

Krishnan & Associates is a full service **power and energy consulting firm** providing marketing, market analysis, merger & acquisition and recruitment services.



INDEX



REACH OUT TO THE GLOBAL ENERGY INDUSTRY

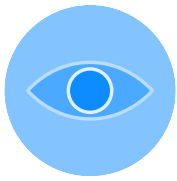
Share your insight with our network of **60,000+** targeted decision-makers, investors & developers in the **Power Generation & Energy Industry Worldwide**

Power Plants	Renewable Energy	Industrial Power-Gen	EPC	Independent System Operators
OEMs	Oil & Gas	Energy Storage	Distributed Energy Resources (DER)	Decentral Power Gen
Smart Grid	Digitalization	T&D Electric Utilities	Munis & Co-Ops	Distribution Companies

POWER INDUSTRY FOCUS POWERFUL RESULTS

Krishnan & Associates is a full-service marketing consulting firm serving the power and energy business sectors. We focus on providing expert product marketing & communication, analytics & advisory, and global recruitment & replacement services. K&A has experienced practice directors for each business sector that will personally manage your project, large or small. K&A's has served major equipment manufacturers, electric utilities; domestic & international power producers, consulting, engineering and construction firms, and strategic and financial investors for many years.





Specialized Marketing & Communication

Lead Generation

K&A uses well-honed marketing practices that will generate an increased number of leads and proposal volume for you. We can quickly target leads from within the utility and power generation industry to meet your specific criteria. [LEARN MORE](#)



Business Development & Sales

K&A undertakes direct business development & sales programs with customers to generate proposals and sales. With offices and personnel strategically located in the United States, Europe and Asia, we use our current industry network to generate sales and a pipeline of opportunities for our clients. [LEARN MORE](#)

Custom Email Campaigns

K&A can design for you a custom email campaign that can reach out to 20,000+ power industry decision-makers to maximize your brand exposure or to introduce your products and services to the power industry. [LEARN MORE](#)

Webinar Production & Promotion

Webinars have proven to be an extremely effective means for engaging a specific target audience. K&A will work with you to develop a promotion strategy that will attract decision makers within the specific market sector and then design a presentation that will effectively communicate your product message. Our Webinars have been attended by energy facilities across the world. Visit www.webcastexperts.com to get news & updates on **Upcoming Webinars** or to learn more about **Sponsoring a Webinar**. [LEARN MORE](#)

Demonstration Sites for New Technologies or Markets

K&A can identify product test sites at power plants in the U.S., Europe, and Asia in order to evaluate new and innovative power generation and air quality control system technologies. We can make the appropriate introductions, propose and negotiate test protocols, analyze test data, and deliver reports that can be used for business analysis, strategic planning, and future publication. [LEARN MORE](#)



Technical Writing Expertise

Conference Abstract & Manuscripts

K&A can identify the appropriate technical conferences or industry publications that matches your specific target audience and then craft an abstract with the qualities that conference program reviewers expect. K&A can also prepare the final article manuscript and any presentation materials you may require. [LEARN MORE](#)

Technical Article Writing & Publication

K&A has long experience and success securing placement of technical articles in leading industry technical publications. Our engineering and marketing expertise enables us to write polished articles that will engage the industry as well as attract prospective customers. K&A remains in frequent contact with the editorial staff of all the major power industry trade publications. [LEARN MORE](#)

Website Content

What sets K&A's website solutions apart is our ability to present technical content in an appealing way and design easy-to-navigate and aesthetically appealing websites. Our power industry background enables us to quickly grasp the technical aspects of your products as well as your unique marketing needs. This potent combination of technical skill and marketing finesse enables us to create a website that effectively communicates with customers as well as provide sales leads. [LEARN MORE](#)

Publicity & Branding

K&A offers full-service public relations programs that will increase your market presence and industry visibility. Our expertise in market analysis and strategy enables us to conceive, analyze, and execute high quality, consistent marketing communications that emphasize your unique product or service in a range of media. [LEARN MORE](#)





Analytics & Advisory Services

Multi-Client Studies

India | Southeast Asia | Vietnam
Indonesia | Thailand | Malaysia
Philippines | Middle East | Oman
Saudi Arabia | Kuwait | Bahrain | UAE

Market Surveys on Power Generation Technologies

K&A market research and analysis services leverage our industry experience to provide you with the latest market information. The surveys will be invaluable when preparing your critical marketing, business growth, and market competitor strategies. Our energy market analysis and research services are designed to deliver strategic business intelligence to support informed decision-making. [LEARN MORE](#)

Benchmarking Studies

K&A benchmarking studies provide you with an in-depth comparison of your business processes and practices with industry best practices in your market sector. You will learn your areas of relative strength that can be leveraged in the market place as well as areas that need improvement and a recommended corrective plan of action. [LEARN MORE](#)

Global/Regional Power Market Forecasts

K&A country and regional analysis reports provide an assessment of power and energy industry market opportunities. Our research uses primary and secondary sources to deliver clear and concise market analysis of the relevant power industry trends and forecasts to assist in your decision making process. [LEARN MORE](#)

Product & Technology Studies

K&A product and technology studies have provided equipment suppliers and Fortune 500 companies with highly sophisticated technical and market analysis on a range of power and environmental technologies. Our technical and market knowledge enables us to analyze a range of critical drivers essential for product and technology success in the power industry. [LEARN MORE](#)



Global Recruitment Services

The result of using any or all of the K&A marketing services described above is business growth that needs to be supported by a growing staff of highly qualified people. K&A has concluded hundreds of placements and provides global recruitment and placement services, utilizing our current power industry network and a large database of talented industry professionals that will help your business achieve maximize results. [LEARN MORE](#)

For more information on of our services, please **contact us**.

Reach out to the Global Energy Industry



Power Plants



Petrochemical Plants



Industrial Facilities



EPCs



Refineries



OEMs



A&Es



Investors



Developers

Website

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ANALYTICAL & ADVISORY SERVICES

Benchmarking surveys
Qualitative & Quantitative
analysis Long-Term product
forecasting Voice of Customer
Surveys Custom market
research Regulatory analysis
Primary & secondary research

Krishnan & Associates' market research and analysis services are the perfect solutions for promoting your business and offerings to the right audience. Our portfolio of energy market analysis and research services will propel your organization beyond measure. With our vast industry experience and proprietary databases, we help clients devise strategies with the advantage of a broad, seasoned external perspective on the competitive, regulatory, and financial environment.

We offer unique combinations of our sound technical & market knowledge, superior data gathering, analysis skills and capability to custom design solutions for your business problems. We can provide insightful analysis and recommend actionable solutions for smart and educated business decisions.

Market Surveys & Forecasts

Whether your company is entering a new market, launching a new product line, acquiring or licensing a new technology or wants to plan for future growth, energy market evaluation is one of the first and most important steps in the process.

K&A market research and analysis services leverage our industry experience to provide you with the latest market information. The surveys, analysis and market evaluations will be invaluable when preparing your critical marketing, business growth, and market competitor strategies. Our energy market analysis and research services are designed to deliver strategic business intelligence to support informed decision-making.

Proprietary Energy Industry Databases & Models

K&A and its partners maintain proprietary databases and model energy facility performance that are essential to develop key energy industry metrics.

New Capacity Expansion | Market Trends | Power Plant Retirements
Greenhouse Gas Emissions | Fuel Prices | Emissions Trading | Price Forecasting
Demand Growth | Nuclear Additions | Renewable Energy | Regulatory Trends

PARTIAL LIST OF RECENT PROJECTS



Benchmarking Study for Baghouse & PM Control Technology - Evonik

- Focus Market: North America
 - Focus Data: Current PM Control Technology, Pricing, Costs, Service & Replacement Strategy
-



Market Intelligence of the Global Steam Generator Industry - GE

- Focus Markets: Europe, China, India, Middle East, Russia
 - Focus Data: Production Capacity, Service Capability, Strategic Alliances
-



Gas Turbine & HRSG Market – GE Energy

- Focus Markets: Global
 - Focus Data: Conduct research to gain a more detailed understanding of the operating, strategy and business structural characteristics of a major GT OEM.
-



Benchmarking Study for Heavy Duty Medium Speed Diesel Generators - CATERPILLAR

- Focus Markets: North America, India/Bangladesh, Middle East, Brazil, Africa
 - Focus Data: Service Scope, Pricing, Costs, Labor Strategy, Alliances
-



Mobile Heavy Duty Diesel Engine Market Forecast - CORMETECH

- Focus Markets: China, Brazil & India
 - Focus Data: Market Size, Regulations, VOC, Supply Chain, Major Players
-



Market Forecasting for Boiler Efficiency Improvement Products - Imerys

- Focus Markets: North America, Europe
 - Focus Data: Market Forecasts, Strategy Report, Voice of Customer
-



Europe IGCC Strategy Landscape - GE

- Focus Markets: Europe
 - Focus Data: Voice of Customer on IGCC Technologies in Europe
-



Economics of U.S. Merchant Power + Regulated Markets - Adani

- Focus Markets: USA
 - Focus Data: Market Drivers, Market Trends, Impacts of Deregulation, Market Heat Rates Pricing Forecasts
-



Competitive Landscape of U.S. Thermal Power Industry - Adani

- Focus Markets: USA
 - Focus Data: Identification of Major Players, Competitive Risk Analysis, Interviews with Representative Plants in Select Markets
-



ELIM-NOx Mobile Diesel SCR Technology Assessment – Tenneco

- Focus Markets: Non-Road Construction Engines, Locomotive Engines, Marine Engines
- Focus Data: Proof of Concept, Pilot Testing, Evaluation Procedures



Voice of Customer Survey and Business Opportunity Development for Neural Network Technologies – Neuco

- Focus Markets: USA and Europe
- Focus Data: Voice of Customer on Views of Neural Networks, Market Sizing, Analysis of Competitive Environment



Market Assessment of Competitive CO2 Capture & Sequestration Technologies in Europe - GE

- Focus Markets: Europe
- Focus Data: Analysis of Competitive Environment, Market Sizing, Forecasting Demand for CO2 Capture & Sequestration, Identification of market drivers



Market Assessment of Jet Bubble Reactor Scrubber Market for FRP Applications – Augusta Fiberglass

- Focus Markets: USA
- Focus Data: Market Sizing, Forecasting Demand for FRP within Jet Bubble Reactor Scrubber Market, Identification of Market Drivers



Market Study on Best Practices in US & European Power Trading Models - Adani

- Focus Markets: USA & Europe
- Focus Data: Current Power Trading Methodologies, Technological Requirements, Human Capital Requirements



India Power Generation Market Forecast – Multi Client Study

- Focus Markets: India
- Focus Data: Market Trends and Forecasts, Effects of Existing and Planned Emission Regulation, Air Pollution Control Equipment Market Sizing
- Clients Include: Amec Foster Wheeler, Babcock & Wilcox, Mitsubishi Hitachi Power Systems, Babcock Power, etc.



Far East Power Generation Market Study - Amec Foster Wheeler

- Focus Markets: Philippines, Vietnam, Thailand, Indonesia, Malaysia
- Focus Data: Market Trends and Forecasts, Effects of Existing and Planned Emission Regulation, Air Pollution Control Equipment Market Sizing



Australian Power Market Study - Amec Foster Wheeler

- Focus Markets: Australia
- Focus Data: Market Trends and Forecasts, Effects of Existing and Planned Emission Regulation, Air Pollution Control Equipment Market Sizing

K&A has practice heads for each of the services we offer and is uniquely focused on the energy & power generation industry.

ENERGY INDUSTRY EXPERTISE



Power Plants



Renewable Energy



Industrial Power



Energy Storage



Oil & Gas



OEMs



EPCs



Investors



Developers



T&D



Smart Grid



Digitization

GLOBAL ENERGY INDUSTRY FOCUS

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Innovative Solutions for the Energy Industry

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Czech Republic

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LEAD GENERATION SERVICES - ENERGY



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LEAD GENERATION FOR THE ENERGY INDUSTRY

Krishnan & Associates uses well-honed lead generation practices that will generate increased number of leads and proposal volume for our energy industry customers. We can quickly target leads from within the global utility and power generation industry to meet our customer's specific criteria. Our engineering, financial and marketing expertise enable us to comprehend and market innovative energy technologies.


We offer our clients integrated strategic marketing services including lead generation & business development programs. Our experienced technical marketing staff can handle the entire sales process, from the identification of prospects and appointment setting to the submission of formal proposals, negotiations and sales contracts.

REACH OUT TO THE GLOBAL ENERGY INDUSTRY



Guaranteed Lead Generation for Your Business

- Specialized power industry lead generation campaigns
- High level energy industry appointments
- Qualified sales opportunities
- Current database of key energy industry decision-makers
- Customer meetings & introductions
- High quality sales prospecting
- B2B lead generation
- Market and regulatory research
- Voice of customer (VOC) surveys
- Vast network and prior sales history with key electric & gas utilities

 index

LEAD GENERATION MEETINGS SET UP WITH THE FOLLOWING CUSTOMERS IN 2020



LEAD GENERATION MEETINGS SET UP WITH THE FOLLOWING CUSTOMERS IN 2020




OUR RECENT MARKETING ENGAGEMENTS WITH THE OIL & GAS INDUSTRY



VOICE OF CUSTOMER SURVEYS EXECUTED WITH THE FOLLOWING CUSTOMERS IN 2020





Technical Writing for the Energy & Power Generation Industry

Our engineering and marketing expertise enables us to write polished articles that will engage the industry as well as attract prospective customers.

Power Industry Focus, Powerful Results

Krishnan & Associates is a full service power and energy consulting firm providing marketing, market analysis, merger & acquisition and recruitment services.



Our team consists of Technical Writers, Engineers, Economists and Former Editors of Energy & Power Magazines who have developed 5,000+ articles in their career.

About Us

We focus on providing expert product marketing & communication, analytics & advisory, and global recruitment services. K&A has experienced practice directors for each business sector that will personally manage your project, large or small.

Our clients include major equipment manufacturers, electric utilities; domestic & international power producers, consulting, engineering and construction firms, and strategic and financial investors.

Technical Writing Expertise

K&A has extensive experience and success securing placement of technical articles in leading energy industry technical publications. Our engineering and marketing expertise enables us to write polished articles that will engage the industry as well as attract prospective customers. K&A remains in frequent contact with the editorial staff of all the major power industry trade publications.



Reach Out to the Global Energy Industry Network

Krishnan & Associates has developed a proprietary distribution network of over 40,000 global utility and A&E contacts, and possesses a social media following of 3,000+ industry professionals.



Power Plants



Renewable Energy



Industrial Power



EPCs



T&D



Oil & Gas



OEMs



Energy Storage



Developers



Digitalization



Smart Grid



Investors

Publishers

In 2016 - 2017 our articles written for various clients were published in leading magazines and industry trade journals such as:

- Combined Cycle Journal
- Electric Power
- Energetica
- Energetica India
- Modern Power Systems
- Powder & Bulk Solids
- Power
- Power Engineering
- Power Engineering International
- Valve World
- VGB Powertech
- Utilities



Process & Cooperation

Our process entails using our client's input to crystallize a theme for each article. Krishnan & Associates will engage in an initial conference call with the client to determine specific topics that will be covered by the articles. Once topics are established our client will typically provide information in the form of previously completed technical papers, promotional material, or case studies from which K&A develops the material and works through the necessary steps to successful publication.

- **Establish topic**
- Prepare outline
- Develop content & message
- Assemble photos, tables and graphs
- Draft article for client approval
- Integrate client comments into article for submittal
- Coordination with editorial team for target publications
- **Successful publication**

Ravi Krishnan
Managing Director

Ravi Krishnan is the Managing Director at Krishnan & Associates. Ravi brings over 17 years experience in management consulting & recruitment services in the power and infrastructure industry. His areas of expertise are in analytical & advisory services - technical marketing & communications, market research, mergers & acquisitions and business restructuring.

John Evans
Technical Writing & Publications

John's energy industry expertise stems from over 25 years in technical sales, marketing and business development of environmental technologies. He brings extensive knowledge of current and emerging regulations for NOx, SO2, Hg and PM emissions in USA, Europe and Asian markets.

Bob Peltier, P.E.
Technical Writing & Publications

Bob has a BS, MS, and Ph.D. in mechanical engineering and is a registered engineer in California and Arizona. In September 2002 joined the POWER magazine's editorial staff as senior editor. Bob was named POWER's Editor-in-Chief on April 1, 2003.

Bill Looman
Sales Strategy

Bill Looman provides over 23 years of experience in marketing, market analysis, technical sales, sales management, strategic targeting, and sales process development. Prior to assuming a strategic consulting role with K&A, Bill was involved in sales and marketing of power generation technologies to solid fuel fired power plants for over 13 years.

Kaival Shah
Marketing Research

Kaival Shah is a Business Analyst with K&A based in Mumbai, India. Kaival is consistently involved with marketing, recruitment and business development projects within the power, mining, and energy sectors in India.

Luke Raitel
Database Specialist

Luke's expertise is in market research using primary and secondary research methodologies. At K&A, Luke has been involved with market communications and research projects involving air pollution control equipment for power plants, boilers, turbines, and generator control technologies. His research has also extended into the field of coal mining in the United States.

Contact Us

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TECHNICAL WRITING & PR

Krishnan & Associates
Innovative Solutions for the Energy Industry



HOW MULTI-POLLUTANT CATALYSTS ENHANCE VALUE FOR GAS TURBINES | MAY 2021 



SELF-TUNING ARTIFICIAL INTELLIGENCE IMPROVES PLANT EFFICIENCY AND FLEXIBILITY | APRIL 2021 



MODERN HRSG DESIGNS MAXIMIZE COMBINED CYCLE PLANT EFFICIENCY | FEBRUARY 2021 




ASIAN POWER MARKETS DEMAND - EFFICIENT & FLEXIBLE GAS-FIRED GENERATION | DECEMBER 2020 **DOWNLOADABLE WHITEPAPER ON SIEMENS WEBSITE**



IMPROVE WIND TURBINE SAFETY WITH A PISTON ACCUMULATOR RETROFIT | SEPTEMBER 2020 



FLEXIBLE SMALL-SCALE GENERATION EMPOWERED BY ONCE-THROUGH BOILER TECHNOLOGY | SEPTEMBER 2020 



MODULAR ONCE-THROUGH BOILER FOR FLEXIBLE SMALL-SCALE COMBINED CYCLE | JUNE 2020 




DECENTRAL HYBRID SOLUTIONS, MAKING A GREENER ENERGY FUTURE A REALITY | APRIL 2020 **DOWNLOADABLE WHITEPAPER ON SIEMENS WEBSITE**




INCREASING WIND TURBINE RELIABILITY THROUGH BLADE PITCH CONTROL UPGRADES | JANUARY 2020 




INCREASING WIND TURBINE RELIABILITY THROUGH BLADE PITCH CONTROL UPGRADES | JANUARY 2020 



CIRCULATING FLUIDISED BED BOILERS MAKES A CASE FOR INDIA | NOVEMBER 2019 




CIRCULATING FLUIDISED BED BOILERS MAKES A CASE FOR INDIA | NOVEMBER 2019 



DEPENDABLE RENEWABLE ENERGY FOR THE POWER GRID | NOVEMBER 2019 




FUEL FLEXIBLE CFB TECHNOLOGY IN LARGE SCALE POWER GENERATION | NOVEMBER 2019 




WHY THE CIRCULATING FLUIDISED BED BOILER MAKES SENSE FOR INDIA | NOVEMBER 2019 



CHANGING POWER MARKET CONDITIONS WARRANT SMART BOILER SERVICES | SEPTEMBER 2019 




INDIAN MARKET RIPE FOR CFBS | SEPTEMBER 2019 



CIRCULATING FLUID BED SCRUBBING TECHNOLOGY: LOW-COST SO₂ CONTROL FOR PF UNITS FOR THE INDIAN POWER MARKET | SEPTEMBER 2019 



GS EPS ADDS DEPENDABLE RENEWABLE PLANT TO SOUTH KOREA'S GRID | AUGUST 2019 



ACCESSING NATIONAL ELECTRICITY RATES IS KEY TO OPTIMIZING ENERGY MANAGEMENT PROGRAMS | AUGUST 2019 



ACCESSING NATIONAL ELECTRICITY RATES IS KEY TO OPTIMIZING ENERGY MANAGEMENT PROGRAMS | AUGUST 2019 



CIRCULATING FLUIDISED BED SCRUBBER TECHNOLOGY | MAY 2019



REDUCE KILN PARTICULATE EMISSIONS WITH HIGH-PERFORMANCE FILTER MEDIA | APRIL 2019



IMPROVE BAGHOUSE PERFORMANCE WITH CUSTOM FILTRATION MEDIA | MARCH 2019



CFB SCRUBBERS MAKE A CASE FOR INDIA | MARCH 2019



THE POWER OPTION | JANUARY 2019



FIERCE COMPETITION IN INDIAN EMISSIONS CONTROL MARKET | NOVEMBER 2018



AIG UPGRADES SLASH HRSG AMMONIA USAGE AND TUBE FOULING | OCTOBER 2018



CMI'S MIRIS PILOT PROJECT: BATTERIES (BOTH LI-ION AND FLOW) ARE INCLUDED | OCTOBER 2018



AIG UPGRADES SLASH AMMONIA CONSUMPTION, TUBE FOULING | SEPTEMBER 2018



INTERVIEW WITH ROBERT GIGLIO | JUNE 2018



MEXICO'S COMBINED CYCLE BOOM | MAY 2018



PETROPOWER: A STRATEGIC SOLUTION | MARCH 2018



CFB BOILER TECHNOLOGY IN A LOW CARBON WORLD | MARCH 2018



TEESSIDE'S CFB-BASED 300 MW BIOMASS PLANT | MARCH 2018



MULTI-FUEL CHP IN THE COMMUNITY | MARCH 2018



MGT TEESSIDE HERALDS A NEW 300-MW CLASS BIOMASS POWER PLANT | JANUARY 2018



THE RIGHT SOLUTION FOR TURKEY'S ENERGY FUTURE | JANUARY 2018



THE RIGHT SOLUTION FOR TURKEY'S ENERGY FUTURE | NOVEMBER 2017



TEES RENEWABLE ENERGY PLANT | NOVEMBER 2017



FUEL FLEXIBLE CFBS ARE THE FUTURE OF SOLID FUEL POWER GENERATION | NOVEMBER 2017





TÜRKİYE'NİN ENERJİ GELECEĞİ İÇİN DOĞRU ÇÖZÜM | NOVEMBER 2017



A FLEXIBLE GENERATION AND ENERGY STORAGE SOLUTION | NOVEMBER 2017
POWER Engineering



TEESSIDE GOES BIG ON BIOMASS | NOVEMBER 2017



BOLD, BULLISH AND AN EXCEPTIONALLY GOOD FIT | NOVEMBER 2017



SUMITOMO BREAKS GROUND IN CIRCULATING FLUIDIZED BED MARKET WITH LAUNCH OF SUMITOMO SHI FW | NOVEMBER - DECEMBER 2017



WHY FUEL FLEXIBLE CFBS ARE THE FUTURE | OCTOBER 2017



INTERVIEW WITH SUMITOMO SHI FW'S EIJI KOJIMA AND TOMAS HARJU-JEANTY AT ASIA POWER WEEK, 2017 | OCTOBER 2017



GAINING A Foothold | OCTOBER 2017



CFB AND BIOMASS, A WINNING COMBINATION | OCTOBER 2017



A NEW FORCE IN FLUIDISED BED | SEPTEMBER 2017



CIRCULATING OPPORTUNITIES | SEPTEMBER 2017



CFB TECHNOLOGY STIMULATES DISTRIBUTED CHP EXPANSION | SEPTEMBER 2017



USING CFB FOR A NEW GENERATION OF FUEL-FLEXIBLE DISTRIBUTED CHP IN POLAND | AUGUST 2017



ADVANCED TECHNOLOGY DELIVERS WORLD RECORD | JUNE 2017



CONVERSION TO NATURAL GAS IGNITERS REDUCES FUEL COST | JUNE 2017



LOOKING BEYOND SCR FOR COST-EFFECTIVE NOX REDUCTION | MARCH 2017



INDIAN MARKET FOR EMISSION CONTROL EXPECTED TO SEE EXPLOSIVE GROWTH | MARCH 2017



SUPPLEMENTAL FIRING WITHOUT AUGMENTING AIR | DECEMBER 2016





INDIA'S NEW EMISSIONS RULES: CHALLENGES AND OPPORTUNITIES |
DECEMBER 2016



INDIAN MARKET FOR EMISSION CONTROL EXPECTED TO SEE EXPLOSIVE GROWTH |
NOVEMBER - DECEMBER 2016



TRUE TURNKEY SOLUTIONS FOR MEMBRANE WATER PURIFICATION |
NOVEMBER 2016



BENEFITS OF ALUMINIUM PIPING | NOVEMBER 2016



PREDICTIVE BEYOND PREVENTIVE | NOVEMBER 2016



WHY A SMART ENERGY POLICY CAN INCLUDE COAL | JULY 2016



UPGRADE HELPS COAL PLANT CONTROL PARTICULATE AND AIR TOXIC
EMISSIONS | JUNE 2016



DESIGNING SCR SYSTEMS FOR HIGH-DUST APPLICATIONS |
JUNE 2016



MULTI-POLLUTANT CONTROL TECHNOLOGY ASSESSMENT: CIRCULATING
FLUIDIZED BED SCRUBBER VS. SPRAY DRYER ABSORBER | MAY 2016



ALTERNATIVES TO CONVENTIONAL WELDED PIPE SYSTEMS | JANUARY 2016



APPLYING SCR NOX REDUCTION IN HIGH-DUST ENVIRONMENTS |
DECEMBER 2015



ORLANDO UTILITIES COMMISSION IGNITES SHIFT TO FUEL DIVERSITY
AT STANTON ENERGY CENTER | NOVEMBER 2015



BOOSTING SO2 REMOVAL EFFICIENCY | NOVEMBER 2015



OPTIONS FOR INTEGRATING ENERGY STORAGE | OCTOBER 2015



INTEGRATING ENERGY STORAGE | OCTOBER 2015



INCREASING WET FGD SO2 REMOVAL EFFICIENCY | OCTOBER 2015





CIRCULATING FLUIDIZED BED SCRUBBER VS SPRAY DRYER ABSORBER |
 SEPTEMBER 2015 **POWER Engineering**



GETTING THE DUST OUT: SELECTING A FILTRATION SYSTEM |
 AUGUST 2015 **POWER & BULK SOLIDS**



CIRCULATING FLUIDIZED BED SCRUBBER VS SPRAY DRYER ABSORBER |
 JULY 2015 **PEI**
POWER ENGINEERING INTERNATIONAL



INNOVATIVE BRUSH SEALS | MAY 2015 **energetica**



IMPROVING AIR PREHEATER PERFORMANCE | MARCH 2015



SCR REHEAT BURNERS KEEP NOX IN SPEC AT LOW LOADS | JANUARY 2015 **POWER**



REPOWERING ERBIL POWER PROJECT ADDS 500 MW TO KURDISTAN
 GRID | NOVEMBER 2014 **POWER**



FRESH PERCEPTION OF ESP | NOVEMBER 2014



HECO SUCCESSFULLY CO FIRES BIOFUEL AS NO. 6 OIL SUBSTITUTE |
 JUNE 2014 **POWER**



SWITCHING BOILERS TO NATURAL GAS CONSIDERATIONS | APRIL 2014



ADAPTIVE BRUSH SEALS RESTORE AIR PREHEATER PERFORMANCE |
 MARCH 2014 **POWER**



AIR PREHEATER LEAKS: MIND THE GAP | FEBRUARY 2014



USING NEURAL NETWORK COMBUSTION OPTIMIZATION FOR MATS
 COMPLIANCE | FEBRUARY 2014 **POWER**



OPTIMIZED SCR CATALYSTS MAXIMIZE MERCURY REMOVAL
 CO-BENEFITS | DECEMBER 2013 **POWER**



BIG CHALLENGES, HUGE POTENTIAL | DECEMBER 2013





THE VALUE PROPOSITION OF CIRCULATING FLUIDIZED BED TECHNOLOGY FOR THE UTILITY POWER SECTOR ENERGETICA | NOVEMBER 2013



SCR CATALYST MANAGEMENT: HOW TO REDUCE CATALYST LIFECYCLE COST, IMPROVE RELIABILITY COMBINE CYCLE JOURNAL | OCTOBER 2013



PRACTICAL CONSIDERATIONS FOR CONVERTING BOILERS TO BURN GAS | OCTOBER 2013



PRACTICAL CONSIDERATIONS FOR CONVERTING BOILERS TO BURN GAS | SEPTEMBER 2013



WHY CFB SCRUBBING HAS STEPPED OUT IN FRONT | AUGUST 2013



ADDRESSING THE MERCURY EMISSIONS ISSUE | JUNE 2013



PETCOKE TO POWER | JUNE 2013



PETCOKE: AN ALTERNATIVE FUEL SOURCE | JUNE 2013



NEW ADDITIVES ADDRESS BIOMASS BOILER OPERATIONAL ISSUES | JUNE 2013



CFB SCRUBBING: A FLEXIBLE MULTIPOLLUTANT TECHNOLOGY | MAY 2013



ENERGY EQUALS ECONOMIC STRENGTH | MAY 2013



POWER IN INDIA: OPPORTUNITIES AND CHALLENGES IN A FAST-GROWING MARKET | JULY 2012



MANAGING THE CATALYSTS OF A COMBUSTION TURBINE FLEET | MAY 2012



CFB SET TO CHALLENGE PC FOR UTILITY-SCALE USC INSTALLATIONS | JANUARY 2012



AIR PREHEATER USES NEW ADAPTIVE BRUSH-SEALING DESIGN | AUGUST 2011



ADVANCED SCR CATALYSTS TUNE OXIDIZED MERCURY REMOVAL | AUGUST 2010



CIRCULATING FLUID BED SCRUBBERS BRIDGE THE GAP BETWEEN DRY AND WET SCRUBBERS | JULY 2010





IMPROVING SCR PERFORMANCE ON SIMPLE-CYCLE COMBUSTION TURBINES

| JULY 2010 **POWER**



WEB-BASED COLLABORATION WORKS | JULY 2010

POWER



INDIA: CAN SHE MAKE THE MOST OF HER OPPORTUNITIES? | JULY 2010



CECO CCA

POLLUTION CONTROL RETROFIT FOR DIESEL GENERATORS | APRIL 2009



PREDICTABLE SCR CO-BENEFITS FOR MERCURY CONTROL | AUGUST 2009



PROPER DESIGN ESSENTIAL FOR STORAGE, FLOW AND METERING OF POWDERED ACTIVATED CARBON | AUGUST 2008



CATALYST MANAGEMENT: KEY TO SCR EFFECTIVENESS | MAY 2008



EASING THE EXODUS | JUNE 2006



CECO CCA

POLLUTION CONTROL RETROFIT FOR DIESEL GENERATORS | APRIL 2009



CECO CCA

CLEANING UP AT A LANDFILL | AUGUST 2005



TWO POLLUTANTS FOR THE PRICE OF ONE | JUNE 2005

POWER

CECO CCA

ECONOMICS OF EMISSIONS ON HEAVY-DUTY TRUCKS | JANUARY 2005



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index

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WEBINARS



NEXT GENERATION AMIOT TRANSFORMS THE SMALLER UTILITY INDUSTRY |
Jun 15, 2021 | R: 58 | L: 31 | O-D: 3



GET THE MOST FROM YOUR PLANT'S SCR CATALYST INVESTMENT | CORMETECH INNOVATIONS FOR A CHANGING ENERGY MARKET | Apr 27, 2021 | R: 158 | L: 73 | O-D: 15



GET THE MOST FROM YOUR PLANT'S SCR CATALYST INVESTMENT | CORMETECH INNOVATIONS FOR A CHANGING ENERGY MARKET | Apr 26, 2021 | R: 200 | L: 120 | O-D: 15



LOW-CAPEX NOX AND SOX CONTROL SOLUTIONS FOR INDIAN POWER PLANTS | Apr 7, 2021 | R: 388 | L: 210 | O-D: 52



AI SOLUTION ENABLES GAS FIRED POWER PLANTS TO ACHIEVE FLEXIBLE GENERATION | Mar 16, 2021 | R: 123 | L: 60 | O-D: 24



UTILITY PANEL EXPERIENCE AND DISCUSSION - DUSTBUSTER® SCR CATALYST INSTALLS | Jan 14, 2021 | R: 140 | L: 104 | O-D: 17



FLEXIBLE SMALL-SCALE GENERATION EMPOWERED BY ONCE-THROUGH BOILER TECHNOLOGY | Nov 17, 2020 | R: 240 | L: 116 | O-D: 28



FLUE GAS HEAT UTILIZATION BY FLUOROPOLYMER-TUBED HEAT EXCHANGERS: THE ECONOMIC SOLUTION FOR FGD RETROFITS AND EFFICIENCY INCREASES AT COAL-FIRED POWER PLANTS | Nov 4, 2020 | R: 254 | L: 85 | O-D: 35



SELF-TUNING ARTIFICIAL INTELLIGENCE (AI) TECHNOLOGY ENABLES COAL & GAS POWER PLANTS ACHIEVE FLEXIBLE GENERATION | Oct 20, 2020 | R: 92 | L: 41 | O-D: 39



DUSTBUSTER™: INNOVATIVE CATALYST DESIGN IMPROVES HIGH DUST SCR PERFORMANCE | Oct 14, 2020 | R: 131 | L: 80 | O-D: 67



THE FIT FOR LIQUID AIR ENERGY STORAGE (ASIA) | Aug 26, 2020 | R: 322 | L: 114 | O-D: 65



THE FIT FOR LIQUID AIR ENERGY STORAGE (EUROPE) | Aug 25, 2020 | R: 236 | L: 125 | O-D: 33



INCREASING SAFETY AND LONGEVITY OF WIND TURBINES USING PISTON STYLE ACCUMULATORS ON BRAKE SYSTEMS | Aug 18, 2020 | R: 112 | L: 51 | O-D: 18



INTELLIGENT CEMENT PLANTS – ADDRESSING MISSING LINKS THAT GENERATE VALUE & COMPETITIVE ADVANTAGE | Jul 1, 2020 | R: 396 | L: 173 | O-D: 107



SUPERCHARGE YOUR NATURAL GAS SCR – STRATEGIC SOLUTIONS FOR ULTRA-HIGH PERFORMING SCR'S | Jun 30, 2020 | R: 142 | L: 84 | O-D: 22



IMPROVEMENTS IN SCR PERFORMANCE THROUGH SYSTEM MODIFICATIONS. | Jun 10, 2020 | R: 133 | L: 77 | O-D: 14



IMPROVING EFFICIENCY AND DENOX PERFORMANCE THROUGH SMART COMBUSTION AND NOX MONITORING | Jun 3, 2020 | R: 235 | L: 115 | O-D: 28



SAY GOODBYE TO WINTERIZATION FOR HEMP AND CANNABIS PROCESSING | Jun 2, 2020 | R: 110 | L: 61 | O-D: 32



USING REAL-TIME DATA AND MODELING TO SAFELY MAXIMIZE BOILER OUTPUT WHILE REDUCING OPEX AND EMISSIONS (ASIA) | May 27, 2020 | R: 87 | L: 37 | O-D: 15



USING REAL-TIME DATA AND MODELING TO SAFELY MAXIMIZE BOILER OUTPUT WHILE REDUCING OPEX AND EMISSIONS (ASIA) | May 27, 2020 | R: 300 | L: 140 | O-D: 43



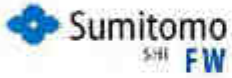
MULTIFUEL AND WTE PLANTS - FUEL FLEXIBILITY AND DECARBONIZATION IN UTILITY & CHP | Apr 23, 2020 | R: 313 | L: 179 | O-D: 64



REDUCING THE TOTAL COST OF OWNERSHIP OF CEMENT PLANT PULSE-JET BAGHOUSES | Mar 19, 2020 | R:103 | L: 58 | O-D: 19



INNOVATIVE CATALYST DESIGN OVERCOMES HIGH DUST SCR CHALLENGES | Mar 17, 2020 | R:69 | L: 45 | O-D: 12



THE BENEFITS OF CFB TECHNOLOGY FOR MULTI-FUEL CHP AND WTE PLANTS (ASIA) | Nov 19, 2019 | R: 87 | L: 28 | O-D: 33



THE BENEFITS OF CFB TECHNOLOGY FOR MULTI-FUEL CHP AND WTE PLANTS (AMERICAS) | Nov 19, 2019 | R: 94 | L: 38 | O-D: 29



CONTROL INVASIVE MUSSEL BIOFOULING TO IMPROVE PLANT AVAILABILITY AND REDUCE MAINTENANCE | Nov 14, 2019 | R: 62 | L: 36 | O-D: 16



MINIMIZING HRSG COSTS AND LIMITATIONS FOR SMALL SCALE POWER GENERATION USING VERTICAL ONCE THROUGH BOILER TECHNOLOGY | Nov 7, 2019 | R: 142 | L: 57 | O-D: 46



IOT SOLUTIONS FOR IMPROVING POWER, COGEN AND CHP PLANT PERFORMANCE AND OPERATION (AMERICAS) | Oct 23, 2019 | R: 55 | L: 27 | O-D: 14



IOT SOLUTIONS FOR IMPROVING POWER, COGEN AND CHP PLANT PERFORMANCE AND OPERATION (GLOBAL) | Oct 23, 2019 | R: 121 | L: 47 | O-D: 40



ASSESSING THE TRUE COSTS OF FILTER BAGS IN CEMENT KILN BAGHOUSES | Oct 2, 2019 | R: 81 | L: 44 | O-D: 19



THE BENEFITS OF CFB TECHNOLOGY FOR UTILITY POWER | Sep 12, 2019 | R: 96 | L: 27 | O-D: 47



THE GROWING USE OF PETCOKE FOR POWER GENERATION USING CFB TECHNOLOGY (AMERICAS) | Aug 6, 2019 | R: 80 | L: 35 | O-D: 27



THE GROWING USE OF PETCOKE FOR POWER GENERATION USING CFB TECHNOLOGY (MIDDLE EAST ASIA) | Aug 6, 2019 | R: 50 | L: 10 | O-D: 30



THE VALUE PROPOSITION FOR LARGE SCALE CFB COAL TECHNOLOGY FOR INDIAN SUB-CONTINENT | July 18, 2019 | R: 57 | L: 22 | O-D: 20



IS YOUR VOLTAGE SELECTION CRITERIA FOR MOTORS AND DRIVE SYSTEM THE MOST OPTIMAL? | July 16, 2019 | R: 179 | L: 73 | O-D: 52



THE BENEFITS OF CFB SCRUBBING TECHNOLOGY | June 26, 2019 | R: 105 | L: 26 | O-D: 48



GETTING GROUNDED ON CIP-013-1 REQUIREMENTS FOR BULK ELECTRIC SYSTEMS | May 29, 2019 | R: 103 | L: 72 | O-D: 21



ANALYZING CURRENT AND HISTORICAL ELECTRICITY RATE AND CONSUMPTION DATA FOR OPTIMUM ENERGY MANAGEMENT | May 22, 2019 | R: 57 | L: 30 | O-D: 9



LEVERAGING DHS GRANT PROGRAM TO ADDRESS PHYSICAL AND CYBER SECURITY VULNERABILITIES IN US PORTS | May 14, 2019 | R: 16 | L: 9 | O-D: 4



THE GROWING USE OF FUEL & CARBON FLEXIBLE CFB TECHNOLOGY | May 8, 2019 | R: 82 | L: 25 | O-D: 34



CARIAN

REALIGNING THE PROJECT MANAGEMENT FRAMEWORK FOR A CHANGING POWER & UTILITIES SECTOR | May 2, 2019 | R: 55 | L: 31 | O-D: 10



NERC CIP COMPLIANCE – UPDATES, ENFORCEMENT AND PRACTICAL IMPLEMENTATION | Apr 25, 2019 | R: 82 | L: 52 | O-D: 4

R = Registered | L = Live Attendees | O-D = On - Demand Attendees



OPTIMIZING CO AND VOC OXIDATION FOR GAS TURBINE POWER GENERATION | Apr 4, 2019 | R: 91 | L: 57 | O-D: 16



THE BENEFITS OF CFB TECHNOLOGY FOR UTILITY POWER | Mar 19, 2019 | R: 106 | L: 36 | O-D: 44



IMPROVING CFB PLANT OPERATION & RELIABILITY WITH SMART SERVICES (ASIA) | Feb 13, 2019 | R: 146 | L: 45 | O-D: 43



IMPROVING CFB PLANT OPERATION & RELIABILITY WITH SMART SERVICES (AMERICAS) | Feb 13, 2019 | R: 112 | L: 38 | O-D: 34



POWER PLANT CYBERSECURITY & NERC CIP COMPLIANCE - HOW TO PREPARE, PLAN & RESPOND | Nov 13, 2018 | R: 88 | L: 57 | O-D: 13



THE GROWING USE OF PETCOKE FOR POWER GENERATION USING CFB TECHNOLOGY | Nov 7, 2018 | R: 94 | L: 36 | O-D: 31



THE VALUE PROPOSITION FOR LARGE SCALE CFB COAL TECHNOLOGY FOR INDIAN SUB-CONTINENT | Oct 23, 2018 | R: 91 | L: 33 | O-D: 25



DROUGHT-PROOFING YOUR POWER PLANT: IDENTIFYING & REDUCING VULNERABILITY, EXPOSURE IN THE FACE OF INCREASED WATER SCARCITY | Oct 17, 2018 | R: 111 | L: 43 | O-D: 31



HYDROGEN AUXILIARY SYSTEM UPGRADES: A GUIDE TO MAINTAINING YOUR POWER GENERATOR | Oct 11, 2018 | R: 167 | L: 83 | O-D: 45



EXPANDING LOAD FLEXIBILITY WITH SCR INNOVATION | Sep 18, 2018 | R: 88 | L: 44 | O-D: 21



LARGE SCALE CFB TECHNOLOGY FOR LIGNITES AND LOW RANK COALS | Sep 12, 2018 | R: 108 | L: 50 | O-D: 49



ACCESSING NATIONAL ELECTRICITY RATES TO OPTIMIZE YOUR ENERGY MANAGEMENT PROGRAMS | Jul 24, 2018 | R: 86 | L: 42 | O-D: 33



NEW TAX LAW IMPACT ON POWER AND UTILITY INDUSTRY - EMPOWERING DIGITAL PERFORMANCE OPTIMIZATION | Jul 18, 2018 | Jun 26, 2018 | R: 146 | L: 78 | O-D: 22



IOT SOLUTIONS FOR IMPROVING POWER, COGEN AND CHP PLANT PERFORMANCE AND OPERATION (AMERICAS) | Jun 26, 2018 | R: 71 | L: 22 | O-D: 23



IOT SOLUTIONS FOR IMPROVING POWER, COGEN AND CHP PLANT PERFORMANCE AND OPERATION (GLOBAL) | Jun 26, 2018 | R: 141 | L: 44 | O-D: 62



EMERGENCY PREPAREDNESS - PARTNERING WITH THE RIGHT O&M COMPANY FOR YOUR SOLAR PV ASSETS | Jun 20, 2018 | R: 63 | L: 25 | O-D: 18



MEETING NEW LCP BREF STANDARDS WITH THE GORE™ MERCURY AND SO₂ CONTROL SYSTEM | Jun 6, 2018 | R: 114 | L: 56 | O-D: 56



LARGE SCALE CFB TECHNOLOGY FOR GREENFIELD AND REPOWERING APPLICATIONS | May 23, 2018 | R: 100 | L: 38 | O-D: 40



IMPROVING SCR PERFORMANCE ON GAS FIRED UNITS BEST PRACTICES, PREVENTATIVE MAINTENANCE, INSPECTION AND TESTING | May 22, 2018 | R: 105 | L: 52 | O-D: 25



LOW CARBON AND CARBON NEUTRAL ENERGY SOLUTIONS USING CFB TECHNOLOGY | Apr 26, 2018 | R: 123 | L: 30 | O-D: 52



THE IMPORTANCE OF OPTIMAL SCR OPERATION IN DIVERSE APPLICATIONS | Mar 28, 2018 | R: 132 | L: 63 | O-D: 38



ENGINEERED OPTIMIZATION SOLUTIONS FOR YOUR COOLING ASSETS | Mar 27, 2018 | R: 201 | L: 77 | O-D: 50



PROVEN DIESEL LPV MOBILE SCR TECHNOLOGY FOR UPCOMING GERMAN NOX EMISSION REGULATIONS | Feb 27, 2018 | R: 14 | L: 8 | O-D: 6



FUEL AND CARBON FLEXIBILITY BENEFITS PROVIDED BY CFB TECHNOLOGY | Feb 20, 2018 | R: 115 | L: 48 | O-D: 47



OPTIMIZING POWER BOILER HOT GAS FILTRATION USING HIGH PERFORMANCE FILTER MEDIA | Jan 31, 2018 | R: 100 | L: 42 | O-D: 31



ELIMINATE AMMONIA HANDLING HAZARD FOR SCRS THROUGH ON-SITE UREA CONVERSION TECHNOLOGIES | Jan 24, 2018 | R: 93 | L: 46 | O-D: 22



HYDROGEN COOLED TURBO GENERATOR SAFETY PRACTICES: PROTECTING YOUR MOST VALUABLE ASSETS | Jan 23, 2018 | R: 216 | L: 89 | O-D: 56



SOLAR PV DEPLOYMENT BEST PRACTICES - MAKING SOLAR WORK FOR CO-OPS AND MUNIS | Nov 16, 2017 | R: 55 | L: 35 | O-D: 10



SAFE GUARDING T&D ASSETS AGAINST FAULT CURRENTS - SOUTH EAST ASIA | Nov 7, 2017 | R: 46 | L: 17 | O-D: 18



SAFE GUARDING T&D ASSETS AGAINST FAULT CURRENTS - EUROPE | Nov 7, 2017 | R: 66 | L: 24 | O-D: 28



USE OF CIRCULATING FLUIDIZED BED COMBUSTION FOR LIGNITE & LOW QUALITY FUELS | Oct 31, 2017 | R: 114 | L: 63 | O-D: 37



ADVANCES IN SCR CATALYST TECHNOLOGY TO OPTIMIZE EMISSIONS CONTROL | Oct 24, 2017 | R: 111 | L: 39 | O-D: 55



EMERGING TRENDS IN MULTI-FUEL CFBS | Oct 18, 2017 | R: 126 | L: 54 | O-D: 49



OVERCOMING WATER UTILIZATION CHALLENGES WITH DRY COOLING SOLUTIONS | Sep 27, 2017 | R: 183 | L: 64 | O-D: 38



SMART BOILER SERVICES TO IMPROVE RELIABILITY, REDUCE MAINTENANCE, AND EXTEND LIFE | Sep 26, 2017 | R: 167 | L: 66 | O-D: 40



GAS BURNER SOLUTIONS FOR INDUSTRIAL AND POWER BOILERS | Aug 30, 2017 | R: 120 | L: 60 | O-D: 32



HOW TO MANAGE YOUR SCR CATALYST EFFECTIVELY | May 8, 2018 | R: 146 | L: 71 | O-D: 29



IMPROVING PROFITABILITY THROUGH HIGH PERFORMANCE FILTER MEDIA FOR CEMENT KILN APPLICATIONS | May 2, 2018 | R: 83 | L: 39 | O-D: 26



SMART BOILER SERVICES TO IMPROVE RELIABILITY, REDUCE MAINTENANCE, AND EXTEND LIFE | Aug 8, 2017 | R: 217 | L: 81 | O-D: 73



FAULT CURRENT LIMITERS - UNLOCKING CAPACITY IN FAULT CONSTRAINED ELECTRICAL NETWORKS | Jul 11, 2017 | R: 84 | L: 29 | O-D: 37



COMBUSTION TURBINE PLANTS - INNOVATIVE WASTEWATER TREATMENT OPERATIONS FOR ZERO-LIQUID-DISCHARGE | Jun 28, 2017 | R: 94 | L: 44 | O-D: 20



KEYS TO COMBUSTION & EMISSIONS OPTIMIZATION: STEP-WISE NOX REDUCTION, FUEL SWITCHING AND COMBUSTION OPTIMIZATION | Jun 27, 2017 | R: 120 | L: 39 | O-D: 39



IMPROVING HRSG RELIABILITY & LONG-TERM AGEING MANAGEMENT – BEST PRACTICES IN PROTECTING YOUR HRSG INVESTMENT | Jun 20, 2017 | R: 141 | L: 52 | O-D: 36



PROCESS OPTIMIZATION, EFFICIENCY IMPROVEMENTS AND REDUCED MAINTENANCE FROM USING AN ABSORBER ACID DEW POINT METER | Jun 13, 2017 | R: 77 | L: 29 | O-D: 34



THE GROWING EXPERIENCE OF FUEL FLEXIBLE CIRCULATING FLUIDIZED BED TECHNOLOGY IN LARGE SCALE POWER GENERATION (FAR EAST) | May 9, 2017 | R: 35 | L: 11 | O-D: 14



ACTUALIZACIÓN DE HERRAMIENTA RECOMENDADA POR GE: PERNO DE ACOPLAMIENTO TENSOR HIDRÁULICO DE LOS CUADROS 6, 7 Y 9 DE RIVERHAWK | Mar 22, 2017 | R: 15 | L: 4 | O-D: 6



THE GROWING EXPERIENCE OF FUEL FLEXIBLE CIRCULATING FLUIDIZED BED TECHNOLOGY IN LARGE SCALE POWER GENERATION (AMERICAS & EUROPE) | May 9, 2017 | R: 101 | L: 43 | O-D: 34



THE GROWING EXPERIENCE OF FUEL FLEXIBLE CIRCULATING FLUIDIZED BED TECHNOLOGY IN LARGE SCALE POWER GENERATION (INDIA, MIDDLE EAST & AFRICA) | May 9, 2017 | R: 43 | L: 21 | O-D: 16



EFFICIENT AMMONIA DESULFURIZATION TECHNOLOGY (EADS) PROVIDES A VERSATILE PROCESS FOR SO2 AND PM REMOVAL | May 3, 2017 | R: 93 | L: 46 | O-D: 22



BENEFITS OF MULTI-POLLUTANT GAS-FIRED SCR APPLICATIONS | Apr 25, 2017 | R: 100 | L: 50 | O-D: 29



CÓMO OPTIMIZAR EN MÉXICO LA DISPONIBILIDAD Y LA PREPARACIÓN PARA EMERGENCIAS DE CALDERAS INDUSTRIALES PARA PODER SATISFACER LA CRECIENTE DEMANDA DE ENERGÍA | Apr 6, 2017 | R: 64 | L: 27 | O-D: 10



GE RECOMMENDED TOOLING UPGRADE: FRAMES 6, 7 AND 9 COUPLING BOLT HYDRAULIC TENSIONER BY RIVERHAWK | Mar 20, 2017 | R: 23 | L: 8 | O-D: 9



SOLUTION FOR HIGH DUST SCR APPLICATIONS | Mar 7, 2017 | R: 136 | L: 51 | O-D: 45



FAULT CURRENT LIMITERS - UNLOCKING CAPACITY IN FAULT CONSTRAINED ELECTRICAL NETWORKS | Feb 28, 2017 | R: 114 | L: 33 | O-D: 61



CORRECTING COAL ASH CHEMISTRY WITH COALTREAT LEADS TO IMPROVED BOILER OPERATIONS | Feb 23, 2017 | R: 91 | L: 51 | O-D: 26



PETROPOWER – A HIGH-VALUE, STRATEGIC ENERGY SOLUTION | Feb 22, 2017 | R: 81 | L: 34 | O-D: 17



INCREASE COMBUSTION TURBINE OUTPUT & PROFITABILITY - OVERCOME TEMPERATURE, ALTITUDE & HUMIDITY CONSIDERATIONS | Feb 21, 2017 | R: 104 | L: 40 | O-D: 40



CIRCULATING FLUIDIZED BED TECHNOLOGY ENABLES UTILITY-SCALE BIOMASS POWER GENERATION | Feb 8, 2017 | R: 185 | L: 86 | O-D: 73



CUBRIENDO LA NECESIDAD ENERGÉTICA DE MÉXICO: CONVIERTA LOS RETOS DE LAS TURBINAS A GAS EN UTILIDADES | Dec 1, 2016 | R: 57 | L: 29 | O-D: 23



NEXT GEN HRSG DESIGN FOR LARGE CAPACITY GAS TURBINES | Nov 10, 2016 | R: 163 | L: 73 | O-D: 49



GE RECOMMENDED TOOLING UPGRADE: FRAMES 6, 7 AND 9 COUPLING BOLT HYDRAULIC TENSIONER BY RIVERHAWK | Oct 26, 2016 | R: 33 | L: 15 | O-D: 11



PARTNERING WITH ADANI TO CAPITALIZE ON INDIA'S RAPIDLY GROWING ENVIRONMENTAL EQUIPMENT MARKET | Sep 27, 2016 | R: 100 | L: 52 | O-D: 23



LABORATORY SCR CATALYST MANAGEMENT TESTING PROCEDURES AND REPORTING | Jul 19, 2016 | R: 94 | L: 43 | O-D: 35



INTEGRATED SOLUTIONS FOR CCR AND ELG COMPLIANCE | Jun 23, 2016 | R: 121 | L: 74 | O-D: 29



A FLEXIBLE MULTIFUEL CHP SOLUTION - THE ZABRZE CFB PROJECT IN POLAND | Jun 1, 2016 | R: 92 | L: 45 | O-D: 22



CHOOSING FABRIC FILTERS OR CARTRIDGE COLLECTORS FOR INDUSTRIAL DUST CONTROL | May 10, 2016 | R: 85 | L: 47 | O-D: 21



CONTROLLING PM AND ACID GAS MIST IN INDUSTRIAL PLANTS WITH WET ESP | Apr 19, 2016 | R: 92 | L: 29 | O-D: 39



SMART NOX REDUCTION - OPTIMIZING COAL MILLS, COAL/AIR BALANCING, BURNERS & SNCR/SCR SYSTEMS TO MEET TOUGHER NOX EMISSION STANDARDS | Apr 12, 2016 | R: 146 | L: 60 | O-D: 52



SMART TECHNOLOGY SOLUTIONS TO MEET THE NEW BREF MERCURY LIMITS | Mar 1, 2016 | R: 65 | L: 36 | O-D: 22



FLEXIBLE HRSGS BY AMEC FOSTER WHEELER – DESIGN, OPERATION, AND DELIVERY | Jan 19, 2016 | R: 150 | L: 73 | O-D: 49



COAL-TO-GAS CONVERSION CONSIDERATIONS: THERMAL & INDUSTRIAL POWER PLANTS | Nov 19, 2015 | R: 78 | L: 36 | O-D: 19



REDUCING NOX IN THE MOST COST EFFECTIVE WAY: PC LOW-NOX SYSTEMS | Nov 5, 2015 | R: 131 | L: 54 | O-D: 31



RELIABLY REDUCING AIR-TO-GAS LEAKAGE WITH ADAPTIVE HIGH PERFORMANCE BRUSH SEALS | OCT 27, 2015 | R: 50 | L: 28 | O-D: 12



THE SAMCHECK PROJECT – THE FUTURE OF CLEAN COAL TECHNOLOGY | OCT 20, 2015 | R: 100 | L: 36 | O-D: 41



TAKING BIOMASS TO UTILITY SCALE POWER PRODUCTION WITH ADVANCED BIO CFB TECHNOLOGY: THE POLANIEC POWER STATION, POLAND | OCT 13, 2015 | R: 122 | L: 69 | O-D: 49



ASH MANAGEMENT – SMART TIPS FOR CONFORMING TO THE NEW CCR RULES | SEP 29, 2016 | R: 85 | L: 49 | O-D: 15



HYDRAULIC TENSIONING V. TORQUE: DESIGN CONSIDERATIONS FOR TURBOMACHINERY EQUIPMENT | SEP 23, 2015 | R: 56 | L: 26 | O-D: 14



HOW TO SELECT A PROCESS SPECIFIC PACKAGE BOILER FOR YOUR APPLICATION? | SEP 10, 2015 | R: 107 | L: 63 | O-D: 26



GAINING THE COMPETITIVE EDGE: IMPROVING COAL FIRED BOILER EFFICIENCY THROUGH RELIABLE MEASUREMENTS | SEP 9, 2015 | R: 69 | L: 31 | O-D: 17



ESP & FABRIC FILTER CONSIDERATIONS FOR MEETING ENVIRONMENTAL REGULATIONS: MATS, MACT, REGIONAL HAZE, AND EUROPEAN BREF | SEP 2, 2015 | R: 157 | L: 86 | O-D: 34



TAKING PULVERIZED COAL (PC) SUPERCRITICAL TECHNOLOGY TO THE NEXT LEVEL: THE LONGVIEW POWER PROJECT, USA | AUG 18, 2015 | R: 185 | L: 89 | O-D: 65



DUAL FLOW TRAY WFGD TECHNOLOGY – A VERY COST EFFECTIVE SOLUTION FOR COAL PLANTS FACING TIGHTENING AIR EMISSIONS REGULATIONS IN THE USA AND EUROPE | JUN 2, 2015 | R: 87 | L: 46 | O-D: 29



PERFORMANCE OPTIMIZATION STRATEGIES FOR NATURAL GAS SCR CATALYST | MAY 5, 2015 | R: 122 | L: 50 | O-D: 37



MAKE IN INDIA: INVESTING & MANUFACTURING IN SPECIAL ECONOMIC ZONES | MAR 27, 2015 | R: 75 | L: 29 | O-D: 19



SDA AND CFB SCRUBBERS – TWO HIGH VALUE SOLUTIONS TO MEET MATS, RH, AND CSAPR | MAR 10, 2015 | R: 94 | L: 55 | O-D: 30



MUNDRA SPECIAL ECONOMIC ZONE: A WORLD CLASS BUSINESS EXPANSION OPPORTUNITY IN INDIA | JAN 16, 2015 | R: 53 | L: 27 | O-D: 10



MAXIMIZING THE MERCURY OXIDATION POTENTIAL OF YOUR SCR CATALYST SYSTEM | JAN 13, 2015 | R: 60 | L: 28 | O-D: 23



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Webinar Hosting, Production & Moderation

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PHASE THREE: REPORTING & FOLLOW-UP

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European Affiliate Office

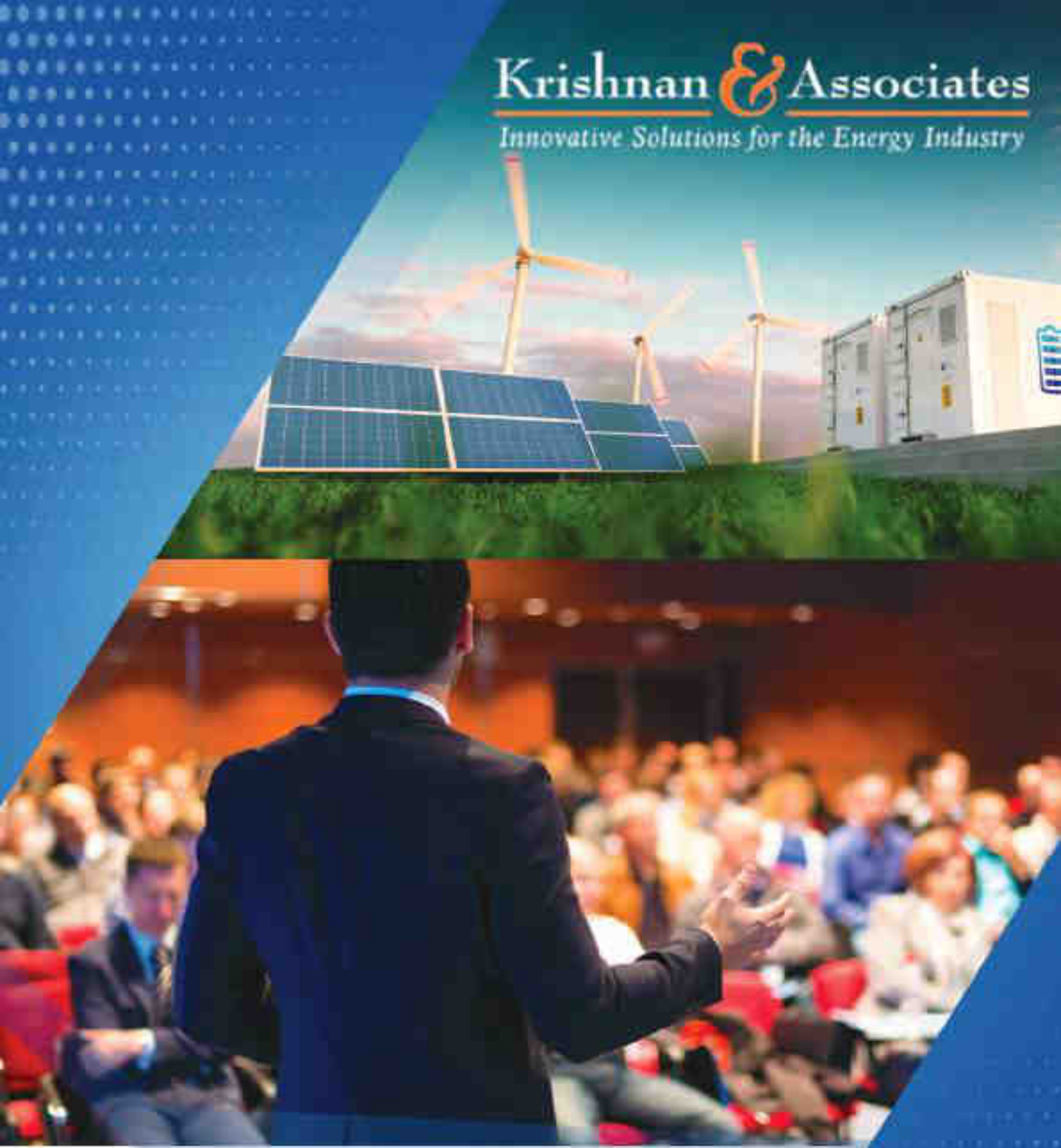
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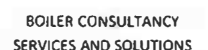
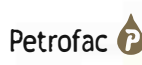
India Office

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**SEMINAR PROMOTION,
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Resilient Energy and Industrial Ecology



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Biorenewable Energy

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Imaloto Power Projects
Madagascar

Recent New Delhi Seminar (2018)



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Recent Chennai Seminar



Recent Hyderabad Seminar



Recent Kolkata Seminar



Recent Delhi Seminar (2019)



Recent Johannesburg (South Africa) Seminar



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Innovative Solutions for the Energy Industry

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OUR MARKETING SERVICES CLIENTS

Krishnan & Associates
Innovative Solutions for the Energy Industry



ADVISORY & STAFF PROFILE

K&A brings over 300+ years of combined expertise in the global energy industry





Ravi Krishnan, Managing Director & Principal - Energy Technology & Global Energy Markets

Ravi Krishnan is the Managing Director at Krishnan & Associates. Ravi brings nearly 20 years experience in marketing, strategy, analytics and business development services in the energy & infrastructure industry. His areas of expertise are in strategic & digital marketing, market analytics, business restructuring, M&A, and branding across energy technologies in global markets.

His firm K&A has over 300 customers including large and small OEMs and technology providers. He has initiated many relationships among large utilities and OEMs such as Siemens, GE Digital, Sumitomo SHI FW, ABB, Southern Company, Caterpillar, Tata Group, Doosan, Adani Group, Cormetech, Imerys, to name a few.

He was one of 3 founder stockholders of ELIM-NO_x SCR technology, that was successfully developed, licensed & sold to Tenneco Automotive, a Fortune 500 Automotive Supplier. He remains an Advisor to the Chairman of Adani Group, a global energy & infrastructure conglomerate with revenues in excess of \$30 billion.

He also conducts corporate training seminars on restructuring, benchmarking, business development and human resources. His work has been published in over 250 domestic and international publications & trade journals. He frequently conducts training program and speaks at various domestic & international conferences. For detailed bio visit his [LinkedIn Profile](#)



John Evans, Technology Leader & Subject Matter Specialist - Energy Technologies, Boilers & Turbines, Combustion & Filtration Technologies

John Evans has been with K&A for 12 years. John's energy industry expertise stems from over 25 years in technical sales, marketing and business development of combustion & environmental technologies. Earlier in his career he was involved in the technical marketing of a range of environmental systems including solid fuel combustion equipment and associated ash handling ancillaries, flue gas conditioning systems, ammonia vaporization, metering, and injection systems for SCR applications, filtration and separation equipment and systems, cryogenic refrigeration systems, and abrasion-resistant linings for piping, vessels, and equipment.

He has worked extensively with power plants across the nation in helping them achieving compliance for environmental emissions and upgrades. He brings extensive knowledge of current and emerging regulations for NO_x, SO₂, Hg and PM emissions in USA, Europe and Asian markets.



Bob Peltier, PhD, Mechanical Engineering

Energy Technologies Subject Matter Specialist, Former Editor & Chief of POWER Magazine

Bob has been associated with K&A for 8 years. He began his power industry career with the regulated utility, San Diego Gas & Electric Co., followed by positions with the unregulated power developer Energy Factors (now part of Sithe Global), gas turbine supplier Solar Turbines, Inc., and later was manager of production engineering Stewart & Stevenson's Gas Turbine Division (now part of General Electric). Dr. Peltier was also a tenured professor at Arizona State University for eight years where he taught numerous power-related courses. In 1999, Captain Peltier was recalled to active duty in the United States Navy to serve in Washington, DC on the staff of the Naval Sea Systems Command. He left active duty in September 2002 joining the POWER magazine's editorial staff as senior editor

His areas of expertise covers a wide range of topics and markets including fuels, mechanical equipment, energy storage, T&D, smart grid technologies, turbomachinery, etc.

Bob was named POWER's Editor-in-Chief on April 1, 2003. Bob has a BS, MS, and Ph.D. in mechanical engineering and is a registered engineer in California and Arizona.



Sam Sato, PhD, Mechanical Engineering

Boiler & Combustion Technologies Expert, Asian Markets

Sam has been associated with K&A as a consultant for 3 years. He has worked for Mitsubishi Heavy Industries (MHI) for 30+ years as a utility boiler performance design engineer. He designed many boilers ranging from 1,000MW A-USC coal fired boilers down to 125MW oil fired boilers for Japanese and overseas power industries. He was engaged in the development of various low NO_x combustion technologies of MHI and successfully applied them to new & existing boilers worldwide. Sam also worked for boiler service business for Japanese domestic and overseas power companies, by which he initiated abundant relationships among power companies in Japan and worldwide.

Later Sam was transferred to Cormetech, SCR catalyst manufacturer in North Carolina, USA, and, as an EVP, worked for marketing and sales for EU market for seven years.

Sam has a BS and Ph.D. in mechanical engineering from Tokyo University.



Bill Looman, Energy Technologies

Direct Sales, Lead Generation & Business

Bill has been with K&A for 10 years. He brings over over 27 years of experience in marketing, market analysis technical sales, sales management, strategic targeting, and sales process development. Prior to assuming a strategic consulting role with Krishnan & Associates, Bill was involved in sales and marketing of power generation technologies to solid fuel fired power plants for over 19 years.

Bill has worked on a wide range of strategic consulting projects involved in the market analysis, launch and market development of FGD technologies, Air Heater Products and Combustion Controls systems. His recent work has involved energy storage, hydrogen fuels, smart grid technologies, digitalization & analytics, GIS systems and a range of new technologies applicable to a changing energy landscape.

Bill brings a wide network of contacts in the power generation industry among utilities, IPPs, OEMs and service producers.



Luke Raithel, Digital Marketing Project Manager

Luke Raithel has been with K&A for 10 years. Luke's expertise is in digital marketing, and market research using primary and secondary research methodologies. Luke manages the production and promotion of webinars through Webcast Experts, a division of Krishnan & Associates. Luke has been involved with many market communications and research projects involving air pollution control equipment for a range of energy technologies across generation, transmission, distribution, renewable and clean energy technologies.

He has created marketing deliverables for numerous energy industry technologies. Luke has a BS degree in Marketing from Bentley University.



Loredana Britka, Office & Project Manager

Loredana Britka has been with Krishnan and Associates for the last 10 years, in an administrative and research role. Loredana is in charge of managing and maintaining all Krishnan and Associates' databases. She coordinates with our office in India on assigned marketing, research, and analytical projects. Loredana also promotes business opportunities for K&A by executing direct marketing campaigns through a variety of communication channels including social media platforms LinkedIn, Twitter, and Facebook.

Loredana has a BS degree in Law from Romania, and degrees in Business Administration and Accounting.



Kaival Shah, Market Research & Analytics, Energy Technologies

Kaival Shah has been associated with K&A for over 10 years. Kaival is consistently involved with marketing, market research and business development projects within the Energy, Power, Mining, T&D and Clean Tech sectors for global projects.

Kaival brings specialized expertise in Asian markets and maintains regular contact with various regulatory authorities and the Asian power producers including the Indian power market at large.

Kaival has a Master's Degree in Business Administration from University of Hartford, USA and a Masters in Commerce from Symbiosis College, Pune.



Jonathan Grover, Web Technologies, Programmer & Digital Marketing

Jonathan Grover has been associated with K&A for over 2 years. He brings over 15 years of experience as a software engineer and is the founder of the code school CodePajamas. He held the position of lead front-end instructor at the Flatiron School and was an instructor at the General Assembly code bootcamps. He has one of the most attended and highest rated courses on Skillshare and has created custom training for The New York Times. He has worked as a consultant and software engineer nationally for a wide variety of companies. He also used programming to create interactive artwork that has been exhibited around the world.



Soumitra Naik, Programmer, Web Technologies & Digital Marketing

Soumitra Naik has been with K&A for 4 years. He brings nearly 6 years of experience in web-based programming and digital marketing techniques. At K&A he is involved in range of web-based programming activities including website design & maintenance, and a host of other digital marketing programs, platforms and initiatives.

Soumitra has a degree in Bachelors of Engineering in Information Technology from Goa University.



George O. Guida, Spanish Market Specialist

George Guida is a maintenance and project management professional with over 30 years experience in commercial, industrial and heavy manufacturing industries. He is multi-lingual and is very fluent in Spanish. At K&A he works on projects involving translations and interpretation of technical subject with our Spanish customers.



HV Guru Murthy, Environmental Technologies, India Market

H V Guru Murthy has been associated with K&A for over 5 years.

Guru has over 36 years of experience in the power industry. He joined Bharat Heavy Electricals Limited as Engineer Trainee and retired as General Manager. He has worked at BHEL, Trichy and Ranipet in Air Quality Control Systems (ESP) Engineering department for 18 years in various fields of Proposals & Contract engineering, Product engineering & Field engineering services. Later in his career, he was in charge of Marketing of ESPs, Bag Filters, Steel Chimney, Ash & Coal Handling Systems, Steel Structures and Associated Systems.



Preeti Choudhary, Office Manager & Marketing Associate

Preeti Choudhary is Office Manager & Marketing Associate with Krishnan & Associates. She assists in energy industry research and marketing analysis. She also coordinates all the administrative work in the India Office.

Preeti has a Bachelor's Degree in Accounts & Finance and Masters in Commerce from Mumbai University.



Shaiju KT, Marketing Analyst & SEO Associate

Shaiju KT is a Marketing Analyst with K&A. He assists in energy industry marketing analysis and Search Engine Optimization projects where he maintains a up-to-date understanding of the latest methods and techniques to achieve and improve search ranking for selected keywords.

Shaiju has a Bachelor's Degree in Management.



Nidhisha Shetty, Marketing Associate

Nidhisha Shetty is a Marketing Associate with K&A. She assists in energy industry marketing analysis. Her experience involves company analysis, comparative analysis and industry analysis.

Nidhisha has a Master's Degree in Management Studies and Masters in Commerce.

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