

COOL **ME** BETTER



THE GROWTH STORY



# ME Knowledge Sharing

Life before air-conditioning

Throughout the ages, people have used different techniques to cool themselves before fans and air-conditioners were introduced. Most of them were based on the similar principles.

- One of the first methods of dealing with heat was living underground or in caves. During summer and winter, caves maintain a temperature of about 50 degrees Fahrenheit.
- After people moved out of caves, they built dwellings that mimicked many of the characteristics of caves to control temperature. For instance, while building outer walls, they generally used stone, brick or adobe. Many also built their homes near hillsides or had basements, thus keeping the house cool through contact with the cool earth.
- The Ancient Egyptians used to hang damp mats and place pots filled with water in areas with warm, dry breezes. This made the breeze cool and moist. This method was also used by Ancient Greeks, Roman, and Indians to cool homes and buildings.
- In warm climates, homes were generally built to optimize air circulation. They had large windows and doors for breezes, high ceilings and porches, trees for shade, fountains and pools.

**Innovation by Japan:** To overcome this problem, hand fans were originated in Japan in 8th century. Most probably, they were inspired by bat wings.



*Being a Japanese organisation, Mitsubishi Electric also believes in innovation and providing cutting edge technology to its customers.*

Source: [www.mentalfloss.com](http://www.mentalfloss.com)

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## Closer to the Management

Dear Friends,

It gives me immense pleasure to introduce the all new look of our quarterly newsletter "Cool ME Better" to you. We wanted to make it more interesting and attractive for our readers. Also, we have introduced a few more sections that will give you better updates about our organization.

You'll be glad to know that Mitsubishi Electric air-conditioners is growing at a rapid pace in India. If I have to talk about our sales figures, we have almost doubled up our sales compared to last year for our entire product range. This range includes room air-conditioners, packaged air-conditioners and City Multi VRF systems.

We are also getting aggressive in our promotional activities. This time we have started new campaigns for metro cities and are also participating in local events and exhibitions for tier-II and tier-III cities.

Another crucial element of our philosophy is our focus on performance in the financial results, better practices and our ability to leverage technology and processes for the benefit of all our stakeholders. We have set ourselves the objective of being a preferred air-conditioning solutions provider for our customers as well as for our partners. We must achieve this objective through empowerment of our people skills, sales and marketing strategies, process improvement and world-class technologies.

Last but not the least, what makes MEI unique is our people. Our people represent one of the best minds within the air-conditioning industry. We have a unique culture based on meritocracy and fairness. We believe in non-hierarchy and that everyones voice should be heard regardless of rank and position. This culture combined with our team and world-class products makes us one of the leading air-conditioning companies in the world.

I invite you to go through this newsletter and find out more about our organisation.

荻澤 宏明

Hiroaki Ashizawa  
Director, General Manager  
Living Environment Division

# ME IN YOUR CITY

This May, Mitsubishi Electric opened two new branch / sales offices in Indore and Nagpur for its air-conditioning business. This is an important step towards realizing the company's long term vision for growth. The new branch office of Indore was inaugurated on 7<sup>th</sup> May and Nagpur sales office was inaugurated on 28<sup>th</sup> May by Mr. Hiroaki Ashizawa, Director, General Manager.



The offices were opened as part of the company's expansion to increase its presence in key growth markets. With this, the total number of branches opened by ME in India has gone up to 13. The opening of the new branch offices here is expected to give a boost to ME's business in the western region strengthening its relationship with clients and partners.



Indore and Nagpur are two important cities for ME. By increasing its local presence here, the company is providing advanced air-conditioning solutions and services to all segments of the economy.



# KNOW **ME** EVENTS BETTER

## COOLEX EXHIBITION

Mitsubishi Electric India Pvt. Ltd. actively participated in "Coollex 2013" held in Lucknow, India. It is CII's exclusive exhibition on air-conditioning & refrigeration. Coollex showcases advanced 'cool' options in refrigeration and air-conditioning to counter the soaring mercury levels in the Indian sub-continent during summer months.



CII's Coollex provides a platform for us to showcase advanced technology and the latest product offerings.



Mitsubishi Electric India was the lead exhibitor with grand product displays. This included Kirigamine range of inverter heat pumps, Mr. Slim range of split air-conditioners, Mr. Slim range of cassettes and floor standing models & City Multi VRF air-conditioning systems. The City Multi VRF air-conditioning system is our star performer with 100% Inverter Scroll Technology for commercial usage.



# KNOW **ME** EVENTS BETTER

## HT CONSUMER ELECTRONICS FAIR

As a part of the channel support marketing initiatives, Mitsubishi Electric India participated in the Consumer Electronics Fair which was organized by HT Media Ltd. in Delhi from May 24<sup>th</sup> - 26<sup>th</sup>, 2013. As one of the prime exhibition sponsors, MEI's strategic visibility was enhanced by a futuristically designed stall.

The extensive range of residential, commercial and light commercial air-conditioning products was prominently displayed. We received an overwhelming response to our newly launched MS-H Series of air-conditioners with R-410A refrigerant and an award for the Best Product Display at the fair.



# PROMOTE **ME** BETTER

## CAB BRANDING

As a part of the strategic brand building campaign for the season, Mitsubishi Electric India recently kick-started the cab branding activity in Delhi-NCR, Mumbai, Hyderabad and Bangalore. Cab branding as an activity provides us the advantage to create a succinct brand salience amongst the audience. MEI partnered with a cab company that allowed us to advertise on visible cab surfaces, creating a constant brand recall as the cab moved around in the city. This activity ensured a better canvassing of the targeted geographies, while enhancing brand recall on those using and noticing the cabs. Cabs go where people go, where they work, live, shop and play. MEI cabs now follow the crowds and mark the city roads, thus making our brand visible from every rooftop.



## RESIDENT WELFARE ASSOCIATION BRANDING

MEI's strategic branding exercise in key residential welfare associations across Delhi-NCR, Ahmedabad, Baroda, Rajkot and Anand enhanced brand recall significantly. Key residential colonies were carefully selected to promote the specially designed Mitsubishi Electric glow sign boards. This exercise provided a closer view of the brand, translating into a higher recall of the products and services offered. The company targeted 100 key colonies in Delhi-NCR, 35 in Ahmedabad, 18 in Baroda and 5 each in Rajkot and Anand for this initiative.



# PROMOTE **ME** BETTER

## MEQ HIROBA 広場

Mitsubishi Electric proudly announces the concept of "MEQ Hiroba". These are exclusive showrooms for display and sales of ME air-conditioning products to encourage residential and commercial target audience to have a first-hand experience of ME products. This will help enhance the visibility of Mitsubishi Electric as an air-conditioning brand. These showrooms will display the entire range of ME products that includes room air-conditioners, packaged air-conditioners, City Multi VRF systems and Jet Towels. ME will soon launch its first MEQ Hiroba in India.



## FOREIGN TRAVEL SCHEMES

Every year, Mitsubishi Electric announces different Foreign Travel Schemes to motivate its dealers to perform better in the market. This time, 4 new trips are lined up especially for our channel partners – Manila, Bali, Phuket and Switzerland. We are looking forward to spend good time with our channel partners during these trips.

PRINT MEDIA

Full page, Newspaper Ad - HT City, New Delhi

Full page, Newspaper Ad - HT City, New Delhi





# SERVICE **ME** BETTER

## MUMBAI TECHNICAL CENTRE

Mitsubishi Electric inaugurated its new Technical Centre in Mumbai on 24<sup>th</sup> May, 2013. This facility is the company's third technical centre in India and will leverage its talent pool to provide technical knowledge to its customers in the region.

Present on this occasion were Mr. Hiroaki Ashizawa, Director, General Manager of Living Environment Division who inaugurated the facility along with Mr. Dolphi Rodrigues, Branch Manager of Mumbai.

This new Technical Centre will serve as a base for Mitsubishi Electric to address the technical queries for the air-conditioning requirements of our customers in the West Region. The inauguration of our new Technical Centre is a proud moment for us as we are now present in one of the world's leading air-conditioning hubs. This is our third Technical Centre in India and it will enable us to leverage local talent to deliver innovative solutions to our customers in the region. We also plan to scale up the Centre in due course so that we can solve all the queries that we receive regarding City Multi VRF system from our local customers.

This investment shows our highly competitive business climate and tremendous workforce capabilities to provide real time solutions for our customers. Our main goal is to help new and existing businesses to understand the technicalities of air-conditioning and then place an order.



# THE FUTURE IS ME

## ARTEMIS HEALTH INSTITUTE, CASE STUDY

**Location: Dwarka, Delhi**

### **About Artemis Health Institute:**

Artemis Health Institute (AHI), Dwarka is a NABH Accredited, 50-bed tertiary care super-specialty flagship hospital established by Artemis Health Sciences (AHS). It is a healthcare venture launched by the promoters of the Apollo Tyres Group. Artemis aims at creating an integrated world-class healthcare system by leveraging the best medical practices backed by cutting-edge technology.

The super-specialties chosen by Artemis as its area of focus include Cardiovascular (Heart), Oncology (Cancer), Orthopedics & Joint Replacements, Neurosciences and Bariatric & Minimally Invasive Surgery in addition to a host of other specialties.

### **The Challenge:**

With a population of over a million, Dwarka is considered to be one of the largest residential areas in Asia and still this sub-city lacks proper medical infrastructure. This is the first of Artemis Multi Specialty Centre which caters to the medical needs of large residential clusters with environment-friendly air-conditioning system to cool the areas with maximum energy efficiency in no time.

### **The Solution:**

Mitsubishi Electric City Multi VRF System was chosen over competitors because it has the lowest noise level of ductable indoor units and compact size of outdoor units. The City Multi with 100% Inverter based technology also met the need for varying load and provided optimum usage of energy thereby reducing the running cost.



Installed units of Artemis Health Institute

#### Indoor Units

PEFY-PVMH Ceiling Concealed



PKFY-VKM Wall Mounted

#### Outdoor Units



PUHY-PYHA

#### Remote Controller



Remote PAR21-MAAJ



Remote PAR-SL32MA



# THE FUTURE IS ME

## HOTEL WINWAY INDORE CASE STUDY

**Location: Indore, MP**

### About Hotel Winway Indore:

Hotel Winway is a new age eco-friendly aesthetically styled business hospitality provider with 37 luxuriously furnished rooms and suites. Each room is fully equipped with air-conditioning, wi-fi facility, safe deposit box, mini bar, LCD TV monitors and a work desk. The hotel has four restaurants that includes: Tiffin – Multi cuisine restaurant, Al-fresco – Open air restaurant, On-the-way – The coffee shop, The Deck – Rooftop restaurant.

### The Challenge:

The hotel was looking for highly energy efficient and eco-friendly air-conditioning system. Also, a variety of indoor units were required for many different areas such as guests rooms, the conference room, the banquet hall and a restaurant to cool the areas with maximum energy efficiency.

### The Solution:

Mitsubishi Electric City Multi VRF system chosen over the competitors as it's the most highly energy efficient system in HVAC industry. City Multi VRF system is world's only 100 % inverter scroll system. This system uses eco-friendly R-410A refrigerant, with zero ozone depletion potential. The office space was supplied by heat recovery based fresh air system that is manufactured and supplied by Mitsubishi Electric. The entire system is controlled by two centralised controllers for monitoring/controlling purpose.



#### Indoor Unit



LOSSNAY LGH-RX5



Ceiling concealed PEFY-PVMH



Ceiling concealed PEFY-PVMS



Ceiling cassette 2-way air flow  
PLFY-PVLM



Ceiling cassette PMFY-PVBM

#### Remote Controller



Remote PAR21-MAAJ  
PAC SF 44SRA



#### Outdoor Unit PUHYYSHA



# ME INNOVATION

## DC SCROLL COMPRESSOR

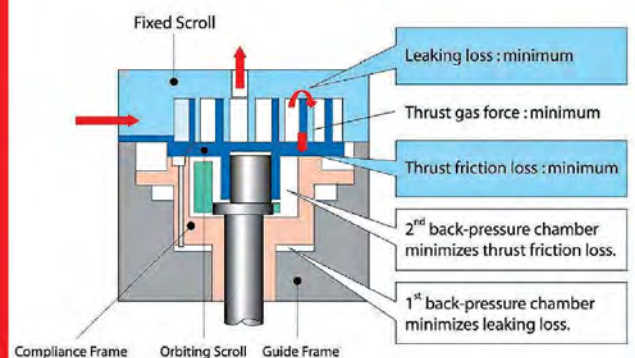
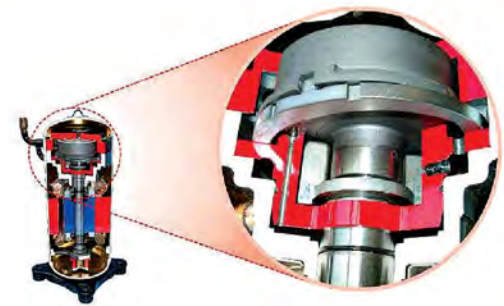
Advanced DC scroll with frame compliant technology, began production in 2002 for packaged air-conditioning system. We have been proven for more than 20 years in scroll market and became the leading scroll compressor manufacturer especially with innovative inverter technology that is bear out by world leading brand in both air-conditioning and heating industry for more than decades. Furthermore, our advanced scroll technology especially with inverter system can provide the highest energy efficiency plus optimized energy saving, emphasize on environmental friendliness, which contribute towards large market expansion to all parts of the work continuously.

It is the state-of-art compressor innovation which is carefully designed to be superior to other scroll engineering. Under the modern of Mitsubishi Electric, aiming for the energy saving and the reliability of the compressor, the sophisticated Frame Compliance Mechanism is developed. It enhances the compressor efficiency and justifies the thrust force to the suitable level thus reducing the excessive energy and weariness. This creation brings about the most advanced scroll technology which ensures the highest efficient compressor existing in today market place.

Advantages of the Frame Compliance Mechanism:

1. High efficiency
2. High reliability and durability
3. Low noise and vibration
4. Technology of the future inverter

## Scroll Compressor for Long Piping System



FCM outline diagram

# BEST OF ME



**Bhartesh  
Manager,  
Projects & Service  
( LE , Mumbai )**

Being born & brought up in Nagpur, he has done Diploma in Mechanical Engineering from Govt. Polytechnic – Nagpur and Post Diploma in Production Engineering from Fr. Agnels Tech College – Mumbai.

He has a rich experience of over 20 years in the field of air-conditioning & refrigeration. In his career, he got the opportunity to handle the market in Gujarat, Maharashtra, Madhya Pradesh and Chhattisgarh state.

He has received awards in Painting Competition & Instrumental Music competition. He also performed on stage for instrumental music shows in school & college. He has handled big Size HVAC projects independently in Essar, Doosan, Jindal, Govt. & Semi Govt. offices like BSNL, PWD, MSEB and Govt. Medical College.

Hobbies include reading motivational & historical books, watching reality shows on TV, listening to Indian Music - classical & light, playing instruments Like Violin, Mouth Organ, Harmonium & Flute and free Hand Sketch Drawing / Painting.

Also, he goes for early morning walks or cycling & does yoga to stay fit. His motto in life is to look at life with positive attitude & to always face the problems which come across in your life with open mind. 'Never blame others for your failure & never give credits to yourself for your success. Just do your work persistently'.



**SK Sanjay  
Manager,  
Channel sales,  
Bangalore**

He is an M.B.A in Marketing from Pune University and has an overall experience of 12 years in sales of air-conditioning. He has worked with major Japanese air-conditioning companies during his career. He is one of the oldest employees and is associated with Mitsubishi Electric for the last 4 years.

His hobbies includes travelling and meeting new people and listening to Bollywood music. He is a go-getter in life and has played a very successful role in building brands all through his career. His main motto in life is to work hard & dedicatedly, while results will follow automatically.



**Shrikant Shinde  
Branch Manager,  
Pune**

He is presently heading the Pune Branch & Leading the LE Team in Maharashtra. He was born in Miraj (Distt. – Sangli) and brought up at Solapur and completed his education from there itself. Being an Arts Graduate and Masters in Business Administration (Marketing & Finance), he has a rich experience of 13 years in sales with 9 years of experience in air-conditioning channel management.

He believes in leadership, teamwork & humanity. He is self-motivated with a positive attitude and has a good reputation in the air-conditioning market. He was a Black Belt holder in Karate during school days and represented once at National Level. His hobbies include listening to old Hindi and Marathi songs of Kishore Kumar and S.P. Bala Subramaniyam. He also likes playing & watching cricket. These days he loves spending time with his son Siddhant playing cricket. He is a strong believer in high thinking & simple living.



**Ganga Haran  
Astt. Manager, LE service,  
Chennai**

He is born & brought up in Rajapalayam, Tamil Nadu and belongs to a family who believes in traditional values. His father is a farmer. He is a State Level Basketball player during College Days. He holds a B.Tech. from SRM University, Chennai (specialisation in Refrigeration and air-conditioning engineering) followed by 8 years of on-field experience in HVAC Industry.

He likes to take up challenges in professional life. He adapts to different situations and is a team player. He loves to chill-out with his family and friends after a busy schedule of work.

# BEST OF ME



**Meeta Sinha**  
Sr. Operation Executive,  
Gurgaon

Meeta is a pragmatic and confident girl from the Eastern part of the state capital Ranchi (Jharkhand). She has done her Bachelors in Industrial Microbiology and Masters in Business Administration from Delhi. Being a Banker's daughter, she got the opportunity to move to different places, meeting different people and adapting to different cultures.

She is an avid reader, singer and dancer. She has participated in many Inter-school and Inter-college competitions and won prizes. With her total experience of 5+ years, presently she is based at Gurgaon Head office as a Senior Executive and taking care of the PAN India VRF operations for last 2.8 years now.

She follows the principle of "Dare to dream big and turn it into reality". She is committed to create value in her life and others with courage, compassion, determination and wisdom. She believes that one should welcome the lessons of life gracefully, and then only life will take you gracefully.



**Om Prakash Bhatt**  
Sr. Engineer,  
LE Technical Services,  
Gurgaon.

He is a team member of Gurgaon based LE-Technical center & takes care of All India Pre-Post Sales technical Service support along with product / technical training.

With Mechanical Engineering background, he has Specialization in refrigeration & air-conditioning. His 13 years of experience in HVAC industry empowers him as a Techno-commercial person.

He belongs to Tehari Garhwal, Uttarakhand from a farmer's joint family. He did NCC "A" & "B" certificate. He loves to play cricket and listening to folk music ( Garhwali Songs )



**Brijendra Tiwari**  
Dy. Manager,  
Channel Sales,  
Delhi

For years, he has struggled to sew the hemline between his first love, his gifts and his education. The first being the energetic world of consumer electronics. The second, his ability to articulate his thoughts into the most powerful medium of persuasion: words. The latter, his Diploma in Refrigeration and air-conditioning and Master's in International Business.

Anyone who knows him can testify to his uncanny ability to fully examine someone in a matter of seconds and ask the question, "What are they selling?" This expression can either be good or bad; however, he is usually attempting to dissect the psychological confidence or confusion within a person that fuelled their selling phenomenon. It is his firm opinion that appearance and style should be a priority for everyone. Not for the superficial reasons somewhat expected but because of the entry point it allows or interrupts into one's psyche. A simple sweater and suede shoe can be dissected into the tiniest details of personality. Yes now you get it, he is currently the biggest stakeholder of Delhi Sales team.



**Kunal Nijhawan**  
Manager, Project Sales,  
Delhi

After completing his Engineering and MBA from Delhi, he started his career as Sales Executive in Blue Star. But his excellent performance and recognitions positioned him at managerial level. Now, he has an experience of 9 years in air-conditioning and is associated with Mitsubishi Electric for 3 years now.

His father retired as GM, NTPC and mother is a Homemaker and spouse is a teacher in CRPF public school. His hobbies include gardening and listening to music. He got recognition as All India highest seller of cassette type air-conditioners in his previous company and boosted VRF sales for Delhi branch. His goal is to achieve senior position in top management. He is inspired by Management Guru "LORD KRISHNA" and also by his family.

**BUSINESS VISITORS**



**Hiroaki Ashizawa**, Director of Mitsubishi Electric India Pvt. Ltd is also heading Living Environment Air condition division in India. Founded in 1921, Mitsubishi Electric is a leading company in manufacturing and sales of electrical and electronic products. Hiroaki has handled many international markets including USA, Europe and Asia Market and has 35 years of experience in HVAC. In an interview with *New Business Age*, Hiroaki shared about his business in Nepali market. Excerpts:

**'We are confident about the performance of our products'**

**Could you please highlight the reasons of your visit?**  
I came here for a launching ceremony of our Air conditioner products in Kathmandu. Since I am supposed to assist and support the business in Nepal, I also wanted to visit Airtech, our business partner here in Nepal.

**What are the products that you just launched?**  
Recently, we launched two air conditioning series namely Mr. Slim Series and CITY MULTI VRF series in Nepali market. Mr. Slim is a series of room air conditioners for private houses and small offices while City Multi VRF Series is for commercial purpose suitable to corporate offices, banks, hospitals, hotels, shopping complexes, villas, apartments, etc. Both these series are widely accepted in global market. With these full ranges of world class products we ensure that Nepalese customers would get the best AC products.

**Can you tell us the major unique features of the Mitsubishi Electric brand?**  
We focus on Mitsubishi Electric Quality promising the best experience in our products, services, partnership and people. Apart from premium quality, energy efficiency, usage of environment friendly green refrigerant R-410A for our product range and our service quality are key features that ensure standards matching to the lifestyle with lesser environmental impact.

**How are you expanding your products in the international market?**  
We are one of the leading air conditioner

companies in global market including South East Asia. We are now growing rapidly mainly in the countries like India, Nepal, Pakistan and Bangladesh. We are already market leaders in our inverter segment in USA, UK, Spain, etc. We also enjoy leadership status in many Asian countries including Thailand and Myanmar.

**How do you see the prospects of your business in Nepal?**

We launched our products in Nepal nearly a year back. With these best products, we are aiming to be the market leader by the year 2015. Seeing the price competition, I believe Nepal is one of the hardest markets in South Asia. It seems very tough but still we are ready to fight and grab the market. We are confident about the value of our products and I am sure the valued customers in Nepal would pay some premium for our quality products.

**How can Nepal get benefit from these products?**  
We sell DC inverter type Air Conditioners with after sales services in Nepali market. As DC inverter type Air Conditioner is energy saving product, it could be beneficial for reduction of energy consumption ensuring the lower operating cost.

**What is your further plan regarding your business in Nepal?**  
We are planning to launch the Hot Water Generating system- a highly efficient and eco friendly product especially suited for hotel business in Nepal.

We are now growing rapidly mainly in the countries like India, Nepal, Pakistan and Bangladesh.

With these full ranges of world class products we ensure that Nepalese customers would get the best AC products.

## Mitsubishi Electric India inaugurates Indore office



**Indore:** Mitsubishi Electric India (MEI), the global leader in the premium air-conditioning market inaugurated another Branch Office for West Zone in Indore on Tuesday amidst major fanfare & excitement. The Mitsubishi Electric products bring with them the strong technology from Japan that offers lower cost of ownership that will be topped with unmatched quality and durability. The air conditioners will now

be available to the consumers in the region through its dealer network that has been specially trained by Mitsubishi Electric to provide unmatched quality services. On the occasion of inauguration, General Manager of Living Environment Division, Hiroaki Ashizawa said, "We have plans to get aggressive in our approach in the Indian market and the inauguration of the Key West Branch Office is a key

step towards strengthening MEI's endeavour to establish itself as a main player in the consumer air-conditioner segment." Deputy General Manager of Living Environment Division, Neeraj Gupta said, "People in Western Region appreciate quality products and the range is ideally suited to consumers who are willing to enjoy the superior Mitsubishi Electric's experience that is now available at competitive price band."

**बिजनस न्यूज**

### मित्सुबिशी इलेक्ट्रिक की इंदौर में शाखा प्रारंभ

इंदौर प्रेमियम एयर कंडीशनिंग मार्केट के लिए ख्यात ब्रांड मित्सुबिशी इलेक्ट्रिक इंडिया (एमईआई) ने मध्य प्रदेश-उत्तरमध्य में अपना कारोबार बढ़ाने के उद्देश्य से इंदौर में अपने बेस्ट प्रेजेंट घोष आरबिफिस का शुभारंभ किया। इस मौके पर एमईआई के माध्यमिक विपणन अधिकारी अशी शिवाजाकि ने कहा कि हमें भारतीय बाजार में आक्रामक प्रविष्टिकोप के साथ जगह बनानी है। इंदौर घोष आरबिफिस को शुभ आगत कन्वर्सर एयर कंडीशनिंग सेगमेंट में मित्सुबिशी इलेक्ट्रिक को एक मुख्य खिलाड़ी के रूप में स्थापित करने को दिख में एक महत्वपूर्ण कदम है। कंपनी लिफिका एनवायरनमेंट डिबिजन के उपमहाप्रबंधक नीरज गुप्ता ने कहा कि परिष्करी क्षेत्र के लोग क्वालिटी फसद करते हैं और यह रेंज उन उपभोक्ताओं के लिए एकदम सही होती है, जो सुपीरियर मित्सुबिशी इलेक्ट्रिक अनुभव प्राप्त करने के सौकीन हैं। इस अवसर कंपनी के शहका प्रबंधक (मर-उम) शशुभन त्रिपाठी भी मौजूद रहे।

**प्रदेश में भी तालबंदी के प्लांट लगाने की संभावना**

दिलेओडी अरुंजाव ने कहा कि इस वर्ष बाजार में हमारे पूरी की जगह व रिपेजेंट को देकर हम एक अग्रणी एक वर्ष के दौरान भारत में अग्रणी इंडियाई ब्रांडों को लक्ष्य को

अंजाम देगे। इलेक्ट्रिक हमने कंसेप्ट सिगुल कर दिख है और न्यूजब्रैंड लैबल अलाय के कई अरुंजाव ने भी हम इलेक्ट्रिक शहका लक्ष्य रहे हैं। अलाय में इस इलेक्ट्रिक की न्यूजब्रैंड के पहले धरण में करीब 150 करोड़ रुपय का निवेश कर 2 करोड़ एरि की कई निर्माण करने की इज्जत दिखिती की उमरी। न्यूजब्रैंड की भीमैथिक विपिती को देखते हुए कर्नाई का ध्यान इस पर है।

Patrika

### MITSUBISHI OPENS BRANCH OFFICE IN CITY

**INDORE:** Mitsubishi Electric India (MEI), a leading player in the premium air-conditioning market, on Tuesday inaugurated another branch office for west zone in Indore. "This is one of the many branch offices that Mitsubishi Electric intends to launch during this financial year aimed at nationwide dealer development," a company release stated. The air conditioners will now be available to the consumers in the region through its dealer network that has been specially trained by Mitsubishi Electric to provide unmatched quality services.

On the occasion of inauguration, general manager of Living Environment Division, Hiroaki Ashizawa said, "We have plans to get aggressive in our approach in the Indian market and the inauguration of the Indore branch office is a key step towards strengthening MEI's endeavour to establish itself as a main player in the consumer air-conditioner segment." HTc

Hindustan times

**9 लोकमत गोवा, रविवार, वि. २६ मे २०१३**

### एअरवेलला मित्सुबिशीचा पुरस्कार

पणजी : नुकत्याच मुंबई येथील हॉटेल हयात रिजन्सही येथे मित्सुबिशी इलेक्ट्रिक इंडिया प्रा. लि. च्या पहिल्या विक्रेता मेळाव्यात पणजी येथील एअरवेल कुलिंग इक्विपमेंट्सला गोवा विभागासाठी २०१२-१३ चा उत्कृष्ट विक्रेता हा पुरस्कार देण्यात आला. मित्सुबिशी एअर कंडिशनर्सचे हे भारतीयतील पहिलेच वित्तीय वर्ष असून गोव्यासोबतच संपूर्ण भारतातून कंपनीच्या उत्पादनांना चांगला प्रतिसाद लाभत आहे, अशी माहिती कंपनीच्या अधिकाऱ्यांनी 'लोकमत'शी बोलतांना दिली.

गोवा विभागातील विक्रीविषयी सांगितले, पास्कल फर्नांडिस यांच्या एअरवेल कुलिंग इक्विपमेंट्सतर्फे कंपनीला प्रथम वर्षी विक्री व सेवा यासाठी विशेष सहयोग मिळाला व एअरवेलने उत्तम विक्री करून संपूर्ण गोवा विभागात प्रथम क्रमांकीही

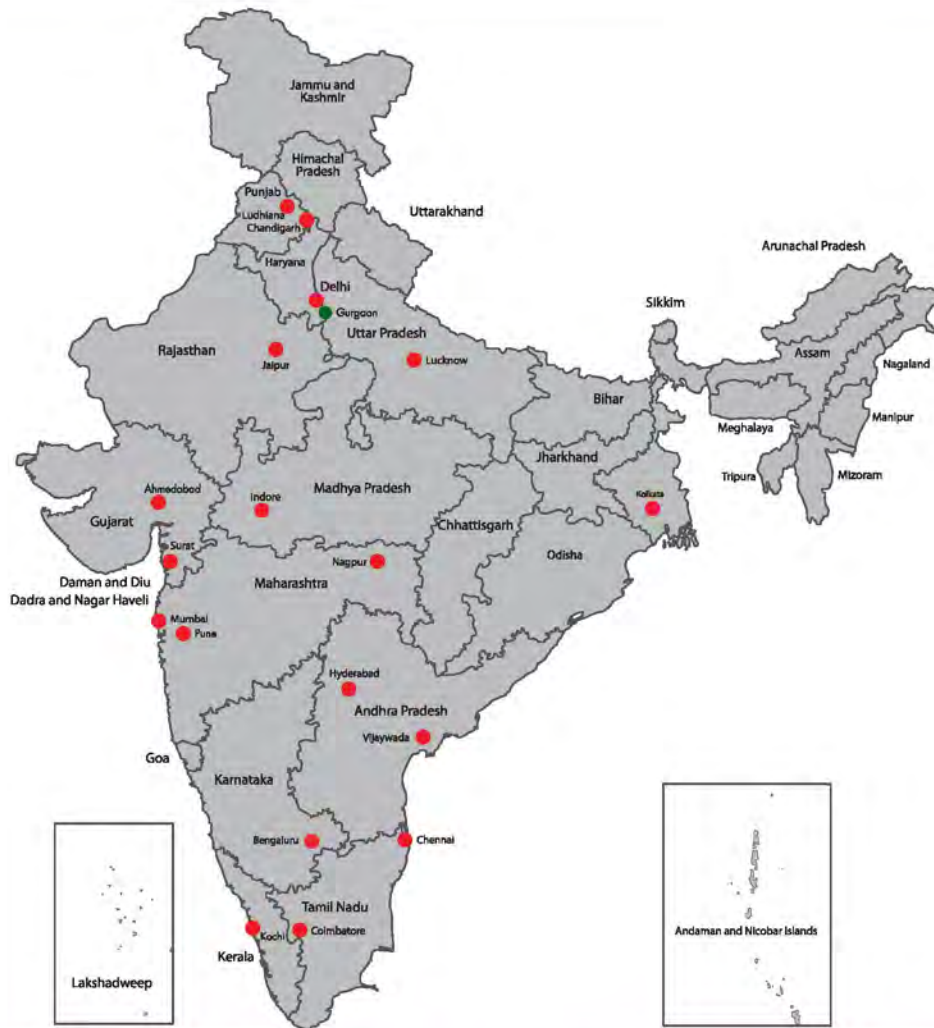
पास्कल फर्नांडिस, एअरवेल कुलिंग इक्विपमेंट्स पणजी यांना विक्रीसाठी प्रथम क्रमांकाचा पुरस्कार देताना मित्सुबिशी इलेक्ट्रिक इ. प्रा. लि. चे एम. डी. शिंजी यामागे व इतर मान्यवर.

पटकावला. मित्सुबिशी अशाच प्रकारे अतिवेगाने संपूर्ण भारतात आपल्या विक्री व उत्तम सेवेचे जाळे पसरवीत आहे, असेही ते म्हणाले.

पास्कल म्हणाले, कंपनीची उत्पादने उत्तम पद्धतीच्या तंत्रज्ञानांनी अगदी गोव्याच्या वातावरणाला साजेशी आहेत. सेवेतही कंपनीतर्फे आम्हाला मदत मिळते. त्यामुळेच आम्ही हे लक्ष्य गाठू शकलो व एअरवेलही आपल्या ग्राहकांना विक्री, सेवा व सुटे पार्ट उपलब्ध करून देण्यात अग्रेसर आहे, म्हणूनच गोव्यातील ग्राहकांनी उत्तम प्रतिसाद दिला याबद्दल त्यांनी ग्राहकांचे धन्यवादही मानले व पुढे ग्राहकांना उत्तम सेवेसह चांगल्या खरेदी योजना देण्याचे आश्वासन दिले. (प्रतिनिधी)

Lokmat

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