

COOL **ME** BETTER

Issue: No. 1 (August, 2011)

Cooling India Better “Namaskar & Konnichiwa”

Mitsubishi Electric extends its heartfelt thanks to all its customers, who expressed their feelings for the victims of The Great East Japan Earthquake. ME sincerely hopes for the swift recovery of those affected.

Mitsubishi Electric India Pvt. Ltd. (MEI) commenced its direct operations in India in November 2010. MEI took over the activities of two branches of Gurgaon and Bangalore of MEAP Singapore. MEI organised its opening ceremony at the Taj Mahal Hotel, New Delhi in February 2011. The event was well attended by approximately 300 guests which included Government Officials, Architects, Consultants, Company Heads, Business Partners and Key Decision Makers from various industries.



MEI is now geared up to provide the Japanese Technology Products specifically designed for India as it has Size to match customers' needs, Strength to create innovation and Support to render personalised services and to ensure the best comfort to all its customers. With our head office in Gurgaon and branch office in Bangalore, MEI is ready to provide best cooling solutions to its Indian customers.



Mitsubishi Electric, a global leader in the field of Electrical and Electronic equipment, has over 109 strong business holds in 35 countries. We offer a wide range of innovative products for the Indian market, including Air Conditioners, Visual & Imaging Products, Power Devices, Photovoltaic (Solar) solutions, Power Systems, Elevators and Escalators, Transportation Systems, Automotive Equipment and Industrial Automation and Control.



Guided by our corporate statement, '**Changes for the Better**,' we take our responsibility as a corporate citizen very seriously. Our products are developed with superior energy efficiency while keeping the environment in mind. **MEQ** stands for '**Mitsubishi Electric Quality**,' that promises best experience from its products, services, partnerships and people.

ME introduced its products first time in India somewhere in the mid 1950s and continues to serve India till today. Our products feature High Performance, Low Power Consumption and Excellent Reliability. We have products that look as good as their performance, that is to say that our products enrich your lifestyle and lessen environmental impact. With projected growth of 300% by 2015, Mitsubishi Electric is committed to leadership in India with focus on premium segment.

With our Motto '**Changes for the Better**' together we will set new Standards.

Promote **ME** Better

To make the Indian audience know ME better, we have undertaken extensive advertising and promotional activities. From hoardings to print ads in consumer and B2B magazines to glow sign boards across the country, ME ensures that it is seen enough to be noticed and talked about.

Print Advertisement



Hi! Blitz
(Inflight Magazine
of Kingfisher Airlines)



Economic Times,
Indian Architect &
Builder,
Inside Outside,
Architect & Interiors
India,
ISHRAE Journal

Cinema Advertisement



Glow Sign Board



Santosh Enterprise, New Delhi

Veekay Cooler, Bangalore

Know **ME** Events Better

ME believes in its corporate philosophy of **'Changes for the Better'** and thus, it associates itself with events that relate to the same philosophy in a certain manner.

Eco Products International Fair

Location: Pragati Maidan, New Delhi (10th-12th Feb 2011)

'Eco Changes' is Mitsubishi Electric Group's environmental statement and it expresses the Group's stance on environmental management. Through a wide range of solutions for homes, offices, factories, infrastructure and even outer space, we are helping contribute to the realisation of a sustainable society.

ACREX 2011

Location: Pragati Maidan, New Delhi (24th-26th Feb 2011)

ACREX India is the largest International Exposition held annually, that caters to the Air Conditioning, Refrigeration, Heating, Ventilation and Building Services Industry. Mitsubishi Electric India, participated in this event for the first time in 2011.

ACREX aims to surpass the expectations and set new precedents and standards for all its future exhibitions. The 13th edition of ACREX India will be held from 23rd to 25th February 2012 at Bangalore.

The exhibition will be organised by Indian Society of Heating, Refrigerating and Air-Conditioning Engineers (ISHRAE) with the professional expertise of Nürnberg Messe (NM) and Bangalore International Exhibition Services (BIES).

Mitsubishi Electric will be participating in ACREX 2012 as a silver partner and would be present at Stall No: A 105 in Hall No. 3A.



Understand **ME** Better

Case in Karnataka

Customer: Mhatobar Shri Murudeshwar Temple, Murudeshwar

The Murudeshwar Temple and Raja Gopura is built on Kanduka Hill which is surrounded by the Arabian Sea on three sides. It is a temple dedicated to Lord Shiva which has his world's second tallest statue. Dr. R.N. Shetty, a management trustee of the Murudeshwar Temple has been an integral part in the formation of the present temple complex.



Dr. R.N. Shetty,
Chairperson,
R.N. Shetty Group of Companies

Dr. R.N. Shetty, Chairperson R.N. Shetty Group of Companies, belongs to Murudeshwar, Uttara, Kannada district of Karnataka, has contributed significantly towards the employment generation and economical development of Murudeshwar through his trust – R. N. Shetty Charitable Trust.

Our Challenge:

- To protect the equipment from the highly corrosive weather as the temple is surrounded by sea from three sides
- Installation of indoor units on slanted roof surface
- To cope up with the large load variation due to unexpected level of occupancy during the festive season
- Since it is a holy place and thus a non-profitable organisation, it was our moral responsibility to reduce the running cost while keeping the load variation into consideration
- Time bound completion of the project due to upcoming festive season

Our Solution:

- **The Mitsubishi Electric City Multi VRF Air-Conditioning Systems** with 100% inverter compressor that operates on green refrigerant was best suited to the requirements. MEI installed its most popular, BS type models that were suitable to the corrosive atmosphere with salt resistant anti-corrosive coated components
- Since there is no fixed speed compressor in the system, it has the ability to vary the load efficiently based on the requirement and maintain uniform temperature throughout the year
- Especially designed on the principle of 'Pay for the Purpose and Not for the Wastages', the Mitsubishi Electric City Multi VRF Air-Conditioning Systems with 100% inverter compressor minimizes the running cost
- To place the indoor units on sloping roofs, special platforms were created and suspended from the roof truss at 8 feet
- While keeping customer expectations as our prime agenda, **MEI** Bangalore team completed the task with full dedication. It was only with the team's positive attitude and firm determination that the project was successfully completed within the time frame along with customer satisfaction



Installed Systems

Outdoor Unit:



Model No: PUHY-P-900 YSHA TH (BS)

Indoor Unit:



Model No: PEFY-P250 VMH

Individual Remote Controller



Model: PAR 21 MAAJ

Know **ME** people better

Neeraj Gupta, DGM-Sales & Marketing at **Mitsubishi Electric India Pvt. Ltd.**, has been associated with Mitsubishi Electric for almost 3 years and has been involved in setting up of the direct operations for Aircon Business in West & South India. He has nearly 16 years of experience in Sales, Marketing & Product Management. He is well organised with a track record that demonstrates self motivation, creativity and initiative to achieve personal and corporate goals. He keeps a perfect balance between his personal and professional life. He belongs to Jaipur, Rajasthan and during his leisure time he likes to watch cricket and go out for shopping.

In this edition of – ‘Cool ME Better’ Neeraj Gupta is happy to introduce WintAir Refrigeration as one of ME’s most valued dealers in South India. WintAir has been into the HVAC business for over 10 years now. It has 3 partners – Ms. Monika Felix, Mr. Asif Khan and Mr. Nagendra Kumar. They have had a very fruitful and a very long association with Mitsubishi Electric and are actively involved in the marketing of *Mitsubishi Electric range of Air Conditioners for the last 5 years*. They are known for high standards in sales, installation and after sales services.

WintAir Refrigeration is a well established, experienced and service oriented organisation in the air-conditioning field. They have met the demands of their customers to their utmost satisfaction.

With professionally managed operations, WintAir’s growth is fuelled by the co-ordination of its sales, marketing and service teams.

WintAir Refrigeration is built on the edifice of quality that is customer oriented. The ability to meet exact specifications is an outcome of WintAir’s Customer Focus, where the Customer is the important link between product development and application.

Customer Comments:

We are Dealers for the fastest growing air-conditioning company in India, Mitsubishi Electric Air Conditioners which has a great reputation world wide for its excellent features. Mitsubishi Electric has got a very good service back up and separate spares department which helps us coordinate with them conveniently. Mitsubishi Electric keeps good stock and makes sure that all their models of air conditioners are available at the time of our requirement.



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We are very optimistic about Mitsubishi Electric’s growth plans and hence would like to continue to be a part of the esteemed organisation, which we are sure, suits our common interest. We appreciate Mitsubishi Electric for all the support and backup they have given us till date.

Ms. Monika Felix



New from ME

Mitsubishi Electric is all geared up to introduce its new line-up of products in India that includes – MSH GE Series and PFAV Series.

MSH GE Series (Air Conditioners with heat pump)

The main purpose of launching MSH GE series in India is the increase in demand for heaters during the winter season which consumes more electricity and causes overheating. MSH GE series are Air Conditioners with heat pump that can be used round the year (both in summers and winters) while consuming approximately 3 times less electricity, providing uniform cooling and heating. These models will certainly provide energy efficient options for Indian people. Another highlight of the product is that it uses Green Refrigerant (R410A) and is available in non-inverter option.

MSH-GE series Air conditioners with Heat Pump VS Conventional Room Heaters

 <p>Effective in Summer & Winters</p>	Consume 3 times less electricity than normal room heaters	Consume More Electricity than ACs with Heat Pump	 <p>Works only in Winters</p>
	Uniform Heating	Spot Heating	
	Avoids overheating	Can overheat	



PFAV Series (Floor Standing Package Type Indoor Unit)

PFAV Series is a large capacity floor standing unit with high air flow operation especially designed for various types of large spaced application. These products are highly energy efficient with easy installation and maintenance. The line up consists of two models – standard model and fresh air intake model. These indoor units are used with City Multi Range of VRF.

Adaptable to various applications

With wide range of airflow and static pressure and piping length up to 165 m. PFAV series can provide flexibility in design by adapting to various applications from shops, schools and factories.

	Air flow rate	External static pressure
	m3/min	Pa
PFAV-P250VM-E	90	30/90
PFAV-P500VM-E	180	30/130
PFAV-P750VM-E	260	100/310
PFAV-P300VM-E-F	45	80
PFAV-P600VM-E-F	90	110/170
PFAV-P900VM-E-F	120	210/330



Large capacity indoor unit

PFAV is a floor standing large capacity indoor unit, which reduces the piping and installation burdens, moreover makes maintenance easy.

Example: Sheet metal processing factory

Requirements

Ducts cannot be installed in the ceiling with crane rails. High ceiling and heat generation from equipment need to be considered.

Solution

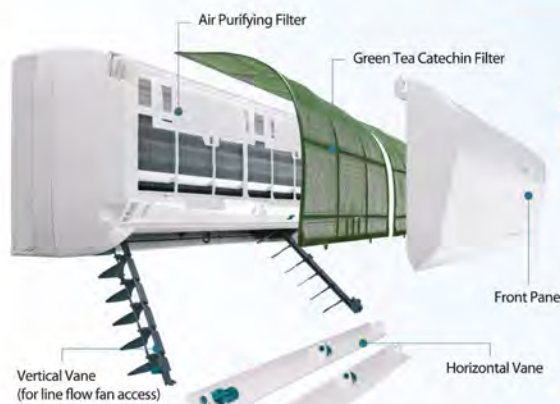
Floor standing PFAV series with optional plenum chamber.



ME Innovations

ME believes in inventing unique features in its products that will facilitate easy maintenance of our products for a long time. The easily detachable panel in ME Air Conditioners can be cleaned without any special tools. Cleaning of air conditioners on a regular basis is highly recommended for hygiene and health benefits. The design has been crafted keeping in mind the regular need for cleaning air conditioners that increases the operating efficiency and energy saving.

EASY, CLEAN & COMFORTABLE



Stylish, compact and Easy Clean design

EASY CLEAN⁺

EASY CLEAN'S UNIQUE CLEANING SYSTEM

Open the blower outlet for cleaning



1 First turn off the power. Make sure the fan is not operating before this removal procedure. Unlock every green stopper of the upper horizontal vane and pull it towards the left to remove. Do the same thing to remove the lower horizontal vane. Safety system stops the blower when the horizontal vane is removed. 2 You can reach deep into the air-conditioner, in order to clean fans and other parts that are normally hard-to-reach. 3 Hold the central green handle

The entire front panel can be washed



Easy removal

Scrub clean



Easy Clean Design

The easily detachable panel is a snap to wash and the airflow vents can be opened without any special tools for quick cleaning of the inside of the air conditioner. It is recommended that the air conditioner be cleaned regularly as this will increase both operating efficiency and energy-savings.

Always clean the heat exchanger, fan and air vent to ensure proper performance and economical operation. It reduces your electricity bill by approx. 45%.

Thorough cleaning keeps your home healthier and more comfortable.

ELIMINATES ODOURS

Always bringing you fresh air

PREVENTS MOULD

The mould guard (internal drier) always keeps the inside unit clean

LONGER LASTING HIGH PERFORMANCE

Consistent performance from time of purchase

ECONOMICAL ENERGY COSTS

Cleaning the fan (25%), the heat exchanger (5%) and the filter (15%) **increases energy savings by a total of upto 45%**

Quiz **ME** Better

Here is a little quiz that would make you sure of your knowledge about ME, because we like it when you know it better.

Quiz Section

Q1: The inverter RAC MSY series reduce annual power consumption by% as compared to non-inverter series.

- A) 20% B) 30% C) 40% D) 50%

Q2: The Grill with automatic lowering function (PL-BAKJ) can be descended in 8 steps down to m

- A) 1m B) 2m C) 3m D) 4m

Q3: The downsized City Multi outdoor unit can be transported through a mm wide door.

- A) 600mm B) 800mm C) 1000mm D) 1200mm

Q4: With a connection of an Expansion Controller (PAC-YG50ECA), maximum of units can be connected to AG-150A

- A) 50 units B) 100 units C) 150 units D) 300 units

Q5: When the LOSSNAY operate under the condition of outside air 0°C and indoor air 20°C, then the return air to indoor is

- A) 6°C B) 10°C C) 14°C D) 16°C

Send in your answers to customersupport@asia.meap.com
One lucky winner with the correct answers will win a free trip to Kathmandu.

Terms and Conditions

- o Airlines: Any direct flight
- o Ticket: 1 person (Round trip)
- o Period: Departure from Delhi (August to October 2011)
- o Ticket validity: Max. 10 days (Changing of dates is not permitted)
- o The booking needs to be done one month prior to travelling. Seats are subject to availability.
- o Time will be fixed a month before the departure
- o Ticket is not transferable to other person.



We are thankful to H.I.S. for sponsoring the prize & for being our official ME Events' travel partner.
E-mails: inquiry@his-india.co.in/www.histravel.in

ME Events:

The event schedule is as follows:

20th to 23rd September 2011	Launching of ME Elite Club
24th September 2011	Opening ceremony of the Technical Center in Gurgaon
6th to 9th October 2011	Dealer incentive tour
20th to 22nd October 2011	International Conference - Green Building Congress 2011
6th to 13th November 2011	Elite Club trip to Japan



ELITE CLUB

Mitsubishi Electric Elite Club would be an association of Architects, Consultants and Mechanical Engineers with Mitsubishi Electric. The club will be organising various events, trips and seminars for the members on quarterly basis. The club will be starting its activities from the month of September.



Mitsubishi Electric India Pvt. Ltd.

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