



*Changes for the Better*

AIR CONDITIONERS

**WARMEST WISHES  
FOR THE COOLEST YEAR!  
HAPPY 2021.**

**MITSUBISHI ELECTRIC** EDGE

## DIRECTOR'S NOTE

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Hello Everyone,

It is a pleasure connecting with you all again.

Firstly, a very Happy New Year to you and your family and hope this year will be a great year for all of us.

A lot happened in Year 2020 & we as a team have faced all challenges boldly without much impact on our business & life. Sincere thanks to each one of you for your kind support in fighting the invisible threat to our existence.

As some of you would know, in a major policy shift the Indian government suddenly banned the import of Room air conditioners filled with refrigerant from 15th October 2020 but like I said, we did manage to tackle the situation. To cope with it, Mitsubishi Electric group decided to import non-refrigerant AC units to India and finalized a local partner for refrigerant charging in just 15 days. Our mother factory in Japan (MELSHI) was of great support as they immediately arranged the best engineers & factory experts for India to set up the refrigerant charging line at par with our highest quality standards maintained in all our overseas factories.

The pre-mass refrigerant charging operations were conducted between 27th December and 31st December 2020, and the MELSHI team is now reviewing the results.

The main mass refrigerant charging operations are scheduled to be carried out in Pune from middle of January 2021.

I am also happy to share that from February 1st, we at Mitsubishi Electric Group will be celebrating our 100th anniversary. This milestone is due to the many stakeholders who have supported our company over the decades, including employees as well as customers and business partners. On behalf of the company, I express our deepest gratitude to everyone.

We had a busy and a challenging time last year. Nevertheless, despite the many concerns and hardships regarding COVID-19, all of you have worked hard, for which you have my profound gratitude and respect. But as we begin this New Year, we are going to make every effort to make this year a great one.

Most importantly, take care of your loved ones' health. May this year be filled with happiness.

Thank you very much.

**Naohiko Hosokawa**

Director & Business Head  
of Living Environment Division





# ME TECHNOLOGY



## Variable Refrigerant Flow (VRF) HVAC System Gaining Ground in the Commercial Space

Growing Popularity of VRF HVAC in Commercial Space



Conceptualized and engineered for commercial use, VRF- HVAC is a system that cleanses the air and delivers cool or warm air based on your needs. These systems are immensely valued for their ability to do energy saving. To make a sound buying decision, it is imperative to understand the principles that go behind various technologies, especially when it comes to installing a super-efficient, high-quality HVAC system for your establishment.

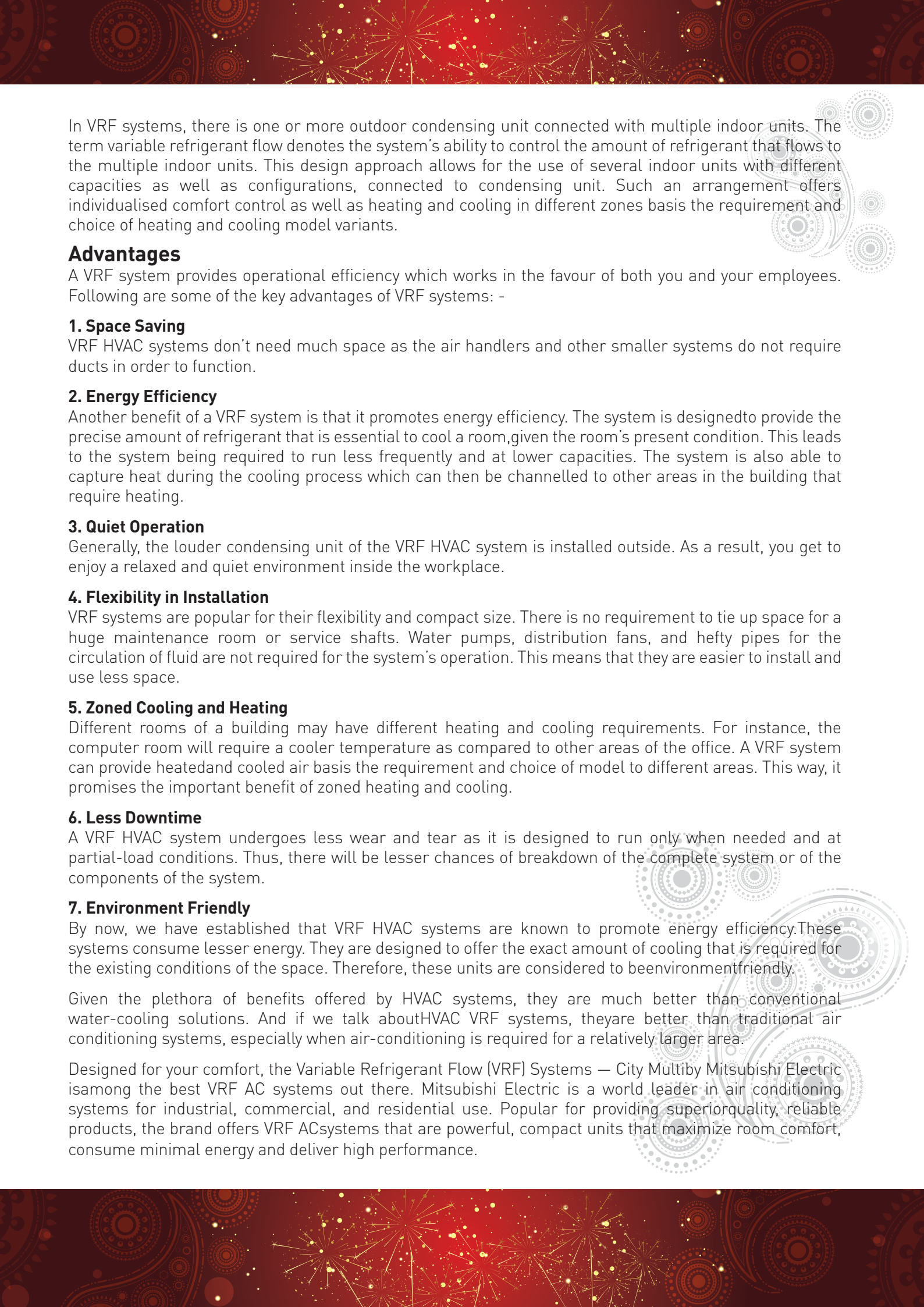
Variable Refrigerant Flow (VRF), is the most modern in HVAC technology, and is one of the most important air conditioning developments in the past years. A VRF HVAC system is able to provide cooling models and heating models variants.

Traditional air conditioning systems are well-suited for small areas as they often supply air of the same temperature to a certain space. But, what about an office, restaurant, or hotel where different zones need varying temperatures, even if they are in proximity to each other?

This is where VRF can help. It uses different units, each with their respective temperature controls, to offer cooling and heating across a building basis the requirement. Given their various benefits, VRF HVAC systems are increasingly gaining ground in commercial spaces.

### How It Works





In VRF systems, there is one or more outdoor condensing unit connected with multiple indoor units. The term variable refrigerant flow denotes the system's ability to control the amount of refrigerant that flows to the multiple indoor units. This design approach allows for the use of several indoor units with different capacities as well as configurations, connected to condensing unit. Such an arrangement offers individualised comfort control as well as heating and cooling in different zones basis the requirement and choice of heating and cooling model variants.

## Advantages

A VRF system provides operational efficiency which works in the favour of both you and your employees. Following are some of the key advantages of VRF systems: -

### 1. Space Saving

VRF HVAC systems don't need much space as the air handlers and other smaller systems do not require ducts in order to function.

### 2. Energy Efficiency

Another benefit of a VRF system is that it promotes energy efficiency. The system is designed to provide the precise amount of refrigerant that is essential to cool a room, given the room's present condition. This leads to the system being required to run less frequently and at lower capacities. The system is also able to capture heat during the cooling process which can then be channelled to other areas in the building that require heating.

### 3. Quiet Operation

Generally, the louder condensing unit of the VRF HVAC system is installed outside. As a result, you get to enjoy a relaxed and quiet environment inside the workplace.

### 4. Flexibility in Installation

VRF systems are popular for their flexibility and compact size. There is no requirement to tie up space for a huge maintenance room or service shafts. Water pumps, distribution fans, and hefty pipes for the circulation of fluid are not required for the system's operation. This means that they are easier to install and use less space.

### 5. Zoned Cooling and Heating

Different rooms of a building may have different heating and cooling requirements. For instance, the computer room will require a cooler temperature as compared to other areas of the office. A VRF system can provide heated and cooled air basis the requirement and choice of model to different areas. This way, it promises the important benefit of zoned heating and cooling.

### 6. Less Downtime

A VRF HVAC system undergoes less wear and tear as it is designed to run only when needed and at partial-load conditions. Thus, there will be lesser chances of breakdown of the complete system or of the components of the system.

### 7. Environment Friendly

By now, we have established that VRF HVAC systems are known to promote energy efficiency. These systems consume lesser energy. They are designed to offer the exact amount of cooling that is required for the existing conditions of the space. Therefore, these units are considered to be environment friendly.

Given the plethora of benefits offered by HVAC systems, they are much better than conventional water-cooling solutions. And if we talk about HVAC VRF systems, they are better than traditional air conditioning systems, especially when air-conditioning is required for a relatively larger area.

Designed for your comfort, the Variable Refrigerant Flow (VRF) Systems — City Multi by Mitsubishi Electric is among the best VRF AC systems out there. Mitsubishi Electric is a world leader in air conditioning systems for industrial, commercial, and residential use. Popular for providing superior quality, reliable products, the brand offers VRF AC systems that are powerful, compact units that maximize room comfort, consume minimal energy and deliver high performance.



# SUB DEALER MEET

## MEI Living Environment organized Sub Dealer meet in association with its Channel Partner QC Engineering in Mumbai

MEI, LE-Service Division in association with its channel partner QC Engineering organized Sub Dealer meet on 01st Dec'20 at Hotel Heritage, Mumbai.

The objective of the session was to update and educate the associated sub dealers regarding products, policies, market situation and its futuristic market growth. The event was attended by more than 70 dealers. This activity helped in sharing experiential knowledge flow and to establish an interaction to strengthen the bond between MEI and potential dealers for a futuristic growth together. Also, top 3 performers were felicitated for their contribution in the event.





# NEWSPAPER ADS



Gujarat Samachar

Sandesh

Gujarat Samachar

Gujarat S

Gujarat Samachar\_Baroda\_25th Oct

City Bhaskar\_Ahmedabad\_13th Nov

Gujarat Samachar\_Bhavnagar\_25th Oct

**MITSUBISHI ELECTRIC**  
AIR CONDITIONERS

**THIS DUSSEHRA ADD A SPECIAL SPARKLE TO YOUR CELEBRATIONS**

**MSY-GR (T) Series**

- Fast Cooling Mode
- Dual Barrier Coating
- Quiet Operation 19dB(A)\*
- High CFM 784\*
- PM 2.5 Filter

**5 Year Total Warranty** on Compressor

Mitsubishi Electric has extended the Warranty on PCB up to 5 years and on Compressor up to 10 years on its entire range of Split Air Conditioners.\*

For Festive Offers  
**'CONNECT TO STORE'**

2021 Product Range available in 2020.

\*TAC apply \*\*GR 13 VFT only \*\*GR 22 VFT only.

for a greener tomorrow

Sandesh\_Uttar Gujarat\_25th October | Gujarat Samachar\_Baroda\_25th Oct  
Divya Bhaskar\_Kheda\_25th Oct | Gujarat Samachar\_Bhavnagar\_25th Oct  
Gujarat Plus\_Ahmedabad\_25th Oct | Gujarat Samachar\_Kheda\_25th Oct  
Sandesh\_City Life\_25th October

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This **Diwali** Discover Countless Ways of **Comfort.**

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Log on to: [www.mitsubishielectric.in](http://www.mitsubishielectric.in)

2021 Product Range available in 2020.

for a greener tomorrow

**SPLIT ROOM AIR CONDITIONERS**  
CASSETTE AIR CONDITIONERS | CITY MULTI VRF SYSTEM

Gujarat Samachar\_Uttar Gujarat\_13th Nov  
Gujarat Samachar\_Bhavnagar\_13th Nov | City Bhaskar\_Ahmedabad\_13th Nov  
Divya Bhaskar\_Rajkot\_13th Nov | Kutch Mitra\_Bhuj\_13th Nov.



# MAGAZINE ADS

Volume 23 Number 4 July - August 2020

## AIR CONDITIONING AND REFRIGERATION Journal

The Magazine of the Indian Society of Heating, Refrigerating and Air Conditioning Engineers

### Real-Time-of-the-Day Energy Monitoring

**ALSO:**

- Modernization in Pharmaceutical and Healthcare
- Direct Drive Solutions beyond Piped Fans
- Reducing Vibrations in HVAC Systems
- Need for District Cooling in Smart Cities
- Project Management Part 3
- All About Insulation Chapter 2

www.ishraq.in

MITSUBISHI ELECTRIC AIR CONDITIONERS

Changes for the Better

# 60

## CALENDARS OF INNOVATION

MILESTONES IN MITSUBISHI ELECTRIC PRODUCT HISTORY

- 1955** Started production of room air conditioners
- 1965** Introduced Japan's first self-regulating split-type air conditioner
- 1979** Introduced the first air conditioner for commercial use
- 1985** Introduced first inverter air conditioner with variable speed control and automatic modulation fans
- 2008** Introduced the product of wide space with height of the 3D-1st Series
- 2016** World's first "Personal Tailor" with different temperatures in the room

**OUR PILLARS OF DURABILITY**

- Testing for Harsh Conditions
- Manufacturing our own key parts
- Quality Control for the Best World
- Superior Technology

MITSUBISHI ELECTRIC INDIA PVT. LTD.

2<sup>nd</sup> Floor, Tower A & B, DLF Cyber Green, DLF Cyber City, DLF Phase - III, Gurgaon, Haryana - 122002, India  
 Phone: +91 (0124) 6779300 | Customer Care Toll Free No: 1800 102 3626 | www.mitsubishielectric.in  
 TECHNICAL CENTRES: Ahmedabad - +91-79-47777374, Bengaluru - +91-80-40201600,  
 Chennai - +91-44-43232222, Delhi - +91-11-56007900, Mumbai - +91-22-66782000

## ISHARE JOURNAL

ISSN Number: 0974-100X (Print) / 0974-1018 (Online) | Published by: Ishare Journals Pvt. Ltd., 108, 1<sup>st</sup> Floor, Park Road, Park Road, Park Road, Mumbai - 400002

# ARCHITECT and INTERIORS INDIA

Volume 23, Number 2, September 2020

Features Technology at the Workplace

Rooted in the Past, Geared for the Future

## Ambassadors of CHANGE

With their 40-year passion for the craft, Smita & Hriday have been advocating for responsible & sustainable architecture, whether through their joint-founded firm - SDC Architects, or mentoring of students in his role holding the CAA

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## ARCHITECT & INTERIORS INDIA



# MAGAZINE ADS



CONSTRUCTION WEEK

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- 1988** Introduced remote control air conditioner with wireless remote control and automatic temperature fan
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- 2018** World's first "Personal Fan" that can follow different temperatures in the room

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TECHNICAL CENTRES: Ahmedabad - +91-79-47777374, Bangalore - +91-80-40209600, Chennai - +91-44-48232222, Delhi - +91-11-46057900, Mumbai - +91-22-44876200

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# TV VEOPAR JOURNAL

CONSUMER ELECTRONICS, HOME APPLIANCES & AIR CONDITIONERS

## Financial Special

TV VEOPAR JOURNAL

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# CASE STUDIES

## Shree Ram Care Hospital 370HP, 29 ODU's Chhattisgarh

"Shree Ram Care Hospital" Project booked during the pandemic situation.

Shri Ram Care Hospital, a 250 bedded, dedicated healthcare setup, is one of the largest private super specialty facility in Chhattisgarh.

The project has been won with capacity of 370 HP with 118 Indoor Units & 29 Outdoor Units and it may exceed around 500 HP. This is very prestigious project in Bilaspur Chhattisgarh.

Client preferred Mitsubishi Electric over top competitors for its advanced technological standards, Quality and Energy Efficiency.



# CASE STUDIES

## Symbiosis Leadership Development Centre 350 HP, 26 ODU Pune

Symbiosis Institutes are well-known premier institutes in management & other fields spread across India. Symbiosis is recognized for its excellence in academics and its valuable contributions to industry and society. This project is in Symbiosis International University, Lavale in Pune.

This project is tendered by HVAC Consultant Dikshit Consultants & Engineers Pvt. Ltd. who is renowned HVAC consultant.

Symbiosis were looking for most technically superior & power efficient product. Mitsubishi Electric City Multi VRF was chosen over competitors considering all technical aspects. With comparison to competition City Multi VRF is most Energy Efficient & Lowest Noise level of Indoor Units. The City Multi VRF with 100% inverter-based technology also met the need for varying load for optimum usage of energy thereby reducing the running cost.





# ME IN NEWS

**'We Innovate, We Resonate'**  
with Mitsubishi Electric Air Conditioners

Publication: ITP Magazine - May 2020

## Stay in and save more with the tropical inverter technology AC

**Neeraj Gupta**  
Senior General Manager, Living Environment Division,  
Mitsubishi Electric India Pvt. Ltd.



India's diverse conditions are unique in terms of temperature, humidity, and air quality. In such aspects of the country, Efficient solutions demand extraordinary products to deliver desired cooling and a guaranteed quieter level, without compromising on efficiency of the air conditioner.

One should not worry about the cooling cost as they are always coated on special tropical inverter technology. The AC technology is designed to keep the cost and maintainable with its powerful cooling and is guaranteed to keep the indoor temperature constant without increasing electricity bill.

to save the longevity of the power supply. In contrast, non-inverter air conditioners have a fixed cooling capacity and control the indoor temperature by stopping or stopping their compressor.

Conventional air conditioners demand high current and power at each start, which consumes more electricity and owing to this operation, the room temperature fluctuates more widely than to inverter AC which results in discomfort in the room. As a result, inverter ACs are more energy-saving and comfortable than non-inverter air conditioners.

**Mitsubishi Electric India announces new warranty scheme on air conditioners**  
Mitsubishi Electric India's initiative on warranty scheme to provide a hassle-free experience.

Publication: TVJ Magazine - May 2020

Publication: Economic Times - 23rd May 2020

**Perspective**  
**The lockdown impact**  
Neeraj Gupta  
Senior General Manager (Living Environment Division), Mitsubishi Electric India Pvt. Ltd.

**A** COVID-19 pandemic has led to the closure of the country, companies are unable to operate due to their restrictions. The industry of air conditioners (AC) manufacturers and suppliers has also been affected. The AC sales are not only being affected but also the demand for AC is also being affected.

The market has witnessed a sharp decline in sales in the last few months. This is due to the fact that people are not using their ACs because of the fear of the virus. The demand for ACs has also declined. The AC sales are not only being affected but also the demand for AC is also being affected.

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Publication: TV Veopar Journal - July 2020

**ARCHITECT and INTERIORS INDIA**  
**The Power to Cool**  
Neeraj Gupta, Senior GM, Living Environment Division, Mitsubishi Electric India Pvt. Ltd.

**S**taying cool during the summer months is a must for everyone. In such aspects of the country, Efficient solutions demand extraordinary products to deliver desired cooling and a guaranteed quieter level, without compromising on efficiency of the air conditioner.

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Publication: ARCHITECT AND INTERIORS INDIA - 12th July 2020

# ME IN NEWS



Publication: ARCHITECT INTERIOR INDIA - 16<sup>th</sup> July 2020



Publication: Thermal Control Business Update - August 2020

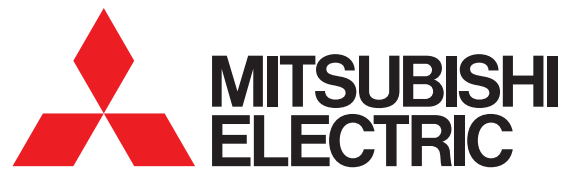


Publication: Hotelier India - 9<sup>th</sup> August 2020



Publication: BW HOTELIER - 21<sup>st</sup> September 2020





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**Head Office:** 3rd Floor, Tower A, Global Gateway,  
MG Road, Gurugram – 122002, Haryana, India

**Tel. No.:** 0124-6739300, **Fax No.:** 0124-4630399,

**Website:** [www.mitsubishielectric.in](http://www.mitsubishielectric.in),

**Email:** [customersupport@asia.meap.com](mailto:customersupport@asia.meap.com),

**Customer Care Toll Free No.:** 1800 102 2626