

*Changes for the Better*

 **MITSUBISHI  
ELECTRIC**  
AIR CONDITIONERS

BE  
SUMMER  
READY!

**MITSUBISHI ELECTRIC**  
EDGE



## DIRECTOR'S NOTE

Dear All,

I would like to thank you for the endeavour and contribution of the MEI members, dealers & customers involved in AC business during the difficult situation of FY2020.

Because of your kind efforts and hard work, we were able to successfully overcome the unprecedented challenges that broke out in the form of COVID-19, Carotar-2020, AC import ban (below 2 tons with refrigerant) & without compromising on our responsibility towards the customer as a premium AC brand. I am pleased to say that finally, we have ended the FY2020 on a positive note as LE sales results for the year exceeded the last budget.

Now we would like to be back and take a more affirmative approach toward further business expansion & improve our presence in FY2021. Other focus areas this year are to ensure uninterrupted material availability, improvement in our overall response to customers & shift to improved version of CRM for quick response to every customer & support future business. I seek support from all of you to have better understanding of customer needs, their expectations from us & make necessary improvement in day to day working to establish ourselves as a customer centric & truly premium AC brand in India.

When everything was looking on track, we have recently witnessed the so-called 2<sup>nd</sup> wave of COVID-19 or resurgence of COVID-19 in India, and I would like you to be cautious about your health conditions & follow necessary guidelines of local administration and please go for vaccination at the earliest opportunity. While giving the topmost priority to your health conditions, we would like you to develop our business and achieve the budget target.

Thank you again for your continuous cooperation and support.

A stylized, handwritten signature in black ink, consisting of a large, sweeping 'H' followed by a horizontal line.

**Naohiko Hosokawa**

Director & Business Head - LE Division







## **i-see sensor Technology**

Technology in the Air Conditioning industry has evolved over the years and we have been leading this development to make more efficient yet powerful air conditioners that can give comfort to the customers as well as be good for the earth.

We have one such technology that is revolutionizing the benchmark of comfort- "i-see sensor." Normally, even if a group of people occupy the same room, everyone's ideal temperature varies depending on several factors such as body type and clothing, etc.

The Mitsubishi Electric "i-see sensor" technology utilizes infrared rays through Infrared sensors. This sensor is capable of identifying the human occupancy and thermal profile of the human body and also the room. This made it possible to monitor an entire room in real-time and allow us to control the temperature and airflow to keep the occupants always in a comfortable Zone.

Human body is one of the best air-conditioning system, our body automatically adjust our body temperature through various means. When the human body feels the heat, the hands are kept apart and when the body feels cold, the hands are kept close to the body. By closely following the human body "i-see sensor" can decide on the comfortable temperature of each person. The comfortable temperature of each person is different, hence using "i-see sensor" is the best way to feel comfortable for the users.



Our premium product series MSZ-LN is leading this technology and setting new benchmarks for the Industry for Quality and Comfort.

# HOARDING CAMPAIGN

## Gujarat and Odisha

Mitsubishi Electric Air conditioner launched one month long outdoor campaign in different cities of Gujarat including cities like Ahmedabad, Baroda, Rajkot & Upcountry and 6 sites at Cuttack and Bhubaneshwar in Odisha.

The outdoor brand campaign intended to communicate ultimate comfort and Warranty upto 10 years (5 years on PCB and 10 years on Compressor) to their consumers. This outdoor campaign targeted local audiences with their high visibility at strategic locations ideal for brand recall this season.



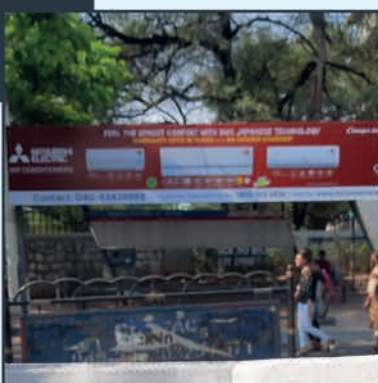
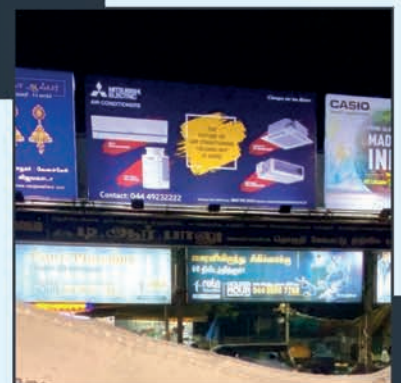


# HOARDING CAMPAIGN

## MPCG, Maharashtra, Tamil Nadu, Kerala and Karnataka

Mitsubishi Electric Air conditioner launched outdoor hoarding campaign in MPCG (13 sites), Maharashtra (5 sites in Nagpur, Amravati and Chandarpur), Tamil Nadu (23 sites in cities like Chennai, Coimbatore, Madurai and Trichi), Kerala (24 sites) and Karnataka (Mangalore, Udupi, Bagalkot, Mysore & Hubali).

This campaign is scheduled for three months from March to May 2021 intending to reach targeted local audiences with the objective of creating awareness about perfect comfort product range offered by Mitsubishi Electric. All the Hoarding locations were strategically chosen with high visibility to moving traffic and ideal for brand recall this season.



# BUS BRANDING CAMPAIGN

## South West India and Kolkata

Mitsubishi Electric Air Conditioners initiated a transit medium campaign through Bus branding. It allowed to reach out to the local community in a highly targeted and in cost-effective manner. This was organized for the approx. two months tenure. It is one of the cost-efficient medium chosen to effectively target broad audience viewership consistently throughout its transit in a day. The campaign helped promoting GR-T series, instilling comfort as the central idea through 5 NMMT Volvo buses (Full-wrap), 35 buses around Bangalore, around 200 buses in different routes of Tamil Nadu and Kolkata from 6:00 am to 10:00 pm in the city.

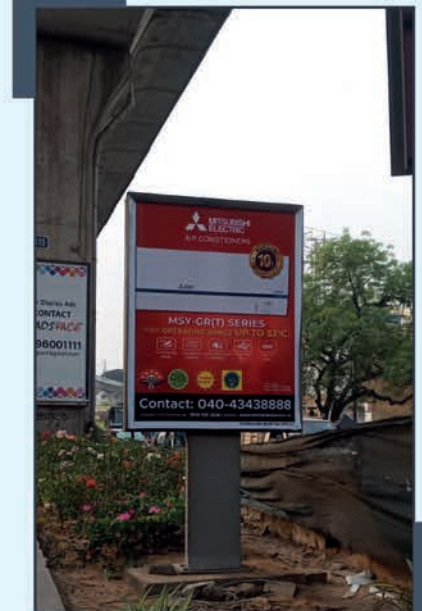






## BUS SHELTER & METRO MEDIAN BRANDING Hyderabad

Mitsubishi Electric Air Conditioners initiated a brand visibility campaign through bus shelter and metro median branding in Hyderabad that covered around 25 sites. It allowed to reach out to the local community in a highly targeted and in cost-effective manner. Bus shelter is one of the cost-efficient medium chosen to effectively target broad audience viewership consistently throughout its transit in a day. The campaign intended to promote various models of Mitsubishi Electric range of Residential Air Conditioners along with their USPs.



# RADIO CAMPAIGN

## Delhi NCR & South West India

Mitsubishi Electric Air conditioners launched Radio Campaign across Delhi NCR and South-West India for around one month including value adds like RJ mentions, Sponsorships, Tags and Contests.

This campaign covered 5 radio stations in Delhi NCR (Radio Mirchi, Red FM, Radio City, Big FM and Fever) with approx. 50 slots per station per day. 15 sec. radio spots were used across all stations. And in South-West India it covered radio stations like Radio Mirchi and Club FM.



# NEWSPAPER AD CAMPAIGN

## Goa

Mitsubishi Electric Air Conditioners Print Ad campaign in Goa region was carried out in 2 leading newspapers - Navhind Times and O Herald promoting Inverter and Non-inverter product range perfect for desirable comfort during summer season .







Mumbai Branch

## PROMOTIONAL ACTIVITIES AND EVENTS

### Sub-Dealer Meet (Mumbai, Hyderabad and Kochi)

**MEI Living Environment organized Sub Dealer meet in association with its Channel Partners**

MEI, LE Division in association with its channel partners organized Sub Dealer meet in Mumbai, Hyderabad and Kochi . The objective of the session was to present about LE product along with award and certification ceremony. The event helped to update and educate the associated sub dealers about products details, features, current market situation and its futuristic market potential. The event was attended by more than 100 dealers.



Hyderabad Branch



Hyderabad Branch



Kochi Branch



Kochi Branch

# EXCLUSIVE SHOWROOM INAUGURATION

## Hiroba / Cooling Planet

Mitsubishi Electric India (MEI), an Indian Subsidiary of Japanese Air-Conditioning has opened more than 200 Exclusive Showrooms in India and it intends to launch several such exclusive showrooms across the country during this financial year as part of its initiative to build a larger footprint for its brand in India. As of now there are more than 51 MEQ Cooling Planet(s) and 150 MEQ Hiroba an exclusive and unique concept showroom across India. These are exclusive showrooms for display and sales of Mitsubishi Electric Air-Conditioning products to encourage the customers to have a touch and feel of Mitsubishi Electric products. This will help enhance the visibility of Mitsubishi Electric as a premium Air-Conditioning brand. These exclusive showrooms will display the entire range of Mitsubishi Electric products which includes room air-conditioners, packaged air-conditioners, City Multi VRF systems and Jet Towels.”

Mitsubishi Electric India – LE Division have plans to get aggressive in its approach in the Indian market and the inauguration of such exclusive showroom is a key step towards strengthening Mitsubishi Electric’s endeavor to establish itself as a main player in the consumer air-conditioner segment. These exclusive showrooms display and facilitates sales of Mitsubishi Electric air-conditioning products to the customers. This concept showroom helps to enhance the visibility of Mitsubishi Electric as an air-conditioning brand. These showrooms display the entire range of Mitsubishi Electric products which includes room air-conditioners, packaged air-conditioners, City Multi VRF systems, Air curtains and Jet Towels.”



**MR. COOL , PERUMBAVOOR**



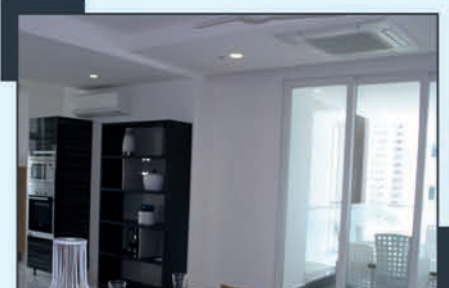
# CASE STUDY

## Aparna Grande, Hyderabad, Telangana

Aparna Grande is a high class residence built by Aparna Constructions and has 720 residences in 9 buildings. There are facilities such as tennis courts, basketball courts, gymnasiums and libraries within premises.

In response to clients request to install separate indoor units in each room, top flow type City MULTI units were installed in each residence.

Our Client was satisfied by solutions provided as per their requirements and capability of our wireless remote controllers in controlling room temperature in each room.



### INSTALLED SYSTEMS:

#### Outdoor Unit:



Air cooled Y Series - PUCY-P YKA

#### Indoor Units:



Ceiling Cassette - PLFY-P VBM



Wall Mounted - PKFY-VHM/VKM

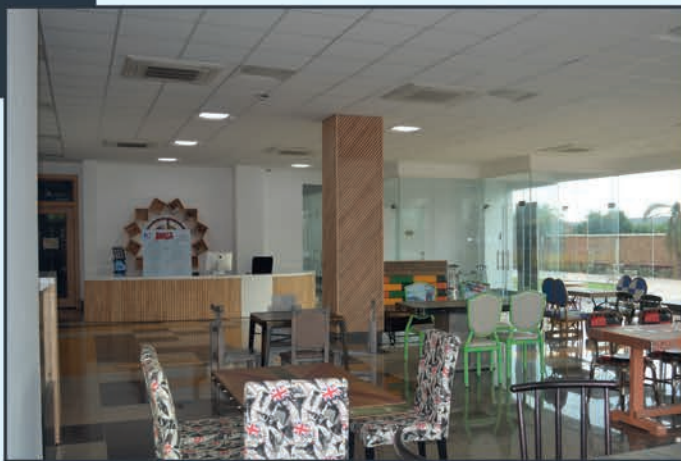
# CASE STUDY

## Kunskapsskolan School, Gurugram, Haryana

Kunskapsskolan is an educational institute whose education curriculum is based on Swedish curriculum and has over 40 schools all over the world including India, UK and USA.

This environment conscious school was looking for a highly efficient multi type air conditioner for their new building.

Mitsubishi Electric's High efficiency PUHY-EP models were selected to meet client's strong request to adopt high efficiency model also PLFY-P VBM and PLFY-P VCM indoors were selected that blend perfectly with school interiors.



### INSTALLED SYSTEMS:

#### Outdoor Unit:



#### Indoor Units:



PUHY-P YSKA / PUHY-EP YSKA Ceiling Cassette - PLFY-P VBM/VCM





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