

Welcoming 2026 with Renewed Purpose



President's Message

Dear Customers, Partners, and the Brasten Family,

As we step into 2026, I extend my warmest New Year wishes to each one of you. May this year bring good health, progress, and new opportunities for all.

The year 2025 was truly a defining chapter in our journey a year in which we proudly celebrated Brasten's 35th anniversary, marking more than three decades of trust, engineering excellence, and customer commitment. The milestone was not only a moment of celebration, but also a reminder of how far we have come from our humble beginnings in 1990 to a respected solutions provider across India and global markets.



Looking ahead, 2026 positions us for continued growth and transformation. Our focus will remain on:

- Strengthening our presence in key industrial and environmental segments
- Expanding strategic partnerships and product integration capabilities
- Enhancing digital service support and operational efficiency
- Investing in people development and future-ready competencies

As we enter this new year, our commitment remains unchanged to deliver safe, reliable, and sustainable solutions while maintaining the values that define Brasten: integrity, innovation, and customer focus.

I thank our employees, customers, and partners for your continued trust and support. Together, we look forward to building the next phase of Brasten's success.

Wishing you and your families a prosperous and fulfilling 2026.

Warm regards,
Dr AK Kala
President & CEO
Brasten Group of Companies

1 Product Innovation & Portfolio Expansion

- Develop portable and AI Integrated Analyzers to meet the growing demand for on-site diagnostics and real-time data analysis
- Introduce analyzers tailored for emerging markets, focusing on affordability and ease of use to capture a broader customer base

2 Market Expansion & Global Reach

- Strengthen Asia Pacific presence, leveraging the region's rapid industrialization and increasing demand for Analytical Instruments
- Enter emerging markets in Africa and South America, establishing partnership with local distributors and service providers

3 Acquisitions & Strategic Partnerships

- **Acquisition Drive:** Brasten continues to explore targeted acquisitions that strengthen our analytics portfolio, expand regional presence, and enhance long-term value for customers and partners
- **Strategic Partnerships:** We are actively forging new alliances with technology and EPC partners across Asia to broaden solution offerings, improve delivery capability, and accelerate market growth.

4 Talent Development & Organizational Growth

- **Talent Development:** Brasten is investing in continuous learning programs, cross-functional exposure, and leadership grooming to build a highly skilled and future-ready workforce
- **Organizational Development:** We are strengthening internal processes, enhancing collaboration frameworks, and adopting best-practice systems to support sustainable growth and operational excellence



Celebrating 35 Years of Excellence (1990-2025)

Brasten marked a historic milestone in 2025 as the company proudly celebrated 35 years of engineering leadership and customer trust.



A Global Gathering

- The celebration was attended by over 200 customers from across the world
- All major Brasten partners participated, reaffirming their commitment to customers and to a stronger, future-ready alliance with Brasten
- CEOs and senior leadership delivered inspiring messages on collaboration, innovation, and the vision ahead

Distinguished Presence

The event was honored by:

- Thai Government dignitaries
- Excellencies from Thailand and India
- Industry leaders and international delegates

Key Partner Representation

Yokogawa, one of Brasten's most valued partners, attended in large numbers, with representatives from:

- Thailand
- Korea
- Indonesia
- Malaysia

and other regional offices-showcasing the depth of the long-standing partnership.

Awards & Recognition

Brasten expressed appreciation to its ecosystem through:

- Special recognition to customers, partners, and third-party assessors/ industry auditors
- Presentation of awards and trophies for outstanding collaboration and contribution

Cultural & Celebration Highlights

The evening reflected both tradition and modernity with:

- Traditional dance performances
- Specially curated videos capturing Brasten's journey
- Team celebrations marking the spirit of togetherness

Looking Beyond the Milestone

The 35th anniversary was not merely a celebration of the past-it set the tone for the future, reinforcing Brasten's commitment to:

- Stronger global partnerships
- Customer-centric innovation
- Sustainable and value-driven growth

Bhimacares Supporting Communities with Care

Key Initiatives

- Healthcare support through medical assistance and basic health camps
- Educational help for children by providing learning materials and support
- Environmental activities including tree planting and awareness programs
- Employee volunteering, encouraging teams to participate and contribute



New Commitment for 2026

During the recent visit of President Dr. Kala to India, a significant announcement was made in the presence of Uttarakhand Chief Minister Shri Pushkar Singh Dhama.

Brasten has committed to adopt a small village in the region. Through this initiative, Brasten will provide basic support to:

- Underprivileged children - educational materials and learning support
- Abandoned senior citizens - essential medicines and daily necessities
- Families in need - basic assistance to improve quality of life

This long-term commitment reflects Brasten's belief in responsible growth and compassionate leadership.



Going Forward

In 2026, Bhimacares will continue to expand its efforts with a focus on:

- Strengthening village development support
- More healthcare and education initiatives
- Collaboration with local authorities and community groups

*Rhosonics Innovation Update – Brasten’s OEM Partner
Pushing Boundaries with Safer, Smarter Density
Measurement*



RHOSONICS, a trusted OEM partner of Brasten, continues to lead the field of ultrasonic measurement technology, with developments that enhance performance, safety, and sustainability. Here are the key highlights:



SDM ECO – A New Era of Slurry Density Measurement

Rhosonics has introduced its third-generation non-nuclear density meter, the SDM ECO, which replaces the SDM 4. This advanced device uses ultrasonic technology to offer accurate, real-time density measurements without the safety risks of radioactive sensors. Its rugged design, (modular installation options, and modern interface touchscreen, web access, optional Wi-Fi) make it ideal for demanding industrial environments. The SDM ECO delivers eco-friendly, safe, and cost-effective solutions for industries worldwide.

Ultrasonic Sensors for Semiconductor Manufacturing

At SEMICON 2025, Rhosonics showcased how its Chemical Concentration Meter (CCM) is transforming IC manufacturing. By enabling continuous, non-invasive monitoring of critical chemical concentrations, the CCM helps fabs maintain tighter process control, reduce chemical waste, and enhance overall yield aligning with modern sustainability goals.

Strengthening Global Partnerships

In June 2025, Rhosonics hosted a seminar in Punta Cana for its American-region partners, providing deep technical insights and training. As Brasten’s OEM partner, Rhosonics’ innovations directly enhance Brasten’s solutions, helping customers achieve higher accuracy, reliability, and safety in their operations.

Brasten and Rhosonics continue to collaborate closely, delivering cutting-edge ultrasonic measurement solutions to industrial customers.



HeylNeomeris, our trusted **OEM partner**, continues to strengthen its water treatment and analysis solutions portfolio with important updates:



Testomat EVO

Enhanced water hardness analyzer with optical detection, SD-card logging, and modern interface for reliable industrial performance.

Testomat LAB CL

Efficient online chlorine analyzer using fewer reagents, with automatic self testing and data logging.

NeoTecMaster

Modular multi-channel controller integrating multiple analyzers with real-time web monitoring.

NeoPureMini

Compact under-sink deionized water system (50L/h) with conductivity and silicate monitoring.

Testomat TH2025 Indicator

New reagent for residual hardness measurement, available in 100ml and 500ml bottles.

These updates reflect HeylNeomeris' commitment to precision, reliability, and sustainable water treatment solutions, in partnership with Brasten.

Fun Corner Quiz - Fill in the Blanks

1. Brasten's _____ type density meters are considered game-changing and a replacement for nucleonic types.
2. Brasten analyzers monitor water-quality parameters like _____, _____ and _____.
3. Brasten uses _____ seals to safely isolate instruments from process fluids.
4. Brasten's instruments can be installed as _____ solutions in existing plants.
5. _____ measures the total amount of calcium and magnesium in water.
6. _____ is a measure of the water's ability to neutralize acids.
7. _____ is a toxic heavy metal often monitored in industrial wastewater.
8. Rhosonics is known for _____ meters that measure flow, density, and concentration in industrial liquids.
9. Ultrasonic measurement technology is used in industries like _____, _____, and _____.
10. Brasten supplies _____ that are used for safe tank-to-truck or tank-to-tank liquid transfer.



Jumble Time: Can You Decode These Words?

- ZANERYAL
- NCETAINORCTO
- MENRTCINTSU
- CLOTPRO
- MYERSTICH
- TOMAUNATIO
- HILTNDAA
- PADIMRGHA
- IGILADT
- LOGBLA

Please scan your completed answers and send them to info@brasten.com, along with your details below to receive the gift. The first 20 participants will receive a Brasten cap couriered to them.



Participant Details

Name:

Postal Address:.....

Email ID:

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Organization Name:

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