



KEEPING YOU COOL THIS SUMMER
WITH THE MOST INNOVATIVE SOLUTIONS

mitsubishi
MITSUBISHI
ELECTRIC EDGE

for a greener tomorrow





DIRECTOR'S NOTE

Hello everyone,

FY 2017 ended on a good note, although it had its share of challenges. We are grateful to everyone for the endless support and trust bestowed on us. Together, we were able to overcome the challenges posed by the impact of demonetization, GST implementation, introduction of new energy star regulation, etc.

I would like to share my vision for FY 2018 highlighting three main points.

The first is to achieve sales target. It is important to keep in mind that the power of sales is coincident with achieving sales target. It is a good time for market growth. The impact of demonetization has subsided. With new energy regulations, there is a great opportunity for business growth.

In the next few years, it may be a period of epoch making when looking back on life. Every day, our focus should rest on how to spot new opportunities. 2018 is the actual first inverter year for MEI. I, therefore, request you to proactively propose inverter models.

The second is to work on area manager function. With the expansion of our sales, the area system is a necessary organization. So, it requires effective work.

The third is to focus on corporate governance and compliance. A strict adherence to laws and internal rules needs to be maintained. We need to strengthen the internal management system in order to prevent the company's privatization and corruption.

Having said that, let's gear up for a bright and successful 2018.

Best wishes,

Yozo Ito

Director & BU Head - Air Conditioners

EVENTS



Dealers Meet in Sri Lanka

Mitsubishi Electric Air Conditioners organized Dealers Meet in Sri Lanka

Mitsubishi Electric Air Conditioners organized its Annual Dealers Meet 2018 at Waters Edge, Colombo, Sri Lanka with an approximate gathering of 400 dealers and MEI employees. The event was honored by the presence of MEI-LE Director & Business Head, Mr. Yozo Ito; LE-Sr. General Manager, Mr. Neeraj Gupta and General Manager LE-Service, Mr. Bhasker Pandey.

The event was based on the Bahubali theme to represent undaunted courage and passion maintaining the consistency of the most efficient and desirable brand over all existing brands. Approximately, 107 dealers from across India received accolades for their contribution in our business expansion of different categories of RAC, PAC, VRF, Service, Hiroba, Cooling Planets' performance. The show was applauded for special performances by Bollywood celebrity Shefali Zariwala and many other entertainers.

The meet also included 4 nights and 5 days stay at 4 star property, Hotel Galadari, including major sight-seeing of Kandy, Bentota, Spice Garden, city tour with cultural shows. Dealers carried the memory of this visit by shopping at House of Fashion and Odell.

EVENTS



ASP MEET – West Zone

Mitsubishi Electric India, LE-Service Division, organized Authorized Service Providers Meet in Mumbai

MEI, LE-Service Division organized two day meet for Authorized Service Providers in the month of December, 2017 at Hotel Sai Palace, Andheri East, Mumbai.

The objective of the session was to update and educate the service providers about products, company policies, processes and tools. The event was attended by 40 ASPs from Western India along with their respective service in charges.

Highlights of the event were opening speech by Mr. Dolphi Rodrigues, Regional Sales Manager for West Region, on behalf of Mr. Yozo Ito, Director and Business Unit Head, followed by the welcome address delivered by Mr. Bhasker Pandey, General Manager, LE-Service, MEI Service. Overview and Infrastructure by Mr. Manish Jha, Sr. Manager-Service, followed by Product Overview and training by Mr. Bhartesh Nakhate, Sr. Manager-Service and Customer Relationship Management (CRM) training by Mr. Manish Jha.

Activities like these, arranged once in a year, have proved to be helpful in better understanding after sales service operations by optimizing the facility Mitsubishi Electric India extends.

This activity helped in strengthening the bond between MEI and ASPs to move forward at a futuristic pace and to grow together while building confidence in each other.

1ST EXCLUSIVE SERVICE SHOWROOM (MEQ SENMONKA) INAUGURATION

Mitsubishi Electric India opened its first Exclusive Service Showroom, MEQ Senmonka, in Ludhiana, Punjab, for all its Air Conditioning Products. Mitsubishi Electric has taken this initiative towards enhancing after-sales service and ensuring that Mitsubishi Electric Air Conditioners are maintained as per Mitsubishi Electric Quality.

“Senmonka” is a Japanese word which means “Specialist” and MEQ Senmonka would act as a specialist to facilitate the customer experience and engagement for all service related queries and to provide assistance.



EXCLUSIVE SHOWROOM INAUGURATIONS

MEQ Hiroba

Mitsubishi Electric India (MEI), an Indian subsidiary of Japanese Air Conditioning has opened 73 MEQ Hiroba, an exclusive and unique concept showroom across India. These showrooms offer a range of Mitsubishi Electric products with highly advanced technology, quality and durability albeit at a lower cost of ownership.



MEQ Hiroba Inauguration
Rathna Fan House, Chennai



MEQ Hiroba Inauguration
Delight Radios, Patiala



MEQ Hiroba Inauguration
Satguru Engg, Mohali



EXHIBITIONS

CII Coolex

Mitsubishi Electric Living Environment Division participated in the CII Coolex - 2018, at Chandigarh and Lucknow. It was an exclusive exhibition on Air-conditioning, Refrigeration and Ventilation.

This exhibition is part of a series of events focused on promoting the concept of energy efficient and innovative technology.



CII Coolex - Chandigarh



CII Coolex - Lucknow



PROMOTIONS

Newspaper Ads

MITSUBISHI ELECTRIC AIR CONDITIONERS

Changes for the Better

WHEN IT'S BOILING OUTSIDE IT'S FREEZING INSIDE

NEW INVERTER RANGE AS PER 2018 BEE RATING

MSY - GN SERIES

- Soft Diagnosis
- Wide & Long Airflow
- Dual Barrier Coating
- Blue Fin Anti-corrosion
- DC Inverter
- Power Saving
- Auto Restart
- Auto Filter
- Auto Clean

MSY - JP SERIES

- Powerful Cooling
- Long Airflow
- Powerful Cool

NEW FIXED SPEED RANGE AS PER 2018 BEE RATING

MS - GK SERIES

- Soft Diagnosis
- Auto Restart
- Auto Filter
- Auto Clean
- Wide & Long Airflow

MS - JP SERIES

- Powerful Cool
- 5°C Operating Range*
- Comprehensive Self-cleaning
- Nano-Platinum Filter
- Electron Beam Heating Box

Mitsubishi Electric India Pvt. Ltd., 81 V/G, 4th Floor, Mohan Cooperative Industrial Area, New Delhi - 110044 New Delhi | Tel No: 011-6005700

For all enquiries of Dealers and Fabricators: 9177 54033
 Delhi: 882779268, 9810066037, 9911197235, 9654821451 | Noida/Ghaziabad: 8000878763, 8000339066, 8448287915

Delhi Times (Delhi NCR) and HT City (Delhi NCR)

MITSUBISHI ELECTRIC AIR CONDITIONERS

Changes for the Better

TEMPERATURE DROPPING ALL THROUGHOUT THE SUMMER

NEW JP Series Mr.SLIM 2018 INVERTER SERIES

CREATING YOUR COMFORT

DC Inverter

The ME Edge: Anti Mold | Nano-Platinum Filter | Wide and Long Airflow | Auto Vertical / Horizontal Vane Power Saving | 100% Copper Pipe | 100% Imported | Unmatched Service | R32 Refrigerant | Blue Fin Condenser

ALSO AVAILABLE IN 2 STAR, 3 STAR IN NON-INVERTER & 3 STAR IN INVERTER SERIES

CASSETTE AIR CONDITIONER | JET TOWER | CITY MULTI VRF SYSTEM | DUCTABLE AIR CONDITIONER | AIR CURTAIN

GUJARAT-Gujarat Samachar, City Bhaskar, Divya Bhaskar, Sandesh, Akila, Sanj Samachar, Gujarat Samachar-Plus purti

MITSUBISHI ELECTRIC AIR CONDITIONERS

Changes for the Better

TEMPERATURE DROPPING ALL THROUGHOUT THE SUMMER

NEW GN Series Mr.SLIM 2018 INVERTER SERIES

The ME Edge: Dual Barrier Coating | Nano-Platinum Filter | Wide and Long Airflow | Auto Vertical / Horizontal Vane Anti-corrosion Coating | 100% Copper Pipe | 100% Imported | Unmatched Service | R32 Refrigerant | Blue Fin Condenser

ALSO AVAILABLE IN 2 STAR, 3 STAR IN NON - INVERTER & 3 STAR IN INVERTER SERIES

CUSTOMER CARE TOLL FREE NO. 18001201201 | FMS SAC ENGINEERING CONTACT: 8000444000/8000444001 FOR WIRE ENQUIRY CONTACT: 4200000000

Mitsubishi Electric India Pvt. Ltd. 81 V/G, 4th Floor, Mohan Cooperative Industrial Area, New Delhi - 110044 New Delhi | Tel No: 011-6005700

JAIPUR - Rajasthan Patrika

MITSUBISHI ELECTRIC AIR CONDITIONERS

Changes for the Better

TEMPERATURE DROPPING ALL THROUGHOUT THE SUMMER

NEW JP Series Mr.SLIM 2018 INVERTER SERIES

CREATING YOUR COMFORT

DC Inverter

The ME Edge: Anti Mold | Nano-Platinum Filter | Wide and Long Airflow | Auto Vertical / Horizontal Vane Power Saving | 100% Copper Pipe | 100% Imported | Unmatched Service | R32 Refrigerant | Blue Fin Condenser

ALSO AVAILABLE IN: INVERTER SERIES | NON-INVERTER SERIES

Mitsubishi Electric India Pvt. Ltd., 81 V/G, 4th Floor, Mohan Cooperative Industrial Area, New Delhi - 110044 New Delhi | Tel No: 011-6005700

Hyderabad: 601 & 602, 6 Floor, Block 1, White House, 6-3-192/71, White House, Kuntan Bagh, Begumpet, Hyderabad - 500016, (Telangana) Tel No: 044-24338858, Mobile: 9000911029

Vijayawada: 87, 3rd Floor Corniche Square, Gunanank Colony, Main Road, Vijayawada - 520008 (Andhra Pradesh) Tel No: 0866-2018999, Mobile: 9449894027

For all enquiries of Hyderabad: 9270944445, 9000994526 | Karimnagar / Warangal / Khammam / Nizamabad/Mahabubnagar/Jagdalpur: 9000644007
 Vizag: 9205987308 | Vijayawada: 9205987306

For VRF enquiry in Telangana: 8448397974 | For VRF enquiry in Andhra Pradesh: 9200897310

Andhra Pradesh and Telangana TOI and Sakshi (All Edition)

PROMOTIONS

Newspaper Ads

MITSUBISHI ELECTRIC
AIR CONDITIONERS

Changes for the Better

JP Series Mr.SLIM
INVERTER SERIES 2018

CREATING YOUR COMFORT

DC Inverter

INVERTER POWER MODE | **BIU ANTI-CORROSION COATING** | **MICROPLASMA CATCHING FILTER (OPTIONAL)** | **LONG AIRFLOW** | **M-S.S REMOVAL EFFICIENCY** | **DUAL BARRIER COATING**

CASSETTE AIR CONDITIONER | JET TOWEL | CITY MULTI VRF SYSTEM | DUCTABLE AIR CONDITIONER | AIR CURTAIN

ALSO AVAILABLE IN 2 STAR, 3 STAR IN NON-INVERTER & 5 STAR IN INVERTER SERIES

Mitsubishi Electric India Pvt.Ltd.
For RAC enquiry, contact - 06167113443 | For VRF enquiry, contact - 9923268496

Mitsubishi Electric (exclusive showroom): Vallankanni Refrigeration, Shop No. 8, Nr Shree Ganesh Temple, ST. Inez, Panaji, Goa-403008, Contact No. # 9923219432

Authorized Sales & Service Dealer: **Mangalore:** Consumex # 9326122799 | **Margao:** Consumex # 9326122799 | **Panaji:** Airwell Cooling # 9326186655, Consumex # 9326122799, Ecologica # 9910863965, Olive Air # 9823564142, Shree Mangalash Airconditioning # 9923268850 | **Ponda:** Consumex # 9326122799 | **Perenville:** Airon # 9823179900, Consumex # 9326121799 | **Santacruz:** Perfect Engg HVAC # 9650361100 | **Vasco:** Consumex # 9326122799 | **Verna:** Consumex # 9326122799

DC Inverter | **ECO** | **ECO2** | **ECO3**

For a greener tomorrow

GOA - Navhind times & O Herald

MITSUBISHI ELECTRIC
AIR CONDITIONERS

Changes for the Better

TEMPERATURE DROPPING ALL THROUGHOUT THE SUMMER

NEW JP Series Mr.SLIM
INVERTER SERIES 2018

DC Inverter

The ME Edge: Anti Mold | Nano-Platinum Filter | Wide and Long Airflow | Auto Vertical | Horizontal Vane | Power Saving | 100% Copper Pipe | 100% Imported | Unmatched Service | R32 Refrigerant | Blue Fin Condenser

ALSO AVAILABLE IN 2 STAR, 3 STAR IN NON-INVERTER & 5 STAR IN INVERTER SERIES

CASSETTE AIR CONDITIONER | JET TOWEL | CITY MULTI VRF SYSTEM | DUCTABLE AIR CONDITIONER | AIR CURTAIN

Mitsubishi Electric India Pvt.Ltd.
For RAC enquiry, contact - 06167113443 | For VRF enquiry, contact - 9923268496

Mitsubishi Electric (exclusive showroom): Vallankanni Refrigeration, Shop No. 8, Nr Shree Ganesh Temple, ST. Inez, Panaji, Goa-403008, Contact No. # 9923219432

Authorized Sales & Service Dealer: **Mangalore:** Consumex # 9326122799 | **Margao:** Consumex # 9326122799 | **Panaji:** Airwell Cooling # 9326186655, Consumex # 9326122799, Ecologica # 9910863965, Olive Air # 9823564142, Shree Mangalash Airconditioning # 9923268850 | **Ponda:** Consumex # 9326122799 | **Perenville:** Airon # 9823179900, Consumex # 9326121799 | **Santacruz:** Perfect Engg HVAC # 9650361100 | **Vasco:** Consumex # 9326122799 | **Verna:** Consumex # 9326122799

DC Inverter | **ECO** | **ECO2** | **ECO3**

For a greener tomorrow

GOA - Navhind times & O Herald

MITSUBISHI ELECTRIC
AIR CONDITIONERS

Changes for the Better

UNMATCHED EFFICIENCY & UNBEATABLE COOLING

NEW JP Series Mr.SLIM
INVERTER SERIES 2018

DC Inverter

The ME Edge: Anti Mold | Nano-Platinum Filter | Wide and Long Airflow | Auto Vertical | Horizontal Vane | Power Saving | 100% Copper Pipe | 100% Imported | Unmatched Service | R32 Refrigerant | Blue Fin Condenser

ALSO AVAILABLE IN 2 STAR, 3 STAR IN NON-INVERTER & 5 STAR IN INVERTER SERIES

CASSETTE AIR CONDITIONER | JET TOWEL | CITY MULTI VRF SYSTEM | DUCTABLE AIR CONDITIONER | AIR CURTAIN

Mitsubishi Electric India Pvt.Ltd. 3rd Floor, Unit No. 305-306, Windfall Katar Plaza Complex, Andheri Kurla Road, J.B. Nagar, Andheri (E) Mumbai-400059, Maharashtra, India.
Contact No. - 022-48126188, 9923219432, 9917173443 | For Corporate enquiry, contact - 9923219432 | For VRF enquiry, contact - 9923268496

Authorized Sales & Service Dealer: **Mumbai:** Airwell Cooling # 9326186655, Consumex # 9326122799, Ecologica # 9910863965, Olive Air # 9823564142, Shree Mangalash Airconditioning # 9923268850 | **Andheri:** Consumex # 9326122799 | **Perenville:** Airon # 9823179900, Consumex # 9326121799 | **Santacruz:** Perfect Engg HVAC # 9650361100 | **Vasco:** Consumex # 9326122799 | **Verna:** Consumex # 9326122799

DC Inverter | **ECO** | **ECO2** | **ECO3**

For a greener tomorrow

MUMBAI-Mumbai Mirror, TOI - ET

MITSUBISHI ELECTRIC
AIR CONDITIONERS

Changes for the Better

THE BEST IN THE BUSINESS NEED THE BEST IN BUSINESS.

CITY MULTI
5th Generation VRF with VET

Reliability | **Low Noise** | **Japanese Technology** | **Inverter Driven Technology** | **Energy Efficient** | **Compatible to Outdoor Temperature-up to 52°C**

ROOM AIR CONDITIONER AVAILABLE IN 2 STAR, 3 STAR NON-INVERTER AND 3 STAR, 5 STAR INVERTER CATEGORY

CASSETTE AIR CONDITIONER | JET TOWEL | INVERTER ROOM AIR CONDITIONERS | DUCTABLE AIR CONDITIONER | AIR CURTAIN

Mitsubishi Electric India Pvt. Ltd.
3rd Floor, Unit No. 305-306, Windfall Katar Plaza Complex, Andheri Kurla Road, J.B. Nagar, Andheri (E) Mumbai-400059, Maharashtra, India.
For VRF enquiry, contact: 9322164448 | For Room Air Conditioner enquiry, contact: 9820915973

DC Inverter | **ECO** | **ECO2** | **ECO3**

For a greener tomorrow

MUMBAI - Mumbai Mirror, TOI - ET

MITSUBISHI ELECTRIC
AIR CONDITIONERS

Changes for the Better

CREATING YOUR COMFORT

NEW JP Series Mr.SLIM
INVERTER SERIES 2018

DC Inverter

The ME Edge: Anti Mold | Nano-Platinum Filter | Wide and Long Airflow | Auto Vertical | Horizontal Vane | Power Saving | 100% Copper Pipe | 100% Imported | Unmatched Service | R32 Refrigerant | Blue Fin Condenser

ALSO AVAILABLE IN 2 STAR, 3 STAR IN NON-INVERTER & 5 STAR IN INVERTER SERIES

CASSETTE AIR CONDITIONER | JET TOWEL | CITY MULTI VRF SYSTEM | DUCTABLE AIR CONDITIONER | AIR CURTAIN

Mitsubishi Electric India Pvt. Ltd.
Room No. G1A, Nubaga Arcade, Church Landing Road, Emakulam, Cochin - 682016, Kerala, India, Contact No. - 0484-6602003, 061-9947432574, 81130 29546

Authorized Sales & Service Dealer: **Kochi/Kode:** Konhoda Refrigeration: 0495-2367574, 8446443311 | **Ernam Digital:** 0495 2500800, 8848017705 | **Uttarakott:** 0186-4015500, 01867664076 | **Palakkad:** 0566-6999991 | **Wayanad:** 9843843801 | **Allo Available @**

DC Inverter | **ECO** | **ECO2** | **ECO3**

For a greener tomorrow

KOCHI - Malayala Manorama

PROMOTIONS

Outdoor Campaigns



AHMEDABAD

MITSUBISHI ELECTRIC AIR CONDITIONERS

Changes for the Better

ALL NEW 2018

MSY-GN INVERTER SERIES

Dual Barrier Coating

R32

Linear Flow Fan

Air duct

Heat Exchanger

With DBC Without DBC

Mitsubishi Electric 広場 Hiroba (exclusive showroom): Bharat Furniture

9823911000, 9764456000

for a greener tomorrow



NAGPUR

PROMOTIONS

Outdoor Campaigns



RAJASTHAN



KOCHI



SURAT



INDORE POLE KIOSK



CHENNAI BUS PANEL

FOREIGN TRIPS

LONDON & SCOTLAND

Mitsubishi Electric India invited approximately 30 all India top dealers to United Kingdom from 4th February 2018 to 10th February 2018 as an incentive trip for their partnership and extraordinary support.

Highlights of the trip included Madame Tussauds visit, experience at The Shard Observatory, Tower of London located at the north bank of Thames river, evening river cruise, The London Eye experience, visit to Icebar, Lord's Stadium Tour, Edinburgh Castle tour, Scottish Whiskey tour, visit to Camera Obscura, Loch Lomond Cruise and Glasgow tour. Everyone had a great time and came back with wonderful memories.



VIENNA & BUDAPEST

87 all India top dealers along with employees visited Vienna, Bratislava and Budapest in Feb'18. This trip included Vienna Woods, Mayerling Hunting Lodge and Seegrotte, the largest subterranean lake in Europe. The Budapest city tour included Matthias Church and Fishermen's Bastion, Gellért Hill, Central Market Hall, Opera House and the St. Stephen's Basilica.

Everyone thoroughly enjoyed the trip and came back with beautiful memories.



CASE STUDY

APARNA GRANDE, HYDERABAD

Aparna Grande is a high class residence built by Aparna Constructions and has 720 residences in 9 buildings. There are facilities such as tennis courts, basketball courts, gymnasiums and libraries within premises.

In response to clients request to install separate indoor units in each room, top flow type City MULTI units were installed in each residence.

Our client was satisfied by solutions provided as per their requirements and capability of our wireless remote controllers in controlling room temperature in each room.



Installed Systems

OUTDOOR UNIT



PUCY-P-YKA

Ceiling Cassette



PLFY-P VBM

INDOOR UNIT

Wall Mounted



PKFY-P VHM



PKFY-P VKM

CONTROLLER

Wireless Remote Controller



PAR-FL32MA

CASE STUDY

THE NEWTOWN SCHOOL, KOLKATA

The Newtown School, Kolkata is a private school established in 2015. Kolkata, in India, has a tropical savanna climate where temperatures are high throughout the year. This school is built in Newtown area, where many renowned IT companies are present. The school is registered with Indian Building Council under school rating certification in the new school category to get green building certification. HVAC being one of the vital components of rating process, hence, it was important for Mitsubishi Electric to propose model to meet the standards. The Newtown School was successful in getting a "Gold Rating" by Indian Green Building Council under the "new school" category.



Mitsubishi Electric products were selected because of product quality and longevity. Indoor and outdoor units were selected based on demographics and aesthetics. A 4-way flow type cassette was selected considering the design parameters.

The client was satisfied with the performance of the machines.

Installed Systems

INDOOR UNIT

Ceiling Cassette



PLFY-P VBM

Wall Mounted



PKFY-P VHM



PKFY-P VKM

OUTDOOR UNIT



PUCY-P-YKA

CONTROLLER

Individual Remote Controllers



PAR-FL32MA



PAR-21MAA

CONTROLLER

Advanced Touch Controller



AT-50A

SUCCESS STORY

NAME: BHASKER PANDEY

DESIGNATION: GENERAL MANAGER, SERVICE

LOCATION: HEAD OFFICE (GURGAON)

He has been associated with the company for two years now and has enjoyed working here every day. He heads a very diligent team, which works with energy, enthusiasm, and commitment. Each day starts with full excitement and support from both juniors and seniors.

His main role in MEI is to lead the support system to Internal and External customers. Hence he plays a pivotal role in achieving short term as well as long term organizational goals. Teamspirit is his biggest strength. His goal is “**to make MEI-Service as Benchmark of the Industry**”. He believes one should never compete with others, but instead, compete with oneself and raise the bar, every time.



NAME: B. SANTHAKRISHNAN

DESIGNATION: DEPUTY MANAGER, SERVICE

LOCATION: CHENNAI BRANCH

Born and raised in Chennai, he completed his DME-Refrigeration & Air-conditioning from AMK Polytechnic College in Chennai. He has an experience of over 10 years in the field of Air-conditioning. Currently, he is associated with MITSUBISHI ELECTRIC and taking care of Service in Tamil Nadu region (Chennai & Coimbatore). Presently, he looks after Sales Service, handling SSD's/ASP's/Distributors/Retailers/ key customers and is establishing the service business.

His positive attitude in every situation, ability to take bold decisions and motivation to learn new things are his biggest strengths. He believes that hard work never fails.



SUCCESS STORY

NAME: MANISH CHOUDHARY

DESIGNATION: BRANCH MANAGER

LOCATION: INDORE BRANCH

His journey with MEI has been an excellent one. MEI is one of the best, fastest growing, and very transparent companies in air-conditioning field. Great motivation and support from his seniors and continuous learning on the job push him to strive for the best. His primary role is to make MEI to the most preferred premium brand by increasing its reach and showcasing the qualities of its products across his entire operative region.

As far as his future goals are concerned, he is seeking a long-term association with MEI, taking higher responsibilities through continuous learning and improvement. He believes that if you want to fly, you have to give up the stuff that weighs you down. So, identify your weaknesses and conquer them.



NAME: RITESH KUMAR

DESIGNATION: ASSISTANT MANAGER, MARKETING

LOCATION: MUMBAI BRANCH

He has been associated with MEI for 3 years now. He is part of a balanced team where he is free to share his ideas. He gives credit to his leader and to all branches of his region for their support.

Presently he is taking care of marketing activities for West and South Indian markets in coordination with sales team to drive sales and promote brand in a healthy way. He is having an experience of nearly 5 years in brand promotion through BTL activities. His positive attitude keeps him energized for the job. He believes that sensing the need of hour and executing the task in a planned manner is the key to success. His goal is to be a successful marketing professional.



SUCCESS STORY

NAME: K SARAVANAN

**DESIGNATION: SENIOR ENGINEER -
PROJECT SUPPORT**

LOCATION: HEAD OFFICE (GURGAON)

He was born and raised in Rajapalayam, a small town situated in Tamil Nadu. He holds Diploma in Mechanical Engineering (Refrigeration and Air Conditioning). He has an experience of 11 years in Air Conditioning sector for various fields. He is associated with Mitsubishi Electric for 3 years now and takes care of City Multi projects technical support for Pan India.

Mitsubishi Electric India allowed him to express freely and he feels this is a defining characteristic of Mitsubishi Electric Quality. His strength lies in being a perfectionist and dwelling in improvisation. He wishes everyone to be a part of further success of company.



NAME: NILAY ROY CHOWDHURY

**DESIGNATION: SENIOR EXECUTIVE
MARKETING**

LOCATION: HEAD OFFICE (GURGAON)

He joined MEI in January 2015 and ever since, his experience with MEI has been very exciting and full of learning. He found the work culture at the organization extremely friendly, allowing every individual to put across their thoughts and ideas. He is pleased to be a part of an enthusiastic brand marketing team working towards brand and product promotion.

Presently he is taking care of complete BTL activities and campaigns for the North and East Indian markets. He has a very good knowledge of BTL form of marketing and has executed over 30 plus All India campaigns throughout his tenure of 3 and a half years with MEI. His future goal would be to lead a brand marketing team of young and energetic personnel working towards the growth of the organization. He believes in working hard while staying focused.



TEST YOUR INTELLIGENCE

SUDOKU

2					5			
	6					5	9	
5	9	4	3				7	
	3	2		5		7		
4				8				9
		7		3		6	5	
	5				7	9	6	4
	4	9					8	
			9					5

How to play Sudoku

Each of the nine 3*3 boxes contains the digits from 1 to 9. So, fill in the numbers from 1 to 9 exactly in every row, column, and 3* 3 region in such a way that each row contains the digits 1 to 9 once.



**mitsubishi
ELECTRIC**

AIR CONDITIONERS

MITSUBISHI ELECTRIC INDIA PVT. LTD

Head Office: 2nd Floor, Tower A & B, Dlf Cyber City, Dlf Phase 3, Gurgaon 122002 (Haryana), Tel. No. (Main): 0124-6739300

Fax: 0124-4630399, Website: in.MitsubishiElectric.com, Email: custmersupport@asia.meap.com,

Customer Care Toll Free No: 1800 102 2626

MEQ Cooling Planet (Exclusive Showroom): • **Andhra Pradesh:** I-Tech, +91-9866695968, Sangeet Electronics, +91-9550999996, Karthik Agencies, Contact; +91-9348481002 • **Bihar:** AC Solutions, +91-943109509/9386894906 • **Chandigarh:** Unitech Sales Corporation. +91-9888360148 • **Delhi:** South City Aircon, +91-9810144456 • **Gujarat:** Mahavir Steel Corporation, +91-9879015984. Kothari Agencies; +91-9737859999. Airbizz Airconditioning Pvt. Ltd.; +91-9662900024. Ramdev Cooling Systems; +91-9979878124 • **Haryana:** Vigasa Industries Pvt. Ltd.; +91-9999684750, Krishna Computers; +91-9215864748, +91-9215392253 • **Madhya Pradesh:** Health Air Cooling Systems Pvt. Ltd.; +91-9826739099 • **Punjab:** Band Box Electronics; +91-9814938385. Bliss Engineers ; +91-9814157111 • **Maharashtra:** Kool Services; +91-9820067550. Maitri Cooling Planet; +91-22-28906159/28957624. Satyam Aircon; +91-9820220496 • **Uttar Pradesh:** The Climatizers; +91-9554555444, Climate Engineers; +91-9839038023 • **Uttarakhand:** Ace Enterprises; +91-9897029473.



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) and / or Toll free number 1800 102 2626