

# THE WARMTH OF DIWALI CELEBRATIONS COMES ALIVE WITH **ME**



# PAN-INDIA MEQ HIROBA PRESENCE

S. No.	Name of Dealer	City	State
1	Ankur	Kolkata	West Bengal
2	Hi-Tech Air Systems	Kolkata	West Bengal
3	Gourab Aircon	Kolkata	West Bengal
4	Essgee Enterprise	Kolkata	West Bengal
5	System Airtech	Agra	Uttar Pradesh
6	Siva Aircon	Ghaziabad	Uttar Pradesh
7	RAC Cooling Solution Pvt. Ltd.	Noida	Uttar Pradesh
8	Refrico	Lucknow	Uttar Pradesh
9	Durga Spares	Moradabad	Uttar Pradesh
10	Shenbagam Air Conditioners	Nagercoil	Tamil Nadu
11	Orion Air Conditioners	Tirupur	Tamil Nadu
12	Airy Business Centre	Chennai	Tamil Nadu
13	New Delta Engineers	Trichy	Tamil Nadu
14	Climatize Aircon	Chennai	Tamil Nadu
15	Shree Ram Coolers	Rajapalayam	Tamil Nadu
16	Band Box Electronics	Ludhiana	Punjab
17	Manish Enterprises	Bathinda	Punjab
18	Koolwell HVAC	Mumbai	Maharashtra
19	Kool Services	Mumbai	Maharashtra
20	Deep Jyot Enterprise	Mumbai	Maharashtra
21	Jawahar Electric	Mumbai	Maharashtra
22	Yashi Enterprises	Mumbai	Maharashtra
23	Premium Sales	Mumbai	Maharashtra
24	Tau TV Corporation	Pune	Maharashtra
25	Maheshwari Trading Company	Nagpur	Maharashtra
26	QC Engineering	Mumbai	Maharashtra
27	Cool Corner	Indore	Madhya Pradesh
28	Airmax Engineers & Consultants	Bhopal	Madhya Pradesh
29	Express Cool	Mangalore	Karnataka
30	Allied Tech	Gurgaon	Haryana
31	AC Point	Gurgaon	Haryana
32	Krishna Computers	Yamunanagar	Haryana
33	Shivalik Electricals	Panchkula	Haryana
34	Everest Refrigeration Services	Surat	Gujarat
35	AIMS Enterprise	Rajkot	Gujarat
36	S.A. Air Conditioning	Ahmedabad	Gujarat
37	Jigar Air	Kheda	Gujarat
38	Das Air Conditioning	Ahmedabad	Gujarat
39	Airwell Cooling Equipments	Goa	Goa
40	Iceberg Enterprises	New Delhi	Delhi
41	Metro Air Conditioners	New Delhi	Delhi
42	Dolphin Refrigeration & Air Conditioning	New Delhi	Delhi
43	South City Aircon *MEQ Cooling Planet	New Delhi	Delhi
44	Kumra & Kumra	New Delhi	Delhi
45	Thandak Aircon	New Delhi	Delhi
46	AC Solutions	Patna	Bihar
47	Akhil Associates	Hyderabad	Andhra Pradesh
48	Air Control Systems	Vijayawada	Andhra Pradesh
49	I-Tech *MEQ Cooling Planet	Vishakhapatnam	Andhra Pradesh
50	Delhi Refrigeration	Bhilai	Chattisgarh

# FROM ME TO YOU

Dear Friends,



In the midst of a rapidly changing economic environment I am happy to state that Mitsubishi Electric India has held itself firm on Indian soil. We have marched ahead with our efforts to curb the carbon footprint by bringing about a sustainable environment, through a wide range of advanced and environment friendly products and technologies.

The air conditioning market has become more energy conscious as people have realized that the cost of ownerships for sustainable electronic goods will be low in the long run.

We will be introducing a new range of living environment products like – Multi RAC, Air Curtain, Air Conducting fan and PUMY series of City Multi VRF System. The products will soon be available for Indian customers for residential and commercial use. The new range of air conditioners is our bet for sustainable electronic goods in 2015-16, which could be a growth driver due to the green technology used and unmatched energy efficiency.

Challenged to create air conditioning systems that provide exemplary performance in the wide-ranging climatic conditions found throughout India, our engineers have developed highly sophisticated yet durable units and systems capable of constant use under virtually any natural climatic condition on earth. Each product is an amazing feat in its own, delivering years of quiet operation, energy-efficient performance and minimum impact on the environment. In today's competitive environment, simply meeting industry standards, however stringent, is not enough. Our aim is to exceed them. That's why when it comes to comfort, efficiency and durability, Mitsubishi Electric offers a distinctive advantage. As you know we call it MEQ - Mitsubishi Electric Quality. It's a benchmark that results in leading edge products, such as air conditioners that consume minimal power and protect the customer's investment with a long operational lifespan. And it's not only about the product. We lay a lot of emphasis on delivering superior installation quality which clearly sets us apart from others.

For Mitsubishi Electric India, our range of products for the Living Environment segment will help us to drive our share to shape up the sustainable electronic goods market in India in the years to come.

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke at the end.

Takashi Nishikuma  
Director & BU Head - Air Conditioners

# KNOW **ME** EVENTS BETTER

Event Name: Coolex Exhibition  
Location : Lucknow  
Venue : Hotel Clarks, Awadh

Event Name: Coolex Exhibition  
Location : Chandigarh  
Venue : Himachal Bhawan



Event Name: Coolex Exhibition  
Location : Dehradun  
Venue : Tussat Function Centre

# KNOW **ME** EVENTS BETTER

**Event Name:** DICE Exhibition  
**Location :** Bengaluru  
**Venue :** Manyata Tech Park



**Event Name:** IIA Seminar  
**Location :** Jaipur  
**Venue :** JW Marriott



**Event Name:** iGen Design Forum  
**Location :** Mumbai  
**Venue :** Hotel Sahara Star

# PROMOTE ME BETTER

RWA Campaign  
in Delhi & NCR



Volvo Bus Branding  
in Kolkata



Outdoor Campaign  
in Kochi





# EXCLUSIVELY ME

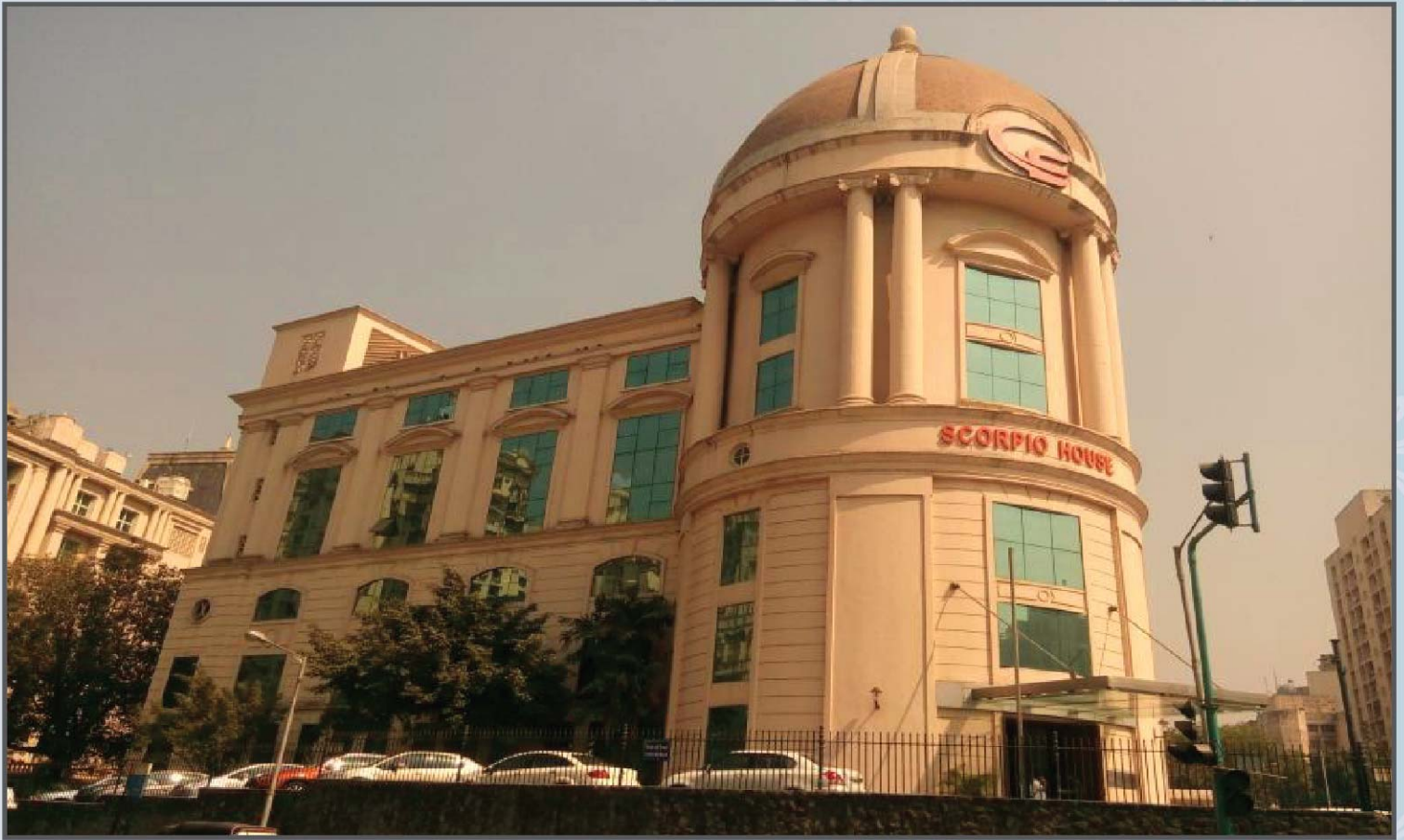
## RECENTLY INAUGURATED HIROBA(S)

- Tau TV Corporation - Pune, Maharashtra
- Maheshwari Trading Company - Nagpur, Maharashtra
- QC Engineering - Mumbai, Maharashtra
- Das Air Conditioning - Ahmedabad, Gujarat
- Durga Spares - Moradabad, Uttar Pradesh
- Kumra Engineers - New Delhi, Delhi
- Express Cool - Mangalore, Karnataka
- Krishna Computers - Yamunanagar, Haryana
- Shivalik Electricals - Panchkula, Haryana
- Thandak Aircon - New Delhi, Delhi
- Shree Ram Coolers - Rajapalayam
- Climatize Aircon - Chennai
- Essgee Enterprise - Kolkata
- Airmax Engineers & Consultants - Bhopal
- Delhi Refrigeration - Bhilai
- Air Control System - Vijaywada
- I Tech (MEQ Cooling Plant) - Vishakhapatnam





# THE FUTURE IS ME



## PROJECT:

Dow Corning India Pvt. Ltd.

## SITE LOCATION:

Powai, Mumbai

## BRIEF ABOUT SITE:

Established in 1943 specifically to explore and develop the potential of silicones, Dow Corning is a global leader in silicon-based technology and innovation.

## THE CHALLENGE:

Following were the challenges at site:

- Metallurgical Lab with 24°C temperature with all operation ON
- 100% Fresh Air Intake & 100% Exhaust required
- Required Max CFM – 3600
- Required Min CFM – 360

## THE SOLUTION:

- MEI proposed Inverter-driven scroll compressor technology based energy efficient CM ODUs
- AHU interface allowed for connection with City Multi Outdoor Units
- Wired remote controllers (PAR 21 MAA) were supplied for AHU's

# THE FUTURE IS ME

## ADITYA LIFE CARE

Location: Uppal, Hyderabad

### About: Aditya Super Speciality Hospital

The Aditya Hospital, Uppal branch, is a 200 bedded super specialty hospital, which is geared up to provide all the high-end super specialty services in Cardiology, Neurology, Neurosurgery, Urology, Nephrology, Plastic surgery, Orthopaedic surgery, Polytrauma & Critical Care. In addition to the above mentioned departments, all the specialty services will also be provided at Aditya Hospital, Uppal. The hospital has general wards, semi private rooms, single rooms, Non AC and AC rooms. The hospital has well-equipped and spacious 3 operation theatres.



### The Challenge:

This project is first super speciality hospital in North Hyderabad border. The entire hospital has designed for VRF with all major casualty and general ward.

### The Solution:

Mitsubishi Electric VRF system was chosen over competitors because of 100% VRF Technology and for automatic IDU/ODU bypass against failure over selection of Multiple ODU Circuits. The total capacity chosen is 92 HP (32HP + 42HP + 18HP).



PLFY-P\*VBM-E-Cassette



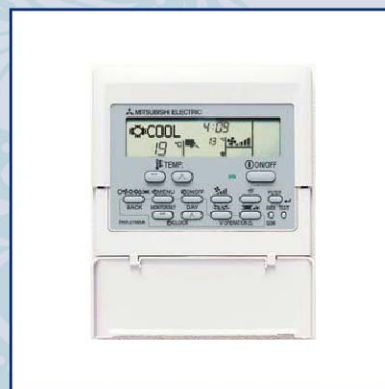
PEFY-P\*VMH-E-High Static Duct Type



PKFY-P\*YKM-E-HI Wall



PUHY-P\*YHA-E-Outdoor Units



PAR-21MAA-Remote Controller

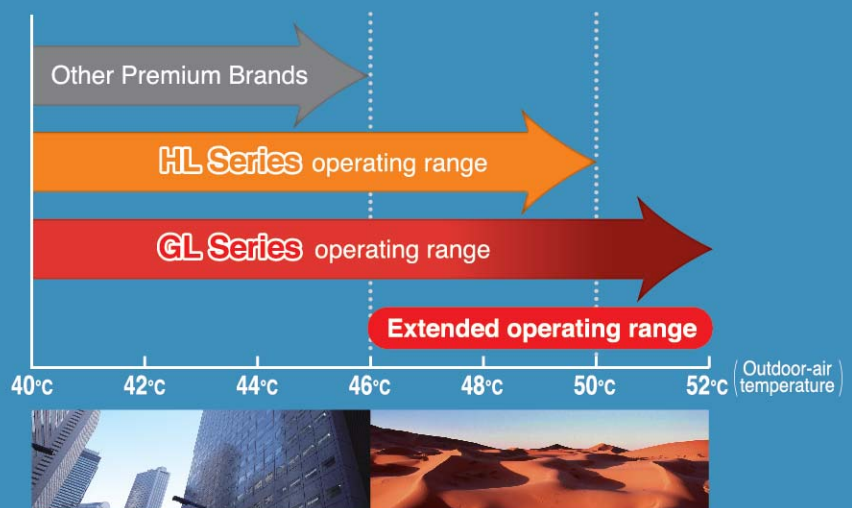
# ME INNOVATIONS

## MS-GL/HL Series



### Tropical Technology

Mitsubishi Electric introduces the new Tropical Specification series. New technologies used in the compressor makes it possible for units to operate at outside air temperatures as high as 52°C. The new Tropical Specification series is perfect for cooling homes in tropical regions.



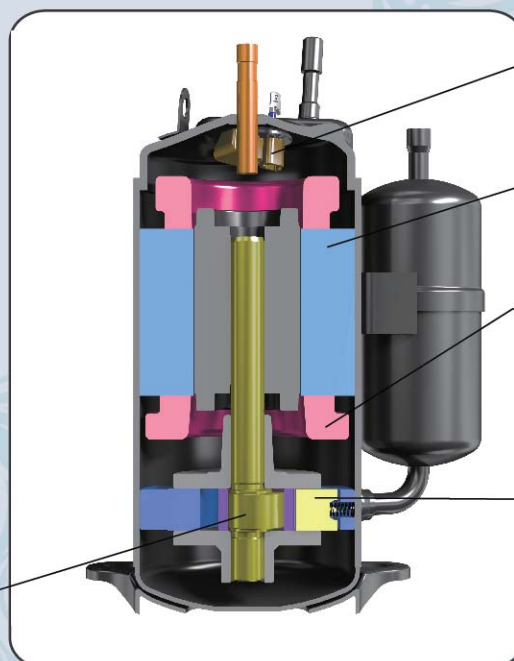
Mitsubishi Electric's original high-rigidity, dome-shaped, shell adopted compressor.



**Shell rigidity 61% up!**

With the dome-shaped shell, it's possible to disperse the direction of pressure load inside the compressor. In doing so, shell rigidity has been successfully increased by 61% with the same wall thickness as previous compressors.

High efficient compression element



Build-in temperature rise prevention (thermal protector)

High-torque, high-output motor

Motor supporting high-temperature operation

Motor temperature limit **Up to 130°C!**

Vane with high durability

VANE durability **68% up!**

# ME 'I' DAY

Mitsubishi Electric celebrated MEI Day (Foundation Day) on 21<sup>st</sup> September, 2015. As an organization, this was an important milestone which was organised in order to celebrate the birth of Mitsubishi Electric in India. On this occasion, employees of MEI were rewarded under different award categories. The function was followed by dance performances and a small employee get-together.

Below is the list of employees from Living Environment Division who have been awarded in the All Rounder Category (H1 – FY 2015-16):

Name	Dept	Location
Kashyap Surati	LE	Ahmedabad
P Prabhakar	LE	Hyderabad
Ganesh D Bhosale	LE	Mumbai
Mohammed Ali Patel	LE	Mumbai
Rajesh Sharma	LE	Gurgaon
Rajatha Belliappa	LE	Bengaluru



# TRAVEL WITH **ME**

## DEALER INCENTIVE TRIP TO **DUBAI**

Mitsubishi Electric India organises foreign trips on regular basis with an aim to reward our valued channel partners for their contribution to the company's growth and development. Every year the destinations are chosen in order to ensure a high quality experience for our guests.

This year, Dubai was chosen as the foreign location for the dealer incentive trip of Room Air conditioners and City Multi VRF System. The Dubai trip was organized from 11th to 14th September, 2015 for our esteemed dealers across India. Dubai is a city in the United Arab Emirates known for luxury shopping, ultramodern architecture and a lively nightlife scene. Burj Khalifa, an 830m tall tower, dominates the skyscraper-filled skyline. At its foot lies Dubai Fountain, with jets and lights choreographed to music. On man-made islands just offshore is Atlantis, the Palm, a resort with water and marine-animal parks.

The highlights of the trip were visit to Burj Khalifa, Desert Safari and Ferrari World followed by city tour and a gala dinner. Overall, the trip was a great and refreshing experience and all the dealers were filled with enthusiasm for a fresh start.



# BEST OF ME



**Naveen Sharma**  
Deputy Manager  
Channel Sales  
Jaipur

He was born and brought up in Jaipur. He completed his graduation from Rajasthan University. He is having an experience of more than 11 years in HVAC industry and has been associated with MEI for more than 2 years.

He is inspired by his father's honesty and punctuality. He enjoys spending his time with his family members and in watching movies. He received Key Contributor award for Jaipur Branch in year 2013. His motto of life is to live a successful life while taking care of his family.



**Sajan Raj**  
Manager  
Project Sales  
Chennai

Born and brought up in Chennai and worked in Bengaluru and Cochin, studied in Anna University, Chennai. Completed his B.Tech in Mechanical engineering and has an experience of over 10 years in HVAC industry.

His greatest inspiration in family is his dad who improved his family background against all odds.

He likes to race cars in drag racing and also won prizes at various levels. He also likes to hang out with friends usually in hilly areas.

His biggest inspiration in life is Mr. Ratan Tata and wants to develop a business like Tata Group. Motto of life is to be simple and serve the needy.



**Jaideep Vadhar**  
Asst. Manager  
LE-Service  
Ahmedabad

He was born at Gondal, Dist. Rajkot, Gujarat. Brought up in Rajkot & Ahmedabad. Completed Secondary Level education in Rajkot and did further study in Ahmedabad. His grandfather, family and his uncle inspire him in life. He likes cricket, reading books and listening to music. He was recognized with an Employee of the Month award towards contribution made while working with Mitsubishi Electric India Pvt. Ltd. He was given a charge to lead a cricket team and stood runner-up in the final of ISHRAE 6er Cup 2010 - a cricket tournament organized by ISHRAE amongst various leading HVAC companies. He completed his Mechanical Engineering from Ahmedabad and is associated with HVAC industry for the past 8 years. He is a believer in collective efforts and growth. He feels that our own progress lies in the joy and growth of others.

# BEST OF ME



**Amit Gaur**  
Area Manager  
Ghaziabad

Born and brought up at Bareilly, UP. He completed his schooling from MBIC Bareilly and his B.Tech Mechanical from NIET UP. His inspiration in family is his father. In his leisure time he likes to watch movies and play cricket.

He has 7 years of experience in air conditioning trade & motto of life is “Better ideas Better life.”



**Rajpal Rajput**  
Senior Executive  
Channel Sales  
Indore

Born and brought up in Harda District (Madhya Pradesh).

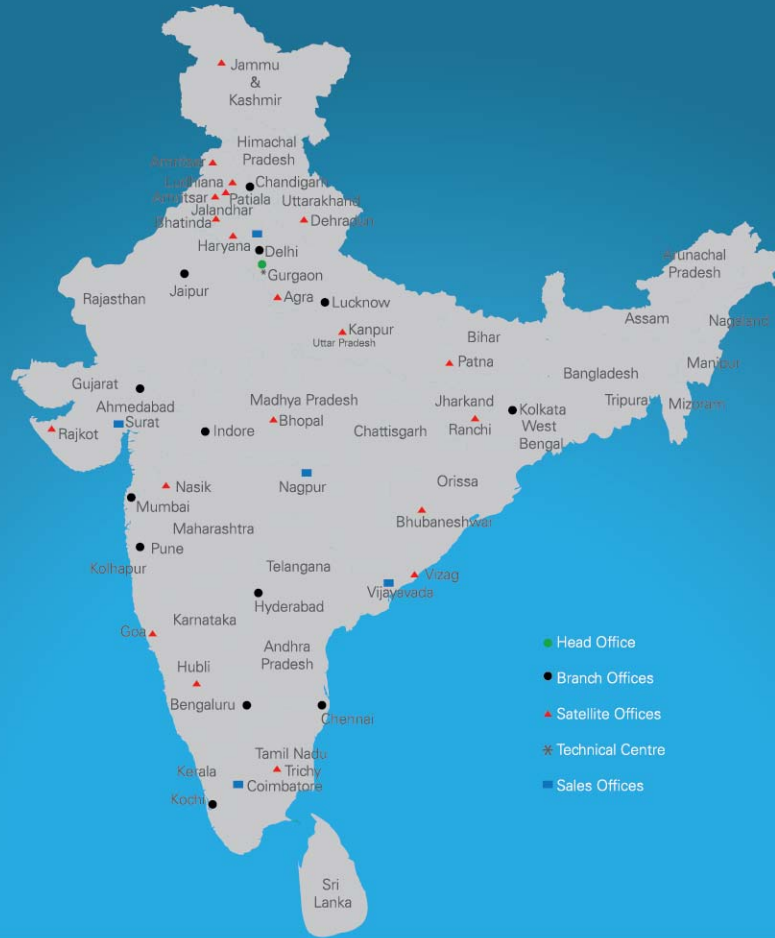
His father is a farmer and his mother a home maker. His father is always down to earth which keeps inspiring him to remain polite, humble and positive in all situations.

He completed his graduation from Devi Ahilaya Vishwavidyalaya, Indore. He received MEI AL rounder award recently.

He carries a professional experience of 5 years in HVAC Industry.

He enjoys playing cricket in leisure time and exploring new places.

# WHERE TO FIND ME



## MITSUBISHI ELECTRIC INDIA PVT. LTD.

Head Office: 2<sup>nd</sup> floor, Tower A & B, DLF Cyber City, DLF Phase 3, Gurgaon-122002 (Haryana)

Tel. No. (Main): 0124-6739300 Fax: 0124-4630399 Ph: 9560004321 Website: in.mitsubishielectric.com Email: customersupport@asia.meap.com

**Customer Care Toll Free No.: 1800 102 2626**

### TECHNICAL CENTRES:

**Bengaluru**  
6<sup>th</sup> floor, Prestige, Emerald Lavelle, Near Airline Hotel,  
Bengaluru - 560 001 (Karnataka)  
Tel. No.: 080-40201600

**Gurgaon**  
2<sup>nd</sup> floor, Unit No. 37, Sector -18,  
Gurgaon -122001 (Haryana)  
Tel. No.: 0124-4500150

**Mumbai**  
3<sup>rd</sup> floor, Unit No. 305-306, "Windfall" Sahar Plaza Complex,  
Andheri Kurla Road, J.B. Nagar, Andheri (E) Mumbai - 400059 (Maharashtra)  
Tel. No.: 022-66116200

### SERVICE CENTRE:

**Delhi**  
B-109, DDA Shed, Okhla Ind. Area, Phase 1,  
New Delhi - 110020  
Tel. No.: 011-65150145

### BRANCH OFFICES:

#### NORTH ZONE

**Chandigarh**  
SCO-376, 2<sup>nd</sup> Floor, Sector 32 D, Chandigarh  
Tel. No.: 0172-4601645  
Mobile No.: 09872656466

**Jaipur**  
9 B/10, 4<sup>th</sup> Floor, Manuprasna Plaza, Sardar Patel Marg, C-Scheme, Jaipur,  
Rajasthan - 302001  
Tel. No.: 0141-4011109; Mobile No.: 09828037525

**Lucknow**  
D-114, Nirala Nagar, Lucknow - 226020 (UP)  
Tel. No.: 0522-6002045,  
Mobile No.: 09336311110

#### EAST ZONE

**Kolkata**  
1<sup>st</sup> Floor, Plot A-3, Infinity Think Tank, Tower II, Block GP,  
Sector 5, Salt Lake, Kolkata - 700091 (West Bengal)  
Tel. No.: 033-65001375,  
Mobile No.: 09903037097

#### WEST ZONE

**Ahmedabad**  
B/4, 3<sup>rd</sup> Floor, Safal Profitaire, Corporate Road,  
Prahald Nagar, Satellite,  
Ahmedabad - 380015 (Gujrat)  
Tel. No.: 079-65120063,  
Mobile No.: 09898125272

**Indore**  
110, 1<sup>st</sup> Floor, Shagun Apartments,  
Plot No. 7/PU-4 Sch. No-54, Vijay Nagar,  
Indore (Madhya Pradesh)  
Tel. No.: 0731-6050013,  
Mobile No.: 09926347222

**Mumbai**  
3<sup>rd</sup> floor, Unit No. 305-306, "Windfall" Sahar Plaza Complex,  
Andheri Kurla Road, J.B. Nagar, Andheri (E) Mumbai - 400059 (Maharashtra)  
Tel. No.: 022-66116200, Mobile No.: 09819147882

**Pune**  
Sapphire House, EL-4, J Block, MIDC, Bhasari,  
Pune - 4411026 (Maharashtra)  
Tel. No.: 020-27102000 Ext: 161/171  
Mobile No.: 09890614499

#### SOUTH ZONE

**Bengaluru**  
6<sup>th</sup> floor, Prestige, Emerald Lavelle, Near Airline Hotel,  
Bengaluru - 560 001 (Karnataka)  
Tel. No.: 080-40201600  
Mobile No.: 09663375611

**Chennai**  
Citilights Corporate Centre No. 1, Vivekanand Road,  
Srinivasa Nagar, Chapel, Chennai - 600031 (Tamil Nadu)  
Tel. No.: 044-49232222  
Mobile No.: 09840827180

**Hyderabad**  
601 & 602, 6<sup>th</sup> Floor, Block 1, White House  
6-3-1192/1/1, White House, Kundan Bagh, Begumpet,  
Hyderabad - 500016  
Tel. No.: 040-43438888, Fax: 040-43438899  
Mobile No.: 09000811099

**Kochi**  
Room No. G9, Building Door No- CC:39/5/02-A6 Netage Arcade. Church landing  
Road. Ernakulam, Kochi - 682016, Kerala  
Mobile No.: 09846013451

#### SALES OFFICES:

**Coimbatore**  
BMH Srinivas, 2<sup>nd</sup> floor, Door No. 1604,  
Trichy Road, Near ICICI Bank, Coimbatore - 641018  
Tel. No.: 0422-4385606  
Mobile No.: 09500998901

**Ghaziabad**  
1st Floor, C-100, Anand Arcade,  
Raj Nagar District Centre, Ghaziabad  
Tel. No.: 0120-6510346  
Mobile No.: 08800339986

**Nagpur**  
Plot No. 8, NIIT Layout, Ravindra Nagar,  
Ring Road, Nagpur  
Tel. No.: 0712-2284020,  
Mobile No.: 09921442323

**Surat**  
401, 4<sup>th</sup> Floor, Royal Trade Centre, Opp. Star Bazar,  
Near Old Pal Jakat Naka, Adajan-Pal Road, Surat - 395009  
Tel. No.: 0261-4003111  
Mobile No.: 09327240082

**Vijaywada**  
Jayalakshmi Rice and Ground Nut Oil Mill Compound,  
D. No. 1-208, Survey No. 170/2, Kunura Donka Road,  
Enkepadu, Vijaywada, Andhra Pradesh - 521108  
Mobile No.: 08498894567

#### SATELLITE OFFICE:

**Agra** - Mobile: 07060508850

**Amritsar** - Mobile: 09780021037

**Bhatinda** - Mobile: 09888548211

**Bhopal** - Mobile: 09926401789

**Bhubaneswar** - Mobile: 09861469923

**Dehradun** - Mobile: 08650758786

**Goa** - Mobile: 09167113443

**Haryana** - Mobile: 09216880654

**Hubli** - Mobile: 09743974251

**Jalandhar** - Mobile: 07814840066

**Jammu** - Mobile: 09780021037

**Kanpur** - Mobile: 09369738494

**Ludhiana** - Mobile: 07814840066

**Patna** - Mobile: 09831878146

**Patiala** - Mobile: 09888548211

**Raipur** - Mobile: 09752598897

**Rajkot** - Mobile: 09586605009

**Ranchi** - Mobile: 09748070733

**Trichy** - Mobile: 08056000807

**Vizag** - Mobile: 08498894567