



**WHEN
IT'S RAINING
OUTSIDE,
ENJOY
THE COOLING
INSIDE.**



Director's note



Hello Everyone!

It's a great pleasure for me to connect with you through this Newsletter.

I trust that you are taking care of yourself and your loved ones during the Covid-19 situation. We are all collectively dealing with the pandemic with all our might as it has become a global challenge. The lockdown was announced during the peak season for the AC industry and it has witnessed a sudden downturn during the prevailing pandemic conditions. First and foremost, I would like to thank our loyal customers, our dealers, service engineers, sales and MEI team members for the efforts they have put in to deal with this crisis and am sure that we will recover soon in the coming months. Our company is prepared to cope with this situation. Your commitment has made a huge difference.

Following the Indian government guidelines, we have started our operations in different parts of the country with limited staff strength and working to identify innovative ways to improve on Sales, Service, Marketing & overall customer satisfaction. As preventive measures, we have issued guidelines and streamlined responsibilities and instructed our team members and technicians to follow the safety measures and hygiene regulations for their daily on-site operations. All measures are taken to ensure seamless customer service, as well as to protect the health of the employees, associates, partners and their valuable customers.

I am happy to announce that in the midst of this tough situation we have rolled out The New Warranty Scheme on our entire range of Room Air-Conditioner effective from 1st Apr'20, as an approach to support our customers and to continue our relationship on the pillars of trust and confidence in our product and services. Also, we made an initiative to extend the warranty till 31st May 2020 on the entire range of air-conditions, for products with their warranty expiring between 15th March 2020 and 14th April 2020 during the pandemic lockdown.

During the pandemic we understand it is tough for our customers to go to the markets. A reason why our team took the initiative to launch the "Connect to Store" portal on MEI website. This portal can be easily accessed by customers searching for their Air Conditioning needs online. This will help customers to pick and choose the product as per their budget and directly connect with ME authorised dealers that are nearby. I congratulate the team for making their best efforts to serve customers amidst the pandemic and lockdown.

I appreciate service and marketing initiatives to issue DIY during these tough situations understanding customers difficulty to keep the AC performance. I am thankful to the customer care team who attended the customers calls from their remote location and assisted the customer for a trouble-free experience.

I am proud and inspired by the way we all are striving together to rise above this challenge. The FY20-21 is a special year and we need extra care to surpass the adversity and grow stronger than before. Hence, we have placed our strategies in line with the market dynamics and believe that we will adequately manage the COVID-19 pandemic and come out of it stronger than before.

I hereby, end my message with best wishes and a belief that we will conquer this global challenge together. Stay safe, healthy and learn new things for self-development. The times are hard, but this too shall pass. Stay Strong. And above all, please take care of yourself and your loved ones.

Naohiko Hosokawa

Director & Business Head
of Living Environment Division

ME Technology in Focus



MSY-JR Series

Supremely Powerful AC for Your Comfort.

When heat wave shows its power, ME has something more powerful to keep the heat out of your home- The MSY-JR series Room ACs with Inverter Technology. These super powerful ACS are especially designed for bigger rooms and to deliver superior cooling. Your spacious rooms now have a supreme cooling solution!

ME, known the world over for its best cooling and the company unique AC series for commercial and industrial use.

ME believes in innovation. It has introduced a new Air-conditioner series that is thoughtfully designed to cool bigger rooms, rooms with unusual and intricate shapes or places with high footfall and high dust & dirt level.

A look at the latest series.



Perfect for Semi-Commercial and Residential Use.

The AC comes in varied capacity that works for both semi-commercial places and residential with same cooling effect.





MSY-JR Series



Managing Big Spaces with Single IDU up to 3.0 Tr capacity.



MSY-JR series includes ACs ranging from 1.9 Tr to 3.0 Tr.



Long Airflow feature.

12meter Airflow to reach every corner which keeps you cool and comfortable even in bigger rooms.



Improved Air Quality.

High-Density filters for dusty environment.



Complete Protection with Dual Barrier Coating.

The Dual barrier coating works as a barrier to hydrophilic dust that is dirt, dust, fiber dust, and hydrophobic dirt that is greasy dirt, oil mist and cigarette smoke from entering the air conditioner. The AC runs smoothly even after long-term usage.



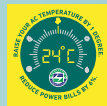
Efficiency with Single-Phase and Inverter Technology.

MSY-JR Series Air conditioners comes with Single-Phase and Inverter Technology which makes it suitable for both Residential & Semi Commercial use and also help AC gives consistent Cooling . Its also extremely efficient as it consumes less power.

Full of Features -



DC Inverter



High CFM



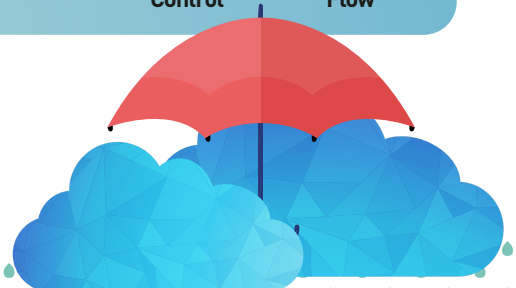
Single Phase



Auto Vane Control



Long Air Flow





Unlocking the 'New' during Lockdown.

- **Launch of New Warranty Scheme**
- **Promotional Activities to promote New Warranty Scheme**

LE Division announced New Warranty Scheme on Air Conditioners amidst Pandemic Lockdown.

LE Division has announced a new warranty scheme on key components of their Room Air conditioners at no hidden cost. Effective from 1st April 2020, all Inverter & Non-Inverter type of Room Air conditioners will come with 5 (1+4) years warranty on Controller / Printed Circuit Boards (PCB) for repair/replacement and compressor for 10 (1+9) years for any kind of manufacturing or operational defect.

Our new warranty scheme will comprise of the following features:

- The 10 (1+9) years compressor warranty will apply to the entire range of Inverter and Non-Inverter type of Room Air-Conditioners (RAC only).
- The 5 (1+4) years Controller / PCB warranty will apply on the entire range of Inverter and Non-Inverter type of Room Air-Conditioners (RAC only).
- Special Charges including visit charges or labour charges for replacement of Controller / Printed Circuit Boards (PCB) after 1 year of warranty completion and gas charging charges for replacement of compressor during an additional 9 years would be paid by the claimant.
- During the warranty period, if any part(s) of the product has/have been dismantled, repaired, or tampered by a person or replaced or with part(s) not supplied or not authorized by Mitsubishi Electric, this warranty shall immediately cease to be valid and become void. Input voltage should meet our specification i.e. 230+/- 10%
- Other terms & conditions will remain the same as the Existing Service Policy.

New Warranty Scheme promotional video snapshots.

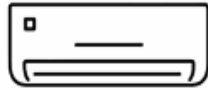
Mitsubishi Electric
presents



All-New Warranty Scheme



Valid on entire range of
Split Air-conditioners



In short, that's
peace of mind



No Hidden Costs

The company guarantees the product against any material and manufacturing defects subject to T&C

Hassle-free. Cool.
Comfortable.



ME Extended Warranty

In addition to this LE extended the warranty till 31st May 2020 on its entire range of Air-Conditioners, for products with their warranty expiring between 15th Mar'20 and 14th April'20 during the pandemic lockdown.

MITSUBISHI ELECTRIC
AIR CONDITIONERS

Changes for the Better

EXPIRING WARRANTY?
SIT BACK & RELAX.

Mitsubishi Electric has extended the warranty till **31st May 2020** on its entire range of air conditioners.*

STAYHOMESTAYSAFE

* For products with warranty expiring between 15th March 2020 & 14th April 2020.

Customer Care Toll Free No: 1800 102 2626
in.mitsubishielectric.com

for a greener tomorrow



Different creatives were made to announce the unique warranty program by ME.

Facebook Sliders- Attractive Schemes

Mitsubishi Electric Room Air conditioners now comes with 5 years warranty on PCB and 10 years warranty on Compressor. Pre book your AC now to avail attractive discounts.

Slide-2



Slide-1

Slide-3

Slide-4

Hoardings announcing warranty at eye-catching sites in Mumbai, Ahmedabad, Rajkot, Baroda, Surat, Vijayawada, Vizag, Nellore, Guntur, Rajahmundry.





Making the customers feel safe, comfortable and welcomed!

During Covid we wanted customers to feel totally at ease in the ME showrooms. ME placed specially designed standees in front of the showrooms. The standees highlighted all the precautionary steps that were taken to keep the customers safe.





Living Environment circulated advisory for technicians and authorised service partners.

ME cares for all

ME cares for its people and customers alike. It circulated advisory for service technicians and authorized service partners during Lockdown.

As response to the coronavirus (COVID-19 or SARS-CoV-2) pandemic, Mitsubishi Electric air-conditioners took action and as a responsible company. It drafted and issued an advisory guideline.

This information was aimed to educate all technicians and authorised service channel partners and explained how to stay safe while resolving any service issues-hospitals, residential and commercial sites.

Safety is Priority

Batch-wise videoconference by MEI air-conditioner service trainers.

Personal water bottles, mask, gloves, elastic band head cap, shoe cover and sanitizer to be carried to reduce any possibility of contamination.

MEI Air Conditioners also issued a special training for field engineers responsible for their duties at Hospitals and Covid-19 isolation areas.

ME extended the sanitation drive and covered all of India, Exclusive Showroom and different warehouses. As important safety measures a separate sanitation arrangement is also in the process for all walk-in customers at their Exclusive Showrooms to minimise every possible risk.



Snapshots of Service Advisory video.

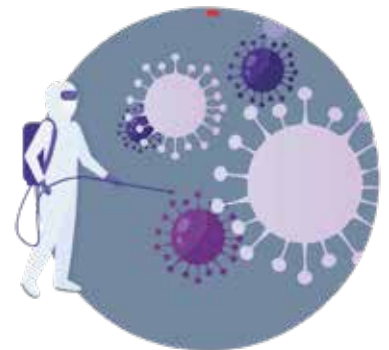
Always remember the
6 RULES
to keep you and yours customers safe.



All safety gear in place
HEAD,FACE, HAND & FEET



Inform about
HEALTH CONDITION
of self and enquire as to
well-being if customer before
STARTING WORK



DISINFECT
all work surfaces before
starting and after completion



CLEAN HANDS
and discard gloves before & after each
service call in closed dustbin. Clean hands **FOR 20**
SECOND WITH SOAP OR HAND SANITIZERS with
more than 70% alcohol content. Like this, clean hands
FOR EVERY 30 MINUTES



Inform about
HEALTH CONDITION
of self and enquire as to
well-being if customer before
STARTING WORK



Stay **HYDRATED**
at all time with
WARM WATER



During Covid 19, it was all Do It on Your Own.

During Covid 19 all services were stalled. So to help its consumers during the difficult summer and Covid times, ME made a video explaining how to clean your ME Air. The video was simple and had step by step instructions.

Self Cleaning Process Promotional Video Snapshots.



MITSUBISHI ELECTRIC

SWITCHES SOCKET INDOOR UNIT

STEP 1

Do not operate or turn OFF/ON the switches with wet hands.
This may cause electric shock.

Precautions before Air conditioner cleaning:

- Be sure to shut off the power.
- Be sure to disconnect the power supply plug from the power outlet.
- Wait for 15 minutes, so that residual power will get discharged.
- Wear personal protection equipments to start the cleaning work like hand gloves, goggles and cover to protect nose/mouth from entry of the fine dust.

OUTDOOR UNIT

MITSUBISHI ELECTRIC

STEP 2

- Unlock the locks provided at the bottom sides of front grill panel pointed on the image.
- Up to 1.5 TR have 1 and 2 lock positions and above 1.5 TR can be have all 1, 2 and 3 lock positions.

MITSUBISHI ELECTRIC

STEP 3

- Open front grill panel both side locks upward.

AIR FILTER

- Open front grill panel upward.
- Front grill panel will be hanging by both two side hinges.

MITSUBISHI ELECTRIC

STEP 4

- Remove the air filters gently outside one by one.
- Remove dirt by a vacuum cleaner, or rinse with water. Do not use water hotter than 50°C.
- Do not use a scrubbing brush, a hard sponge or anything similar.
- After washing with water, dry it well in shade.

MITSUBISHI ELECTRIC

STEP 5

- Do the basic cleaning of the evaporating coil using a small soft plastic or toothbrush.
- Do not apply excessive force on the fins as it may cause cracks or breakage.
- Do not use a scrubbing brush, a hard sponge or anything similar.

MITSUBISHI ELECTRIC

STEP 6

Place the air filters back into the air conditioner gently one by one.

MITSUBISHI ELECTRIC

STEP 7

- Close the front grill panel by pressing downwards from both two (1 & 2) position locking hinge and lock the same by pressing at the bottom side.
- Close the front grill panel and lock all three positions by pressing at the bottom side.
- Wipe off the outer surface of front grill and body with a soft dry cloth.
- Insert the power plug into the socket.
- Switch on the MCB of air conditioner.
- After waiting for 3 minutes, switch on AC using remote control.

LE Division organized online trainings for City Multi-VRF Dealers during Lockdown Period

LE division in its aim to make the best use of the lockdown period organized online City Multi Dealer Training program from 1st April 2020 to 15th June 2020 for dealers across various states in India. In Punjab the topics covered were the journey of MEI, Work flow, Comparison of City Multi VRF YKD Series V/s Daikin VRV-X, Installation Practices of Copper & Drain Piping and Implementation of 5 S+Safety at Project Site. The training program assists the dealers to enhance their knowledge about various HVAC project execution practices. We received active participation from technicians and dealers.

We received positive feedback for answering the queries were addressed and they felt motivated with strong company support in these testing times. The topics for combined training for all dealers of Chandigarh, Haryana and Punjab were HVAC Duct Basics, HVAC Duct Procedures, HVAC Ducting Design with LIVE Examples and Do and Don't of HVAC Ducting. Since it was also an interactive training, channel partner shared their queries. Our dealer partners shared their requirements of brief quote format of maximum 3 pages showing key features of City Multi VRF.

What is the thumb rule of assumption? Can we prevent condensation at grills during monsoon seasons? The City Multi Dealer Training program was very well appreciated among the dealers. The approach was to address queries and induce motivation at all levels during difficult conditions.



ME Contribution to Fight against Covid 19.

Mitsubishi Electric Air conditioners in its endeavour to fight against Covid 19 pandemic took some initiative and proper measure to help India fight against the crisis. MEI Air conditioners has been playing crucial role in installing and maintaining HVAC systems in various Hospitals and isolation centre across all India.

MEI is helping in conversion of government medical facilities into standard COVID-19 isolation ward using smart ventilation system with appropriate health measures and precautions. Since this outbreak the initiative was made at Vishakhapatnam Institute of Medical Science converting an isolation ward with capacity of 60 beds for Covid patients. The company in association with their channel partner, installed and converted a separate ward of 24 beds at Swaroop Rani Nehru Hospital at Prayagraj.

In Mumbai similar upgradation and conversions been undertaken by the brand at Horizon Hospital, Thane and SRV Hospital at Lokmanya Terminus facilities to strengthen India's fight against the pandemic. Mitsubishi Electric service team and field technicians have been providing support in terms of customers' need of maintenance and breakdown.



Check in. check out. Happiness throughout.

LE Division Launched Connect to store portal on MEI Website (www.mitsubishielectric.in) making it easier for customers to search ME AC online.



Customer clicks on "Connect to Store". It is highlighted in the website so the customers know where to click.



Navigation Steps



Explore the RAC product range. All the details about the products are there. Products can be sorted on the basis of Rating, Price and Tonnage.

Then the chosen product is added to the basket. Once added, all the customer needs to do is check out with the product added to the cart.





Fill up personal details. The customer needs to answer very few questions.
All information is safe and secure.



Submit the enquiry. As soon as the enquiry is submitted, multiple channels are activated.
Customer receives an E-ticket through mail and sms.



Customer, dealer and MEI-HO members will receive Email and SMS as confirmation of enquiry.



Dealers will call the customer, provide more information about the selected product if needed
and convert enquiry into sales.

Case Study

Malabar Gold & Diamonds Ludhiana



Malabar Gold & Diamonds is one of India's most renowned jewelers. They put as much effort in their customer service as their product quality. They aspire to give their customers nothing but the best in terms of product as well as customer service.

This is the reason they partnered with Mitsubishi Electric when it came to installing world-class AC system and taking the comfort level of their employees and customers one notch up.



Case Study

Das Hari Hotels Pvt. Ltd. Ahmedabad



Das Hari Hotels Private Limited is involved in hotels camping sites and other provision of short-stay accommodation. Being in short-stay and leisure accommodation business, Das Hari Hotels keeps the comfort of their visitors in the highest regards.

That's why the hotel trusted Mitsubishi Electric when they wanted to upgrade their AC system.



ME Star Performers - The coolest amongst us.

Branch Awards announced for top performers of
Calendar Year 2019.

Gold Awards



Best Sales Performance in Room Air Conditioners



Best Sales Performance in Slim Air Conditioners



Best Sales Performance in City Multi VRF Air Conditioners



Outstanding Service Performance



Outstanding Performance in Business Growth Over Last Year



Outstanding Contribution in Overall Business Turnover



Silver Awards



Best Sales Performance in Room Air Conditioners



Best Sales Performance in Slim Air Conditioners



Best Sales Performance in City Multi VRF Air Conditioners



Outstanding Service Performance



Outstanding Performance in Business Growth Over Last Year



Outstanding Contribution in Overall Business Turnover



Bronze Awards



Best Sales Performance in Room Air Conditioners



Best Sales Performance in Slim Air Conditioners



Best Sales Performance in City Multi VRF Air Conditioners



Outstanding Service Performance



Outstanding Performance in Business Growth Over Last Year



Outstanding Contribution in Overall Business Trunover





Dealer Partners Lockdown moments.

North East



Aashirwad Marketing, Varanasi



Humid Air, Delhi



Eastern Marketing, Kolkata



A.P Enterprises, Patna



Ace Enterprises, Dehradun



Refrico, Lucknow

South West



Premium Sales, Mumbai



Rathna Fan House, Chennai



Cimetric Solution, Hyderabad



Karthik Agencies, Rajahmundry



Sangeeth Electronics, Palakollu



Linkwell Enterprises, Kolhapur



**Akhil Associates,
Hyderabad**



Arihant Aircon, Nagpur



JMJ Cooling, Bangalore



Mahavir Steel Corporation, Surat



Comfort Care Co.,Pune



KD Building Solution, Pune



**Health Air Cooling
System, Bhopal**



Cool Care, Kochi



Aagrim Corporation, Raipur



Raisoni Cooltech, Pune



Arihant Refrigeration, surat



**Shri Sai Refirgeration,
Dharwad, Karnataka**



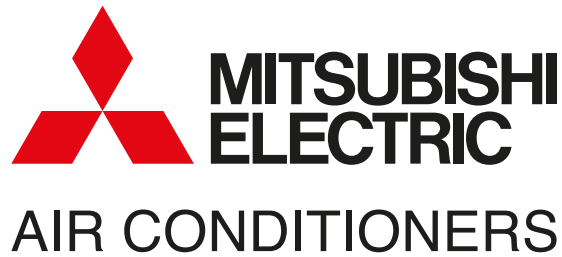
**Topcool Cooling
Solution, Kochi**



Areeze Aircon, Chennai



Satyam Aircon, Mumbai



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