

**"An ISO 9001
Organization
celebrating
its 30th
Anniversary"**

Newsletter

December edition, 2020

President's Key Message

Business Information

Partnerships

Social

Events & Celebrations

Core Values

Products



Message from the President & CEO, Brasten Group of Companies.

We are approaching the final countdown and preparing to celebrate the end of year holidays with a different spirit than usual. 2020 was filled with unexpected and unpredictable events such as the Covid-19 pandemic that affected our ways of living and working and in some cases has been devastating for so many. In this difficult time, on behalf of Brasten Management Team and Advisory Committee,

I would like to express a profound gratitude for the commitment, dedication, and professionalism that the team has demonstrated in this year which made Brasten a proud example of continuous growth despite the fear and disorientation created by this pandemic.

At this juncture, we would like to take this opportunity to thank our customers, suppliers, partners for helping us achieve our goals with their innovative mindsets by keeping clear thinking and ideating as critical priorities. We are gearing up for 2021 and we see the sprouts of a very promising future for Brasten. I wish you and your families a very happy, prosperous and peaceful new year.

Dr. AK Kala, President and CEO

Business information

Inspite of this precarious situation, Brasten evolved successfully and finished the year 2020 on a double digit year over year growth. The key components like perfect execution, technology sales, lifecycle services and people form the basis for this achievement. Brasten is focused on the continuous improvement process in all discipline of the business functions.

It is celebrating its 30th year anniversary and setting rampant ideas for exponential growth by protecting the installed base, choosing the right projects and engaging with customers for digital transformation.

Partnerships

As a formidable player in Industrial Automation, Brasten's products and solutions, partnership with market leaders like Badotherm, Heyl Neomeris, Rhosonics, Kanon etc for addressing customers challenges, continues to invest and form alliance for non-compromising performance.

The latest addition to Brasten's product portfolio is the temperature elements. Badotherm Far East (A Brasten Group) has signed agreement with Thermoelectric Instrumentation, Netherlands for its representation in ASEAN countries and South Korea.



Thermoelectric



Brasten Analyzers



Water Hardness Analyzers



Density/Concentration
Meters

Visit our website at: www.brasten.com
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Social

Bhima Cares Foundation, a non-profit organization of Brasten believes in exercising social and environmental activities that benefits destitute, under privileged and special children, senior citizens etc for South East Asia Region.

Dr. Kala's motto is "Giving Back to the Community". This effort extends beyond simply obeying local laws, as organizations voluntarily take steps to improve the quality of life for employees and their families, as well as society at large.



Events & Celebrations

Brasten is never short of events, celebrations and fun. With lots of precautions, government regulations and safety, the traditional Thai & Indian festivals were celebrated as a family get together with employees and customers.

Brasten was one of the sponsors for Indo-Thai Chamber of Commerce and Netherlands Thai Chamber of Commerce and participated in both functions.

Core Values

Brasten is uncompromising on the **8 core values** that forms the foundation of this meticulous Organization



Contact

Email us at: info@brasten.com

Address: 254 Soi Onnuch 40, Sukhumvit 77, Bangkok 10250 Thailand

Phone: +66(0) 2 730 6500 (10), Fax: +66(0) 2 730 6505

Brasten Group of Companies