



**mitsubishi
ELECTRIC**

AIR CONDITIONERS

Changes for the Better

**ADDING COMFORT TO
THE COLOURS OF THE FESTIVALS**

**MITSUBISHI
ELECTRIC EDGE**





DIRECTOR'S NOTE

Hello everyone,

Hope you are doing well.

The first half of FY 2018 was an eventful one. With new regulations and policies coming into effect, the industry went through tough times. In a major development, new ISEER based BEE star rating was implemented, effective Jan 2018. This can be considered as a game changer with long term implications. The impact of the GST implementation and unexpected weather were some of the factors which made us go through unprecedented difficulties.

However, we stayed together and remained stable in the face of adversities. I would like to thank our all channel partners, ASP, HIROBA, Cooling Planet, Senmonka and each MEI staff for their continued support & cooperation, which has helped us face challenges together & come out stronger from this phase.

The second half of FY 2018 looks promising and this should be the time when we aim to recover from the setback. Winters are coming and the demand for ACs will be down. But off-season is the time when we can plan and get ahead of our competition. I urge each one of you to work harder and closely with team to fulfil all our commitments. Let's get ready for the next summer and grab the opportunity before anyone else.

Here's something that we need to specifically focus on - the acceptance of our inverter and non-inverter models. Consumers are still confused about the advantages of Inverter technology. We need to educate them about features, correct usage and benefits associated with inverters. Please also ensure perfect installation as airconditioners are package of a good product, good installation and good care. Higher awareness level will translate into good sales and help to conserve energy for the nation.

In the end, I would like to thank everyone involved in the steady performance of PAC and CM categories from the bottom of my heart. Without you we would not be enjoying the success that we do today. Thank you once again for giving your best as always.

Let's walk together to a brighter future.

Best wishes,

A handwritten signature in Japanese calligraphy, reading '伊藤 陽造' (Ito Yozo).

Yozo Ito

Director & BU Head - Air Conditioners

TECHNOLOGY IN FOCUS

Mitsubishi Electric solutions to PM2.5

Mitsubishi Electric Lossnay ventilation systems ensure that the air you breath in is always clean and healthy.

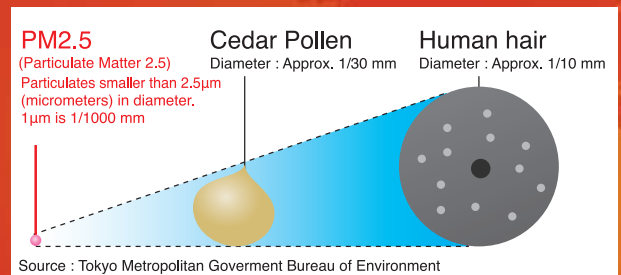
What is PM2.5?

PM2.5 is airborne particulates that are 2.5µm or smaller in size. They may carry toxins in the air and can penetrate deep into the lungs, potentially causing health problems.

Lossnay energy recovery ventilators

- LGH-RX₅/F-RX₅ Series** (Delux model, AC motor)
- LGH-RVX Series** (Delux model, DC motor)
- LGH-RS₅ Series** (Standard model)
- GUF-RD₅/RDH₅ Series** (Outdoor air processing model)
- VL-100 Series**

Particulate matter, PM 2.5 consist of very fine particles present in the air which are of the size two and a half microns in width (or even less). Emission from vehicles along with the burning of wood, oil, incense stick, construction equipment are the primary sources of PM 2.5 particulates. The Inbuilt electrostatic material are washable filters which do not need replacement for a very long time.



Why do you need a filter in your ventilation system?

Ventilation is important. However, outside air may not always be fresh and clean, especially if you are living in a smog-choked city. Filtering outside air before bringing it into your home/office is a solution to reduce your exposure to air pollution.

Line-up

Optional Filter	<p>PZ-RFP-E Series</p> <p>Advanced high-efficiency filter Replace filter every 1 year</p>	<p>P-100HF₅-E</p> <p>High-performance filter Replace filter every 6 months</p>	<p>MAC-EMF515FT-E</p> <p>Parts code with flame</p>
Applicable Model	LGH-RVX/RX ₅ (F-RX ₅)/RS ₅ Series, GUF Series	VL-100 Series	MSY JP Series

EXCLUSIVE SHOWROOM INAUGURATION (MEQ COOLING PLANET)

MEQ Cooling Planet is a unique concept showroom that clubs together Mitsubishi Electric's world-class technology and affordability. MEQ Cooling Planet offers a range of the company's products with quality and durability. These showrooms are designed to encourage residential and commercial customers to have a touch and feel of MEI products.



Iceberg Enterprises, Gurgaon



Vigasa Industries, Gurgaon



Cool Care Refrigeration,
Bhubaneswar



Essgee Enterprises, Kolkata

EXCLUSIVE SHOWROOM INAUGURATION (MEQ HIROBA)

MEQ Hiroba is a Japanese term which means a public space for people to gather. MEQ Hiroba is the platform where new technologies are announced and offers the range of Mitsubishi Electric products with highly advanced technology, quality and durability at a sustainable cost. Mitsubishi Electric Quality (MEQ), measures the quality to give the best experience in our products, services, partnership and people.



Vatanukulan Engg., Jaipur



Crew Services, Amritsar



S.R. Refrigeration, Cuttack



Pahuja Aircon, Gurgaon



TRT Technologies LLP, Surat



Jay Khodiyar Refrigeration, Surat



Humid Air, Delhi



Aggarwal Agencies, Jammu

PRINT CAMPAIGN

Mitsubishi Electric Living Environment Division executed print and outdoor campaigns, creating awareness and increasing visibility, leading to sales enquiries generation for inverter and fixed speed range of air conditioners.



Mumbai



Goa

OUTDOOR CAMPAIGN



Arch Gate, Mumbai

OUTDOOR CAMPAIGN



Hoarding on Wheels Campaign, Surat



Volvo Bus Branding, Kolkata & Guwahati



CAB Branding, Kolkata & Bhubaneswar

EXHIBITION- FOAID

Mitsubishi Electric Living Environment Division participated in the FOAID-2018 at NSIC, Okhla, New Delhi dated 21st and 22nd September 2018. FOAID has inspired architects and interior designers from across India with its enlightening discussions and exhibitions. Mitsubishi Electric associated with the 5th edition of this mega event as proud HVAC partner and showcased its range of air conditioners, promising to be even bigger and better in the industry.

This exhibition is an annual festival of creative minds to meet & discuss the new facets of the design fraternity, as one of the most celebrated design events, witnesses a gathering of 3000+ design professionals including architects, interior designers and allied fraternity.



FOREIGN TRIP- CANADA

Mitsubishi Electric organises foreign trips to reward our valued channel partners for their contribution to company's growth and development. Every year destinations are selected in order to ensure high quality experience for our guests. This year Canada destination was chosen and tour was organised from 3 to 10 September 2018, covering 3 beautiful cities – Toronto, Vancouver and Whistler.

Highlights of the trip included all the major attractions - Victoria, Whistler mountain & village, Gondola ride, Niagara falls, Ripley's aquarium.

Special attraction was journey behind the falls at Niagara & whale watching. Also Gala Night was made more special for our guests with Limousine ride followed by dinner with belly dance and DJ.

On the last day people enjoyed shopping and returned to India with special memories of Canada.



CASE STUDY

OERLIKON BALZERS COATING INDIA PVT. LTD., DELHI

Oerlikon Balzers Coating India Pvt. Ltd., a Swiss technology conglomerate, is one of the world's leading suppliers of surface technologies that significantly improve the performance and durability of precision components as well as tools for the metal and plastics processing industries. For such an industry, optimum air conditioning with the best efficient system was required for factory area & comfort cooling required for office area.

Cooling only (PUCY) outdoor models were proposed to the client as they are highly efficient in terms of power consumption and AHU (Air Handling Units) from third party manufacturers based on factory layout requirement and 4 way cassette units for office area as they were planning for grid ceiling.

After multiple discussions with the client's design team regarding their requirement and understanding the exact scenario, Mitsubishi Electric team designed the system and gave a perfect solution to their needs which provided an edge over our competitors, thus able to gain the order.



INSTALLED SYSTEMS

OUTDOOR UNIT



PUCY-P YSKA

INDOOR UNIT

Ceiling Cassette



PLFY-P VBM

AHU



CONTROLLER

Wireless Remote Controller



PAR-21MAA

Centralized Remote Controller



AT-50

CASE STUDY

TREAT RESORT, SILVASSA

Treat Resort spread over 24 acres, is surrounded by colourful fountains and tall coconut trees. Treat Resort, located in Silvassa, is the capital township of Union Territory of Dadra & Nagar Haveli, and is 180 km away from Mumbai, 125 km away from Surat & 380 km from Ahmedabad. In the beautiful forest of Silvassa region, Treat Resort is the most exclusive resort.

The client was looking for an energy efficient, eco-friendly and cost effective system. MEI team explained to them the benefits of MEI VRF System over Fixed Speed and Inverter Machines in terms of efficiency and other features like auto by-pass, auto phase reversal, compact size etc. Durability of VRF along with cheap running cost, finally convinced the client.

The architects were satisfied with all the details provided and approved our outdoor and indoor unit locations and piping design. The MEI team delivered the project on time, which reinforced the client's trust in us.



INSTALLED SYSTEMS

OUTDOOR UNIT



PUCY-P-YKA

Ceiling Cassette



PLFY-P VBM

INDOOR UNIT

Ceiling Concealed



PEFY-P VMH



PEFY-P VMS

CONTROLLER

Wireless Remote Controller



PAR-21MAA

CUSTOMER DELIGHT IS OUR SUCCESS



Laxmi Construction, Ahmedabad

laxmi construction
Govt. Contractor Class 'AA'
Manufacturer of R.C.C. Pipes

Date:



To Whomsoever It May Concern

We are pleased to put on records that Mitsubishi Electric City Multi Variable Refrigerant Flow (CM-VRF) Air Conditioning system is supplied & installed at our hotel building located at following address:

LAXMI CONSTRUCTION
409, ISCON ELEGENCE,
SETELLITE, S G HIGHWAY
Ahmedabad - 380004, Gujarat, India.

Total Installed Capacity: 14 HP

We further acknowledge that entire project have been successfully installed and Commissioned. This site is being maintained by M/s. Mitsubishi Electric India Pvt. Ltd. through their Authorized Dealer M/s. Aditi Air-Conditioning Pvt. Ltd., Ahmedabad.

Services provided to us are also up to our satisfaction & requirement.

We wish entire team a great success.

Thanking you,

For, LAXMI CONSTRUCTION

B.R. Shah

Authorized Signatory
Name: *Bhaskar Shah*
Designation: *Account Manager*



Aparna Property, Hyderabad

Aparna Property Management Services Private Limited



To,

Mitsubishi Electric India Pvt Ltd
601 & 602, 6th floor, Block 1
White House, Begumpet
Hyderabad

02.08.2018

Sub: Customer Satisfaction letter

Dear Mr. Gaurav Yadav

I am writing this letter to extend my satisfaction towards the VRF System installed in our Aparna Grande Project Block 'A' bought from Mitsubishi Electric India Pvt Ltd. It is worthwhile to mention that you have got an efficient team who not only listen to customer desires, but also resolve the problems immediately. Your Dealer & MEI given us so much personal attention that it becomes very much easy to complete the job on time. Commissioned on April 2016, cool performance is also good

Total HP: 960 HP, 80 Flats, Each Flat 12 HP

I truly appreciate your team professional way of working.

I, once again, would like to thank and appreciate you and your team for their support and generosity. I will recommend your product to my friends & upcoming project also

All the best

Yours sincerely,

T. Nagaraj
D/ Nagaraj - Purchase.



The IIS University, Jaipur

THE IIS UNIVERSITY
Approved to be a university under section 3 of UGC Act, 1956

APPRECIATION LETTER

We had awarded VRF Air-conditioning work of Hostel Block of following Institutes to M/s Bharat Marketing on 24.05.2018

1. IIS (106 HP) : Handed Over to us 03/07/2018
2. ICG (124 HP) : Handed Over to us 08/07/2018
3. IIIM (106 HP) : Handed Over to us 10/07/2018

We would like to congratulate and appreciate the team of M/s Mitsubishi Electric and M/s Bharat Marketing for Timely completion of work and maintaining quality standards.

Dr. Ashok Gupta
Dr. Ashok Gupta
Vice Chancellor



ALCON Hotels, Panaji, Goa



ALCON Hotels (Goa) Pvt. Ltd.
Subsidiary of Alcon Hotels Pvt. Ltd., Panaji, Goa
Tel: 0832 2114011, 2439978 Fax: 2225674
E-mail: congo@alcongoa.com
Con: 1310752343@alcom.com

Dear Sir,

Date: 20/07/2018

Sub: Letter of Appreciation

We are indeed happy to inform you that we have installed Mitsubishi Electric VRF system in our Hotel during 2016 and we are fully satisfied about the performance of the system during last more than two year till date. Hoping the same service will be continued.

The after sales service is also prompt and satisfactory.

Thanking you,

Sidhesh Naik
Yours faithfully,
Sidhesh Naik
Maintenance Engineer
Alcon hotels Goa Pvt Ltd

EMPLOYEE INTRODUCTION



Sachin Wadghule
Branch Commercial Incharge,
Pune

He is having 15 years of strong experience in Commercial, Logistics & SCM. Presently he is taking care Rest of Maharashtra territory for commercial operations of Living Environment division.

He was born & brought up in Pune. He joined MEI in 2013 and he is happy with culture of MEI at branch as well as corporate level. He has successfully handled commercial operations of Pune branch from a very small branch in 2013 to a major branch contributing to MEI business. He is a key member of All India commercial team.

Sachin is a true sportsman. He is a very good cricket player & has played cricket at State Level (Under 19). He also has expertise in Gymnastics (Mallkhamb).

His sports spirit always helps him in critical situation & resolving the issues. His hobbies are playing cricket, driving, painting/sketching in leisure time. He loves to travel places. His positive nature & team spirit has helped him to develop good relationship with dealers.

He is seeking long term association with MEI and taking higher responsibilities through continuous learnings & improvements while contributing to company's growth. His motto of life is, *"If you don't live for something, you'll die for nothing"*.



Sajid Inayat Virani
Assistant Manager-Channel Sales,
Mumbai

He started his journey with MEI in Mar'13 and now it's been more than 5 years he has been serving this prestigious organisation. Till now it has been a wonderful journey and a good learning experience working with MEI. He enjoys working here with support from his seniors and colleagues.

Presently he is taking care of Channel Sales - LE Division at Mumbai location.

His biggest strength is his family and his positive attitude towards work. He is looking for a long term association with MEI through continuous learning and improvement.

He believes, *"Don't limit yourself. You can go as far as your mind lets you. What you believe, remember, you can achieve."*



Nitin Yashwantrao
Branch Commercial Incharge,
Mumbai

He joined MEI in Apr'12 and now it's been over six years he has been serving this esteemed organisation and proud to be a part of its year on year growth. Overall it has been an enthusiastic journey and fruitful experience working with MEI.

He is taking care of the commercial activity i.e. billing, sales coordination, stock update and sending MSR.

He is having an experience of over 11 years in commercial activities and he utilizes his knowledge in day to day work. His goal is to be a perfect professional in his work.

He believes that team work is the key to success and supporting sales team is an essential part in a sales driven company.



Dipak Shaw
Assistant Manager-Channel Sales,
Kolkata

He has been associated for 5 years and 3 months now with this esteemed organisation. During his journey with MEI he received immense support from his colleagues, Managers and Supervisors through their trust and faith in him.

Presently MEI is the fastest growing brand in Indian market, providing to our customers premium quality of products in one single point. He is looking forward for long term association with MEI, while working to make MEI the leading air conditioning brand in Indian market.

He is taking care of channel sales business in West Bengal & Andaman Nicobar Island for-RAC, PAC, AIR CURTAIN & JET TOWEL. He also looks after the sales accounts for-SSD'S/Distributors/Retailers/ Hiroba Dealers & Key Accounts Customers.

He believes in himself and gives his best efforts to get good results. He believes a dream doesn't become reality through magic, it takes sweat, determination and hard work!!



Saurabh Kumar Misra
Branch Commercial Incharge,
Lucknow

He has been associated with MEI for last 5.5 years. He has a commercial background of different consumer durable companies, currently working as a Branch Commercial Incharge in LE Division at Lucknow location. Till now his journey with MEI has been extremely exciting and full of learning and experiences.

He is responsible for Account Recivable, Account Payable, branch administration along with providing the support to sales team and HO.

He has good accounting knowledge along with SAP modules, Finance Controlling, Sales & Distribution and Material Management.

He is happy to be a part of MEI family who has quality and environmentally conscious air conditioning products.



Sunita Sharma
CRM Executive,
Head Office, Gurgaon

She joined Mitsubishi Electric India, Gurgaon location in April 2014 in Living Environment Division.

She is having a rich experience of 15+ years in Customer Service, which enables her to co-ordinate with end-user & MEI members for all techno commercial issues & support functions. These activities enable her to take more responsibility towards empowering ME service customer care operation & training channel partners for CRM software. Being surrounded by experienced & supportive colleagues has helped her to express her views freely. Also appreciation empowers and motivates her to further go out of the way in her performance to work towards company's goal.

Presently she is taking care of complete CRM activities for all India in terms of new developments, support & trainings to our Internal & external customers to achieve organizational goals. Also, looking after call centre operations to give best services to our customers.

Her strength is her hard work with positive attitude. She believes that 'NO' means New Opportunity for which we should never give up in any situation and always try till we succeed and her goal is to take higher responsibilities through continuous learnings & improvements and grow higher with the organization. She wishes everyone should contribute their 100% to create a bench mark for our organization.


TEST YOUR INTELLIGENCE

SUDOKU

			2	6		7		1
6	8			7			9	
1	9				4	5		
8	2		1				4	
		4	6		2	9		
	5				3		2	8
		9	3				7	4
	4			5			3	6
7		3		1	8			

How to play Sudoku

Each of the nine 3x3 boxes contains the digits from 1 to 9. So, fill in the numbers from 1 to 9 exactly in every row, column, and 3x3 region in such a way that each row contains the digits 1 to 9 once.



**MITSUBISHI
ELECTRIC**

AIR CONDITIONERS

MITSUBISHI ELECTRIC INDIA PVT. LTD.

Head Office: 2nd Floor, Tower A & B, Df Cyber City, Df Phase 3, Gurgaon 122002 (Haryana),
Tel. No. (Main): 0124-6739300 Fax: 0124-4630399, Website: in.MitsubishiElectric.com,
Email: custmersupport@asia.meap.com, Customer Care Toll Free No.: **1800 102 2626**

MEQ Cooling Planet (Exclusive Showroom): • **Andhra Pradesh:** I-Tech, +91-9866695968, Sangeet Electronics, +91-9550999996, Karthik Agencies, Contact; +91-9348481002 • **Bihar:** AC Solutions, +91-943109509/9386894906 • **Chandigarh:** Unitech Sales Corporation, +91-9888360148 • **Delhi:** South City Aircon, +91-9810144456, Iceberg Enterprises +91-9810064526 • **Gujarat:** Mahavir Steel Corporation, +91-9879015984, Kothari Agencies; +91-9737859999, Airbizz Airconditioning Pvt. Ltd.; +91-9662900024, Ramdev Cooling Systems; +91-9979878124 • **Haryana:** Vigasa Industries Pvt. Ltd.; +91-9999684750, Krishna Computers; +91-9215864748, +91-9215392253 • **Kolkata:** Essgee Enterprises +91-9831731800 • **Madhya Pradesh:** Health Air Cooling Systems Pvt. Ltd.; +91-9826739099 • **Odisha:** Cool Care Refrigeration +91-9437044416 • **Punjab:** Band Box Electronics; +91-9814938385, Bliss Engineers ; +91-9814157111 • **Maharashtra:** Kool Services; +91-9820067550, Maitri Cooling Planet; +91-22-28906159/28957624, Satyam Aircon; +91-9820220496 • **Uttar Pradesh:** The Climatizers; +91-9554555444, Climate Engineers; +91-9839038023 • **Uttarakhand:** Ace Enterprises; +91-9897029473.



For E-waste Collection & Disposal process: Customer can get complete details of company process on collection, disposal of e-waste product (i.e. 'Mitsubishi Electric' make Air Conditioner / Printers) and incentive / exchange scheme for returning of e-waste on Company website (www.mitsubishielectric.in) and / or Toll free number 1800 102 2626