



NEWS LETTER

3rd Quarter Edition, 2023

Your global Industrial Automation Solutions Partner since 1990
ISO 9001:2015 CERTIFIED

- ◆ PRESIDENT'S KEY MESSAGE
- ◆ PROMINENT BUSINESS LEADER
- ◆ A GIANT LEAP IN INSTRUMENTATION
- ◆ CASE STUDIES
- ◆ LOCAL BUSINESS PARTNER
- ◆ CELEBRATIONS

MESSAGE FROM THE PRESIDENT & CEO – Dr. KALA



The Brasten Group has been delivering sustainable profit growth while building a solid business foundation amidst a challenging operating environment. My mission is to extend this trajectory into the future and turn the Brasten Group into one of the global companies in Industrial Automation space. We continue to face new challenges in our business environment; the pace and scale of changes are unprecedented. In order to overcome these challenges,

the Brasten Group has undergone an organizational transformation that includes initiatives such as localization and diversification. These improvements will enable us to become faster at identifying and addressing shifts in the landscape. But there is more to be done, and we remain fully committed to strengthening our capabilities and to further evolving the organization going forward. It is essential that we align our actions to meet consumer needs. To do that, we think it is important to build upon our current 4S model which affirms our commitment to serve our four valued stakeholder groups; consumers, shareholders, employees and the wider society, with consumers at its core. Today when discontinuous changes are happening on various scales in nature, society, and individual lives, and the business environment is becoming ever more uncertain and complex, we have drawn up Brasten Group Purpose to make clear the direction in which the Group must go to continue to exist sustainably.

Kindly feel free to post your comments and also your expectations for the next edition at info@brasten.com.

PROMINENT BUSINESS LEADER – Dr KALA (CEO MAGAZINE ARTICLE EXTRACT)

Dr Kala, President, and CEO of Brasten Group of Companies featured in the CEO Insights Asia Magazine of Jan, 2023 edition as one of the successful business leaders in the Automation space.

Dr Kala shares his immaculate experience and journey in building the Brasten Group. This article will be highly encouraging and motivating factor for the entrepreneurs and for the talents aspiring to make it big.

[You can read the full article at
CEO MAGAZINE INTERVIEW](#)

He touches upon some of the most relevant and interest topics like



BRASTEN MAKING ITS PRESENCE IN THE INDUSTRY



CHALLENGES AND THE WAY TO ENCOUNTER



**GOVERNANCE AND LATEST TECHNOLOGY OFFERINGS
FROM BRASTEN**



CORPORATE GROWTH STRATEGIES



**LEADERSHIP STYLE AND METHODOLOGIES ADOPTED TO
KEEP THE TEAM MOTIVATED**



FUTURE PLANS AND CORE VALUES

GIANT LEAP IN INSTRUMENTATION – MANUFACTURING OF TOC ANALYZER

Every dark cloud has a silver lining; is domestic manufacturing the silver lining for the automation industry? Can local manufacturing help propel the industry and thereby make the respective country, a potential manufacturing powerhouse? These and several other questions linger, as we write this musing. It is about localization of Total Organic Carbon analyzers Brasten is heading towards indigenization by manufacturing total organic carbon analyzer at its facility in Bangkok, Thailand As we all know, that total organic carbon (TOC) is the measure of the concentration of organic carbon in a substance and is the best indicator of contamination, or purity, of a substance. As an analytical technique,



TOC enables companies across a range of industries to know whether the water they are using is clean enough for their processes and purposes and will not lead to environmental damage once it leaves their site.

Brasten in partnership with TRL Instruments will start manufacturing the TOC Analyzer by end of Q3, 2023 and will be made available in the market after all testing by the first quarter of 2024

The TOC Analyzer will be Dual Zone High Temperature Combustion Technology for the following ranges and applications

*Range: 0-10 ppm; Drinking Water

*Range: 0-500 ppm / 0-1000 ppm; Surface Water, Ground Water, rivers

*Range: 0-5000 ppm; Utility water; cooling water, condensate return, reverse osmosis water, carbon bed absorber, boiler feed water, demineralized water

*Range: 0-50000 ppm / 0-75000 ppm; Industrial wastewater, influent and effluent wastewater, de-icing water, highly contaminated wastewater, oil-in-water

Optional Specifications



6 Port Multi Sampling Apparatus



Analog output-mA



IC Parameter



Analog output-VDC



TN Parameter

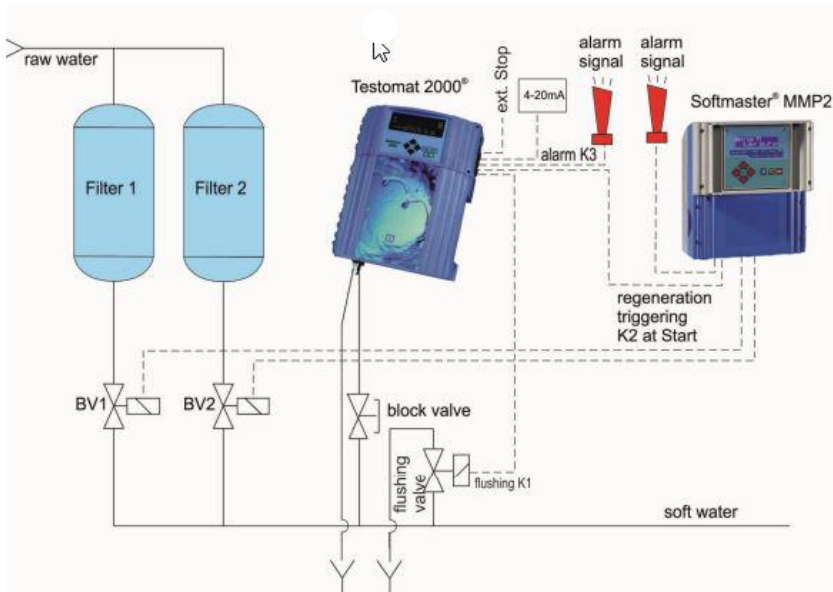


Communication options



TOC Quality Air Generator

CONTROLLING BOILER WATER QUALITY



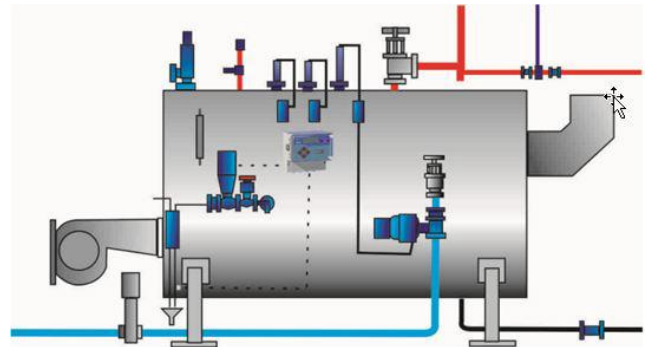
How do Brasten instruments help control boiler water quality?

The Testomat analyzes feed water hardness on a quantity- or time-controlled basis. When high hardness levels are exceeded, the Testomat sends a signal to the Softmaster MMP2 and the Softmaster will change the filter and regenerate depleted filter. Both devices send signals to a main control unit over a 4-20 mA interface. Both devices have alarm signal outputs in case of unexpected events (e.g. low water pressure, low filter capacity etc.)

In order to avoid corrosion due to salt, the conductivity level of the feed water is monitored with a EcoControl EC Dos Desalt conductivity monitoring device. The boiler water with high concentration of salt will get discharged and water will feed in as needed to maintain the correct level of salinity.

You can read the full article at

[CONTROLLING BOILER WATER QUALITY](#)



MEASUREMENT OF PROCESS SLURRY (LIMESTONE) DENSITY MEASUREMENT THROUGH NON-NUCLEONIC DENSITY METER

This application FGD (Flue Gas Desulfurization) is a technology used for removing sulfur from the exhaust flue gasses emitted in coal and oil burning power plants. The density of the process slurry (Limestone) is measured continuously in real time for optimizing the desulfurization process cost by efficiency improvement and reducing waste.





Contact-less Brasten Density analyzers are the perfect alternative of the Nuclear gauge to avoid Government regulations required for handling a nuclear isotope and reduce the high users cost of this technology. Further with the Brasten technology you avoid a lot of difficulties to use non-contact-less sensors as Coriolis meters with possible damages dues to complex flow paths (bypass) which may lead to either blockages and erosion.

You can read the full article at

(LIMESTONE) DENSITY MEASUREMENT

EVENTS AND CELEBRATIONS



Brasten continues to host a variety of events and celebrations, always prioritizing safety and adhering to government regulations. We marked traditional Thai and Indian festivals like songkran and holi with our employees. We take great care to ensure a secure and enjoyable environment for all who participate.



ARE YOU INTERESTED.?

To be our Local Business Partner in South America?

IF YOU ARE

- ✓ Passionate
- ✓ Customer Centric
- ✓ Possessing strong Industry domain
- ✓ With Instrumentation/Electrical Background
- ✓ Having strong customer base and sales/service team



Please contact us at info@brasten.com or gb@brasten.com