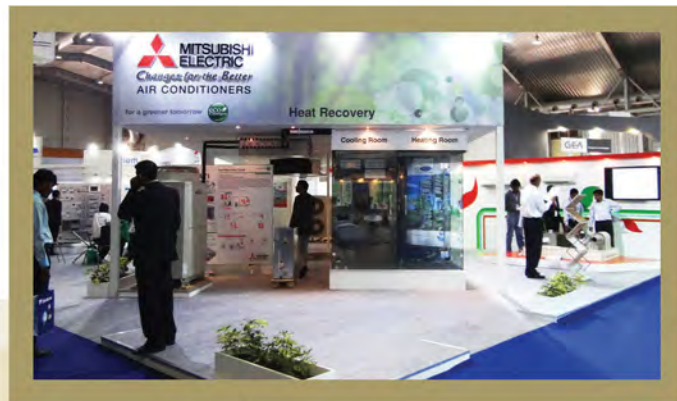


# COOL ME BETTER

Issue: No. 3 (May, 2012)

## ACREX India 2012

ACREX India 2012 took place between the 23<sup>rd</sup> Feb and 25<sup>th</sup> Feb, 2012 at the Bangalore International Exhibition Centre. An international exhibition organised by ISHRAE (Indian Society of Heating, Refrigerating and Air Conditioning Engineers). Mitsubishi Electric India Pvt. Ltd. participated in this show as a Silver Partner and launched the Industry's **First Heat Recovery System** along with an eco-friendly product range emphasizing on High Performance, Low Power Consumption and Excellent Reliability.

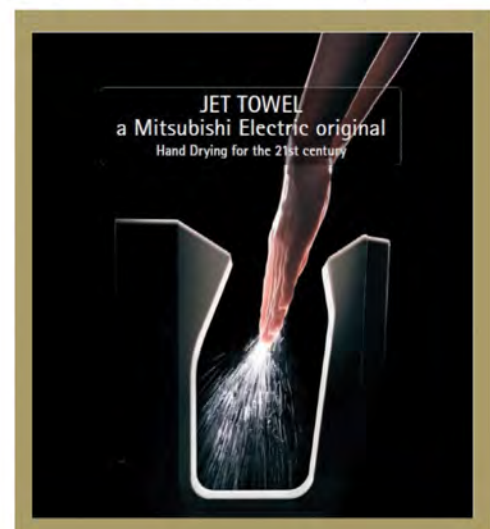


The highlight of Mitsubishi Electric's display was the launch of **The City Multi R2 Series**. To demonstrate the ingenious feature of this product two rooms were constructed (one heating room and another cooling room). The world's first and also the largest two-pipe system that simultaneously cools and heats, offers the ultimate freedom and flexibility. This amazing product caught the attention of the visitors and completely stole the limelight at the show.



Mitsubishi Electric also showcased its eco-friendly range of air conditioning products which are truly energy efficient. These products include **Starmex** - range of single split type inverter, non-inverter and heat pump air conditioners, **Kirigamine** - range of Inverter heat pump single split air conditioners, **Mr. Slim** - range of cassette and ceiling concealed air conditioners, **Lossnay** ventilation system which refreshes the room air while maintaining the same level of cool, dry air that you desire and **City Multi VRF** air conditioning systems which use the eco-friendly R410A refrigerant and has the industry's biggest inverter scroll compressor of 18HP.

During this show, ME also showcased **Jet Towel**, a Mitsubishi Electric original hand drying product for the 21<sup>st</sup> Century. It is the best choice for hand drying as it is fast and consumes less power.





# Promote **ME** Better

## Advertisements & Hoardings



Delhi - DLF Promenade



Hyderabad - GVK One Mall



Hoardings - 12 locations across Delhi, Chandigarh, Mumbai, Bengaluru, Chennai, Pune and Ahmedabad

**MITSUBISHI ELECTRIC**  
Changes for the Better

for a greener tomorrow

**Technology + Ecology = Sustainability.**  
Mitsubishi Electric.

**The world-class technology company**

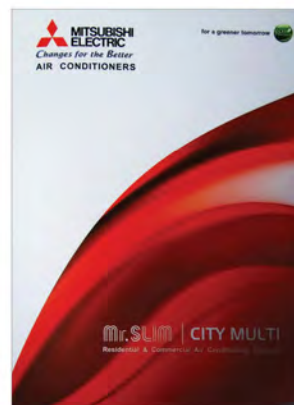
Healthy business growth and a healthy environment should go hand in hand. Mitsubishi Electric is helping India achieve this goal with cutting-edge green technology for a vast range of infrastructure and business needs. From air conditioners to transportation systems, the division has earned a global reputation for unparalleled manufacturing quality and environmental performance. Look to Mitsubishi Electric for a greener tomorrow.

www.MitsubishiElectric.asia/india/

MITSUBISHI ELECTRIC CORPORATION

Corporate Ad - Hindustan Times, Times of India and Mint

## Promotional



Paper File Folders



Pen



# Know **ME** Events Better

## Dealers Meet in Jaipur

Mitsubishi Electric India organised their first dealers meet on 10<sup>th</sup> Feb, 2012 for the dealers of Rajasthan at Hotel Jaipur Palace. The dealers were present along with their respective executives and a few dealers with their architects for this occasion. They were welcomed by Mr. Pramod Chopra, Branch Manager, and subsequently Mr. Sanjeev Gianchandani, DGM Sales and Marketing, North introduced Mr. Hiroaki Ashizawa, General Manager and Mr. Hiroshi Moriyasu, Product Planning Manager, followed by Mr. Hiroaki Ashizawa's presentation to the team of channel partners who especially came down from all corners of Rajasthan. After that, Mr. Hiroshi Moriyasu gave a presentation on RAC and PAC.



Mr. Ashizawa extended his full support and asked the dealers to work in close coordination with the Jaipur sales team in order to achieve higher volumes of MEI products. He also assured that all the necessary support for sales and service, shall be provided to them from time to time.



During the question and answer round, the suggestions given by the dealers, Choice Mart Jaipur, K.P Engineers Ajmer and National Aircan Jaipur were jotted down by Mr. Ashizawa and he assured them that he would look into it at the earliest. The dealers also requested to have such meetings more frequently.

## ME Elite Club Seminar

The first Elite Club seminar was organised at The Leela Kempinski, Gurgaon on 2<sup>nd</sup> Mar, 2012 and Mr. Hiroyuki Umemura, Group President, Living Environment & Digital Media Equipment, MELCO Japan was the guest of honour.



The event began with a welcome speech by Mr. Hiroaki Ashizawa, GM. He gave a brief recap of the Elite Club's trip to Japan and shared a video of the ACREX India 2012 with all the guests. He also shared the highlights of Mitsubishi Electric's booth where the industry's first simultaneous heating and cooling City Multi R2 Series was launched along with the display of Mitsubishi Electric range of room air-conditioners with high energy efficiency and excellent performance with reliability. The event progressed with the introductory speech by Mr. Hiroyuki Umemura followed by Mr. Gurdeep Duggal, Manager, Project Sales giving a brief presentation about Mitsubishi Electric's achievements and a sneak-peek into the future plans for growth. Mr. Hiroshi Moriyasu, Product and Planning Manager gave the new products presentation i.e. on the City Multi R2 Series and the Jet Towel. Finally the event concluded with Mr. Hiroaki Ashizawa's formal introduction of the Living Environment project team to all the guests present there. The event was well received and attended by the MEI Elite Club members which included consultants and architects.





# The future is **ME**

## Wonder la Case Study

### About Wonder la –

Wonder la Holidays Pvt. Ltd. operates two of the largest amusement parks in Bangalore and Kochi. Wonder la resort is a new venture which has 84 luxury rooms, 24-hour dining, rest-o-bar, a multi-cuisine theme restaurant, 4 banquet halls, a total of around 9000 sq.ft. Amusement parks with a resort is a fairly new concept in India and Mitsubishi Electric takes pride in being associated with Wonder la holidays for this new joint venture.

### The Challenge –

Normally in India, the client prefers to have VRF based systems in rooms and chiller based systems in common areas like restaurants, banquet halls and entrance lobbies. Due to variable load and occupancy levels, there was a requirement of a robust, highly energy efficient and an environment-friendly air conditioning system to cool areas with maximum efficiency. Also, a variety of indoor units were required to cool such areas.

### The Solution –

E-Matrix consultants have designed a very innovative solution for the entire resort, with City Multi VRF based air conditioners to meet the air conditioning needs of the client. VRF systems have a much faster response to the varying load pattern which is normally seen in hotels.

After a detailed technical analysis, the client accepted E-Matrix's suggestion to use our City Multi VRF systems for all the areas. We use all inverter driven scroll compressors in our City Multi VRF System which can precisely deliver the required capacity as per the condition. We have also used AG-150 as the central controller which can be monitored from the reception desk and controlled from the maintenance manager's cabin. This helps the Wonder la team to be able to monitor the working of the air conditioning systems on a real time basis.

Wonder la resort is the first resort in South India where all the areas are being air conditioned with the help of our City Multi Systems. Air conditioners in each room are integrated with the Hotel Key Tag System for improved power savings.

M/S Applied Air Engineers had done the Installation testing and commissioning of these systems. The whole process was supervised by Mr. Jerod Anand under the expert guidance of Mr. Rajatha Beliappa.

"It is really amazing to only feel the air conditioners in the room as compared to other normal air conditioning systems which can be heard and felt", said one of the guest who stayed in the resort on the opening day, 17<sup>th</sup> Mar, 2012.



### Installed Systems

#### Indoor units

Total capacity : 316 HP

PEFY-VMS



PEFY - P VMH



PLFY P - VBM - E



#### Outdoor units

PUHY



#### Remotes

PAR-21MAA-J



AG-150A





# The privileged **ME**

## Japan Visit of Consultants /Architects from India & Nepal

Mitsubishi Electric India Pvt. Ltd. organised its first Elite Club trip to Japan from 6<sup>th</sup> to 13<sup>th</sup> Nov, 2011. Elite Club members included HVAC Consultants, Architects and Key Accounts from all over India i.e. Delhi/NCR (North), Bangalore (South) and Distributors from Nepal.

The journey to Japan started on 6<sup>th</sup> Nov, 2011 from IGI Airport. On the 7<sup>th</sup> morning everybody reached Narita and proceeded towards Wakayama via Osaka. Then, on the 8<sup>th</sup> all the guests visited the AC&R works factory, where they had a small presentation about the operations and the products manufactured in the AC&R factory i.e. City Multi VRF range. After the presentation, a factory tour was organised to show the manufacturing processes from the beginning to the final packaging - not to forget the durability testing.

Consultants showed interest in understanding these processes which was followed by the Q&A session. Later on, all the guests proceeded towards the Kyomizu temple. The next day i.e. on the 9<sup>th</sup>, they enjoyed the sightseeing in Kyoto (Niijo Castle, Kinkakuji, Heian Jinju, Gion district). The following day (10<sup>th</sup> Nov) began with a visit to the Nakatsugawa work's factory. The guests attended a seminar on ventilation product displays like Fans, Lossnay and Jet Towel. Then they headed towards the Nagoya Root Centre Tower and visited City Multi Site and the Lucent Tower in Nagoya.



On 11<sup>th</sup> morning everyone visited the Shizuoka factory wherein a product presentation was given regarding room air conditioners, Mini VRF and packaged air conditioners. This was followed by a Q&A session. All the consultants and architects appreciated the factory visit and were impressed by the high quality standards of the production facilities. The tour further moved to Tokyo via Shizuoka.

At the Tokyo headquarters a corporate presentation was given by the headquarter's representatives followed by a welcome dinner organised by the A/C system division. 12<sup>th</sup> morning continued with the Tokyo sightseeing which included the Tokyo Tower, the Imperial Palace, Asakusa and Akihabara (local shopping hot-spots). Finally, the extensive educational tour and the sightseeing came to an end and everybody returned with Japan on their mind.



Sharing Experience Japan-  
Mr. Prashant Varshney - Architect, 4<sup>th</sup> Dimension

*"I thank you for the kind courtesy extended to us during our visit to Japan and Mitsubishi factories at Wakayama, Nakatsugawa and Shizuoka, site installations at Nagoya Tower and Mitsubishi headquarters at Tokyo. I also thank your Indian office MEI for conducting this educative tour. It was a learning experience for us to understand the manufacturing process of various equipments at the factories and other equipments which are not yet available in India. We are quite impressed by the work culture of Mitsubishi and Japan as in general. Your commitment towards a greener earth and providing sustainable solutions is noteworthy. The entire tour was very well organised with the maximum exposure to Japan and your works specifically. In the limited time, it was a very tight schedule which Mitsubishi along with their team managed very efficiently. We highly appreciate the way in which Mr. Ashizawa devoted his personal time and stayed with us during the entire tour, even though he had the option of staying at his home in Tokyo. We leave Japan with fond memories of the tour and honour all those that make the people of Mitsubishi and Japan proud."*





# ME Innovations

Mitsubishi Electric proudly introduces their Air to Water System, an ideal solution which uses water for heating, cooling and hot water supply. Applying heat pump and heat recovery technology to provide hot water, the waste heat from cooling operations is utilised for heating operation which means reduced running costs and a lower impact on the environment.

## Features of the ATW (Air to Water) Series:

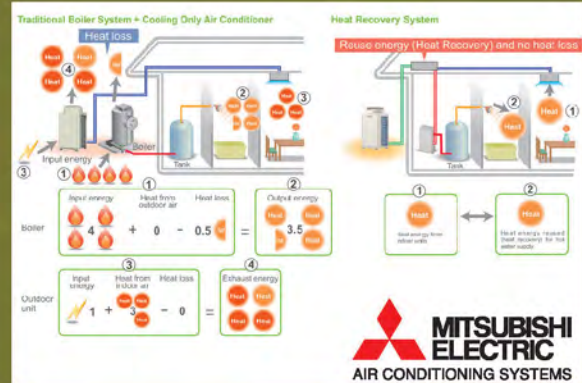
**Technology** - Applying heat pump and heat recovery technology to provide hot water, ATW Series offers the choice between two types of units: a Booster unit and a HEX (Heat Exchanger) unit.

**High Performance** - As it utilises waste heat from cooling, the Booster unit works perfectly to provide optimum air environment and hot water up to 70°C (158°F)

The HEX unit offers up to 40°C (104°F) to a minimum 10°C (50°F).

**Eco-friendly** - ATW series has a lower impact on our environment by means of utilising electricity instead of gas. It also helps reduce the running costs.

**Wide Application** - With flexible line up, wide application solutions for residences, office buildings, restaurants, health clubs and hotels are realised.



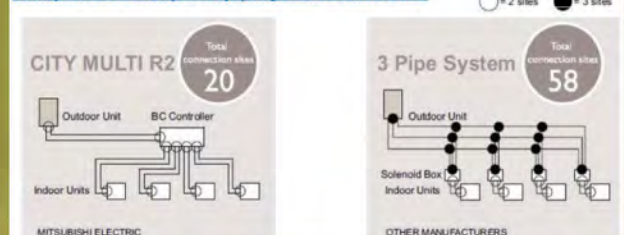
## R2 (Heat Recovery Series) - Simultaneous Cooling and Heating

The world's largest first two-pipe system that simultaneously cools and heats. R2 Heat Recovery Technology uses just two pipes, as opposed to the conventional three-pipe system.

Designed for effective simultaneous heating and cooling the R2 system offers substantial savings on installation costs. The more frequently cooling and heating simultaneous operation is carried out, the higher energy-saving effect becomes. CITY MULTI R2 Series offers the ultimate freedom and flexibility by cooling one zone while heating another.

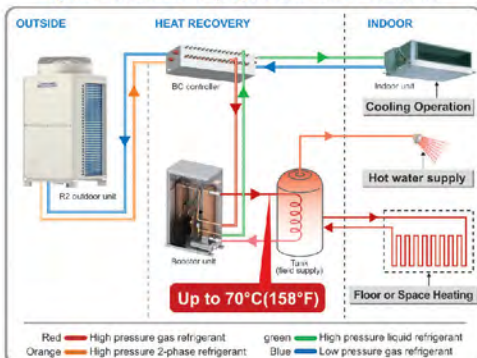
Our exclusive BC controller makes two-pipe simultaneous cooling and heating possible. The BC controller is the technological heart of the CITY MULTI R2 Series. It houses a liquid and a gas separator, allowing the outdoor unit to deliver a mixture of hot gas for heating and liquid for cooling, all through the same pipe.

### Comparison example of piping connection sites



This innovation results in virtually no energy wastage by expelling nothing outdoors. Depending on capacity, up to 50 indoor units can be connected with up to 150% connected capacity.

### <System Outline Example; Booster unit + R2 series>





# Best of ME



Name: Mr. Sanjeev Dey  
Designation:  
Sr. Manager -  
Technical Services

Mr. Sanjeev Dey is heading the Technical & Service department of The Mitsubishi Electric, Living Environment Division (Aircon department), handling the pre and post sales support, technical training and development.

He is one of the senior most members at Mitsubishi Electric India in the Living Environment Division. His 5 year long association with Mitsubishi Electric includes his 17 years of rich experience in HVAC service delivery and project management. He is one of the key members in establishing the MEI after sales department and is committed to establishing the standards and strategies for the workable project methodologies.

Concurrently, in his role he is putting significant efforts to uplift the technical capabilities to strengthen the support system among the new team members and other associated trade professionals.

Recently, he helped establish the Technical Centre which is one of its kind in the HVAC industry and is being managed under the guidance and leadership of Mr. Hiroaki Ashizawa, General Manager. The Technical Centre started its operations on the 24<sup>th</sup> Sep, 2011 in Gurgaon and is now facilitating live demonstration, Technical seminar and hands on service training of air conditioning systems to consumers and trade persons.

He was born in Kolkata and brought up in the city of lakes, Bhopal. In his free time he likes to hum and listen to old Hindi classics. He is a calm and straight forward person with strong leadership qualities and manages to keep a perfect balance between his personal and professional life.



Name: Mr. Dipu Manuel  
Designation:  
Branch Manager,  
Bengaluru

Mr. Dipu Manuel is handling the Bengaluru branch as a Branch Manager of the Living Environment division. He follows the management principle of "Be among the smart people & enjoy" and to achieve this he follows a "Mentoring approach towards his team members".

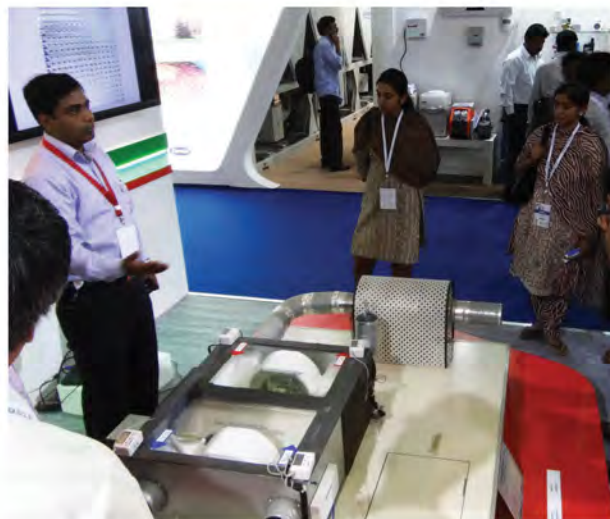
His favourite sales dictum is "Out of sight is out of mind".

Born and brought up in Kerala, god's own country, he polished his managing skills in the most versatile and demanding market of Mumbai for 6 years, followed by Bengaluru for 3 years.

He has strong analytical skills and an exceptional problem solving capability. Ethical and self motivated with a positive approach and attitude towards challenges, Dipu Manuel has an IQ of 140+ and is a pioneer in networking and relationship management.

He is an amateur wine maker, an avid traveller, a beginner at the stock market and a versatile reader.

He is a mentor to the self-help group set up for the family members of the employees working in his plantations and enjoys spending time at his rubber plantation and at his agricultural farm.





# Where to find **ME**



## **MITSUBISHI ELECTRIC INDIA PVT. LTD.**

### **Head Office:**

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DLF Cyber City, DLF Phase 3, Gurgaon - 122002  
(Haryana)  
Tel.: (Main): 0124 4630300,  
Fax: 0124-4630399

### **Technical Centre:**

2<sup>nd</sup> Floor, Unit No-37, Sector-18, Gurgaon  
Tel.: 0124-4500150

### **Bengaluru Branch Office:**

6<sup>th</sup> Floor, Prestige Emerald, Municipal No. 2,  
Madras Bank Road, Lavelle Road,  
Bengaluru - 560001 (Karnataka)  
Tel.: 080-40201600

### **Chandigarh Branch Office:**

SCO 176, 1<sup>st</sup> Floor, Sector 38 C&D,  
Chandigarh (UT)  
Tel: 0172-4051391  
Mobile: +91 9876525035

### **Jaipur Branch Office:**

111, Ground Floor, Apex Mall, Tonk Road, Jaipur  
Mobile: +91 9414047770

### **Ahmedabad Branch Office:**

Unit No.303/A, Primate, Judges Bungalow,  
Cross Road, Bodakdev, Ahmedabad-380054  
(Gujarat)  
Mobile: +91 9824112118

### **Mumbai Branch Office:**

Deluxe Suit # 1  
7<sup>th</sup> Floor, Wing-B Supreme Business Park,  
Behind Lake Castle Building,  
Hiranandani Gardens, Powai.  
Mumbai - 400076 (Maharashtra)  
Tel.: 22 42019100, Fax: 022 4201 9191

### **Pune Branch Office:**

Sapphire House, EL-4, J Block, MIDC, Bhosari,  
Pune - 411026 (Maharashtra)  
Tel.: 020-27102000

### **Hyderabad Branch Office:**

Suit No - 17, 8-2-684/2/A, Plot No. 1-4,  
NSL-ICON, 3<sup>rd</sup> Floor, Road No. 12, Banjara Hills,  
Hyderabad - 500073 (Andhra Pradesh)  
Tel.: 040-4431 1111

### **Chennai Branch Office:**

Suite No - 214, DBS Corporate Services Pvt. Ltd.  
Cathedral Garden Road, Nungambakkam,  
Chennai - 600 034 (Tamil Nadu)  
Tel.: 044-40509200, Mobile: +91 9840827180

### **Kochi Branch Office:**

Room No. G6 (renumbered G9), Building Door  
No. CC: 39/5102-A6 'Netage Arcade',  
Church Landing Road, Ernakulam, Kochi - 682016  
Mobile: +91 9129445670



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