED
REGENERANTS**
to remove strongest
water impurities with
SPECIALIZED ION EXCHANGE RESINS

35+
years of
experience

5K+
Global
Customers

KNOW MORE



Reduce operational costs
without compromising on
**AN OPTIMAL
COOLING CAPACITY**
with our
EFFICIENT ABSORPTION CHILLERS

Operating **90+** countries | Serving **50+** Industries

ENQUIRE NOW

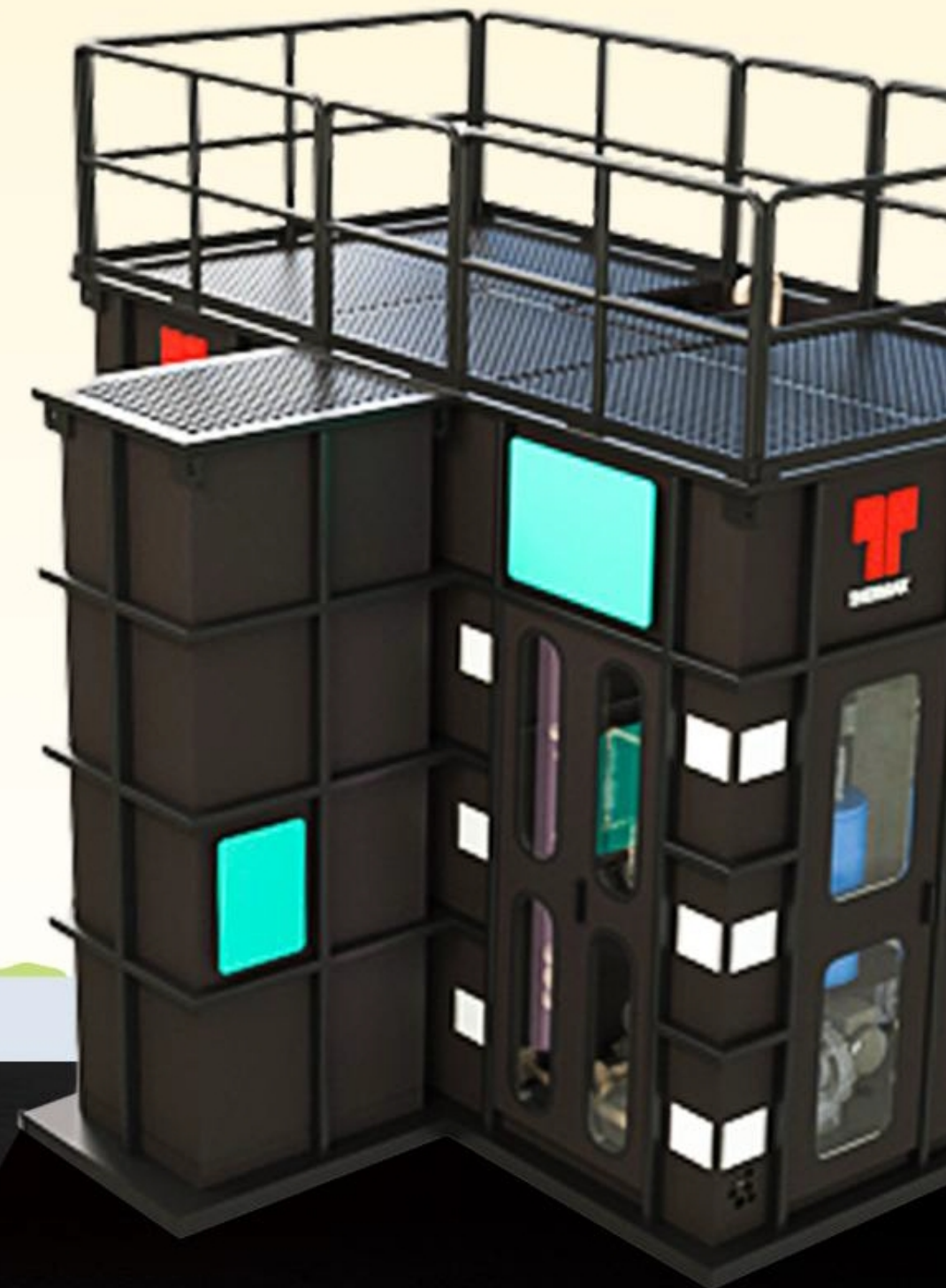


Provide your residents
a hazard-free environment

with atoM
India's Most Compact
Sewage Recycle Plant

- 55% less installation area
- Automated operations

KNOW MORE



GENERATE
FREE ELECTRICITY
FOR 25 YEARS!
with our
Solar PV Solutions

- ▶ Minimize carbon-footprint
- ▶ Maximize profitability

KNOW MORE



CONSTRUCT INFRASTRUCTURES THAT WILL STAND THE TEST OF TIME

Improve **durability & sustainability**
at reduced costs with

Thermax Construction Chemicals

KNOW MORE



UNLIMITED POWER CONSUMPTION. ZERO BILL GENERATION.

Generate free electricity for 25 years
SAVE UPTO INR 6.5* CR

KNOW MORE about our solar PV solutions



*subject to change



THERMAX



Achieve 95% savings in electricity costs with
ENERGY EFFICIENT ABSORBERS

No power dependency | Waste heat recovery

KNOW MORE




**CUSTOM-MADE
ION EXCHANGE RESINS**
for every process!

From sugar refining
to glucose de-ashing

ENQUIRE NOW

**FOR THERMAX
FOOD & BEVERAGE
ION EXCHANGE RESINS**



Our utilities. Your profits.

Under **Thermax Build-Own-Operate model**

-  End-to-end deliveries
-  Pay-as-per consumption basis
-  Zero inefficiencies



KNOW MORE



Generate free cooling from ^{waste-heat} **electricity**
with **Thermax absorption chillers**

Zero Liquid Discharge | Higher Savings

KNOW MORE



[CLICK HERE TO WATCH](#)

Thermax's best-in-class absorption chillers offer energy-efficient and environment-friendly cooling

- Grid Independence
- Crystallisation-free design
- Low maintenance
- High degree of customisation

ABSORPTION CHILLERS CHANGING THE WAY OF CHILLING AND HEATING IN DAIRY
Effectively catering to cooling at every stage of dairy process

A SUSTAINABLE APPROACH TO CONTROL ROOM COOLING
Address heat mitigation at affordable costs compared to electric chillers.

SMART WAY OF INLET AIR COOLING IN CHEMICAL AND FERTILISER INDUSTRY
Improve turbine capacity at reduced OPEX

WORKING HAND IN GLOVE WITH INDUSTRIES FOR ENERGY OPTIMISATION
Energy efficient cooling systems for glove manufacturers

OPTIMISING GAS SEPARATION PROCESS FOR ENHANCED THROUGHPUT
Novel cooling technology from Thermax

FOR ELECTRICITY-FREE COOLING
[ENQUIRE NOW](#)



How does Asia's leading ion exchange resins manufacturer accelerate customer processes?



High performance resins that reduce operation and maintenance costs

- Lower Regeneration Frequency



Customisable solutions for aqueous and non-aqueous process needs

- Backed by Proficient Research & Development Team



5000+ Happy customers globally and counting....


- Quality Assurance with On-Time Technical Support



Creating SPACE in customer processes

Separation Purification Adsorption Catalysis Extraction


- World Class Manufacturing Facilities and 35+ Years of Experience



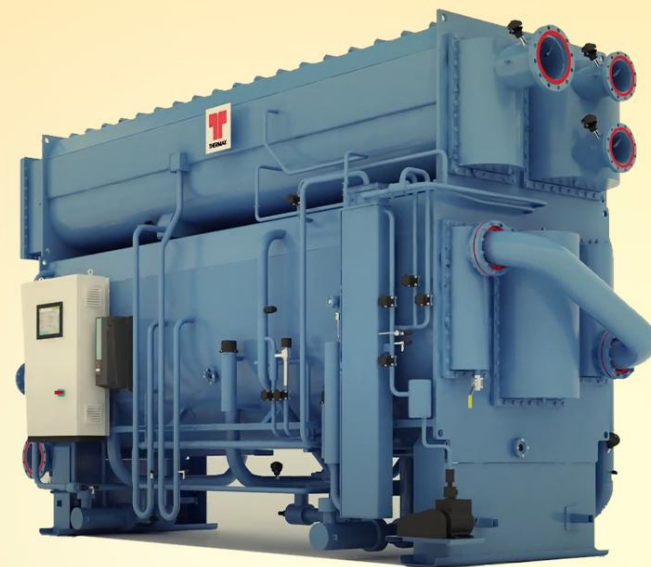
ENQUIRE NOW


For Thermax Ion Exchange Resins





THERMAX

Looking for absorbers which are
**ECONOMICAL, EFFICIENT,
AND SMART?**
Learn about Thermax cooling solutions!




THERMAX

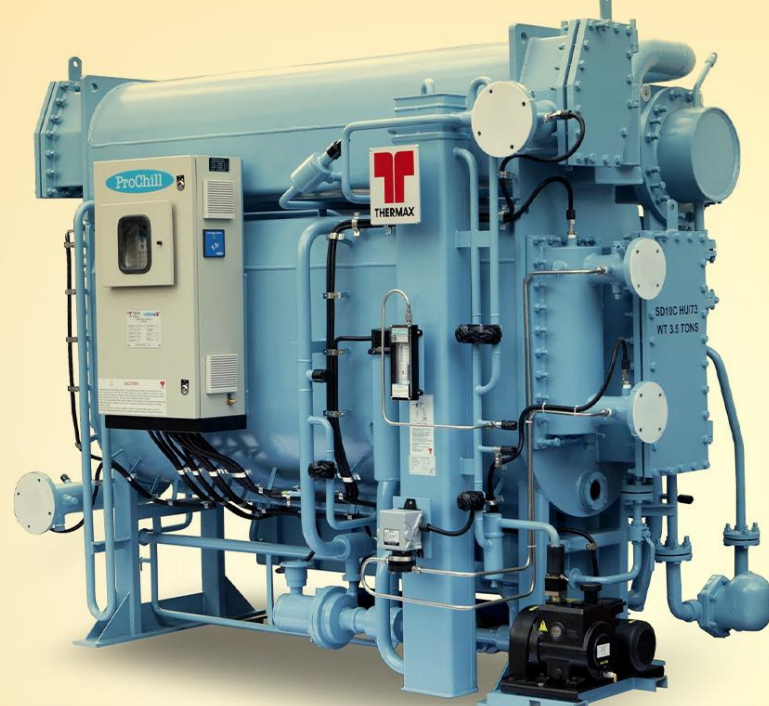



**95% SAVINGS IN
ELECTRICITY COSTS**




THERMAX

**LOW DOWNTIME,
HIGH EFFICIENCY**




THERMAX

**HIGH RELIABILITY
WITH PRACTICAL DESIGN**




THERMAX

**ENQUIRE NOW
FOR ENERGY EFFICIENT
ABSORBERS**


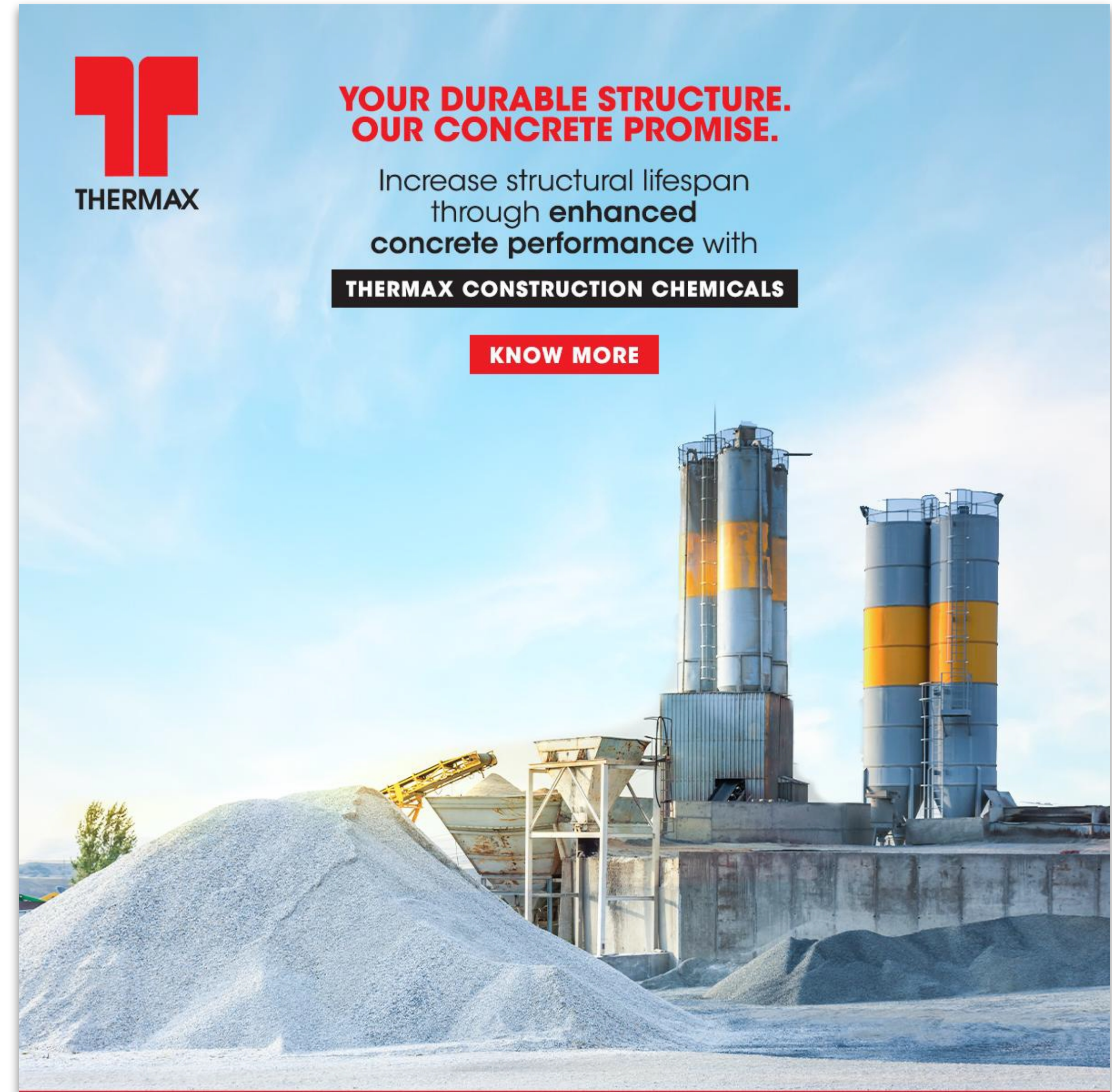


**OUR CAPITAL INVESTMENT.
YOUR BUSINESS GROWTH.**

Plant Installation | Operation & Maintenance | Utility Outsourcing
with
Thermax's Build-Own-Operate Model

Your end-to-end industrial utilities outsourcing partner

LEARN MORE



**YOUR DURABLE STRUCTURE.
OUR CONCRETE PROMISE.**

Increase structural lifespan
through **enhanced**
concrete performance with
THERMAX CONSTRUCTION CHEMICALS

KNOW MORE

From refining to de-ashing Get quality food processing with custom-made resins

- Modern manufacturing tech
- Reliable R&D expertise

ENQUIRE NOW

**For Tulsion Food and Beverage
Ion Exchange Resins**



Achieve
superior & expedited
water purification performance

at lower cost with

**CUSTOMIZED
ION EXCHANGE RESINS**

Shorter lead time | Easy Product Customization

KNOW MORE



100+
HAPPY CUSTOMERS
are generating free electricity.

You can too.

Set up Solar PV plant on a **turnkey basis**

KNOW MORE

about our **Solar PV solutions**



Achieve 95% savings in electricity costs with
ENERGY EFFICIENT ABSORBERS

No power dependency | Waste heat recovery

KNOW MORE

AND IT RESULTED INTO..



34.40%

Rise in Brand
Recall



33.58%

Less CPL than
expected



28.57%

More leads than
committed



THANK YOU

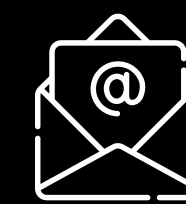
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