 **MITSUBISHI  
ELECTRIC**  
AIR CONDITIONERS

*Changes for the Better*

*Mitsubishi Electric  
Edge*

**THE COOLER TIMES  
ARE BACK**

ISSUE: NO. 18 (SEPTEMBER, 2017)

for a greener tomorrow





## FROM THE DIRECTOR'S DESK

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It is a pleasure to meet all of you. Let me introduce, my name is ITO YOZO and I have been appointed as the new Director & Business Head - Air Conditioners, Mitsubishi Electric India Private Limited. I feel honoured to be involved in the enormous and promising Indian Market.

Before coming to India, I have been working in China for 14 years. My joining has come at a time when India is seeing a lot of historical changes like inception of GST, emergence of 'Make in India' Movement, Energy Saving Regulation Changes in 2018. I am very much looking forward to work with my Indian counterparts and friends to see Mitsubishi Electric prosper in the developing Indian Market.

During my years of working with Mitsubishi Electric, I have followed a set of Principles for Business Growth and Success. My main principles are Team Spirit, Discipline and Initiator, which I follow majorly along with other sub-principles. 'Team Spirit' plays an important role in developing an environment where mutual trust and understanding develops between the team members, which in turn ensures the smooth functioning of task on time.

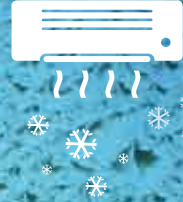
'Discipline' relates to obedience and proper conduct which one should follow to help in smooth functioning of the organisation. I admire those people who are the 'Initiators' and bring new ideas to the table. This is the quality which I seek and look forward to all Business Units.

I would like to conclude by giving my warm wishes to everyone. Hope you all have a great year ahead in both professional and personal life. I am looking forward to my tenure in India and may the company attain new heights.

Yozo Ito  
Director & BU Head - Air Conditioners



# THE BREAKTHROUGH



A REVOLUTIONARY COOLING TECHNOLOGY,  
REDUCES PROBLEMS. ENHANCES PERFORMANCE.



## MSY-GN INVERTER SERIES

**DB** Dual Barrier Coating

Dual Barrier Coating keeps your AC super clean and super cool. It reduces your troubles. It's the AC so advanced, you'll never know discomfort.



Highly Effective  
Anti-corrosion HEX



Optimum Control  
Of Operation  
Frequency



Recalls Preferred  
Temperature



Less Power  
Consumption



No Molds Inside The  
Indoor Units



Less Cleaning With  
Less Dirt

## COATING ON THE INSIDE PARTS

- \* Reduces dirt accumulation which is the cause of bad odour
- \* Less dirt means less maintenance
- \* Ensure full AC performance

## NEW ENVIRONMENT FRIENDLY REFRIGERANT -



Mitsubishi Electric Air Conditioners now deliver great cooling without hurting the environment. For the new refrigerant doesn't destroy the ozone. Truly built for a greener tomorrow.



# MAKING A POWERFUL IMPACT

## MITSUBISHI ELECTRIC'S EXCLUSIVE CONCEPT SHOWROOMS (MEQ COOLING PLANET) STRENGTHEN THE COMPANY'S POSITION

Mitsubishi Electric India (MEI) has opened more than 10 MEQ Cooling Planet(s) that are unique concept showrooms across India. These showrooms offer a range of Mitsubishi Electric products with highly advanced technology, quality and durability, yet, at a lower cost of ownership. These concept showrooms help in enhancing the visibility of Mitsubishi Electric as an air-conditioning brand.

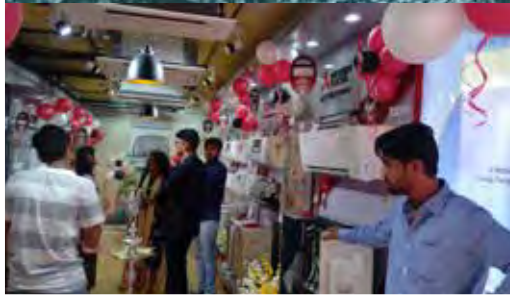


KARTHIK AGENCIES, RAJAHMUNDRY





**RANDEV COOLING SYSTEMS, VADODARA**



**AIRBIZZ AIRCONDITIONING PVT LTD., AHMEDABAD**





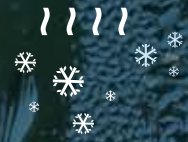


**BLISS ENGINEERS, JALANDHAR**



**MAITRI COOLING PLANET,  
MUMBAI**





**SATYAM AIRCON, MUMBAI**



## MITSUBISHI ELECTRIC'S EXCLUSIVE CONCEPT SHOWROOMS (MEQ HIROBA) STRENGTHEN THE COMPANY'S POSITION

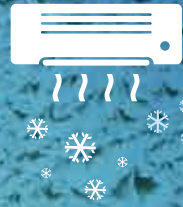
Mitsubishi Electric India's LE Division plans to approach the Indian market aggressively and has launched 65 MEQ Hiroba showrooms across the country. They also display the entire range of Mitsubishi Electric products including room air-conditioners, packaged air-conditioners, City Multi VRF systems, Air curtains and Jet Towels. These exclusive showrooms are a key step towards strengthening the company's endeavor to establish itself as a main player in the consumer air-conditioner segment.



A1 AC SALES, MUMBAI







# AIRTECH REFRIGERATION, AMRITSAR



DOLLY ELECTRONICS, DELHI



# SHAMBU SHREE SERVICES PVT. LTD., NEW DELHI



# COOL DEALS

## SAJALA LUXURIOUS VILLAS RESORT, LONAVALA, PUNE

When Sajala, a premium luxurious villa in Lonavala, had to choose an air conditioning system, they had to ensure that it went with its upmarket image. The obvious choice was Mitsubishi Electric. Mitsubishi Electric's City Multi outdoor units were installed along with ceiling concealed indoor units. City Multi units feature inverter compressors and individual temperature setting function for each. Sajala is one of our highly satisfied customers.



**CEILING CONCEALED  
TYPE  
PEFY-P VMA(L)-E**



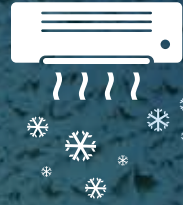
**PUHY-P YKA, PUHY-P YHA**



**CONTROLLER  
-PAR-FL32MA\_US1**

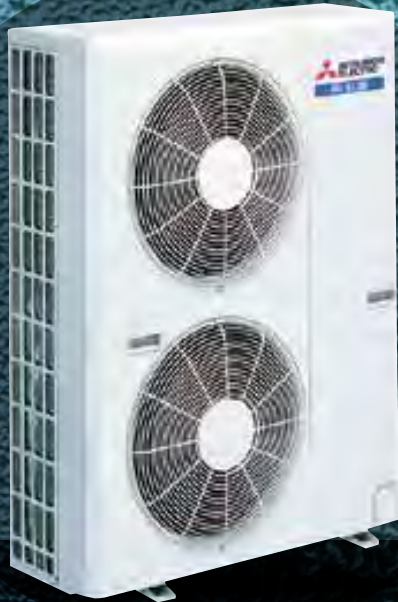






## SM SILKS, CHENNAI

Kancheepuram S.M Silks, a chain of world-class saree showrooms in Tamil Nadu and Karnataka, is reputed for 100% genuine Kancheepuram Silk Sarees. It has perhaps the widest range of original Kancheepuram Silk Sarees. To ensure great cooling for its customers and employees, it chose Mitsubishi Electric's Mr. Slim range of cassette indoor units. Mr Slim's great performance at a great price was exactly what the showroom was looking for.



**PL-P36/42 BAK  
CEILING CASSETTE**

**PU-P36/42 YAKD**





# YOU MAKE MITSUBISHI ELECTRIC COOL.



**ABDUL SATTAR**  
**MANAGER-PROJECTS**  
**BRANCH: MUMBAI**

He was born in Latur and brought up in Mumbai, where he learned to cope up with different situations. He completed Polytechnic in Mechanical Engineering, which was a choice planned well in advance, as he had always been keen on learning about machinery.

After gaining initial experience on window and split ACs in a small Mumbai based organisation, he joined vocational courses of air-conditioning and refrigeration to further upgrade his skills. That was followed by international exposure in an Indian MNC. His association with Mitsubishi Electric started from 2001 & the 1st VRF Sales and the installation of Mitsubishi Electric City Multi in India was executed by him in 2005. He has done prominent sites like ROLTA India LTD., ASHVINI Military Hospital etc. His current assignment in MEI from 2015 till date is with the project execution division, for quality improvement and making “Changes for the Better”.

He believes that man is the architect of his own future. He likes reading technical magazines and newspapers. His strengths in life are a strong family background, industry friends, and colleagues who are honest and caring.



**RANJAN**  
**KUMAR SINGH**  
**ASST. MANAGER -**  
**PROJECT SALES**  
**BRANCH: KOLKATA**  
**(PATNA, BIHAR)**

He was born and brought up in Patna (Bihar) and has completed his B.Tech (Electrical Engg.) from Biju Patnaik University of technology, Bhubaneswar (Odisha). He has an experience of over 7 years in the field of air conditioning. Currently he has been associated with Mitsubishi Electric and is taking care of project sales in Kolkata (Odisha/Bihar).

He likes playing cricket and is interested in wild life conservation. His achievements include completing more than 50 VRF Project in Odisha. Among them, his best achievement is Pal Heights Mantra site at Bhubaneswar (328 HP). His career goal is to reach the position of VRF Head 10 years down the line.

He strongly believes in karma and follows a positive attitude and approach towards his life. His belief in simplicity and hard work reflects in his work routine.





**KASHYAP  
SURATI**

**SR. EXECUTIVE  
COMMERCIAL.**

**BRANCH:  
AHMEDABAD**

He was born in Surat and brought up in Ahmedabad. He studied M.A from Gujarat University, Ahmedabad and completed MBA from Sikkim Manipal University. He has 12 years of enriched work experience, including 8 years in the HVAC industry. His inspiration comes from his father who has always been a strong pillar in the family, demonstrating courage against all odds. He just completed 5 successful years at Mitsubishi Electric India Pvt Ltd which has enhanced his personal & professional skills.

In Mitsubishi Electric India Pvt Ltd he has been recognized by the management and received awards like Employee of the Month and MEI All Rounder. In his leisure time he likes to watch movies, historical programs and listening to music. His motto in life is to live a successful life along with his family and to keep a balance between his personal life and professional career.



**SURESH KUMAR  
DHIMAN**

**ASSISTANT MANAGER-  
SERVICE**

**HEAD OFFICE:  
GURGAON**

He was born in a small village of one of the beautiful hilly states of India named Himachal Pradesh and was brought up in Delhi after the age of 4. He completed his technical qualification in Electrical domain from CRRIT (Delhi). He has an experience of 7 years in the HVAC industry.

His journey and experience with Mitsubishi Electric so far has been astonishing. He likes the work culture in Mitsubishi Electric, which allows employees to work with a schedule that is more result-oriented than maintaining a military discipline and gives an open platform to exploring new ideas.

He is looking after all India field service quality and establishing the service business. He prefers to share his experience with channel partners and their engineers on the site. He wants to give at least 500 dealers and engineers onsite training.

He follows very strong work ethics and is committed to doing everything to meet deadlines. He always carries his positive attitude with him in every situation and is motivated to learn new things. His mother is his source of inspiration and supports him in every situation.



# YOU MAKE MITSUBISHI ELECTRIC COOL.

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**AMAN DEEP  
SINGH**

**MANAGER-  
PROJECT SALES**

**BRANCH: DELHI**

Born and brought up in Sirsa (Haryana), he completed his B.Tech in Mechanical Engineering from YMCA Institute of Engineering, Faridabad. He has a specialization in Refrigeration and Air-conditioning. He joined Mitsubishi Electric in 2015 in the department of Project Sales.

He is handling City Multi VRF products in Delhi NCR region. His strengths include working from the front and as a team player. He believes vision is the picture of future that produces passion. In order to carry a positive action one must develop a positive vision.



# EVENTS



## MITSUBISHI ELECTRIC DISPLAYS ITS ARRAY OF GREEN PRODUCTS AT COOLEX 2017

Mitsubishi Electric Living Environment Division recently participated in the CII Coolex 2017 at Chandigarh, Lucknow and Amritsar. CII Coolex is an exclusive exhibition on Air-conditioning, Refrigeration and Ventilation. The exhibition is a part of a series of events being held to promote green energy. It is a concept that works on the principle that highly compressed gas improves the quality of air conditioning and causes very little impact on the ozone layer. Experts and exhibitors present during the event said that the technology is now being widely used in India. The consumer foot-fall was consistent and most of them wanted to know more about the eco-friendly technology based products. Mitsubishi Electric showcased its product range based that use green gases like R410A and R-32. The main product highlights were split air-conditioners, packaged air-conditioners, VRF product range and jet towel. Close to 7,500 people visited the stall over 4 days. A total of 9 air-conditioning brands participated in the event.



# EVENTS



## MITSUBISHI ELECTRIC PARTICIPATED IN ARCASIA AT JAIPUR

Mitsubishi Electric Living Environment Division participated in the 19th edition of Arcasia forum-2017, which was held at Jaipur. The exhibition was held from May 23rd to 25th. The main product highlights from Mitsubishi Electric's staff were split air-conditioners, packaged air-conditioners, VRF product range and jet towel. The approximate footfall for the exhibition was 4,500 over 3 days.



## MITSUBISHI ELECTRIC PARTICIPATED IN BUILDCON EXHIBITION PATNA

Mitsubishi Electric Living Environment Division participated in Buildcon 2017 held in Patna, Bihar as a silver sponsor. Mitsubishi Electric was given a 36sqm exhibition space to showcase its products. The company displayed a range of product categories including RAC, PAC, CM-VRF, Air curtain and Jet Towel. A special focus was laid on the new inverter ACs -- MSY-GN Series



## MITSUBISHI ELECTRIC ASP MEET IN GURGAON.

Mitsubishi Electric organised a North India ASP (Authorised Service Provider) Meet on 14-09-2017 & 15-09-2017 at Anya Hotel, Gurgaon, Haryana. A total of 80 people participated in the event (ASP Owners + MEI LE-Service HO team & North Branch Service In charge).

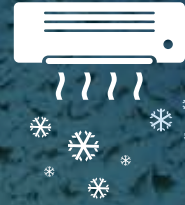
The event started with an opening speech by Mr. Yozo Ito, the Director and Business Unit Head. Mr. Bhasker Pandey, HOD - Service, followed with a welcoming address and Mr. Manish Jha gave an overview of MEI Service and Infrastructure. Mr. Sagar Patil, Mr. Suresh Dhiman, Ms. Sunita Sharma, Mr. Gagan Malhota and Mr. Lalit Kumar also gave presentations about their respective departments,

After the presentation tools were displayed by vendors which was then followed by an open session for questions and answers. An ASP meet is organised annually to boost confidence in MEI Products and processes.





# EVENTS



## COOLING OFF WITH FOREIGN TRIPS - TRAVELLING IN NEW ZEALAND.

Mitsubishi Electric organises foreign trips to reward our valued channel partners for their contribution to company's growth and development. Every year new destinations are selected to ensure a quality experience for our guests. This year New Zealand was chosen as the premium destination for our dealers PAN India. The tour was organised from 19th August to 26th August 2017. The highlights of the trips include a Milford Sound excursion tour, Milford cruise, Skyline gondola ride, Scenic drive to Wanaka and Christ Church, Cromwell Lake. However, the main attraction of the trip was the helicopter flight to Mount Cook Alpine Vista.

Everyone enjoyed the trip thoroughly and they returned to India with pleasant memories.





# NEWSPAPER

## MUMBAI 03 DNA

### Dahanu drug racket accused had fooled cops a year ago

Underground corridor requires use of this method to carry out tunnelling work

#### Controlled blasting will pave way for Metro-3

#### Even the Oppn can't call us corrupt: Shah

#### MCN floats tender for new flyover on Mithi

#### High octane Punjab, Vajpai by polls today

#### Make this Ganesh Chaturthi the coolest ever with our new MY-GIN INVERTER SERIES.

**MAKE THIS GANESH CHATURTHI THE COOLEST EVER WITH OUR NEW MY-GIN INVERTER SERIES.**

**Dual Barrier Coating**  
Dual coating that reduces dirt, foul smell and maintenance. Enhances performance.

The ME Edge Anti-fall | Non-Condensate Filter | Power Long Filter | Auto Swing | Horizontal Fan | Power Swing | 600-Copper-Free Fan | 1000-Resistant | 1000-Resistant | 1000-Resistant

ALSO AVAILABLE IN 5 & 8 STAR NON-INVERTER

**MAKING THE BETTER**  
CASSIETS AIR CONDITIONERS | JET TOWEL | CITY MULTI SYSTEM | DUCTLESS AIR CONDITIONERS | AIR CURTAIN

## Herald

### Casinos will come & go, beaches will not: HC

#### Dawood on UK asset freeze list, with 3 Pakistan addresses

#### High octane Punjab, Vajpai by polls today

#### Introducing 10 Grand Package

**MAKING THE BETTER**  
CASSIETS AIR CONDITIONERS | JET TOWEL | CITY MULTI SYSTEM | DUCTLESS AIR CONDITIONERS | AIR CURTAIN

## MUMBAI 03 DNA

### Pupils queue up for correct results

Students wrongly marked absent despite writing exam; MU officials cite technical error in software

### Doctor's death: HC rejects plea seeking order for FIR against BMC

### 40-yr-old Mumbai building tits, 14 families evacuated

### Man held for stealing cash at Porvair mall

### 23-yr-old scooterist dies in hit-and-run case

### Man held for drinking at Porvair mall

### 23-yr-old scooterist dies in hit-and-run case

### Man held for drinking at Porvair mall

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**MAKING THE BETTER**  
CASSIETS AIR CONDITIONERS | JET TOWEL | CITY MULTI SYSTEM | DUCTLESS AIR CONDITIONERS | AIR CURTAIN

## Local

### MMC to write to ZACL over poor condition of play equipment at Vasco Garden

### Adoration at St Joseph Vaz Sanctuary on Sept 1

### Introducing 10 Grand Package

### Celebrating

### Man held for drinking at Porvair mall

### 23-yr-old scooterist dies in hit-and-run case

### Man held for drinking at Porvair mall

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**MAKING THE BETTER**  
CASSIETS AIR CONDITIONERS | JET TOWEL | CITY MULTI SYSTEM | DUCTLESS AIR CONDITIONERS | AIR CURTAIN

DNA, MUMBAI

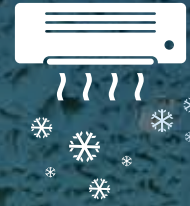
HERALDO, GOA

DNA, MUMBAI

NAHVIND TIMES, GOA



# MAKING FESTIVALS COOLER.



CELEBRATING ONAM WITH MITSUBISHI ELECTRIC ARCH GATES AT DEALER OUTLETS IN KOCHI

CLIMATIC SYSTEMS, KALOOR



COOL CARE,  
ALUVA



WEAVES ASSOCIATES,  
PANAMPILLY NAGAR



WEATHER SOLUTION,  
PANAMPILLY NAGAR



COOLING SYSTEMS,  
MANNAM



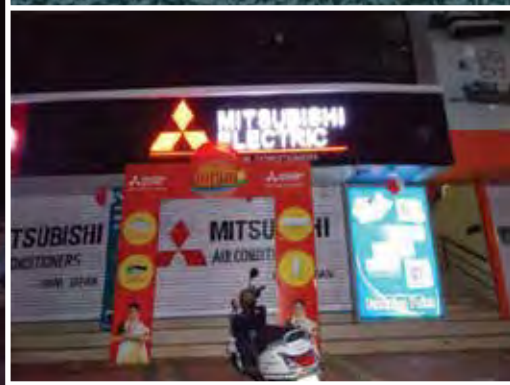
# MAKING FESTIVALS COOLER.

BRAND ZONE, KOTTARAKKARA



COOL MASTER, PANDALAM

FREEZONE, VARKALA



FREEZING POINT, THODUPUZHA

MK SYNERGIES,  
MEENAGADI



MATHA AIRCON, KOTTAYAM



# DURGA PUJA CELEBRATIONS IN KOLKATA



**SANGHSREE - UJALA CINEMA**

**SANTOSHPUR BRIDGE**



**SOUTHCITY**

**LOADS MORE**



**RASHBEHARI-LAKE MALL DHAKURIA CROSSINGS**

**BHAWANIPUR THANA**



**BADABAZAAR CROSSING**

**SHYAMBAZAR- CSCE R AVENUE CROSSING**



**BOW BAZAR CROSSING**

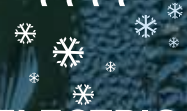
**MOULALI CROSSING**







||||



# MAKING FESTIVALS COOLER.

## CELEBRATING GANESH CHATURTHI WITH MITSUBISHI ELECTRIC ARCH GATES AT DEALER OUTLETS IN MUMBAI

AIRMAX GOA



HITEC AIRCON



BLUE BIRD SALES



KOOL SERVICES



JAWAHAR ELECTRICS



SHREE HVAC (HIROBA)



MODERN REFRI, GOA

145%81 (S) %3 11



# BRANDING AT RESIDENTIAL SPACES

## DELHI



## AGRA







1111



# BRANDING AT RESIDENTIAL SPACES

## CHANDIGARH





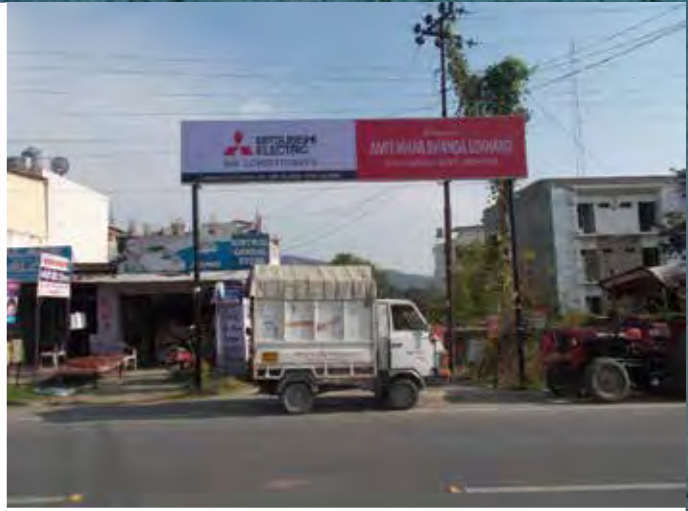


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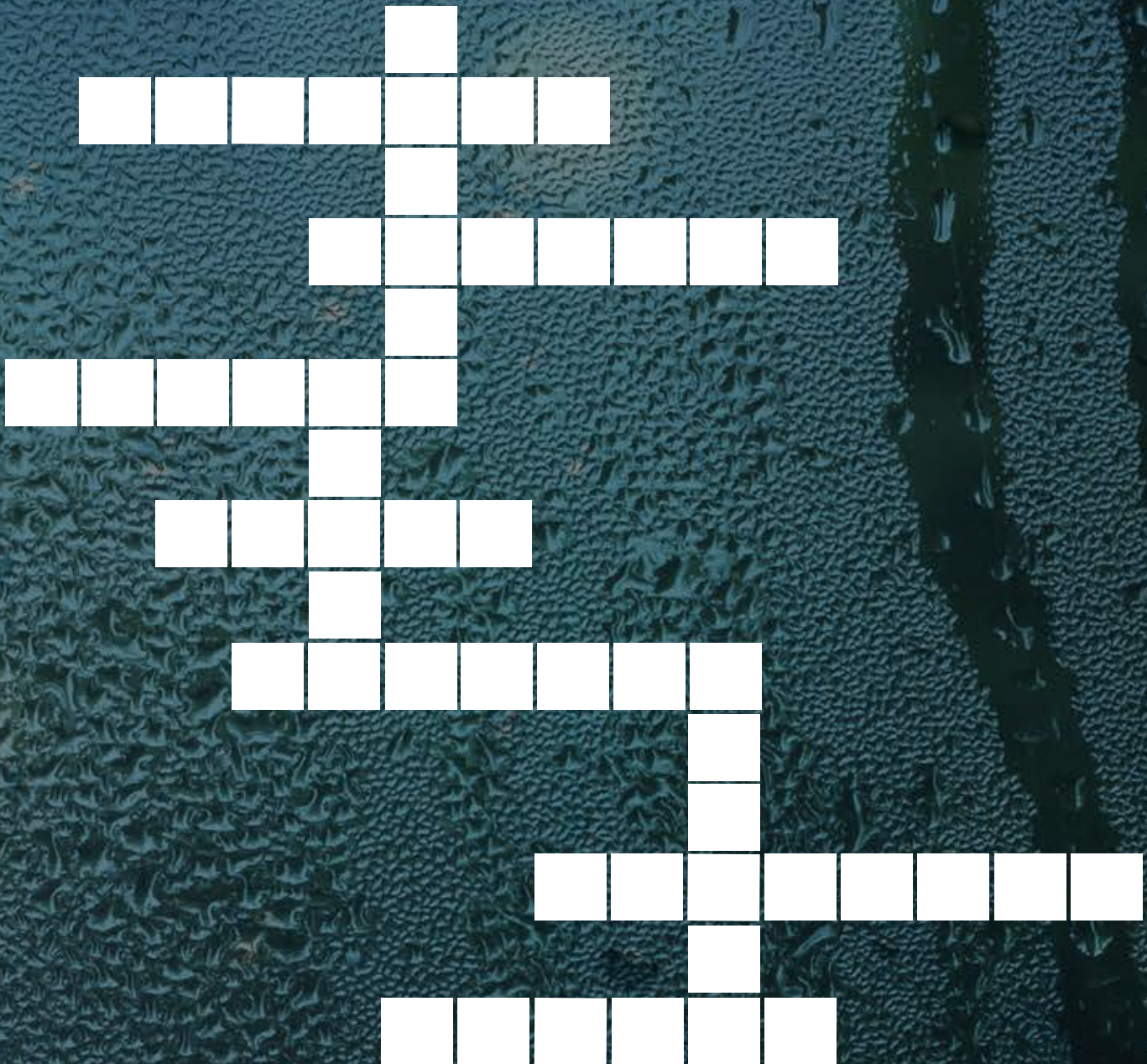
# BRANDING AT RESIDENTIAL SPACES

## DEHRADUN





# CROSSWORD



## ACROSS

- Our revolutionary cooling technology is Dual \_\_\_ Coating.
- We launched 10 concept showrooms called \_\_\_ Planet.
- Our City Multi units are in a villa in Lonavala named?
- Mitsubishi Electric was a silver sponsor in an exhibition here.
- What was the forum held in Jaipur?

- The exhibition in Patna was called?
- Mitsubishi Electric displayed green products here.

## DOWN

- MEQ has launched 65 new showrooms called?
- Abdul Sattar comes from this place.
- The best attraction of New Zealand was Mount Cook \_\_\_ Vista.





**TECHNICAL CENTRE:**

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**Chennai**  
Tel. No.: 044-49232222

**Delhi**  
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**Mumbai**  
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**EAST ZONE**

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**WEST ZONE**

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**Amritsar-** Mobile: 09780021037

**Bhopal-** Mobile: 09926347222

**Bhubaneswar-** Mobile: 09934318146

**Dehradun-** Mobile: 08650758786

**Goa-** Mobile: 09167113443

**Hubli-** Mobile: 09743974251

**Kanpur-** Mobile: 07755007767

**Patna-** Mobile: 09861469923

**Nasik -** Mobile: 09545046866

**Raipur-** Mobile: 09752598897


**Rajkot-** Mobile: 09586605009

**Ranchi-** Mobile: 09748070733

**Trichy-** Mobile: 09056000807

**Varanasi -** Mobile: 09559302666

**Vizag -** Mobile: 09951655556

 For E-waste Collection & Disposal process: Customer can get complete details of company process on collection, disposal of e-waste product (i.e. 'Mitsubishi Electric' make Air Conditioner / Printers) and incentive / exchange scheme for returning of e-waste on Company website ([www.mitsubishielectric.in](http://www.mitsubishielectric.in)) and / or Toll free number 1800 102 2626.



**AIR CONDITIONERS**

**MITSUBISHI ELECTRIC INDIA PVT. LTD**

Head Office: 2ND Floor, Tower A&B, DLF Cyber City, DLF Phase 3, Gurugram 122002 ( Haryana)  
Tel. No. (Main): 0124-6739300 Fax: 0124-4630399 Website: [in.MitsubishiElectric.com](http://in.MitsubishiElectric.com)  
Email: [custmersupport@asia.meap.com](mailto:custmersupport@asia.meap.com)

Customer Care Toll Free No: 1800 102 2626