

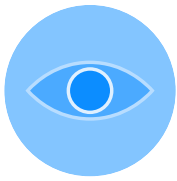
Krishnan & Associates is a full service **power and energy consulting firm** providing marketing, market analysis, merger & acquisition and recruitment services.



# 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.

 <b>Digital Marketing &amp; Communication Services</b>	 <b>Analytics &amp; Advisory Services</b>	 <b>Global Recruitment Services</b>
<b>Lead Generation</b> <b>Business Development</b> <b>Custom Email Campaigns</b> <b>Webinar Production</b> <b>Graphic Design</b> <b>Authoring &amp; Publishing Technical Articles</b> <b>Website Development</b> <b>Publicity &amp; Branding</b>	<b>Market Surveys &amp; Forecasts</b> <b>Product &amp; Technology Studies</b> <b>Benchmarking Studies</b> <b>Global &amp; Regional Power Market Studies</b> <b>M&amp;A Support Services (Buy-Side &amp; Sell-Side)</b> <b>Prospecting &amp; Partner Selection</b>	<b>Executive Management</b> <b>Project Managers</b> <b>Project Engineers, Sales &amp; Marketing, Subject Matter Experts</b> <b>Power Plant O&amp;M, Commissioning &amp; Construction</b>



# 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](http://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

[www.krishnaninc.com](http://www.krishnaninc.com)

### USA Headquarters

1516 Bedford Street  
Stamford, CT 06905  
T: 203.921.1800  
F: 888.522.6957  
[info@krishnaninc.com](mailto:info@krishnaninc.com)

### European Affiliate Office

Ostrova – Privoz,  
Czech Republic

### India Office

415, 4th Floor Persipolis Building  
Sector 17, Vashi. Navi Mumbai. 400 703  
T 91 22 2789 2212  
F 91 22 2782 2336