

COOL ME BETTER

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New ME

Mitsubishi Electric is in a rapid expansion mode and is ready to capture the Indian market with commitment of leadership and best sales and service quality in the air conditioning segment. Recently, ME has opened its sales offices in Lucknow (UP) and Kolkata (West Bengal).

Lucknow Office

Lucknow office was inaugurated on 22nd January, 2013 at Niralal Nagar in Lucknow. Lucknow is the capital city of the state of Uttar Pradesh and administrative headquarters of Lucknow District and Lucknow Division.

Today, it continues as an important centre of commerce, aerospace, finance, pharmaceuticals, technology, design, culture, tourism, music and poetry. It is the largest city of Uttar Pradesh, second largest metro of North and Central India after Delhi and the 11th largest city of India.



ME has started its operations in the city with immense potential for air conditioning business. Also, ME marked its strong presence for the first time in COOLEX 2013, Lucknow (19th April to 22nd April 2013). Also, this presence was well communicated via an ad in TOI, Lucknow.



Newspaper Ad - Times Of India, Lucknow.

Kolkata Office

Kolkata is the capital of West Bengal. Located on the east bank of the Hooghly river, it is the principal commercial, cultural, and educational centre of East India, while the Port of Kolkata is India's oldest operating port as well as its sole major riverine port. Following Indian independence in 1947, Kolkata which was once the centre of modern Indian education, science, culture, and politics witnessed several decades of relative economic stagnation. Since the early 2000s, an economic rejuvenation has led to an accelerated growth.



With an aim of tapping great potential and grabbing the opportunity of rapid business expansion, ME recently opened its office in Kolkata which was inaugurated on 2nd April, 2013. The inauguration ceremony was covered by the Times Group and the news was communicated via an ad in TOI, the same day.



Newspaper Ad - Times Of India, Kolkata.

Mitsubishi Electric will soon have its offices in more cities like Indore, Nagpur, Ludhiana, Vijaywada and Surat.

Tour Better with **ME**

JAPAN TRIP

Mitsubishi Electric India (MEI) organised a trip to Japan from 1st October, 2012 to 6th October, 2012 for its Elite Club members that included privileged air conditioning consultants and architects from all across India. MEI Elite Club trip was organised this year for our esteemed guests (Architects and Consultants) from South West Region to showcase our manufacturing facilities. The facilities are spread across Japan namely - AC&R Works Factory manufacturing City Multi Range of VRF (8-18HP), Nagatsugawa Works Factory manufacturing ventilation products like fans, Lossnay and Jet towel, Shizuoka Works Factory manufacturing room air conditioners, mini VRF and packaged air conditioners. The tour to these factories was very well organised and informative. Consultants showed interest in understanding the manufacturing processes from beginning to packaging and durability testing. All the consultants and architects appreciated the factory visit and were impressed by high quality standards of production facilities. At Tokyo headquarters, a corporate presentation was given by the headquarter representatives, followed by a welcome dinner by the AC system division.

This visit was made more interesting by sightseeing at Kyoto, Kyomizu Temple and City Multi site visit at Nagoya. The guests also enjoyed sightseeing at Tokyo that included Tokyo Tower, Imperial Palace, Asakusa and Akihabara for local shopping.



Finally, an educative tour with beautiful site visits came to an end and everybody returned to India with fond memories of Japan.



Tour Better with **ME**

TASHKENT TRIP

Mitsubishi Electric India organises foreign trips on regular basis with an aim to reward our valued dealers for their contribution to the company's growth and to the development of the market. Every year the destination is chosen very carefully after a lot of planning and efforts, in order to ensure a high quality experience for our guests.



The highlights of the trip were a visit to the Independence Square, Broadway Street with artist and souvenirs, Amir Temur Square, Victory Monument and Romanov Palace. In the evening, guests enjoyed a gala dinner at an Indian Restaurant with a dance show. Overall, it was a great and refreshing tour and all the dealers were filled with enthusiasm for a fresh start.



This year, Tashkent was chosen as a foreign location for the dealers' trip. The trip was organised from the 5th to 8th of December, 2012 for our esteemed dealers network across India. Tashkent is the capital of the Republic of Uzbekistan, the most populated city in Central Asia, a political, economic, cultural and scientific centre of the country. The history of modern Tashkent dates back to more than 2500 years.



Know **ME** Events Better

Dealer Meet for West Zone – Mumbai

On 8th March 2013, Mitsubishi Electric (ME) India organized its first dealers meet for West Region at hotel Hyatt Regency, Mumbai. The event was honoured by the presence of Mr. Jun Horibe, Marketing Manager, MCP, Thailand and was presided by Mr. Shinji Yamabe, MD, Mitsubishi Electric India Pvt. Ltd. & Mr. Hiroaki Ashizawa, GM, MEI-LE division along with the higher management of MEI.

The event was well received & attended by the dealers' network of Ahmedabad, Pune and Mumbai region. The event started with a welcome speech and company introduction by Mr. Shinji Yamabe, followed by a brief presentation on Living Environment division products and future plans for growth by Mr. Hiroaki Ashizawa. Mr. Neeraj Gupta, National Manager (Channel sales) introduced Mumbai, Ahmedabad and Pune team members to all the guests and shared important details regarding Mitsubishi Electric's sales and marketing set up pertaining to air conditioning demands and market needs. The event progressed with a brief product presentation shared by Mr. Hiroshi Moriyasu, Product Manager, LE division. Mitsubishi Electric grabbed the opportunity to honor their top dealers from West Region for their contribution and support in the growth and expansion of Mitsubishi Electric in India. During the event, the guests enjoyed the performances and also participated wholeheartedly making it more lively and joyful. This enjoyment continued further with cocktail, dinner and their stay at Hyatt Regency, Mumbai. Next day, dealers visited Mitsubishi Electric Stall at ACREX 2013 show at Bombay Exhibition Center, Goregaon (Mumbai).



Know **ME** Events Better

Exhibitions Across India

ACREX 2013

ACREX is an international exhibition organised by ISHARE (Indian Society of Heating Refrigeration and Air Conditioning Engineers). ACREX 2013 took place from 7th March, 2013 - 9th March, 2013 at the Bombay Exhibition Centre, Mumbai. Mitsubishi Electric (ME) India participated in this show as Silver partner and was at Hall No. 1 & Stall No. F-3. At the show, ME launched its new **range of 3 and 4 Star split type air conditioners (MS-H series) and Air Handling Unit package type (AH-series)**. This unit is available with one to one connection (1 AHU: 1 ODU) with additional accessories like controller interface and LEV Kit developed by Mitsubishi Electric, Japan.



During the show, ME also displayed its eco-friendly product range emphasizing on high performance, low power consumption and excellent reliability. This included the popular series of Room Air Conditioners with high EER 5-Star rating, DC Inverter which saves up to 60% energy as compared to conventional ACs, Heat Pump & Light Commercial Splits with BEE Star rating, suitable for large sized halls. Also, Kirigamine Zen range of Inverter heat pump splits, Mr. Slim range of Cassettes, Floor Standing and Ceiling Concealed Type air conditioners were showcased. Along with these products, Variable Refrigerant Flow (VRF) - **City Multi** with the biggest 100% Inverter Scroll Compressors with 18HP and Lossnay Ventilation System that refreshes the room air, while maintaining the same level of cool & dry air were exhibited. Besides these, Jet Towel - ME original hand dryer with faster drying and less power consumption was showcased. The amazing range of air conditioning products provided by Mitsubishi Electric caught the attention of the visitors and completely stole the limelight of the show.



ACETECH 2012

"The Economic Times ACETECH is Asia's largest and most successful exhibition of ingenious architecture, inspiring designs, cutting-edge technology, innovative engineering, futuristic infrastructure and state-of-the-art products.



Mitsubishi Electric (ME) participated in the exhibition for the first time in Mumbai. This exhibition took place from 18th October, 2012 to 21st October, 2012, at Hall No. 1-A and Stall No. K-3, Bombay Exhibition Centre, Mumbai. Being an environmental leader and a leading green company, Mitsubishi Electric showcased its eco-friendly product range that includes Room Air Conditioners with high EER 5-Star rating; Inverter type split room AC and Kirigamine range of Inverter heat pump room ACs. Mitsubishi Electric also showcased Mr. Slim range of Cassettes, Floor Standing, Ceiling Concealed Type air conditioners along with Variable Refrigerant Flow (VRF) System - City Multi range. ME is the first in India to bring this technology that is more efficient than the combination of inverter and fixed speed compressors used by others for similar systems. Lossnay Ventilation System that refreshes the room air while maintaining the same level of cool- dry air was also displayed. Further adding to ME's wide range of product line display was Jet Towel - a ME original hand dryer, for 21st century. Mitsubishi Electric stall attracted visitors' attention during the show. This provided a platform for effective and wide business networking opportunities, along with an authoritative representation of every segment relevant to the Architectural, Construction, Engineering and Design Industry.

The privileged **ME**

All India Project Sales and Marketing Review Meeting

Indian project sales and marketing review meeting – Q1 of FY13 was organised by Mumbai branch on March 10th at Mumbai, the Financial Capital city of India.

Mumbai branch was opened in the month of April, 2012 at Powai, Mumbai. In October 2012, it was transferred to Andheri (East), Mumbai, near Mumbai airport. This location was easily accessible from the sales epicenter of Maharashtra (except Pune and Nagpur). This branch has a role to manage the West Region, especially for service activities. A technical centre that has special facilities for service training is going to open in May, 2013.



All participants reached Mumbai on 9th March 2013. It was followed by ACREX 2013 and a pre-conference dinner and cocktail. This dinner acted as an icebreaker among the participants and filled them with energy for the next day's conference.

During this time, we invited a few esteemed visitors from Japan Mr. Norikazu Ishikawa, General Manager of AC & R factory, VRF products, Mr. Norimasa Mitsuda, Manager, Overseas Marketing division, AC&R factory and Mr. Takashi Nishikuma, Manager, Overseas Marketing division of Japan headquarters.

Conference started with Mr. Hiroaki Ashizawa, General Manager, presenting the P & L account for LE division and also our sales achievements and assignments in Q4, FY12. Besides these reviews,

he also shared the strategy for the coming financial year (FY13) and explained the sales plans and goals.

Conference progressed further by explanation of the road map followed by branch-wise presentations in alphabetical order starting with Ahmedabad. During the presentation, market situation and market demands were given by each branch. It was helpful to understand each market as well as made Japanese visitors more familiar with the Indian situation.

And then marketing strategy and inventory operation were presented by Mr. Hiroshi Moriyasu, Manager. It was a successful sharing of our marketing strategy for Q1 of FY13.

After a tea break, special felicitation for service activities was given to Bangalore branch for being the best branch in Q4 of FY12. Mr. Dipu Manuel and Mr. Sanjay S.K collected the memento for the branch from Mr. Norikazu Ishikawa and Mr. Hiroaki Ashizawa. The next day, Mr. Norikazu Ishikawa visited Bangalore branch to award the prize to the Bangalore team.

Finally, the meeting came to an end on the 10th March evening with a promise to meet in Delhi, Capital of India in July 2013.



The future is **ME**

Gareware Club House Case study

Location: Mumbai, Maharashtra

Garware Club House is a very prestigious & world-class club house located at Wankhede Cricket Stadium, South Mumbai. Many prominent personalities are members of the Garware Club House. These members enjoy the Test Matches & One Day International Cricket Matches played at Wankhede Stadium, as 6000 seats are reserved for them in the Garware Pavilion by Mumbai Cricket Association. This club house has facilities like Synthetic Surface Terrace, Tennis Court, Virtual Golf Simulator, Billiard Room, Chess, Carom, Pool Table, Squash Courts (3), Table Tennis Room, Pro Shop, Lounge Bar, VIP Bar, Private Dining Room, Banquet Hall (3), Fine Dine Restaurant, Kids' Zone with Children's Library, Coffee Shop, Mini Theatre etc.

The Challenges

The club was looking for an air conditioning system that matched their contemporary architecture, modern style, quality and standard of a world-class club house. Also, due to variable load and occupancy level there was a requirement for robust, highly energy efficient and an environment-friendly air conditioning system to cool the areas with maximum energy efficiency.

The Solution

Mitsubishi Electric City Multi VRF System was chosen over competitors because it has the lowest noise level of ductable indoor units and compact size of outdoor units. The City Multi with 100% Inverter based technology also met the need for varying load and provided optimum usage of energy thereby reducing the running cost.



Installed units of Gareware Club House are as follows:

Indoor units

PEFY-PVMH-E
CEILING CONCEALED



PMFY-PVBM
CEILING CASSETTE
(1-WAY AIR FLOW)



PLFY-PVBM
CEILING CASSETTE
(4-WAY AIR FLOW)



PKFY-PVKM-E.TH
WALL Mounted



Outdoor unit

PUHY-P**YHA
(Outdoor of capacity 504 HP)



Remote

REMOTE Controller
PAR-21MAA-J



The future is **ME**

SGL-Charitable Case study

Location: Jalandhar, Punjab

SGL-Charitable Hospital, Garha, Jalandhar is a multi-speciality hospital dedicated to the service of mankind. Poor and needy can avail of the facilities like free cancer check-up with mammography and free dialysis.

Started in 1995, this charitable hospital provides the best treatment for all diseases. SGL Charitable Hospital has a team of experienced doctors and modern medical equipment.

The Challenges

In larger applications, Water Cooled Chillers are very popular in Punjab and the Multi-Speciality Hospital by S.G.L Charitable Trust, Jalandhar has been designed accordingly. However, chiller system did not suit their requirement due to limited space & wasn't energy efficient. The reason was every department had a different requirement. Like OT, ICU, ICCU, CT SCAN, Ultrasound & common rooms had different interiors and filtration levels with different temperature requirements.

The Solution

City Multi was proposed and 270 HP was installed by Bliss Engineers, Jalandhar. The compact Energy Efficient Outdoors saved the parking area in basement where chillier room was located. It was connected to different types of indoor operations like fresh air arrangement for ICCU, ICU, high static ducts for common areas; high-wall units for individual rooms. Piping design saved the low ceiling height & assured of no water leakage as compared to the chilled water pipelines.



Installed units of S.G.L Hospital are as follows:

Indoor units

Ceiling concealed
PEFY-PVMH-E
PEFY-PVMH-EF



PLFY-PVBME
CEILING CASSETTE
(4-WAY AIR FLOW)



PKFY-PVFME
PKFY-PVBM-E
PKFY-P-VGME
(WALL MOUNTED)



Outdoor unit

PUHY-P**YSHM-A



Remote

REMOTE Controller
PAR-21MAA-J



ME Innovations

Aspirational Quality. Now within your reach.

Mr. SLIM MS-H Series (Cooling Only)

Mitsubishi Electric is the world leader in air conditioning systems for residential, commercial and industrial use. Challenged to create air conditioning systems that provide exemplary performance in the varied climatic conditions, Mitsubishi Electric has launched its new range of split type room air conditioners in 3 and 4 Star rating categories. This amazing product has R410A refrigerant that is eco-friendly and ozone friendly. Each product is an amazing feat in itself, delivering energy-efficient performance and minimum impact on the environment.



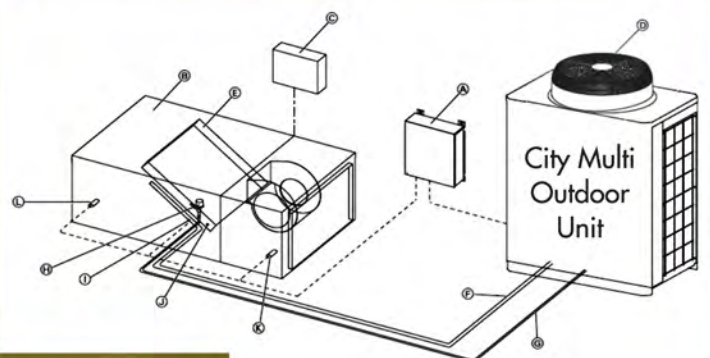
Air Handling Unit Package Type (AH-series)

AH-series is for large capacity demand application such as shopping mall, airport, gym etc. Its high air flow operation will fulfill the various demands for air conditioning. The unit is available with one to one connection (1 AHU : 1 ODU) with the additional accessories like controller interface and LEV KIT developed by Mitsubishi Electric, Japan. With wide range of airflow & static pressure, and piping length up to 165 mtr., AH-series provides optimized solution for both large capacity demand and piping & installation burdens.



Moreover, it makes maintenance easy. AH-series can be connected with both PUHY-P & PUHY-EP (high efficiency) series outdoor unit. This offers small footprint and lightweight. Control of AH-series is common with standard IDU and covers each controller's standard features. No need for separate centralised control, as it can be controlled centrally with other VRF circuit through any of our centralised control.

System Installation Image



- Ⓐ Air handling unit controller (PAC-AH · M-J)
- Ⓑ Air handling unit (field supply)
- Ⓒ Controller (field supply)
- Ⓓ Outdoor unit
- Ⓔ Heat exchanger (field supply)
- Ⓕ Gas pipe
- Ⓖ Liquid pipe
- Ⓗ LEV-kit
- Ⓘ Thermistor (gas pipe)
- Ⓝ Thermistor (liquid pipe)
- Ⓚ Thermistor (suction air)
- Ⓛ Thermistor (discharge air)

Mitsubishi Electric AHU Interface to Allow Connection With City Multi Outdoor Unit

Best of **ME**



Name: Sagar Patil
Designation:
Assistant Manager,
LE Service Gurgaon

A Sangli boy and a 'State Level Wresler Turned Engineer', is now an air conditioning expert associated with us for last 2.5 years & delivering his best to strengthen the Technical Support Function for Mitsubishi Electric India Operation.

He is a Mechanical Engineer (specialisation in refrigeration and air conditioning) with 8 years of rich experience and is based in Gurgaon Technical Centre.

He is into continual developmental program in spreading the product technical knowledge among internal & external customers and is also heading the service operation for Gurgaon HQ.

His go-getter attitude backed with self-belief boosts up the overall performance of the department.

He loves reading books and believes in 3 basic elements of life: faith, practice and to keep himself updated.



Name: Rajatha Belliappa
Designation:
Assistant Manager,
LE Service,
Bangalore

After completing his Diploma in Mechanical Engineering from Karnataka Board of Technical Education, he joined the field of HVAC and is associated with VRF technology for the last 6 years with Japanese brands.

Hailing from Coorg and raised in Bangalore, photography is his hobby. And he gives credit to the beauty of Coorg for this hobby. He likes reading books and loves long drives.

His dad was in the Army and has taken up coffee plantation after his retirement. Being a hockey enthusiast, he has also represented Bangalore at state level championships. His mantra after a long hard day at work is "Work hard, party harder".



Name: Meenakshi Sharma
Designation:
Sr. Marketing Executive,
Gurgaon

Presently, she is based at Gurgaon head office and takes care of all India marketing support for Living Environment (AC) division. She is associated with Mitsubishi Electric for the last 2.5 years now. Her strong belief in herself encourages her in delivering to the best of her skills and capabilities. She belongs to Uttar Pradesh and has completed her Engineering in Biotechnology from Meerut and her MBA in International Business with specialisation in Marketing from Amity University, Noida.

She likes singing, dancing, debate and watching cricket. Also, she has won several inter-college competitions. She is a committed team player with flexible approach to work and takes initiatives when required. She strongly believes and follows a positive attitude and approach towards her life.



Name: K. Balaji
Designation:
Branch Manager,
Hyderabad

Presently, he is handling Hyderabad sales team as Branch Manager of Living Environment (AC) division. Graduate with electronics as major subject, he has a rich experience of 18 years in the field of air conditioning. He is very simple and humble as it is his motto of life. He is a self-motivated person with a positive approach.

Best of ME

He is interested in wild life conservation and watches most of the programs like Nat Geo, Discovery and Animal Planet. He practises Yoga in order to beat the stress and keep himself fit. A warm person, he makes friends easily.



Name: Ritesh Vyas
Designation:
Branch Manager,
Ahmedabad

Presently, he is handling Ahmedabad sales team as a Branch Manager of Living Environment (AC) division. He strongly believes in dedication, focus and consistency with a strong appetite for learning, which has brought him to achieve a level today. He carries an experience of over 18 years at a young age. This has helped him to understand the market of air conditioners. Being an extrovert by nature, he has built a strong and close relationship with all his colleagues & dealers.

He is satisfied with his achievements both at personal and professional front. He has interests in music, sports etc. and has been a State Level Volley-ball Champion during his school days. He listens to all sorts of good music ranging from light classical, ghazals, pop to rock music. It enlivens him and motivates him a lot.



Name: Ankush Saluja
Designation:
Branch Manager,
Chandigarh

Born & brought up in a small town Abohar (Punjab), he believes in the Punjabi essence of hard work and commitment. He has an MBA in Marketing and International Business and is a result oriented professional with 8 years of experience in the consumer durable market. He loves to drive and explore new places, is adventurous and is passionate about cars. His motto in life is that if opportunity doesn't knock, build a door.



Where to find **ME**



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**MITSUBISHI
ELECTRIC**
Changes for the Better