

# COOL **ME** BETTER

Issue: No. 2 (December, 2011)

## MEI Technical Centre Opens in Gurgaon

On September 24, 2011, Mitsubishi Electric India, Living Environment Division organised an Opening Ceremony of Technical Center at Sector-18, Gurgaon. The event was well attended by Mitsubishi Electric Senior Management, Dealers, Consultants and Architects of Delhi-NCR region and also Distributors and Dealers from all over India. We were honoured by the presence of guests from Japan, Mr. Yoji Saito, General Manager, Strategic and Business Planning Department, MELCO, Japan alongwith other guests from factories and group companies.



The event started with opening speech by Mr. Shinji Yamabe, Managing Director of MEI, followed by a welcome speech by Mr. Sanjeev Dey, Manager-Technical Service. He presented about the objectives of opening Technical Center i.e to establish Mitsubishi Electric, as a pre-eminent Air-Conditioning supplier and a comprehensive solution provider in India. He also explained about the main functions of Technical Center which includes the strengthening of the technical competency among the trade professionals associated with us, effective system design & sales support, Execution support as per industry norms, ensure for best after sales support, Centralised spare part management center, product feedback management center for continuous product improvement via field report in coordination with factory, new product launch & show case point to demonstrate & promote the products. He also shared about the various levels of training and upgradation method based on the levels of the participants.

The event then continued with the cocktail and dinner. Mr. Hiroaki Ashizawa, General Manager, MEI (LE Division) thanked all the guests and MEI LE service and sales team for making the event successful.



The outline of MEI LE Technical Center includes a Training Center, a meeting room, a Seminar room, Storage area for spare parts, a Showroom for all HVAC products and an office area for support of **CITY MULTI** spec in sales and service. Technical center is equipped with Live Installations of wide range of Air-Conditioning Systems to perform hands-on training and to understand the product well.

MEI is very positive towards the role and objective of Technical Center to enhance and upgrade the technical competency among the associated partners by conducting regular sessions and seminars. Mitsubishi Electric will be focusing on its strengths in commercial-use air conditioners and middle to high-end room air conditioners.



# Promote **ME** Better

Local Paper Advertisements-Cool ME Better - Gurgaon Search - Pahuja Aircon, Delhi Times (East Delhi Summer Special) - Maharaja Aircool, Delhi Times (Gaziabad) + NBT (Gaziabad Summer Special) - Eco cool. Delhi Times, Mail Today - Shrishti Enterprises. Ad In Tribune, Life Style, Tribune (Ludhiana), Punjab Kesari - Hitech Airsystems. Ad in South Delhi Times - Iceberg Enterprises, Noida Business Guide - RAC Cooling Solutions Pvt. Ltd.

## Advertisements and Promotions



Promotional Material

In-Shop Branding:  
Hazrat Vision



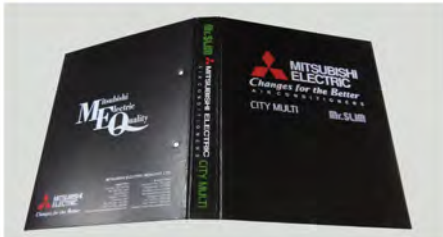
**MITSUBISHI ELECTRIC**  
*Changes for the Better*  
AIR CONDITIONERS

Mitsubishi Electric  
**STAR MEX** MS-Series  
**Mr.SLIM** Commercial Air-conditioners

The No. 1 Specialist in Energy Saving  
At the leading-edge of air conditioning technology



Ad In Business Standard Newspaper



## Glow Sign Board



Delhi-NCR-  
Usham Airconditioning Engineers



Bangalore Mysore-  
Freez Aircon

## Tour Better with **ME**

With the aim to reward our valued dealers for their contribution to the company's growth and to the development of the market, Mitsubishi Electric India organises an all expenses paid trip to an international destination on a regular basis. A lot of investment, planning and efforts go into the organising of these overseas tours and every destination is carefully chosen to ensure a high-quality experience.

This year, Malaysia, a famous Asian tourist and shopping paradise, was the destination that the top dealers were taken to. The trip was a three day tour to Kuala Lumpur and Genting in

Malaysia, starting from 6th November to 9th November. Among the highlights of the tour to Malaysia, were the visits to the Genting Highlands through Cable Car, Kuala Lumpur Temple, King's Palace, a Night & Light Tour with night photo stop at the PETRONAS Twin Tower and Pewter factory. The group also experienced a shopping tour at Low Yat Mall and Chinatown.

All guests had great shopping experience, though a day seemed insufficient for a visit to Kuala Lumpur.



# Know **ME** Events Better

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

## Indian Green Building Congress (IGBC) 2011

Location: Pragati Maidan, New Delhi (20th-22nd October 2011)

**Mitsubishi Electric India Pvt. Ltd. (MEI)** was a part of IGBC 2011 as a co-principal supporter. IGBC is known to provide an excellent platform to communicate the concept of 'Eco Changes' and green building products and technologies to all its visitors which include architects, consultants, developers, corporates, government official, academia and nodal agencies, etc. MEI, as a leading green company, was more than glad to be associated with such a venture.

Eager to take responsibilities related to the environment under the banner of 'Eco Changes – for a greener tomorrow', MEI participated as a leading green company.

During the IGBC 2011, MEI was present at Stall No. 134, Hall No. 11, Pragati Maidan, New Delhi. MEI showcased following models of Air-Conditioning systems during the exhibition:

- a. CITY MULTI VRF Outdoor Unit - PUHY P-300YHA
- b. KIRIGAMINE ZEN - Air Conditioners with heat-pump and Inverter Technology - MSZ-EF25VEB
- c. Split Type Air Conditioners with heat pump - MSH-GE35
- d. Ceiling Cassette with Auto up/down grill and I-See-Sensor technology - PLFY P-100 VBM-E

The association of MEI with IGBC would definitely fulfill the common objectives of creating awareness on Green Building and Eco Changes Concepts. By hosting and participating in exhibitions of green building products and technologies, by exposure to a platform for networking with national and international products and exploring new business opportunities, together MEI and IGBC will lead India to a greener living environment.



# Understand **ME** Better

Following our corporate statement, 'Changes for the Better,' we take the responsibility of being an efficient corporate citizen. Here are some of our case studies that will help you to understand ME better:

Case Location: Delhi & NCR

Customer: Systematic Conscom Ltd.

## About the Customer:

The company has built state-of-the-art architectural 14-storey building on Greater Noida Express Way. The tower is supplied by Mitsubishi Electric premium quality elevators.

Systematic Conscom Ltd. wanted the best air-conditioning system for their pan India corporate office which is to seat the Managing Director and other senior most management of the company.

## Challenge:

- The customer wanted an air-conditioning solution that is robust, highly efficient and most importantly integrated with heat recovery based fresh air system, optimally designed for the required fresh air based on occupancy.
- The office needs to be a showcase of the company's quality level and represent company's business standard in the market.

## Solution:

- Mitsubishi Electric supplied **City Multi** VRF System comprising world's only 100 % inverter scroll VRF system of 256 HP capacities for 13th and 14th floor of the building. The system uses eco-friendly R-410 A refrigerant, with zero ozone depletion potential.
- The office space was supplied by heat recovery based fresh air system of **Lossnay** that is manufactured and supplied by Mitsubishi Electric. Mitsubishi Electric is the proud inventor of statically driven HRV units integrated with VRF system.
- The entire system will be controlled by two centralised controllers for monitoring/controlling purpose.



Installed Systems - Indoor Units



Ceiling Cassette Type :  
PLFY-P VBM-E



Ceiling Concealed Type :  
PEFY-P VMH-E



Lossnay :  
LGH-150 RX<sub>3</sub>-E



Centralised Remote Controller :  
PAC SF44 SRA



Outdoor Unit :  
PUHY-P YHA(-BS)

# Know **ME** people better

Sanjeev Gianchandani has over 25 years of Executive Leadership experience in national and multi-national companies. In his various roles he has handled retail, sales and marketing functions in the domestic market linked to global principals.

He belongs to Delhi and likes to read books, watch movies and listens to music during his leisure time. Proficient in Business Development, Operations, Sales & Marketing, Sanjeev has developed new ways of driving sales growth, established brands and launched products, generated new revenue lines by achieving breakthrough orders. He has been proactive in opportunity analysis of market trends and competitor moves, to position and penetrate the markets.

In this edition of Cool ME Better, Mr. Sanjeev Gianchandani is proud to introduce Metro Air Conditioners as ME's valued dealer in North India. They are located at Mansarover Garden, Delhi, India.

**Metro Air Conditioners** is into HVAC for last 10 - 12 years.

It is a joint effort of Mr. Pradeep Singh and Mr. Ravinder Singh for establishing and maintaining good image in the Air-Conditioning Industry. In relation to their profession as Air Conditioners' solution provider, they would like to offer their extended services whenever you need. Ever since their beginning in this field, they have been regarded as a dependable and reliable firm. It is their commitment to excel in HVAC industry that made them specialised as quality service provider.

## **Comments from Metro Air Conditioners:**

It has been 3 years for our association with Mitsubishi Electric. Our belief of 'Delivering Quality' matches with the quality product range from Mitsubishi Electric and the quality services to our customers. We are very happy with the extended support that we get from Mitsubishi Electric and we are sure that it will definitely help us reach our goal.



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Responsibilities:  
Deputy General Manager -  
Sales (North & East India)  
Email: sanjeev.gianchandani@asia.meap.com



# New from **ME**

ME is glad to introduce its new line up of Air Conditioners with Heat Pump and Inverter Technology - **KIRIGAMINE ZEN**. Products under this series are equipped with next generation inverter technology with high EER, heat pump for round the year usage, R410A refrigerant and are loaded with the latest features.

Developed to complement modern interior room decor. Kirigamine ZEN air conditioners are available in three colours, specially chosen to blend in naturally wherever it is installed. The streamlined wall-mounted indoor units have eloquent silver-bevelled edges, expressing sophistication and quality. Combining impressively low power consumption and quiet yet powerful performance, these units provide a best match scenario for diverse interior designs while simultaneously ensuring maximum room and energy savings.

We are delighted to announce that our KIRIGAMINE ZEN has been selected as a winner of **iF** product design award 2011 in Germany and thus carries the **iF** quality seal.

Kirigamine Zen (MSZ-EF Series)



## Individual New Controller



### Wired MA Remote Controller PAR-30MAA

- **Backlit LCD** (Liquid Crystal Display) - Large, easy-to-see display. Full-dot LCD display with large characters for easy viewing. Contrast also adjustable.
- **Auto Return** Function to return the set temperature to the originally preset temperature after a certain amount of time. Auto Return can be set respectively for cooling operation and for heating operation. Time can be set to a value from 30 and 120 in 10-minute increments.
- **Night Setback** to prevent indoor dew or excessive temperature rise, this control starts heating operation when the control object group is stopped and the room temperature drops below the preset lower limit temperature. Also, this control starts cooling operations when the control object group is stopped and the room temperature rises above the preset upper limit temperature.
- **Dimensions:** 120 (w) X 120 (h) X 19(d)mm

# ME Innovations

Comprehending the fact that India falls under moderate climatic conditions, it was important for MITSUBISHI ELECTRIC, to invent a product that would suit the varied needs of its Indian customers, so to captivate the Indian market. Thus, MITSUBISHI ELECTRIC developed the Lossnay concept.

On a hot summer day, if you decide to ventilate a cool, air-conditioned room with fresh outside air, the hot air entering the room will cause the temperature and humidity of the room to rise. If you adjust the air conditioner to a more powerful setting to maintain the temperature and humidity of the room, your electricity bills will rise. The Lossnay ventilation system lets you refresh the room air while maintaining the same level of cool, dry air that you desire. The system prevents energy loss during ventilation and helps to reduce electricity usage.

## What is Lossnay Core?

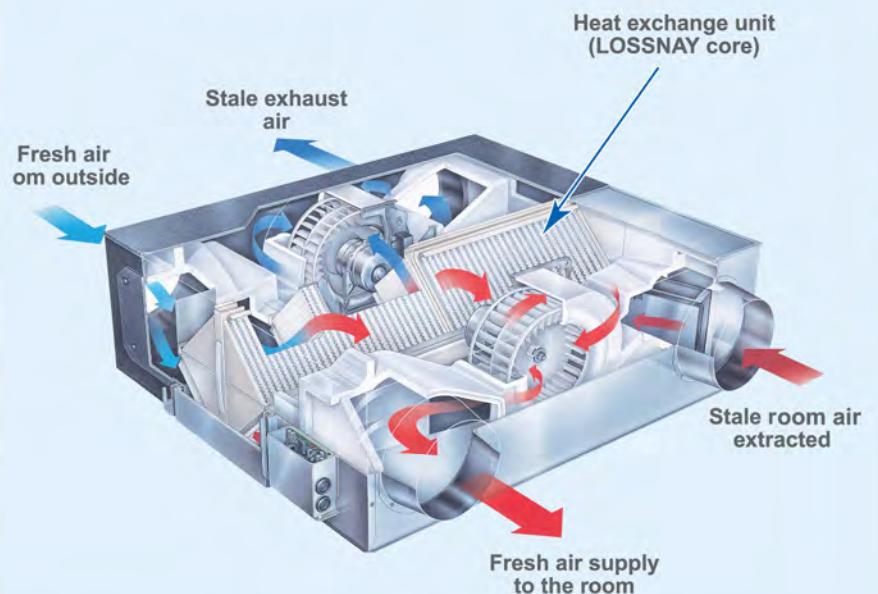
The remarkable Technology that permits the intake of Fresh air with Minimal Loss to indoor temperature is known as the LOSSNAY Core. The cross-flow, plate-fin structure of the energy recovery unit along with a specially processed diaphragm, keeps the supply and exhaust air, separate. Thereby ensuring that only fresh air is introduced to the indoor environment while, allowing efficient transfer of heat. Around the world, Lossnay Energy Recovery Ventilators are earning accolades for energy efficiency. The system has twice won Japan's Ministry of Economy, Trade and Industry's Energy Conservation Award. In addition, Japan and seven other countries in Europe and North America have awarded patents to lossnay technology.

## Excellent air quality and unbeatable Heat Exchange Efficiency



Try blowing into a rolled up piece of paper. The warmth of your breath travels through the paper to your hands.

Some 38 years ago, that simple principle led to the development of our most advanced air-conditioning technology.



# Lossnay

# 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.

## Quiz Section

Q1 - When MS-E30&36 are operating in long mode, the airflow can be extended as far as \_\_\_m.

- A) 8m      B) 10m      C) 12m      D) 15m

Q2 - The MSH-GE series consume \_\_\_times less electricity than normal room heaters, like 3.1kW heating capacity for only 850W input(GE25)

- A) 1time      B) 2 times      C) 3 times      D) 4 times

Q3 - The City Multi outdoor unit Y series corresponds to high static pressure of \_\_\_Pa, idea and flexible for any type of application.

- A) 30Pa      B) 40Pa      C) 50Pa      D) 60Pa

Q4 - The indoor unit PEFY-P VMR can be achieved with \_\_\_dB around the bed.

- A) 21 dB      B) 22 dB      C) 23 dB      D) 24 dB

Q5 - The weekly timer is enable to set for each calendar day up to \_\_\_ pattern.

- A) 5 patterns      B) 8 patterns      C) 10 patterns      D) 20 patterns

Send in your answers to [customersupport@asia.meap.com](mailto:customersupport@asia.meap.com)

### Winner Of The Last Edition Quiz.



Name: JASBIR SINGH  
Company details: JAY BEE REFRIGERATION

Prize - Free Trip To  
Kathmandu, Nepal.

### Prize for the Current Quiz

10 lucky winners with correct answers  
will get a 5-colour ballpen.



## ME Events:

23rd to 25th February 2012

ACREX India 2012



ELITE CLUB

Mitsubishi Electric Elite Club is an association of Architects, Consultants and Mechanical Engineers with Mitsubishi Electric. The club organises various events, trips and seminars for the members on quarterly basis.



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