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to reach

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## **CEW- Digital**



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Chemical Industry Ecosystem

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Since 1966 Chemical Engineering World, the flagship publication of Jasubhai media Pvt. Ltd has continued to bring insightful content on latest technologies & business trends to cater to the changing needs of the chemical processing industry through the print editions.

As the Indian chemical industry gears up towards becoming self- reliant & globally competitive, we have revamped the content to suit the changing needs of the industry. The content authored BY the industry FOR the industry will be presented in reader friendly interactive format and offer single click connectivity to reach potential customers.

Now in the **digital format, CEW** promises to deliver the content to **>200,000 inboxes** globally to

- **Chairmen, Managing Directors, Directors , CXOs & leaders in the top management**

Professionals from array of **multiple downstream end users industries** across the functions of

- **Process Plant Operations**
- **Manufacturing & Production**
- **Maintenance & safety**
- **Water & Wastewater treatment**
- **Environment management engineering design**
- **Process Design, Project Management , Procurement & Project Execution**



## Each month CEW will continue to update you through

<b>INTERVIEWS</b> Interaction with industry influencers, business leaders & key decision makers on changing market dynamics & future business plans.	<b>INDUSTRY INSIGHTS</b> Informative features based on information about upcoming projects and available business potential for the Equipment Technologies & services providers	<b>FEATURES</b> Application oriented technical articles & case studies authored BY the industry experts FOR the industry and White papers & technology updates for the project managers & professionals in manufacturing & process plant operations
<b>MAKE IN INDIA</b> Interaction with industry influencers, business leaders & key decision makers on changing market dynamics & future business plans.	<b>KNOW HOW</b> Handy information & check lists for day to day activities for the professionals on equipment selection, maintenance & safety, improving equipment efficiency and much more in day to day operations for the process engineers	<b>PRODUCT INNOVATIONS</b> Showcase for new products & innovative technologies to improve process & plant efficiencies for the process plant managers, purchase & procurement experts
<b>PROJECT UPDATE</b> Listing of Greenfield projects, Brownfield expansions & Revamps to inform about available business opportunities	<b>INDUSTRY NEWS</b> Global trends in the industry, Leadership updates, Capacity building & Expansions, Mergers & Acquisitions and important announcements by Governments, Regulatory authorities & Policy makers from across the globe	<b>STUDENT OUTREACH</b> Mentorship lectures by industry Icons, Influencers & technology experts to aspire the young minds to Develop Future Leaders

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Heads of Refineries, Petrochemical Manufacturing, Process Plant Engineers, EHS, Operations

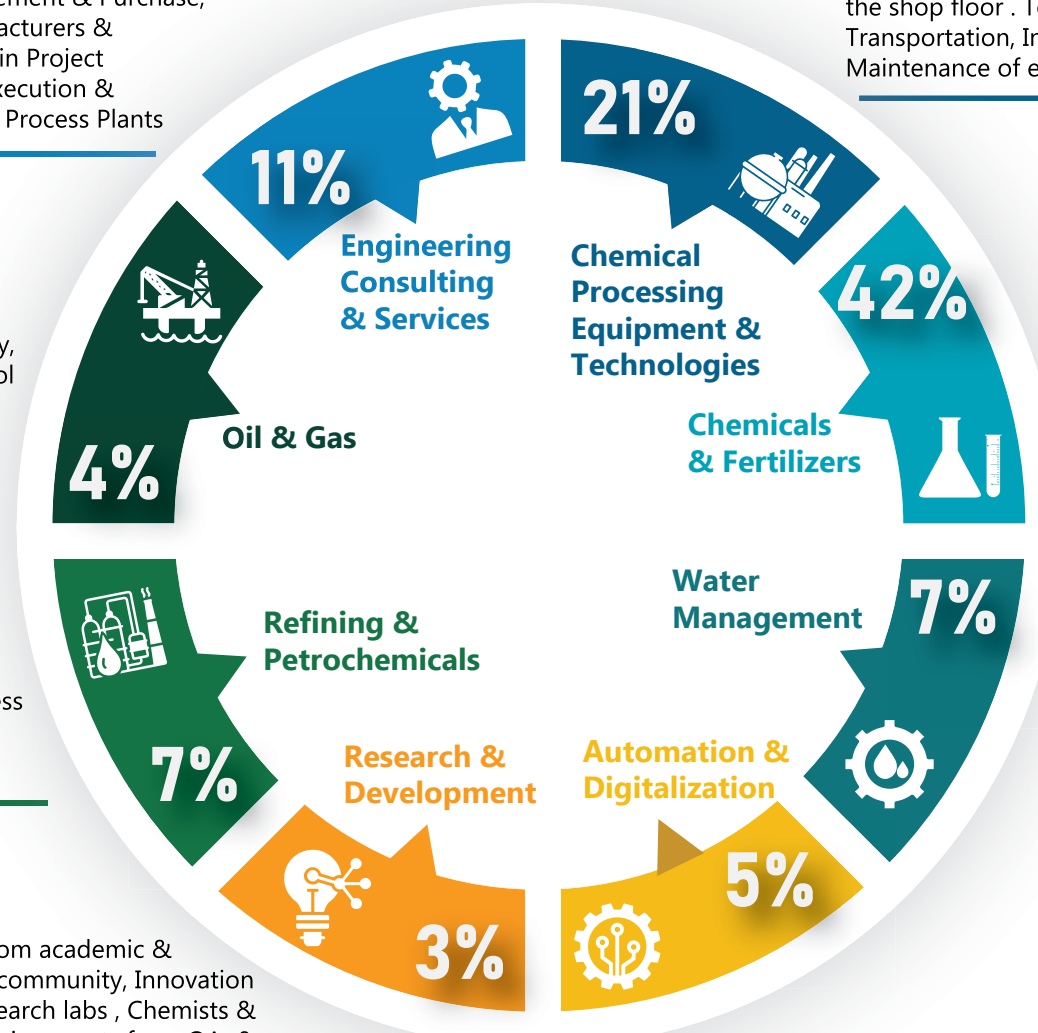
Professionals from academic & industrial R&D community, Innovation incubators, Research labs, Chemists & Biologists, domain experts from QA & QC and manufacturers & suppliers of lab equipment, analytical instruments & technologies

Engineers involved in Equipment Design, Fabrication & Manufacturing of equipment at the shop floor. Technical experts for safety Transportation, Installation, Commissioning & Maintenance of equipment

Chairmen MDs, CXOs Heads of Technology, Manufacturing, Process & Operations, Process Plants, ETPs, Maintenance & Safety from downstream chemicals manufacturing & fertilizer producing industries

Professionals industrial ETPs & CETPs, state & central pollution control boards, engineering consultants & EPC services Water & Wastewater treatment technology & services and other environmental solutions

MDs CXOs of Automation technology & Digital services. CIOs, Heads of Digital Transformation, Automation, Plant instrumentation from the end user industries



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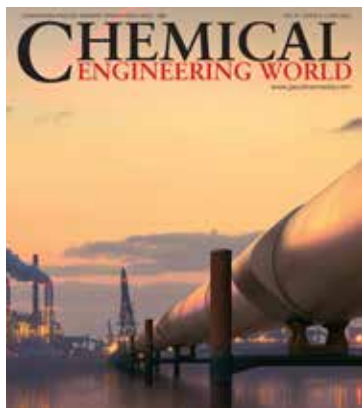
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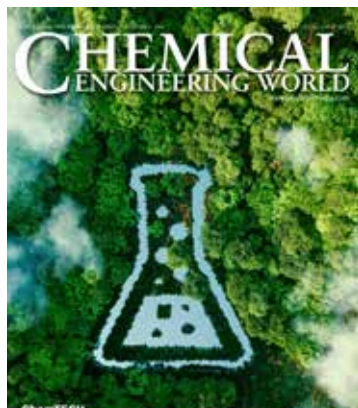
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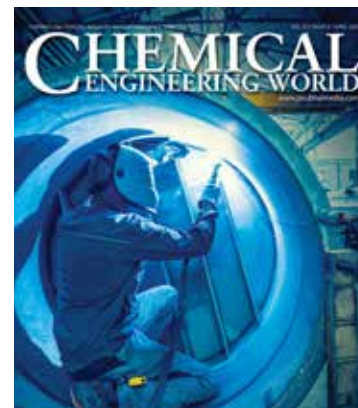
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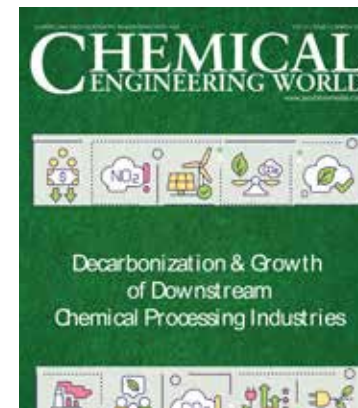
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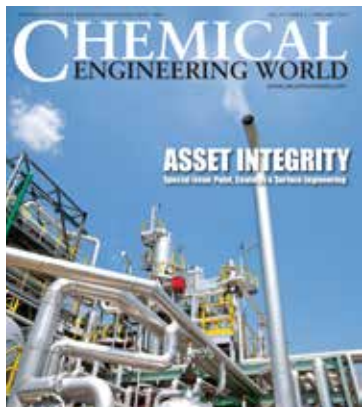
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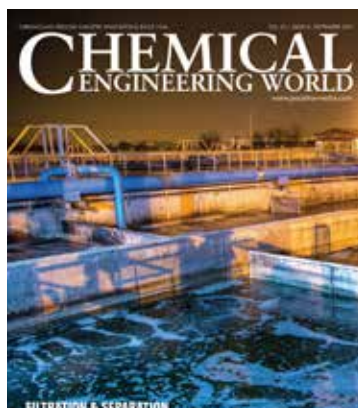
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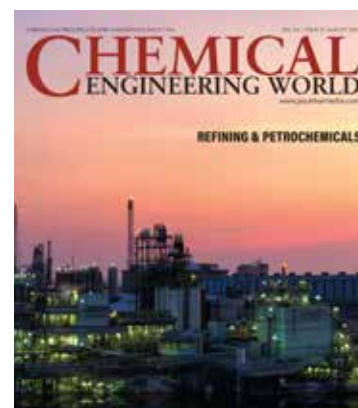
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**Dr Dietmar Hueglin**  
Director, BASF Innovation Campus Mumbai

"I very much enjoyed reading the digital issue of the March edition of Chemical Engineering World. Both content and quality of the digital publication of CEW were excellent. The printed and digital versions offer specific advantages and I wish that both will be continued. In the current pandemic the digital publication is of great value since it facilitates uninterrupted access to the magazine. Privately I benefit as well from timely and profound information by having subscribed to printed and electronic media."



**Suresh Kalra**  
VP & Managing Director , SI Group-India Pvt. Ltd.

"Today on world Environment day (5th June) while I am sharing my feedback with Jasubhai Media team, I applaud this initiative of you going paperless for your magazine Chemical Engineering World. We have come a long way in terms of our technological development and its high time we started leveraging it to minimize the harsh impact that has been caused on our environment. Congratulations for your current shift from publishing print editions to digital magazines and setting a great example for rest to follow."



**Dr. Valmik Dhakane**  
General Manager, R&D Astec Life Sciences Ltd.

"The CEW has always been a very rich and fresh source of Information for me for quite a few years now. Though a hard copy has its own aura to it, I am confident that as we make this habit shift arising out of the current pandemic scenario you will achieve the same exquisite result in this digital version. "



**Jatin Aggarwal**  
Director, Bansal Trading Company

"I have gone through the Chemical Engineering World (CEW) March edition. My compliments on transforming and keeping the publication going in such challenging times. Digital transformation and its relevance in all facets of chemicals manufacturing, safety, data management, IOT, marketing and its channels of distribution cannot be overemphasised. Good to it was the focus of your edition."



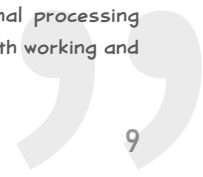
**Ashwani Mehra**  
Director – Sunlac Paints Ltd

"In my view given the circumstances and need to limit contact with anything not very essential it is an excellent idea to switch to Digital magazine. It will help the reader to remain safe and go through the magazine at his own leisure."



**V Gokul Das**  
Chairman and Managing Director, HRS Process Systems Ltd.

"We applaud Jasubhai Media for taking this initiative to create a digital edition of Chemical Engineering World ! Over the years CEW has become a synonym for process industry information, trends and prospects. CEW has been a platform for all type of business association. The digital version matches the high standard set by the print version and would go a long way in enabling the industry at such critical times. We are proud of our association and look forward to contributing in next editions with our thermal processing technology, capability and expertise. Wishing all safe and health working and overcoming the pandemic with stable business. "



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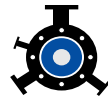
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### Flexibility to Quickly Adjust to Different Product Slates will be the Key

*Refining and petrochemical companies to more carefully study new capital investments in cleaner-burning fuels, greater flexibility to switch between different types of fuels production, and integration with petrochemicals production. Mike Banach, Regional General Manager, Honeywell UOP India talks exclusively to Chemical Engineering World about kerosene Unicracking and Hydrogen technology to enable the refiners move towards producing cleaner fuels.*



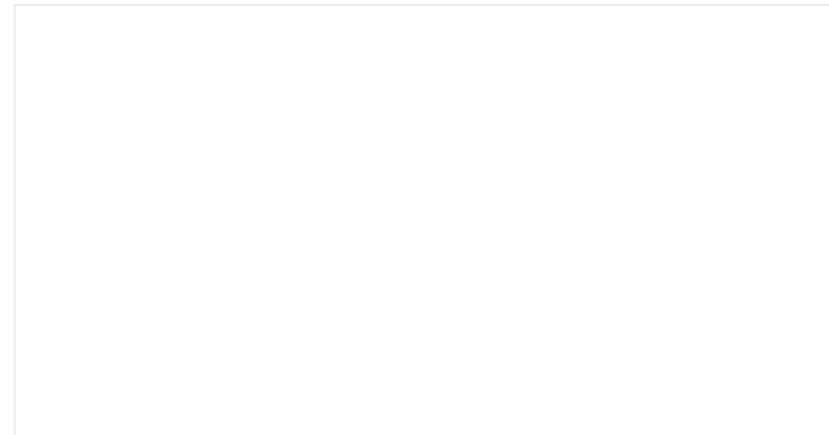
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**Mr. Mike Banach**  
Regional General Manager,  
Honeywell UOP India

AUGUST 2020

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#### How do you think the current Covid pandemic impact the refining & petrochemicals industry in India and the allied industrial sectors?

Covid-19 has caused a significant reduction in transportation, and therefore, a reduction in transportation fuels. Consumption of petrochemicals also has been affected, but not as strongly. This has created some dislocations in the supply chain, but adjustments are being made to accommodate these. While this has caused reductions in consumption of petroleum products, it also has led many refining and petrochemical companies to more

product slates. For example, outlawing kerosene as a cooking fuel in India stranded a lot of kerosene production capacity. Last year, we introduced a technology that converts this kerosene into motor fuel so refiners have an economical route for that kerosene capacity. This technology, which is unique to India, is called kerosene Unicracking, and it turns kerosene into gasoline-range molecules that can be used as a transportation fuel.

#### What is the market size for Hydrogen technology and what are the key drivers for its demand?

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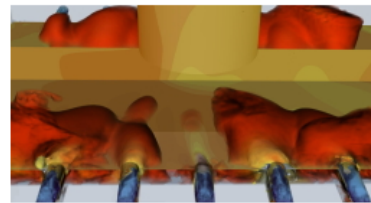
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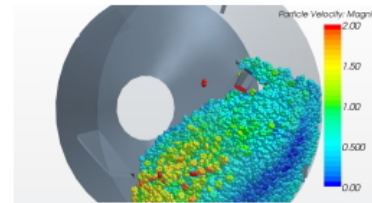
## Multidisciplinary simulation in Chemical & Process Industry

Whitepaper on Design exploration

Read this special report with case studies



[CFD analysis of flames for improvement in burner design for glass furnaces.](#)



[DEM simulation showing tablet velocity magnitude in a coating pan.](#)

Leading companies realize that investing in modeling and simulation is critical and have deployed simulation in several areas of their businesses. The articles in this Special Report highlight a few examples of this, covering a range of applications that demonstrate the value of simulation, including:

## ELECTRONIC DIRECT MAILERS (EDM)

- **COST – AS APPLICABLE**
- **CUSTOMIZATION AVAILABLE AS PER INDUSTRY**
  - CHEMICAL PROCESSING EQUIPMENT & TECHNOLOGIES
  - CHEMICALS & FERTILIZERS
  - SPECIALTY CHEMICALS
  - PAINTS & SURFACE COATINGS
  - PHARMA & BIOTECH
  - OIL & GAS
  - POWER
  - REFINING & PETROCHEMICALS
  - ENGINEERING CONSULTING & SERVICES
  - WATER TREATMENT
  - LAB & ANALYTICS
  - INDUSTRY AUTOMATION
  - PUMPS & VALVES

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- TECHNOLOGY LICENSORS
- HEAT EXCHANGERS, BOILERS & COOLING TOWERS
- MIXERS AGITATORS & REACTORS
- FILTRATION & SEPARATION EQUIPMENT
- CENTRIFUGES, DRYERS, GRANULATORS & CRYSTALLIZERS
- BLOWERS & COMPRESSORS
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