

**BEATING SUMMER HEAT  
WITH THE COOLEST INNOVATIONS  
IN AIR CONDITIONERS.**

APRIL 2020 ISSUE

for a greener tomorrow



**mitsubishi electric** EDGE

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## Director's note



Dear all,

Hello everyone! My name is Naohiko Hosokawa, and I am the newly appointed Director & Business Head of Living Environment Division, Mitsubishi Electric India Private Limited. I am pleased to be associated with ME. It is indeed an honour and a great opportunity to be a part of the ME family and to work for the ever-evolving and promising Air Conditioning market in India.

I would like to introduce myself to you. I joined Mitsubishi Electric Corporation in April 1987. Except for the initial few years, I have been involved in the air conditioning business for overseas markets from the marketing side. In Japan, I worked in Tokyo-HQ and Shizuoka Works. And overseas, I was stationed in three countries--UAE for 2 years, Shanghai China for 4 years, and Singapore for 5 years until March this year.

I really appreciate MEI-LE members' constant effort, dedication and commitment in growing the air conditioner sales to INR 10B since its establishment in 2010. And also in making Mitsubishi Electric air conditioners the most premium brand in India. I would like to take this success to new heights with the support of the management, my coworkers and the employees.

Considering the potential of the Indian air conditioning market and MEI's excellent working abilities, I believe that MEI can eventually achieve the target of having the largest air conditioner sales volume amongst all the Mitsubishi Electric sales companies in the world.

To achieve this target, I would like to communicate with all the MEI-LE members and customers about their market status and would like them to discuss the future strategy freely. It is quite important to grasp what is going on in the market and we need to share this information not only internally in MEI but also with HQ and the factory members. This will serve as a basis to put in place an appropriate strategy for the future and will help us to take further actions.

We are all facing a very tough situation caused by the novel coronavirus pandemic. However, I believe MEI will overcome the situation and will upturn the sales soon once the pandemic is over. I am sure that all the MEI members' hardwork and effort will result in recovery from the situation.

In addition to the business, I am also looking forward to a new life in India. India has a great history and culture. I would like to learn and absorb as much as I can. I appreciate MEI members suggestions about the places I should visit in India.

Finally and the most important thing is that please take care of yourself and the health of your family. Nothing is above that. Have a nice day.

Thank you very much.

**Naohiko Hosokawa**

Director & Business Head  
of Living Environment Division



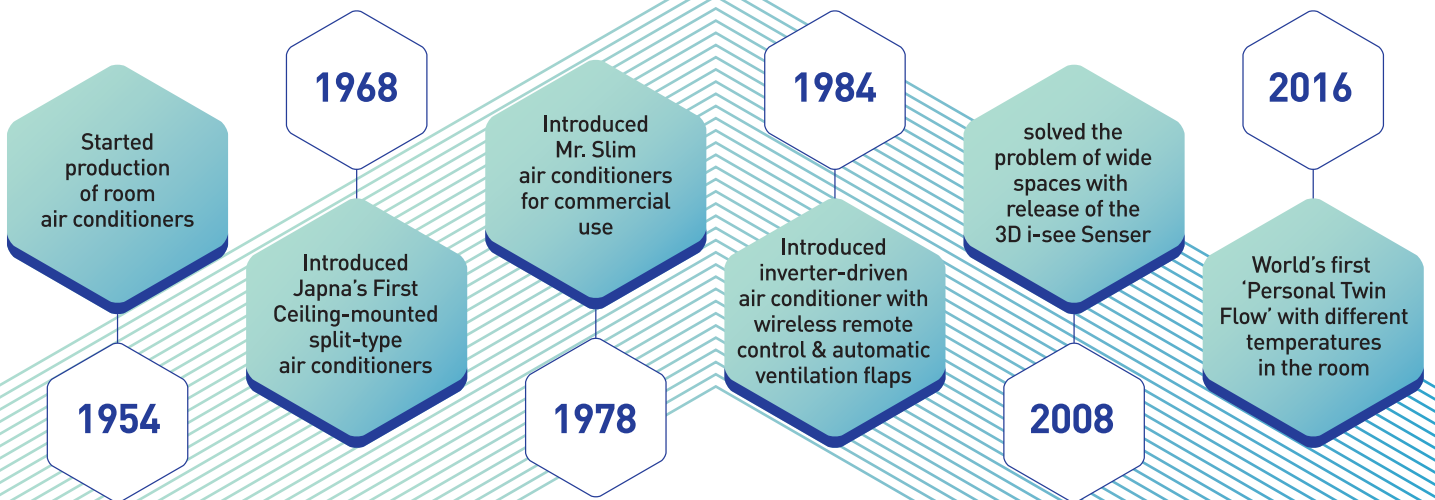
Every step,  
a milestone in itself.



# 60

## CALENDARS OF INNOVATION

Milestone in Mitsubishi Electric product History



MSY-GRT Series



### OUR PILLARS OF DURABILITY



Testing for Harsh  
Conditions



Manufacturing  
our own Key Parts



Quality Control  
for the Real World



Japanese  
Technology



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# Showroom Inauguration MEQ Cooling Planets



MEQ Cooling Planets is one-of-its-kind concept-based showroom that showcases the complete range of Mitsubishi Electric Air Conditioners. It offers cooling solutions for both residential and commercial ACs.

Mitsubishi Electric Air Conditioners are known for superior cooling, high energy efficiency and unmatched performance. The ACs have Zero to minimal impact on the environment. MEQ Cooling Planet gives its customers a first hand experience of its products.



**Aman Aircon**, Greater Faridabad



**Climate Care**, Khammam



**Delight Radios**, Patiala



**TRT Technologies LLP**,  
Mumbai



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## Showroom Inauguration MEQ Hiroba

MEQ Hiroba is yet another world-class concept-based showroom from MEI that showcases its range of residential and commercial air conditioners. MEI ACs are known for world-class energy efficiency and eco-friendly performance. This exclusive showroom offers customers a touch-and-feel experience of MEI products and its advanced technology.



**Delight Radios,  
Sangrur**



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## MEQ SENMONKA

Our relationship with the customer continues even after the sale is made. This strengthens our bond with the customer. The Japanese word 'Senmonka' means expert. And ME goes an extra mile to deliver expert service to its valued customers and to answer all queries related to air conditioner units.



**MEQ Senmonka,  
M/s Aakash  
Air Systems,  
Gurugram**







## Events

# Authorized Service Providers Meet

MEI organized a two-day Regional Service Meet for Authorized Service Providers (ASPs) in the North, East, South and West in November 2019, December 2019 and January 2020 respectively.

### Objectives of the meet

- Company unveiled initiatives and campaigns for the coming season
- Emphasis on a greener tomorrow
- Bridging gap between the service providers, company and customers



**The Lalit, Chandigarh**  
(North Region)



**The MGM Beach Resort,**  
**Chennai** (South Region)



**The Ekante College, Rajarhat,**  
**Kolkata,** (East Region)



**Resorte de Coracao,**  
**Goa** (West Region)

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## Exhibitions

### Exchange of knowledge is Exciting

Mitsubishi Electric Living Environment Division participated in Constro Exhibition at Pune from 16th to 20th January' 2020.



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## The Designs of Tomorrow

Mitsubishi Electric Living Environment Division participated in Architect and Interior Design Exhibition in Pune from 5th to 9th January 2020.

### Design on display

Split ACs, Packaged ACs, VRF product range and Jet Towel.





# Case Study

## The Lakewood School Ludhiana

The Lakewood school provides an exhilarating and inspiring learning environment which provides an opportunity for all students to fulfill his/her potential and become highly qualified, equipped fully for the demands and exciting challenges of life.

A school as big and reputed as The Lakewood School can't compromise with the comfort of their students. This is why they gave Mitsubishi Electric the responsibility of setting up their AC system.



### Outdoor Unit



PUHY-P YKA

### Indoor Unit

Wall Mounted  
PKFY



Ceiling Concealed  
PEFY-P VMH



Ceiling Cassette  
PLFY-P VBM

## Installed System



# Case Study

## Common Wealth Developers Pvt. Ltd. GOA

The Flagship Company, Commonwealth Developers Pvt. Ltd. is one of the leading Real Estate Developers in Goa, better known for their projects under the banner of CD Homes.

Commonwealth Developers Pvt. Ltd is a member of CREDAI (Confederation of Real Estate Developers Association of India), GOA and member of Indian green building council. Their projects are regarded as among the best in the industry, owing to their architecture and the world-class comfort they ensure. Mitsubishi Electric is a proud comfort partner in their project.



### Outdoor Unit



PUHY-P YHA

### Indoor Unit



Ceiling Concealed  
PEFY-P VMH



Ceiling Cassette  
PLFY-P VBM

## Installed System

# Foreign Trips

As a thank you and a token of appreciation, Mitsubishi Electric organises foreign trips to reward its valued channel partners for their contribution to the company's growth and development. This year also the destinations were specially selected to ensure the dealer partners will have a rich experience and will make unforgettable memories. Our dealers immensely enjoyed their time in the new lands.

**Paris-Brussels-Amsterdam**  
21<sup>st</sup> to 27<sup>th</sup> November, 2019



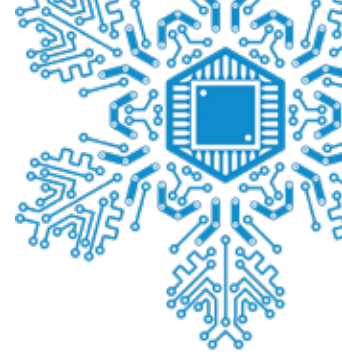
**Rio - Iguazu - Sau Paulo, Brazil**  
4<sup>th</sup> to 12<sup>th</sup> February, 2020



**Shanghai, China**  
12<sup>th</sup> to 16<sup>th</sup> December, 2019







# Lockdown brought a lot of creativity out.

## Work, play and creativity of our ME family.



AC cleaning at home

**Neeraj Gupta**, Sr. General Manager



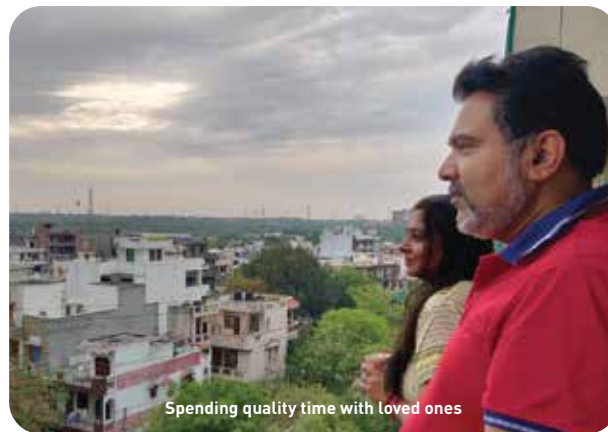
Helping hand to loved ones



Close to nature



Praying for world peace



Spending quality time with loved ones



Moving close to left out hobbies



**Bhasker Pandey**,  
General  
Manager - Service

**Kenji Itashiki**, AGM



Utilising time to move within



Discovered new cooking talent

**Dipu Manuel**,  
Product Group Head | CM-VRF- Air conditioners



Cooking is fun with new look



**Neil Vachaspati**, Manager Marketing



Taking out time for favorite games



Delicious snacks making



Story Telling

**Kunal Nijhawan**,  
Product Group Head - Unitary Products



Nature care at home



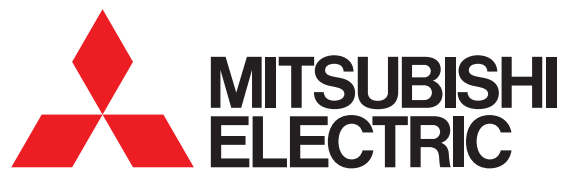
Vegetable cutting at home



Enjoying indoor games

**Manish Jha**, Sr. Manager - Service





**AIR CONDITIONERS**

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