

COOL **ME** BETTER

SELL  
**ME**  
MORE

# MEQ Hiroba Locator

[EXCLUSIVE SHOWROOMS]

S. No.	Name of dealer	Address	Area	City	State	Contact No.
1	Airwell Cooling Equipments	Rebello Building, Ground Floor, M.G. Road, Near national Theatre, Panaji, Goa - 403001	Panaji	Goa	Goa	0832-2224523, 9326106655
2	System Airtech	G9, Maruti Plaza, Sanjay Place, Agra	Sanjay Place	Agra	Uttar Pradesh	0562-4064437, 9268571617, 9219577120
3	Ankur	G-72, 156A, Lenin Sarani, Kolata - 700013	Lenin Sarani	Kolkata	West Bengal	033-2257930, 9830176167
4	Hi-tech Air Systems	108, Raja Basanta Roy Road, Kolkata - 700029	Raja Basanta Roy Road	Kolkata	West Bengal	033-32972650, 9330272650
5	Iceberg Enterprises	A-40, Zamrudpur, GK-I, New Delhi - 110065	GK-I	New Delhi	Delhi	011-29241515, 29241516, 29241279, 9810064526
6	Metro Airconditioners	6/19, Ramesh Nagar, New Delhi - 110015	Ramesh Nagar	New Delhi	Delhi	9810067373, 9818246009
7	Siva Aircon	136, Navyug Market, Ghaziabad - 201001	Navyug Market	Ghaziabad	Uttar Pradesh	0120-4272798, 9717372798
8	Allied Tech	No. 11, Opp. Raheja Mall, Near Subhash Chowk, Sohna Road, Gurgaon - 122001	Sohna Road	Gurgaon	Haryana	9810905007
9	AC Point	M-12, Old DLF Colony, Sector 14, Gurgaon - 122001	Sector 14	Gurgaon	Haryana	0124-2303636, 2223636
10	Band Box Electronics	1, Green Park, Civil Lines, Ludhiana - 141001	Civil Lines	Ludhiana	Punjab	9814938385
11	Shenbagam Airconditioners	A-254, K.P. Road, Parvathipuram, Opp. Iyyappan Kovil, Nagercoil - 629003	Iyyappan Kovil	Nagercoil	Tamil Nadu	04652-645780, 9994027745, 9894504517
12	Dolphin Refrigeration & Airconditioning	1 / 33G, Main Ring Road, Moti Bagh, New Delhi - 110021	Moti Bagh	New Delhi	Delhi	011-24678232, 8585999855, 9811168232
13	RAC Cooling Solution Pvt. Ltd.	D-14, Sector 10, Noida - 201301	Sector 10	Noida	Uttar Pradesh	9810081808, 9810752770
14	Everest Refrigeration Services	A-54, Chandramani Society, Below Mahalaxmi Ceramic, Near Anuvrat Dwar, Udhana-Magdalla Road, Surat	Udhana-Magdalla Road	Surat	Gujarat	9824459402

## FROM ME TO YOU



Dear Friends,

Indian Industry is going through challenging and exciting times. New products are replacing the traditional ones. Multinational companies are setting up a base, while the small local entrepreneurs are challenging the established players. In the last decade, there has been a transformation in how business is done in India. Many companies that have failed to change have suffered, as the products have disappeared from the shop shelves, giving way to the demands of the new lifestyles.

Fortunately, Mitsubishi Electric has overcome the challenges by adapting to the changes over the years. It has not only survived declining markets in traditional lines, it has today emerged as a significant player in the air-conditioning industry. We have added fresh capacities each year with new and upgraded products in India. We have innovated to bring in new and stylish products such as our premium range of heat pump air-conditioner, Kirigamine Zen. As a result, we are today truly confident of finding a place in the future.

In our brief journey since inception, we have progressed well and have achieved many milestones. The company brings to our valued customers in India, the world's best technology for air-conditioners. It has been our continuous endeavour to promote safety values and concern for the environment to our customers. Our goal is to create 'A greener tomorrow'.

In the last few years, we have achieved a satisfied customer base. Using the versatility and beauty of our products, the company is continuously striving for better safety standards, innovation, new products, technology advancement and better usage of existing technology. Mitsubishi Electric India is heralding a revolution in the air-conditioning industry and we look forward to moving ahead with your support.

A handwritten signature in black ink, appearing to read 'Takashi Nishikuma', written over a horizontal line.

Takashi Nishikuma  
Director & BU Head -  
Airconditioners

# ME in your city

This February, Mitsubishi Electric shifted its existing Ahmedabad Branch Office to a new location. Now, Ahmedabad Branch Office is bigger and better with improved infrastructure and an increased manpower. This is an important step towards realizing the company's long term vision for growth. The new Ahmedabad Branch Office was inaugurated on 23rd May by Mr. Makoto Kitai, Managing Director of Mitsubishi Electric India. Also, on this occasion were present Mr. Neeraj Gupta, General Manager, Sales & Marketing – Air-conditioners and Mr. Rajeev Sharma, General Manager, Strategic Planning & Business Development.

The office was opened as a part of the company's expansion to increase its presence in the key growth markets. With this, the total number of branches opened by ME in India is 13 and the total number of sales offices has gone up to 10.



# Know **ME** Events Better

Event Name: Coolex Exhibition

Location: Lucknow

Venue: Hotel Clarks, Awadh

Date: April 4<sup>TH</sup>-7<sup>TH</sup>, 2014

Event Name: Coolex Exhibition

Location: Chandigarh

Venue: Himachal Bhawan

Date: April 18<sup>TH</sup> -21<sup>ST</sup>, 2014



Event Name: ABID Exhibition

Location: Kolkata

Venue: Indoor Stadium

Date: 28<sup>th</sup> March - 2<sup>nd</sup> April, 2014

# Know ME Events Better

## ARCHITECT MEET

Mitsubishi Electric India organized an Architect Meet in Agra on 25th June, 2014. This meet was organized to further propagate the applications of our various air-conditioning products for building and constructions. With UP (W) having a large potential for infrastructural growth – the idea was to promote the usage of air-conditioning products in the building areas. We attempted to leverage our various advantages and to build a common platform for future growth. Around 40 enthusiastic individuals participated in the event. The spectrum of audience included leading architects, builders, eminent personalities of Agra and surrounding cities, associated with the field. City Multi VRF System was promoted and a crisp presentation highlighting its advantages over conventional products was made to the audience.



# Promote ME Better

## RESIDENT WELFARE ASSOCIATION BRANDING

MEI's strategic branding exercise in the key residential welfare associations across Delhi-NCR enhanced the brand recall significantly. The key residential colonies were carefully selected, to be endorsed by specially designed Mitsubishi Electric glow sign boards. Such an exercise provides a closer view of the brand, translating it into a higher recall of the products and services offered. The company targeted a total of 150 key colonies in Delhi-NCR for this initiative.



# Promote ME Better

## IN-FLIGHT BRANDING

This time, Mitsubishi Electric planned to promote its brand in the air. ME had taken the seat-back devices of Spice Jet in order to promote the brand to a niche segment of the market. Customers who travel by flights generally have deep pockets and can afford ME's premium products. This was the strategic initiative taken by ME in order to directly target the right segment, at the right time on PAN India basis. ME has taken 6 aircrafts of Spice Jet for 2 months, so that it can cover even the tier-II cities in which the brand promotion is missing.





# Exclusively ME



MEQ Hiroba (Exclusive Showroom): Band Box Electronics Pvt. Ltd. City: Ludhiana Inauguration Date: April 22, 2014



MEQ Hiroba (Exclusive Showroom): Dolphin Refrigeration & Air-conditioning City: New Delhi Inauguration Date: May 5, 2014



MEQ Hiroba (Exclusive Showroom): Allied Tech City: Gurgaon Inauguration Date: May 6, 2014



MEQ Hiroba (Exclusive Showroom): AC Point City: Gurgaon Inauguration Date: May 6, 2014

# Exclusively ME



MEQ Hiroba (Exclusive Showroom): RAC Cooling Solutions Pvt. Ltd. City: Noida Inauguration Date: May 26, 2014



MEQ Hiroba (Exclusive Showroom): Shenbagham Airconditioners City: Nagercoil Inauguration Date: June 4, 2014



MEQ Hiroba (Exclusive Showroom): Everest Refrigeration Services City: Surat Inauguration Date: June 24, 2014

# The Future is ME

## CASE STUDY:

**CLIENT: HAPPY HOME GROUP**

**LOCATION: SURAT –GUJARAT**

The Happy Home Group is one of the leading builder groups in South Gujarat known for its super premium category apartments and 5-star amenities. The Happy Home Group was established in the year 2000. In the last 14 years, they have constructed more than 100 Residential Towers in Surat City. VASTU LUXURIA are the richest towers completed by the group till date. VASTU LUXURIA is located at Surat's most fast growing and prime area VESU-DUMAS road.

## THE CHALLENGE:

When everybody was looking for economical products in the residential projects in Surat and when it's about 2100 RAC's in one residential scheme, no premium or super premium company had entered in this type of project. Moreover, Happy Home Group wanted one stop solution for each and every requirement like RAC, PAC & VRF. So, Mitsubishi Electric's range of RAC, PAC and VRF was the first choice for the customers over its competitors.

## THE SOLUTION:

The builder Mr. Himmatbhai Sorathia came up with an idea to give the super-premium category of air-conditioners for his projects. Our superior technology and energy efficiency of products gave us an edge over the competition. Moreover, extensive legal work, strong PR of Mr. Ritesh Vyas & our local dealer M/s. JAY AIR systems helped a lot in sealing the deal. This is the first & only residential scheme in South Gujarat, equipped with MITSUBISHI ELECTRIC - 5-Star Split Air conditioners.



## PROJECT DETAILS

RAC : 2100 Nos.

PAC : 300 TR

VRF : 200 HP

# The Future is ME

## CASE STUDY:

**CLIENT: JURASIK PARK INN (AMUSEMENT & WATER PARK)**

**LOCATION: SONIPAT, HARYANA**

Located at Sonapat (GT Karnal Road'NH 1), Jurasik Park is a massive kingdom spread over 22 acres. As the name suggests, there are dinosaurs, such as Velociraptor, Carnotaurus, Iguanodon and Parasaurolophus everywhere inside the park. In fact, the large Theropods at the entrance of the park are very mesmerizing. They keep on shaking their head, and roar throughout, it's fun for adults, but for kids, it can be educational and amusing. The park is divided into various sections like Water Park, Amusement Park, Food Court, Restaurant & Bar, Resort, Party Lawn & Banquet Hall, and Conference & Meeting Halls.



## THE CHALLENGE:

Jurasik Park Inn is operational throughout the year. It has 16 super deluxe cottages and 2 family suites- super deluxe cottages along with steam rooms and a heavenly sauna room. Since hundreds of people move around this fun-filled place on a daily basis, the standards required of the air conditioning system were particularly high.

## THE SOLUTION:

Mitsubishi Electric was chosen for this exotic, fun-filled, one of its kind area. A total of Thirty-Seven (37) two TR split units, Ten (10) 1.5 TR split units and Four (4) 6 TR Cassette units from the Starmex and Mr. Slim ranges were built into the deluxe cottages and spa areas.

Each family staying in these deluxe cottages can adjust their own indoor units using the wireless remote control.

## PROJECT DETAILS

TOTAL TONNAGE : 233 TR

TOTAL RAC : 51 Nos



# ME Innovation

## ADVANCED ENERGY-SAVING TECHNOLOGIES



S series | PUMY-P VKM  
PUMY-P YKM

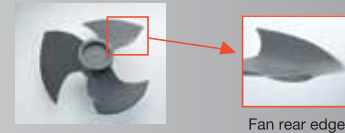
### Highly efficient fan and grille for outdoor unit

The shapes of the fan and grille of the outdoor unit have been redesigned, realising an increase in blowing capacity and more efficient heat exchange while maintaining the same operating noise level.



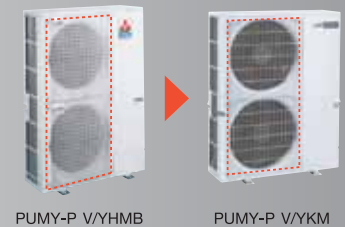
### Inflexed fan

Adoption of a fan with improved ventilation characteristics and a newly designed rear edge that suppresses wind turbulence raises fan operation efficiency.



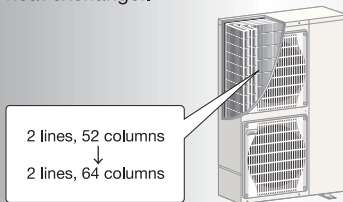
### Grille shape changed

The shape of the air outlet grille has been changed to reduce pressure loss. This has helped to improve heat exchange performance.



### Highly efficient heat exchanger

A high density and increase in surface area have improved the heat-exchange efficiency of the heat exchanger.



### Heat Interchanger (HIC) Added

A HIC circuit has been added to improve energy efficiency during cooling operation. Liquid refrigerant is rerouted, transformed into a gas state and injected back into the system to increase overall pressure of the refrigerant being sent to the compressor, thereby reducing the load on the compressor and raising efficiency.

## The two-pipe zoned system designed for Heat Pump Operation

The CITY MULTI S series (for small applications) make use of a two-pipe refrigerant system, which allows for system changeover from cooling to heating, ensuring that a constant indoor climate is maintained in all zones. The compact outdoor unit utilizes R410A refrigerant and an INVERTER-driven compressor to use energy effectively.

With a wide range of indoor unit line-up in connection with a flexible piping system, the CITY MULTI series can be configured for all applications. Up to 12 (S series) indoor units can be connected with up to 130% connected capacity to maximize engineer's design options. This feature allows easy air conditioning in each area with convenient individual controllers.

# Best of ME



**Lokesh Kanna**  
Sr. Executive- Commercial & Operations  
Chennai

He was born and brought up in Chennai, is a Commerce Graduate with additional qualifications in software programming course from NIT. He has an experience of 13 years in various departments like finance & accounts, commercial & logistics related to the air-conditioning industry.

He is a self-motivated personality with a positive approach and tries to upgrade himself on each and every activity. He strongly believes in quotes "Known is a drop unknown is an Ocean" and "Arise, awake and stop not till the goal is reached".

Presently, he is handling commercial & operations of Chennai Branch as a Senior Executive.

He likes watching sports channels and also plays games like cricket & chess, meets friends on the weekends, rides bikes, etc.



**N Rama Subramanian**  
Engineer- Service  
Kochi

He was born and brought up in Kallidaikurichi, a highly traditional village at Tirunelveli district, Tamilnadu. He completed his diploma in Mechanical (R&AC) from P.A.C.Ramasamy Raja Polytechnic College, Rajapalayam.

There are five members in his family. His father is an Appalam manufacturer, his mother is a homemaker, has an elder brother and younger sister.

His father is his role model who inspired him by his kindness and care that he shows to others without any reciprocal benefits. He is passionate about music. He believes that music breeds life, love, anger, great sadness, great joy and profound inspiration amongst a vast sea of other things.

He likes to play mridhang and also loves to sing.

He started his career as a DET in the air-conditioning industry in August 2009 and moved to be an engineer – projects in September 2011. After a year, he joined Mitsubishi Electric India Pvt Ltd. as a service engineer.

He been awarded as the "Key Contributing employee at MEI in 2013"

He believes Life is what you make of it i.e. you are creator of your own destiny.



**Jolie Vimal D**  
Asst. Manager – Channel Sales  
Chennai

He was born and brought up in a small scenic town of Nagercoil in Tamil Nadu. He completed his graduation in B.E (Mechanical) from N.I. University and PGDM from IIPM, Chennai.

He likes to read books, listen to music and indulge in photography during his leisure time. He has an experience of 7 years in sales and has been associated with the air-conditioning industry for the past 5 years.

He has a positive attitude towards life, believes in hard work and has faith in God.

He believes "If you change the way you look at things, the things you look at changes."



**Rajesh Sharma**  
Deputy Manager- Channel sales  
Delhi

He was born and brought up in Jamshedpur(Tata Nagar), completed his graduation from Delhi University and MBA from Symbiosis.

His father is retired from Tata motors and his mother is a housewife. He has two elder brothers. One is the IT head at TIMKEN and the other is the Asst. Manager at TATA motors.

He has a total work experience of 13 years in the AC industry and has worked with brands like LG, Videocon & Whirlpool . Presently he is associated with Mitsubishi Electric since the past 3.5 years now.

He likes listening to music and playing basketball during his leisure time.

He believes in simple living and high thinking.

# Best of ME



**Neil Vachaspati**  
Assistant Manager – Marketing  
Head Office, Gurgaon

He is a Delhiite who belongs to a family of national repute. His father's great grandfather, Swami Shraddhanand was a renowned National leader, founder of Arya Samaj and Gurukul Kangri University. His father is working as Features Editor with Hindustan Times Ltd.

He has completed B.Tech. in Electrical & Electronics from Kurukshetra University, Haryana and MBA in Marketing from Marshall University, USA (Bangalore Campus).

Talking about his achievements, he is Dual Gold Medalist in Marketing and has also been awarded with "Certified Marketing Professional" tag by Philip Kotler. He has earned "Most Trusted Engineer" & "Most disciplined employee of the year" certificate in his first company. His interests include travelling and listening to trance music.

His career goal is to reach the position of GM-Marketing 10 years down the line. He truly believes that "Destiny is not written, you make your own destiny by putting best of your efforts". He also believes that "Success matters and hard work doesn't".



**Mohammed Ali Patel**  
Deputy Manager- Channel Sales  
Mumbai

He was born and raised in Thane, Maharashtra. After his primary education & graduation from Mumbai University he also acquired a diploma in sales & marketing. His father worked for the private sector and is now retired, his mother is a homemaker and his younger sister is doing course in software. He has a total experience of 9 years in sales & 8 years in air conditioning channel management.

He believes in leadership/ teamwork & humanity. He is self-motivated with a positive attitude and has a good face value in the market.

He likes listening to music, travelling and watching cricket.

His motto is simple living & high thinking.



**Shreekant Jamble**  
Deputy Manager Projects and Service  
Mumbai

He was born and brought up in Mumbai, and did his Bachelor of Engineering in Mechanical Engg. from Datta Meghe College of Engg. Navi Mumbai.

He has an experience of over 7 years in the field of air-conditioning & refrigeration. During his job, he got the opportunity to handle - Gujarat, Maharashtra, Madhya Pradesh & Chhattisgarh.

His achievements includes Best performance in Service Award, received by the Mumbai Branch FY 2013-14. He also received awards in the Science Project Competition and the sports competitions in school and college.

He likes watching movies and documentaries which increases his knowledge. He also likes listening to classical & light music that eases the mood, attending seminars on stock trading and the other industry related new technological developments.

His motto in life is to always remain focussed for his targets.

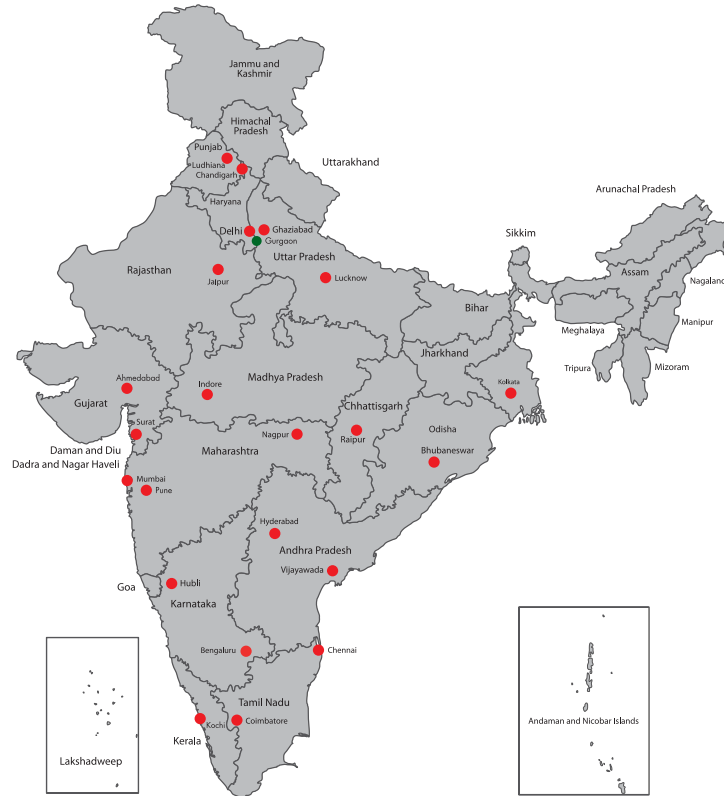


**Mahipal Yadav**  
Asst. Manager- Project sales  
Lucknow

Mahipal is an enthusiastic person, born in the eastern part of UP. He has done his schooling from Chunar (Mirzapur). He completed his B.Tech (Mechanical) from Allahabad. Being an advocate's son, he has a good knowledge of legal matters. Before joining this company, he had worked in the AC industry before. He has a good experience related to VRF products. He is an avid player of cricket, chess and video games. He has participated in many Inter – college competitions and won prizes. He has been associated with Mitsubishi Electric as an Asst. Manager Project Sales, Lucknow for the last 1.9 years now.

He wants to reach heights in his career with his best possible efforts. He believes, "If the objective is clear nothing is impossible". He is providing the output to the organisation with this positive thinking and doesn't want to leave any stone unturned which hinder in his way to achieve his life objective.

# Where to find ME



## MITSUBISHI ELECTRIC INDIA PVT. LTD.

### Head Office:

2<sup>nd</sup> Floor, Tower A & B, DLF Cyber Greens,  
DLF Cyber City, DLF Phase 3, Gurgaon - 122002 (Haryana)  
Tel. No.: (Main): 0124-4630300 Fax: 0124-4630399  
Website: www.mitsubishielectric.in  
Email: customersupport@asia.meap.com  
Customer Care Toll Free No.: 1800 1022 626

### Service Centre:

#### Delhi

B-109, DDA Shed, Okhla Industrial Area, Phase I,  
New Delhi - 110020 Tel. No. 011-65150145

### Technical Centre:

#### 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 Mobile: 09819147882

#### Bengaluru

6<sup>th</sup> Floor, Prestige Emerald Lavelle Road, Near Airline Hotel, Bengaluru  
- 5660001 (Karnataka) Tel. No.: 080-40201600

### Ahmedabad Branch Office:

Unit No. 303/A, Primate, Judges Bungalow,  
Cross Road, Bodakdev, Ahmedabad - 380054 (Gujarat)  
Mobile: 09898125272 / 09825868509

### Bengaluru Branch Office:

6<sup>th</sup> Floor Prestige Emerald, Near Airline Hotel, Lavelle Road,  
Bengaluru - 560001 (Karnataka) Tel. No.: 080-40201600  
Mobile: 09663375611 / 09036015699

### Chandigarh Branch Office:

S.C.O. 376, Second Floor, Sector 32D,  
Chandigarh - 160036 (UT) Tel. No.: 0172-4601645  
Mobile: 09872656466

### Ahmedabad Branch Office

B/4, 3rd Floor, SAFAL Profitaire, Corporate Road, Prahaladnagar,  
Satellite, Ahmedabad - 380015  
Tel No. 079-65120063  
Mobile: 09824112118, 09898125272

### Chennai Branch Office:

Citilights Corporate Centre No.1, Vivekananda Road, Srinivasa Nagar,  
Chepet, Chennai - 600031 (Tamil Nadu)  
Tel. No.: 044-49232222  
Mobile: 09840827180 / 09840943419

### Hyderabad Branch Office:

4<sup>th</sup> Floor, Unit No. 407, Ashok Bhopal Chamber,  
S.P. Road, Secunderabad - 500003 (Andhra Pradesh)  
Tel. No.: 040-43438888  
Mobile: 09949900399

### Indore Branch Office:

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: 09755026264

### Jaipur Branch Office:

111, Ground Floor, Apex Mall, Tonk Road,  
Jaipur (Rajasthan) - 302015 Tel. No.: 0141-4011109  
Mobile: 09828037525

### Kochi Branch Office:

Room No. G9, Building Door No. CC: 39/5102-A-6,  
Netage Arcade Church Landing Road, Ernaculum,  
Kochi - 682016 (Kerala)  
Mobile: 09846013451

### Kolkata Branch Office

1<sup>st</sup> Floor, Plot - A-3, Infinity Think Tank, Tower-II  
Block GP, Sector-V, Salt Lake, Kolkata - 700091  
(West Bengal) Tel. No.: 033-65001375  
Mobile: 09903037097 / 09748070733

### Lucknow Branch Office

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

### Mumbai Branch Office:

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: 09820915973 / 09167113443

### Pune Branch Office:

Sapphire House, EL-4, J Block, MIDC, Bhosari,  
Pune - 411026 (Maharashtra)  
Tel. No.: 020-27102000 Ext: 161/171  
Mobile: 09890614499 / 09545130895

### Coimbatore Sales Office:

No- 551A, West Lokmanya Street, DB Road, RS Puram Coimbatore -  
641002  
Tel No: 0422 -4385606  
Mobile: 09840827180

### Ghaziabad Sales Office:

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

### Nagpur Sales Office:

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

### Satellite Offices

**Bhubaneswar:** Mobile: 09861469923

**Goa:** Mobile: 09167113443

**Haryana:** Mobile: 09216880654

**Hubli:** Mobile: 09663375611, 09743974251

**Ludhiana:** Mobile : 07814840066

**Patna:** Mobile: 09831878146

**Raipur:** Mobile: 08602428586, 07316050013

**Rajkot:** Mobile: 09586605009

**Surat:** Mobile: 09327240082

**Vijayawada:** Mobile: 08498894567



AIR CONDITIONERS