

COOL ME BETTER

Issue: No. 4 (September, 2012)

Exhibitions From Around The World

Spain: International Graphic Arts Fair FESPA Digital 2012

Mitsubishi Electric exhibited some of its digital printing products at FESPA Digital 2012, held for the first time in Barcelona, Spain. This exhibition is one of the most influential in the sector. With 380 exhibitors and 12,000 visitors, it is known for showcasing the latest applications, trends and innovations in the graphic arts industry.



Russia: CEP EXPO

Mitsubishi Electric Europe B.V. in Russia participated in the 'CONSUMER ELECTRONICS & PHOTO EXPO-2012'. There it introduced its latest printers, printing systems and products for photo gift production. Along with the exhibition, the company's CP-K60DW-S printer was awarded the "Product of the Year 2012" prize, as the best printing solution for small business.

Thailand: The Power of Green

As a part of its 40th anniversary celebration, Mitsubishi Electric Kang Yong Watana Co. Ltd. organised an exhibition for VIP guests to introduce innovative home appliances and green technologies from Japan. This event, "The Power of Green," was held at Seacon Square in Bangkok, and featured cooling, healthiness, ecology, entertainment and stage zones.



Myanmar: Japan Festival

Mitsubishi Electric Asia Pvt. Ltd. participated in the "Japan Festival" held in Yangon, Myanmar and organised by The Japan External Trade Organisation. Amidst the 44 Japanese companies that participated, Mitsubishi Electric exhibited some of its home appliance products,

including air conditioners, refrigerators, projectors and LCD display monitors.

UK: Ecobuild

Ecobuild is one of the UK's most important building exhibitions with thousands of exhibitors displaying their 'Eco' products. This year, Mitsubishi Electric used the exhibition to focus on how combined solutions for heating, cooling, power generations and ventilation can help both newly built and existing commercial buildings and homes.



India

Mitsubishi Electric India has placed outdoor advertising on India's premier shopping malls and other premier locations across India.



Mobile Showroom in USA

Mitsubishi Electric Automation Inc. has rolled out a mobile showroom that brings its full array of motion control solutions directly to the customers. The 53-foot long "Solutions in Motion" showroom, replete with interactive demonstration pods and dual expandable walls, will appear at trade shows, open houses, training seminars and other events across North America.

Promote **ME** Better

Advertisements & Hoardings



Abhi Marketing, Bareilly, UP



Band Box, Ludhiana, Punjab



Anupam Agencies, Jodhpur, Rajasthan

MITSUBISHI ELECTRIC
Changes for the Better

for a greener tomorrow

**POWER OF 3
BUT THE RUNNING COST OF 1.**

The City Multi Air to Water Series cools, heats and gives you hot water at the same time.

Say goodbye to separate installations for an A/C, heater and geyser. First time in India with Mitsubishi's City Multi Air to Water Series, you can cool, heat and also have hot water supply, without any hassle. Applying heat pump and heat recovery technology, it provides hot water and the waste heat from cooling operation is utilized for heating operation. This in turn provides hot water supply. Eventually, leading to a reduced cost of operation and more importantly, lesser impact on the environment. This series is manufactured in Japan using state-of-the-art technology. So, it's time you opted for one instead of three.

CITY MULTI

Stay cool. Enjoy hot showers. Stay comfortably warm.

Mitsubishi Electric India Pvt. Ltd.
Head Office: Address 2nd Floor, Tower A & B, DLF Cyber Green, DLF Cyber City, DLF Phase II, Gurgaon - 122002 (Haryana) Tel: No: 0124 4002000 Mobile: 9802967007 / 9810645119 Website: www.mitsubishielectric.in Email: customer.support@meia.mitsub.com

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Architect & Interiors India / Hotelier
Indian Architect & Builder
Ishrae Journal
Innovative ACR

MITSUBISHI ELECTRIC
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KIRIGAMINE ZEN

Mitsubishi Electric offers air conditioning solutions from office to home. Also, our range includes 5 star & Inverter splits for households. Cassette, tower and ducted models for light commercial usage and 100% inverter scroll VRF for office solutions.

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AIR CONDITIONERS

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Newspaper Ad -
The Hindu - Kochi, Chennai,
The Times of India - Delhi, Gurgaon, Mumbai, Bengaluru and Pune
Gujarat Samachar - Ahmedabad
Deccan Chronicle - Hyderabad
The Tribune - Chandigarh

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Newspaper Ad



ASCO Motors, East Delhi



ECO Cool, Ghaziabad, U.P.

Know **ME** Events Better

Cooler - 2012 Chandigarh

Mitsubishi Electric India Pvt. Ltd. participated in the 15th edition of 'COOLEX 2012', held in Chandigarh. It's CII's exclusive exhibition on air conditioning and refrigeration. Cooler showcases advanced 'cool' options in refrigeration and air conditioning to counter the soaring mercury levels that engulf the Indian sub-continent during summer months.

CII's Cooler provides an established platform for Mitsubishi Electric to generate exposure for advanced technology and showcasing the latest product offerings.



Mitsubishi Electric India was the lead exhibitor with grand product displays. This included Kirigamine range of inverter heat pumps, Starmex range of split type air conditioners, Mr. Slim range of cassettes and Floor standing models & City Multi VRF air conditioning systems that are our star performers with 100% Inverter Scroll Technology for commercial usage. Highlights of the Mitsubishi Electric display during Cooler 2012 was well covered by the Daily Post newspaper, Chandigarh.

Mitsubishi Electric India is reaching more people and attracting better response for Mitsubishi Electric air conditioning products through these events.



Dealers Meet - Chandigarh

On 4th May 2012, Mitsubishi Electric India organised the first 'Dealer Meet' for the dealers of Greater Punjab at Hotel Western Court, Chandigarh. All the invited dealers from the region marked their presence with a mindset to promote Mitsubishi Electric in the states of Punjab, Haryana & Chandigarh (UT).

Everybody was welcomed by Mr. Sanjeev Gianchandani, DGM, Sales & Marketing, Mr. Hiroaki Ashizawa, GM, Living Environment division, Mr. Ankush Saluja from Chandigarh sales team. All the dealers were briefed about the products manufactured and fabricated by Mitsubishi Electric worldwide through an audio visual presentation given by Mr. Gianchandani.



Mr. Ashizawa boosted the morale of dealers by sharing aggressive future plans of MEI and assured necessary support for sales & service. All the dealers had a one-to-one session with Mr. Sanjeev Gianchandani and important suggestions by Band Box & Aggarwal Agencies-Ludhiana, Bliss Engineers - Jalandhar, Unique Aircon & Satkartar Engg.-Chandigarh were discussed to boost sales of MEI air conditioners in their region.



The future is **ME**

G.D. Goenka Group Case Study

Location: Model Town, Delhi



Harmeet Singh
Nicon Air Conditioning
Mitsubishi Electric
Authorised Channel Partner

About G.D. Goenka Group

The G. D. Goenka Group, is a leading educational set up driven by a passion for excellence in education, where 'Globalization' is the buzzword. A galaxy of educational institutions from pre-schools to post-graduate institutes with world-class infrastructure, healthy and well-maintained Wi-Fi enabled campuses, well-equipped libraries, Hi-tech laboratories along with dedicated and seasoned faculty, support an ideal and conducive environment for providing education.

The Challenges

The school was looking for an air conditioning system that matched their contemporary architecture. Remarkable comfort, low running cost and energy saving were the principal challenges for this project.

The Solution

Mitsubishi Electric City Multi was chosen over competitors bid because it presents Four Way Cassette Type Indoor Units which matches the classroom decor and other modern devices. Also, uniform cooling was one of the primary requirements. The CITY MULTI with 100% Inverter Based Technology also met the need for low-running cost.



Installed Systems

Indoor Units

Ceiling Cassette Type
-PLFY-P*** VBM



Outdoor Units

PUHY-P**YHSA
(Outdoor of Capacity 244 HP)



Remotes

Cordless Remote
Controllers
-PAR-FL32MA



The future is **ME**

Malabar Group of Companies Case Study

Location: All India Showroom of Malabar Group



MALABAR
GOLD & DIAMONDS
CELEBRATE THE BEAUTY OF LIFE

About Malabar Group of Companies

Malabar Group of Companies is a chain of jewellery showrooms across the country, expanding at a very fast pace. Mr. Siyad. E.A., Regional Director and all India projects in charge has been playing a pivotal role in their pan India projects, ranging from Delhi, Mumbai, Hyderabad, Karnataka, Tamil Nadu & Kerala. He is heading the technical team in charge of the projects across the country, dealing with design, purchase, execution & maintenance.

The Challenges

Malabar Group of Companies has a specific design (interior & exterior), which they maintain in all their projects across the country. They do not compromise on the design in any of their projects. The design can accommodate mainly cassette and hi-wall split units. The exterior design has forced the piping length of air conditioning units to exceed 20 mtrs. and in some cases close to 50 mtrs. thereby affecting the efficiency/performance of normal machines. All their projects once finalised are to be completed in a fixed time, which will not be altered under any circumstances. In addition to this, they were particular in the provision of routine servicing only during off business hours (night/public holidays).

The Solution

Mitsubishi Electric Power Cassette units and 5-star rated Hi-wall units enables the user to go for a piping length more than 20 mtrs. The cassette units has the provision to go for a piping length of 50 mtrs. The machines undergo a series of tests (line, endurance, heat stress, sound, performance & salt water spray) before coming out of the factory. The efficiency and durability of the machines has been specially appreciated by the technical team of Malabar Group. As far as the service part is concerned, we have been providing them with qualified and dedicated people, servicing the units at night after 9 pm or public holidays. Malabar Group has been using Mitsubishi Electric air conditioning products for a span of 4 years in all their jewellery showrooms across India. So far, Mitsubishi Electric has completed installing air conditioning systems for more than 50 showrooms of Malabar Gold Group. In addition to their jewellery outlets, they opted for Mitsubishi Electric for their building division (Malabar Builders) as well. Our main focus remains on customer satisfaction, thereby maintaining quality of machines, installation & maintenance.



Installed Systems - Indoor Units

Split Type Air Conditioners
Ceiling Cassette Type
Ceiling Concealed Type



Installed Systems - Outdoor Units



The privileged **ME**

All India Project Sales and Marketing Review Meeting - Living Environment Division

Indian Project Sales and Marketing Review Meeting-Q2 was organised by the Bengaluru branch on July 13th and 14th at Bengaluru.

The IMRM-Q2 conference was held at Wonderla resort, about 80 km off Bengaluru – Mysore corridor. Wonderla resort is air conditioned by Mitsubishi Electric using City Multi VRF systems. Wonderla resort was selected considering Bengaluru branch's concept of supporting the clients who has supported us.

All participants reached Wonderla resort on 12th evening followed by a pre-conference dinner and cocktail. This dinner acted as an icebreaker among the participants who came together for the first time after starting all India operations in April 2012.



Conference started with Mr. Hiroaki Ashizawa, General Manager, presenting the P & L account for LE division and also the road map for Q2.

During this presentation, special felicitation was given to Ahmedabad branch for being the best branch for Q1 (bookings). Mr. Ritesh Vyas and Mr. Apurva Shah collected the memento for the branch from Mr. Hiroaki Ashizawa and Mr. Neeraj Gupta.

Post that, branch presentations were held in alphabetical order starting with Ahmedabad. Post lunch session was for discussions on strategy and inventory management. This was followed by presentations from Mr. Gurdeep, Mr. Ganesh and Mr. Apurva Shah on benchmarking various competitor products and strategies to counter them in the market.

Mr. Dipu Manuel presented the best practices of MEAP-Singapore and IEE-Philippines. In these markets, City Multi VRF got a market

share of more than 50% beating other Japanese companies. This presentation was a part of knowledge sharing from Asian Marketing Meeting-2012 held at Singapore in April. This presentation had given confidence to the team for achieving higher sales in their respective markets by beating other Japanese players.



Post tea session had seen discussion on special schemes to boost sales for Q2.

14th, Saturday was for team building activities. The team visited Wonderla amusement park and participated in adventure rides resulting in increased bonding among the team members.

Finally, the meeting came to an end on 14th evening with a promise to meet at the financial capital of India-Mumbai in October 2012.



Best of ME



Name: Sumit Kalra
Designation:
Deputy Manager,
Project Sales Gurgaon

Sumit Kalra is one of the key members in LE team and is handling a team for VRF Project sales in Delhi NCR region. The first thing that reflects about his personality is dedication along with a challenging and go-getter attitude. With an academic background of mechanical and electronics, he is perfectly suited for the dynamically changing HVAC industry.

In his 8 years of professional experience, he has utilised his knowledge as well as sharpened his skills with the wide exposure of handling various range of HVAC equipments like Chillers, VRF, PAC etc. He is a leader in accepting new challenges which he has realised during his tenure while representing the organisation in his short abroad assignments at Dubai and Italy. He has developed himself as a mature techno commercial professional through his active participation and extensive networking in the HVAC market.



Name: Lakshmi Kongadi
Designation:
Operation Executive,
Bengaluru

Lakshmi was born & brought up in a socially cosmopolitan family and her ability to take challenges in life is appreciable. She holds a Master of International Business and also secured 2nd position in the University. Currently, she is pursuing MBA from a reputed institute. Lakshmi has been associated with Mitsubishi Electric as an Operation Executive and is handling the South Zone Operations for the AC Division. She has a good sense of humour and enjoys reading fictions. She is always concerned about people at the bottom of the pyramid. She accepts every task delightedly and believes in completing it with a success story. Her proficiency in the Japanese language has been an added advantage.

Her interest and contribution in supporting for writing books has been acknowledged by a leading author of a management book for Tata McGraw Hills Publication, Delhi.

Lakshmi follows a philosophy that, "Life unfolds a lot of misunderstandings every day. It's up to us to solve them or leave them or live with them."



Name: Dolphi Rodriques
Designation:
Branch Manager,
Mumbai

Born & brought up in Mangalore, Karnataka, he worked with a lot of premium Japanese brands in Mumbai. He believes in unity, equity, initiative and teamwork. He is self-motivated with a positive approach and is good in relationship management.

In his leisure time, he likes listening to old Hindi songs. He also loves sports and games. He had represented NCC from Karnataka at the Republic Day Parade in January, 1992.



Name: Surendharan RM
Designation:
Branch Manager,
Chennai

Surendharan is a dyed-in-the-wool Chennaite, having been born & brought up in the city of Chennai. He takes pride of being associated with a large family that has roots embedded in the armed forces.

Surendharan's father was a naval officer who managed air conditioning units in submarines, which was a cool job to do. In fact, that's what prompted him to take up an Engineering degree and opted for a career in the air conditioning industry. Surendharan has been managing his profession exceptionally well for a decade now. He believes, "If you love your profession then it will no longer be a compulsion for you, instead you'll enjoy every bit of it. Do not just offer products, but also solutions along with it." He considers himself not only a sales manager but a relationship manager as well.

During his school and college days, cricket was the only thing that kept him occupied. These days he loves spending his leisure time with his wife and one year old son. After an energetic day at work, he can think of no better activity than to play around with his son.

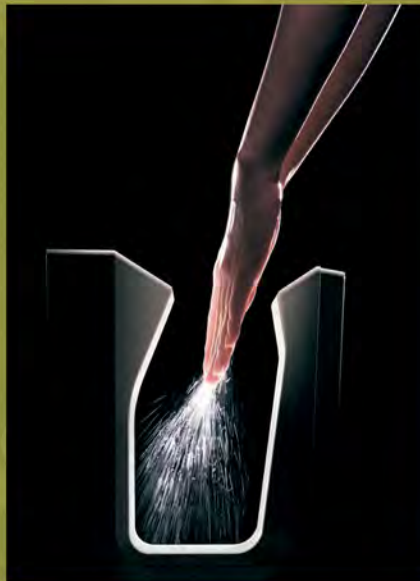
ME Innovations

JET TOWEL:

Jet Towel – A Mitsubishi Electric original hand drying solution for the 21st century. It is the best choice for hand drying as it dries fast and consumes very less power.

Jet Towel is manufactured using the most advanced technology. Jet Towel is simple to use pertaining to its side open design, upper and lower sensor operation and comfortable positioning. It's hygienic as it provides anti-bacterial treatment, fitted with independent air ducts and alcohol resistant resin. It is quite convenient because of the facility for inclusion of air speed, heater setting switches and brushless DC motor. Jet Towel is designed for installation between sinks as it can be aligned with the top sink basins. It is available in three colours, namely White, Black and Silver as these colours blend easily with any décor.

Jet Towel comes loaded with other features too. It is environment friendly as it reduces waste papers, corporate management oriented as it reduces the substantial cost, useful for building management due to its easy maintenance facilities and customer favourable as it provides improved services.



Where to find ME

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