
MITSUBISHI ELECTRIC EDGE



**HAPPY
NEW
YEAR**

MAY THIS BE THE COOLEST YEAR EVER.

DIRECTOR SPEAK



FROM THE DIRECTOR'S DESK

Hello, readers!

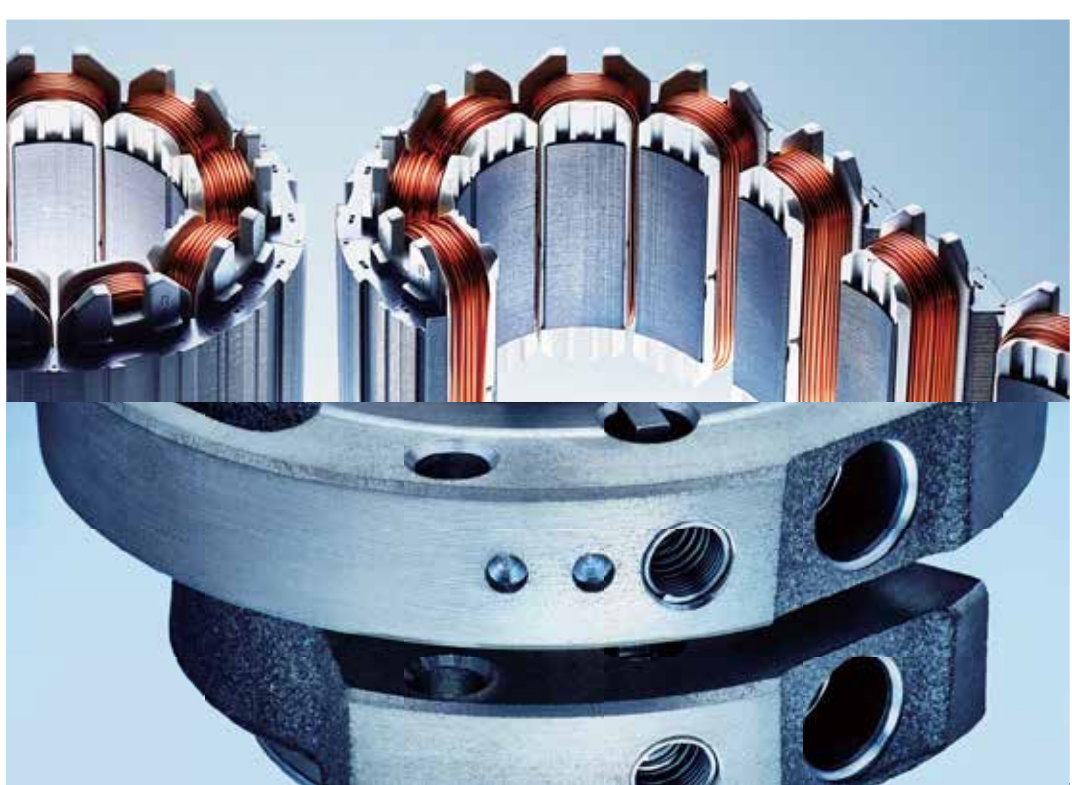
As we set to embark on a new journey this New Year, I extend my heartiest greetings to you all. Year 2017 has been one of great planning and resolves for the shaping of a new economy. For the progress to take effect, a vision is necessary and the vision results in success only by an ordered planning and implementation. It has been a committed endeavour on the government's as well as on people's part to have made the demonetization a success. Great changes in the economic scenario require much research and planning followed by its well thought-out implementation. The demonetization drive, although a significant step towards a corruption-free India, had undergone major setbacks during its implementation. Patience, perseverance, commitment, responsibility and a vision towards building a better future have brought out the GST bill to its successful conclusion. Year 2017 is a major example of how proper planning too goes through a series of setbacks during its implementation and its process, that results – though slowly but effectively – in contributing to the image of India as a strong economy through a firm dedication from people and the government.

Mitsubishi Electric strongly believes in the principles of planning and vision and efforts taken to sharpen at each and every step in between planning and vision to reap the expected outcome. We, at Mitsubishi Electric, thrive on the trust that our customers and well-wishers have bestowed on us over the years. And it is our guiding philosophy to continue providing the best service and complying with people's changing demands and growing needs along with our dedication to contribute to the economy as well as support the cause of a safe environment. To this effect, another challenge is the implementation of ISEER in January, 2018. Indian Seasonal Energy Efficiency Ratio (ISEER) is an evolved rating methodology for air conditioners that factors in variance in higher temperature in India and rates air conditioners accordingly. To support this cause, India strives to push towards a more efficient, environment- friendly Air Conditioning, once the ISEER is kick-started in 2018. Every great cause requires optimum perseverance and support. Once ISEER is successfully implemented, India will have a great future. Here's wishing you another year of happiness, health, and prosperity!

A handwritten signature in white ink, appearing to read '伊藤 陽造' (Ito Yozo).

Yozo Ito

Director & BU Head - Air Conditioners



Built using micron-precise calculations, the compressor is the heart of the air conditioner.



Poki-Poki Motor

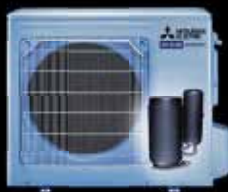


Dramatically enhanced motor efficiency utilizing mitsubishi electric's original dense winding technology.

Heat caulking



Mitsubishi electric's heat caulking method minimizes cylinder distortion for even greater efficiency.



TECHNOLOGY IN FOCUS POKI POKI MOTORS

By using Mitsubishi Electric's original dense winding technology, the Poki Poki motor dramatically enhances motor efficiency. The Poki Poki motor has been instrumental in bringing changes for the better, and taken Mitsubishi Electric to greater heights

OUR PROJECTS: A STUDY IN EXCELLENCE



KUNSKAPSSKOLAN SCHOOL, GURGAON, HARYANA

Kunskapsskolan, an educational institute with Swedish curriculum, has over 40 schools across the world including India, UK and USA.

In 2016, this environment conscious school was looking for a highly efficient multi type air conditioner for their new building.

Mitsubishi Electric's high efficiency PUHY-EP models were selected to meet client's strong request to adopt high efficiency model and PLFY indoors selected that blend perfectly with school interiors.

INSTALLED PRODUCTS



PLFY-P VBM

Indoor Unit: 4 way Ceiling Cassette



PLFY-P VCM



PUHY-EP-YSKA

Outdoor Unit



PUHY-P-YSKA



AT-50B

Centralised Controller

OUR PROJECTS: A STUDY IN EXCELLENCE



MAHADEVI SILK & SAREES, HUBLI

Mahadevi Silk & Sarees is a fashion retailer that stays head and shoulders above the competition through its trend setting range of clothing. And when they were looking for air conditioning solutions that was premium, stylish and could match their interiors, they chose Mitsubishi Electric Cassette indoor units (PL-P). It perfectly matched their interiors with its premium looks and of course, the cooling was unmatched.

INSTALLED PRODUCTS



PL-P36BAK

Indoor Unit:
4 way Ceiling Cassette



PU-P36/42 YAKD

Outdoor Unit

ASP MEET: FOR OUR PARTNERS IN GROWTH



ASP MEET

Mitsubishi Electric organised South India ASP (Authorised Service Provider) meet on 10-10-2017 & 11-10-2017 at Radisson Blue, Chennai and total 22 people attended the event. Also same event was organised for East region from 02-11-2017 to 03-11-2017 at The Sonnet, Kolkata and total 27 people were the part of the event.

First day people enjoyed their stay at hotel along with cocktail dinner.

Next day event started with opening speech by Mr. Surendharan (Regional Sales Manager) for South Region and by Mr. Sanjeev Kumar (Branch Manager, Kolkata) for East region on behalf of Mr. Yozo Ito, Director and Business Unit Head followed by welcome address by Mr. Bhasker Pandey, HOD–Service. Event continued further with MEI Service overview and Infrastructure by Mr. Manish Jha, Manager Service followed by Product Overview and training by Mr. Rajatha Belliappa for South Region and Mr. Sumanta Chakraborty for East region, Customer Relationship Management (CRM) training by Mr. Manish Jha, Commercial work overview and Spare parts presentation by Mr. Lalit Kumar.

After presentation tools were displayed by tools vendors, so that ASP can feel importance and quality of good tools & use the same in day to day installation & breakdown calls, which then followed by open session for question and answer for ASP owners and all members of the event.

Once in a Year ASP meet is organised to boost up their confidence on their association with MEI and also make them aware about MEI Products / process / Policies / Advanced tools available in market & further Plan of MEI on after sales service operations and benefits on association with MEI.

URJAVARAN: AN OPPORTUNITY TO SHINE



URJAVARAN 2017-18: NATIONAL FLAGSHIP SEMINAR OF ISHRAE IN TRIVENDRUM

Urjavarani is an opportunity for companies to present their products and new technologies to the industry. ISHRAE Trivendrum Sub chapter organized Urjavarani 2017-18 on 11th Nov 2017 at Hilton Garden Inn, Trivendrum with the key partner support of MEI air conditioners.

The seminar brought Builders, HVAC & Electrical Consultants, Dealers, Architects and Planners under one roof. The conference addressed issues relating to district cooling in Smart Cities, Health Impact of Indoor Air Quality, Solar Air Conditioning, Hybrid System, Radiant Cooling and Geothermal Cooling, Smart homes and many more.

The Chief Guest, Padmashri M. Chandradathan, Scientific adviser to Chief Minister (Distinguished Scientist & Former Director of ISRO Centres) inaugurated the programme and spoke about the importance of technology.

The role of Mitsubishi Electric air conditioners on focusing & promoting eco-friendly environment, energy efficiency, renewable energy was highlighted in the event. Mitsubishi Electric Air conditioners effort achieved the goal of an all green seminar. Printed cloth replaced flex & pencils were made of recycled material. The delegate kit with a diary and fountain pen promoted the thought of leaving plastic pens and use refillable fountain pens.

The seminar was telecast live to HVAC institutes and Engineering colleges where students showed a lot of interest. There was a live demo of machines with a professional team answering all the technical questions regarding the exhibited products. The success story of the seminar will be a guideline for the industry and companies worldwide. It demonstrated that public private partnership even with non-profitable organizations will lead to a technological and economic development.



MEI SHOWCASES CUTTING-EDGE PRODUCTS AT ACETECH IN GOREGAON, MUMBAI

Mitsubishi Electric India participated in ACETECH - a leading trade fair in Asia for architecture, building materials, innovation and design. The fair was held from November 2 - 5, at NSE Nesco Complex, Goregaon, Mumbai.

MEI's Living environment (AC) and Factory Automation divisions, Mitsubishi Elevator India Private Limited (IMEC) and Climaveneta, a group company of Mitsubishi Electric, participated in the exhibition. The company displayed cutting edge products from its repertoire including advanced air conditioners with inverter technology.

MEI displayed its most premium model - MSZ-LN/Inverter heat pump type for the first time in India. Designed for luxury, this is a shining example of master craftsmanship. Its infrared ray sensor and double flaps provide enhanced comfort and energy savings.

On display were also the models with ground breaking features like Nano Platinum Filter, Econo Cool, Anti-Allergy Enzyme Filter, LCD Remote Control, 24-hour timer, Auto Restart etc.

MEI also showcased the MSZ-FH series/Inverter Heat Pump Type - energy efficient ACs with advanced inverter technology known for superior performance including providing optimum control of operational frequency. The MSY-GN series showcased during the exhibition comes with Dual Catalyst Coating to reduce the attachment of dust and oil mist. It has Mr Slim - the new technology which helps ACs operate efficiently.

SHOWROOM INAUGURATION: STRENGTHENING OUR PRESENCE IN INDIA

ORISSA ENTERPRISES, BERHAMPUR



MEI'S EXCLUSIVE CONCEPT SHOWROOMS (MEQ HIROBA) STRENGTHENING THE COMPANY'S POSITION

Mitsubishi Electric India's LE division plans to approach the Indian market aggressively and has launched 69 MEQ Hiroba showrooms across the country. They will 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.

CHANNEL PARTNERS EXPLORE SINGAPORE



OUR CHANNEL PARTNERS VISIT SINGAPORE

Mitsubishi Electric organises foreign trips to reward its valued channel partners for their contribution to the company's growth. Every year destinations are selected in order to ensure high quality experience. This year Singapore was chosen and the tour was organised from 24th - 27th November 2017.

Highlights of the trips were Sentosa Island tour including cable car, Madam Tussauds Museum followed by Luge with skyride and wings of time show. Next day the channel partners enjoyed Gardens by Bay, Singapore Flier followed by half day city tour of Singapore. Late in the evening, it was the exciting Night safari. Following day guests had fun at universal studios and the last day they shopped at the Mustafa shopping complex.

Everyone enjoyed the trip and came back to India with pleasant memories.





TOP AIR CONDITIONER INFLUENCERS OF INDIA VISIT MITSUBISHI ELECTRIC CORPORATION AC&R WORKS, WAKAYAMA, JAPAN

Mitsubishi Electric Living Environment Division organized a factory visit to visit Mitsubishi Electric Corporation Air Conditioning & Refrigeration System Works, Wakayama, Japan. 24 influencers from PAN India witnessed the facility integrating technological know-how from these specialized air conditioning and refrigeration plants. It has led to the development and manufacture of highly efficient products and systems. The visit was scheduled from December 11, 2017 till December 15, 2017.

AC&R Works has been constructed to serve as a new production base in which the main components for air conditioning equipment are manufactured. With the concept of "GreenTy Factory," the building aims to achieve the BCP (Business Continuity Planning), environmental sensitivity, and flexibility required for a factory. It comes with a next-generation factory model that takes account of the whole environment surrounding the premises, including the community, the earth, and the workplace.

Mitsubishi Electric India aimed to educate and update top Architects, Consultants and Educationists about various advance development on technologies in the field of heating, ventilation and air conditioning (HVAC). This visit helped them to understand how ME efficiently meeting the current trend and requirement pertain to the environmental regulations and business practices in the coming year, further enabling to achieve continuous growth and increase presence in Indian Market.

Influencers also an got opportunity to witness all product range of Mitsubishi Electric at MKY showroom in Bangkok, Thailand with a one night stay in the city. Guests enjoyed their visit to Japan factory and came back with wonderful memories.

NAME: VIHUL M JAGIRDAR
DESIGNATION: BRANCH MANAGER
LOCATION: SURAT BRANCH



He was born & brought up in Sun City –Surat-Gujarat . Worked in Service Industry for 4 years after completion of Diploma in Mechanical Engineering & about to complete Successful 5 years in Mitsubishi Electric (in Feb 2018). After working in HVAC field of Surat & South Gujarat for 15 years he got a chance to work with a company Mitsubishi Electric which believes in superb energy efficient products known for its class and have the vision for upgrading society with futuristic products. Also company provides excellent working environment for each employee.

Presently he is looking after branch operations of Surat branch & handling South Gujarat territory. He always works to upgrade himself with latest updates in competition and market. His core strength is to work as a team and he is a good learner. He always believes that each day comes with new challenges and strength to overcome them.

He is a musician & lyricist which always help him to get connected with himself in free time. His goal is to work with his best efficiency which is mutually beneficial to him and the organisation both.

He believes that you only fail or loose when you don't try , Once you try either you win or you get experience to face the challenge with another perspective.



NAME: CHETAN PATIL
DESIGNATION: ASSISTANT MANAGER –
PROJECT SALES
LOCATION: SURAT BRANCH



He has successfully completed 3 Years in Mitsubishi Electric. He likes the work culture in Mitsubishi Electric where he can exhibit his skills and knowledge.

He is looking after VRF Sales in South Gujarat and handling total 13 channel partners in his territory. He is providing sales support, technical support and maintaining PR with dealers which helps to increase VRF business.

He likes to work with positive attitude with a crystal clear vision to achieve his goals. He enjoys new challenges and opportunities, preparing strategies and planning to achieve success.

He believes every day is a new day to prove yourself and to improve your strength



NAME: HARVINDER SINGH
DESIGNATION: MANAGER – CHANNEL SALES
LOCATION: CHANDIGARH BRANCH



He was born and brought up in the industrial hub Ludhiana and completed his bachelors from Punjab University .He is having an experience of more than thirteen years in same industry.

For him working with MEI so far has been astonishing. He likes the working environment of the company and have discovered and learned lot of new things here.

He is handling Channel Sales through dealer & distribution in South Eastern part of Punjab

His strongest strength is his management skill. He believes in being patient, frank, good team worker & initiator also.

He wants to become a Branch Manager in next two years.

He believes to work hard in silence and let his success be the noise



NAME: ANIL KUMAR SHARMA
DESIGNATION: ASSISTANT MANAGER-
COMMERCIAL
LOCATION: HEAD OFFICE, GURGAON



He was born in Pink City of India (Jaipur), grew up in urban Jaipur, his favourite place in the world. He spent a fair amount of time in Gurgaon. He holds a Bachelor's Degree in Commerce.

Regarding his work profile he is having a total of 8 years experience in Accounting and Commercial for various industries. Joined Mitsubishi Electric India in March 2015 and he is taking care of Commercial and Credit Control for PAN India.

Mitsubishi Electric India presents exciting challenges that allows him to use his interests and experience with growing sustainability efforts.

His strengths are aiming for perfection, looking for area of improvement and his willingness to learn new things.

He wishes to be a part of further success of company along with his colleagues.



NAME: RAJAN VERMA
DESIGNATION: DEPUTY MANAGER -
SALES SUPPORT
LOCATION: HEAD OFFICE, GURGAON



He joined MEI in Aug' 2014. His experience so far in MEI is very encouraging and he likes the work culture in Mitsubishi Electric which is very disciplined as it provides a platform to give your best.

He is into Planning and operation (Stock planning and helping branches in their daily operation)

His positive attitude and discipline are his strengths. His future goal is to make himself a strong and skilled person who can help others to achieve their dreams.

He believes that smart work with discipline is the key to get desired results.



JUMBLLED WORDS

O I K P O P K I T O R M O ■■■■■ ■■■■■ ■■■■■■

HINT : This motor enhances motor efficiency dramatically.

T E H C A E ■■■■■■

HINT : This is a leading trade fair in Asia for architecture, building materials, innovation, and design.

R E P A G S I O N ■■■■■■■■■■

HINT : This year the foreign trip for Mitsubishi's valued channel partners was organized in _

V A J N A U R A ■■■■■■■■

HINT : The seminar that provides companies to present their new products and technologies to the industry is _

S A L O N K A K U N S P S K ■■■■■■■■■■■■■■■■

HINT : This is an educational institute which is environment conscious, with a Swedish curriculum, and has over 40 schools across the world.

T H A E K C A G U I L N ■■■■ ■■■■■■■■■■

HINT : This method minimizes cylinder distortion for greater efficiency.

A M Y A K A W A ■■■■■■■■

HINT : This year, in December, Mitsubishi Electric Living Environment Division organized a factory visit to Mitsubishi Electric Corporation Air Conditioning & Refrigeration Works in _ in Japan.

ANSWERS FOR PREVIOUS CROSSWORD

ACROSS

Barrier • Cooling • Sajala • Bihar • Arcasia • Buildcon • Coolex

DOWN

HIROBA • LATUR • ALPINE

2018



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For collection, disposal & other detailed information on e-waste, please visit our website: <http://www.mitsubishielectric.in>

