



**RATA**™ Since 1949

The Refrigeration & Air Conditioning Trades Association Ltd.  
110, Unique Industrial Estate, 1st Floor Bombay Dyeing Compound,  
Off Veer Savarkar Marg, Prabhadevi, Mumbai 400 025  
Tel : 022 24381140 Email : info@rataindia.com  
Website : www.rataindia.com

**Rata - Newsletter**

15th April 2017 | **Issue 40**

(For Private Circulation Only)

# Time to be ENERGY EFFICIENT



## RATA promotes B.E.E. National Training Program on 'Standards & Labelling'

FOR EVERYTHING IN AIRCONDITIONING, REFRIGERATION & INDUSTRIAL CONTROLS

**ISHWAR**  
TRADING

### MAHARASHTRA

107, Great Western Building, 23, Bake House Lane, Fort, Mumbai 400 023.  
Call : 22 6636 0881, 22 2204 2187, 22 2284 6509. Fax : 22 2283 2424.  
E-mail : sales@ishwartrading.com

### GUJARAT

G-10, Chitrangana Complex, Anand-Vallabh Vidyanagar Road, Anand 388001.  
Call : 91 2692 645789, 92271 77712. E-mail : ishwargujarat@gmail.com

AUTHORISED WHOLESALER FOR



DISTRIBUTOR FOR



## Contents

### Overview Of RATA

The Refrigeration & Air-Conditioning Trades Association Ltd. (RATA) is one of the oldest association working for the development of Air-Conditioning & Refrigeration industry in India. Established in the year 1949, the association brings together people from the entire industry and gives them a central forum to help them accomplish their common goal of making progress and achieving success.

To bring this vision to reality, RATA with its base of ethics and a strong code of conduct, actively and responsibly helps its members to grow and has also encouraged new entries for the expansion and betterment of the industry.

RATA believes in providing a platform to its members to showcase their offerings which in turn will promote internal as well as external trade. In this constantly evolving industry and changing market trends, the association contributes towards the promotion and an overall development of its members and the industry by encompassing companies and traders to organize promotional, educative and informative events.

### Details of Committee Members of Year 2014-2017

| Name Of Member              | Name Of Company                          | Post                  |
|-----------------------------|--|-----------------------|
| <b>Mr. Parasmal Sirohia</b> | Delite Refrigeration Company             | <b>President</b>      |
| <b>Mr. Deepak Dalmia</b>    | COOLVIN HVAC SYSTEM Pvt Ltd              | <b>Vice President</b> |
| <b>Mr. Jasprit Singh</b>    | H. J. International                      | <b>Treasurer</b>      |
| <b>Mr. Ajit Panicker</b>    | NOVA HVAC SYSTEMS (INDIA) PVT LTD.       | <b>Secretary</b>      |
| <b>Mr. Mihir Sanghavi</b>   | Auro Engineering Company                 | <b>Jt. Secretary</b>  |
| Mr. R. T. Gurnaney          | Nova ACR Services (India) Pvt. Ltd       | Committee Member      |
| Mr. Pankaj Choraria         | Boulton Trading Corporation              | Committee Member      |
| Mr. Akash Varma             | Ishwar Trading                           | Committee Member      |
| Mr. Hitendra Morakia        | Industrial Metals                        | Committee Member      |
| Mr. Anoop Sabnani           | A. S. Controls Pvt Ltd                   | Committee Member      |
| Mr. Anand Joshi             | Manik Engineers                          | Committee Member      |
| Mr. Rahul Rane              | Emerson Climate Technologies (I) Pvt Ltd | Committee Member      |
| Mr. Pritesh Shah            | Filko Engineering Co                     | Action Committee      |
| Mr. Harshal Padia           | T J Controls                             | Action Committee      |
| Mr. Sumod Nair              | Kwality Engineering Co                   | Action Committee      |
| Mr. Sanjay Ray              | Russair Technologies                     | Action Committee      |
| Mr. Nasir Khan              | Airofrost HVAC Systems Pvt Ltd           | Action Committee      |
| Mr. Kunal Gosavi            | Yogeshwar Service & Repairing Pvt Ltd    | Action Committee      |
| Mr. Rajen Bhimra            | Bhimra Products                          | Action Committee      |
| Mr Bhavesh Mehta            | Mr Bhavesh Mehta                         | Action Committee      |

## Content

04

National Training Program on  
"Standards & Labeling" by B.E.E.

06-07

Boosting Growth  
through SMEs

08

China Refrigeration  
Visit

10

Acrex  
Promotion

Edited & Compiled: Ajit Panicker, Secretary RATA, ap@novainitiative.com

Administrative Support : Ms Rinal Vira, info@rataindia.com

Circulation: Monthly to every member randomly every quarter to non members reaching over  
5000+ small and medium enterprises in the field of airconditioning and refrigeration.

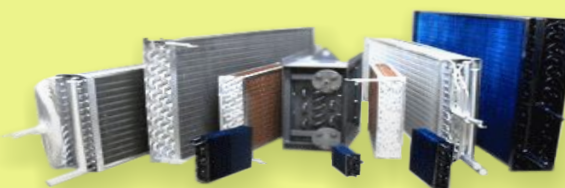
Visit us at [www.rataindia.com](http://www.rataindia.com)

For advertising call +91 77387 45000

Follow us: [f](https://www.facebook.com/RataIndia)/RataIndia



We never compromise on quality



# INSTALL FLEXIBILITY

EASY TO INSTALL INSULATION SYSTEM



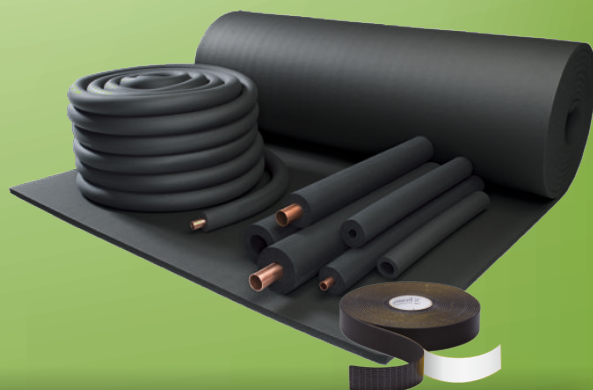
**Accoflex® W** tough and easy to sleeve insulation

**Key Features:**

- Cost effective
- Easy to sleeve on tubes
- Sweat control
- Tough and flexible insulation with smooth powdered inner surface

**Applications:**

Insulation for split ACs, plumbing and light commercial applications, to prevent condensation and save energy - **install it. trust it.**



## Accoflex® W



armacell

Tel: +91 20 6678 2000  
info.isa@armacell.com

Armaflex

Arma-Chek

ArmaSound

www.armacell.in



## National Training Program on 'Standards & Labeling' by B.E.E.

Date: 23rd March, 2017

RATA has been actively promoting B.E.E National Retailer Training Program on 'Standards & Labelling' which is been held in various cities of India. The training program is organised by Bureau of Energy Efficiency (B.E.E) & National Power Training Institute (NPTI) to share information on the star rating on air conditioners and various electrical appliances.

The program conducted was interactive with detailed presentation on the star rating policy. Panel Discussion & Quiz on various topics clarified most of the doubts from the trade.

The event was attended by HVAC & R trade members in large numbers

### National Training on 'Standards & Labeling' held on 23rd March 2017 at Hotel Kohinoor, Andheri



**Russ Air**  
ENVIRONMENT YOU TRUST!

GLOBAL LEADERS IN TECHNOLOGY



INDUSTRIAL AIR CURTAINS & AIR DOORS  
PVC STRIP CURTAINS & ROLLS  
INSECT KILLERS & ARRESTORS

Projects In Pharma | Food & Beverage | Cold Storages | Automotive | Chemical | Real Estate | Retail | Hospitality | Healthcare

Tel: +91 84259 67000 | +91 22 42 200 359 | Email: sales@russairtec.com | Web: www.russairtec.com



# AUTHORISED DISTRIBUTOR



## JEET AIRCONDITIONINGS

Shop No. 23, Andheri Shiv Shakti CHS, Indira Nagar, Behind Indian Oil Nagar,  
4 Bunglows, Andheri (W), Mumbai – 400 053.

Tel No. : +91 9821068899 / 022 65559997 / 32928291 / 26371742 / 26373078.

Email : jeetaircon@gmail.com Website : www.jeetairconditionings.com



*Be cool, we keep your mind cool*

- We are as an air-conditioning solution providers, turnkey contractors & we deal with Multinational companies like Panasonic, Blue Star, Carrier, ETA, & Mitsubishi and LG for entire range of splits, cassettes, ducted package units & VRV Systems

### WE OFFERS

- Routine Maintenance for all your splits, Cassette's, Ducted AC, Package Unit, VRV & Chillers
- We service all brands of AC for all Tonnage
- Zonalized service centre for ease of access
- Fully equipped service Vans
- Certified Technicians
- AMC contracts for HVAC
- Comprehensive
- Non comprehensive
- Labour only
- Plant Audits
- Upgrades & Replacement Advice



A CRISIL 'SE-3B'  
RATED CO



Web site : www.skcooling.com  
Email Id : skcooling@rediffmail.com  
skcooling@gmail.com

Contact Person :  
1. Amaravathi Air Con : Mr.Rama Krishna,  
Cell No. 09063757659  
2. Santum Air : Mr.Siva Prasad,  
Cell No. 09866178740

### S. K. COOLING SOLUTIONS

SALES – SERVICES – CONSULTANCY

Corporate Office : B-105, 1st Floor, Bldg. No.73, Meghdoot CHS Ltd. Nehru Nagar, Kurla (E), Mumbai - 400 024. • Contact No.: 022-6564 1999, 09987 728 282

Our Branch : VIJAYAWADA (Andhra Pradesh) - AMARAVATHI AIRCON : 412-3-3a/1, Lind Lane, Narayan Raj Street, Ramakrishnapuram, Near Budamaneru Vantena, First Floor, Vijayawada - 3

Hyderabad (Telangana) - SANCTUM SYSTEMS : Plot No.23, Gruhalakshmi Colony, Kakaguda, Karkhana, Secunderabad - 15



## Boosting Growth through SME's

Source: CII - Business Standard Publication

The growth rate of the Indian economy in April - June 2015, as measured by gross value added, has been lower at 7.1 per cent as compared with the 7.4 per cent in April - June 2014. The growth rate is definitely lower than expectations, given that the Union government has been emphasising on 'Make in India'.

There has been a significant slowdown in manufacturing from 8.4 per cent in April - June 2014 to 7.2 per cent in April - June 2015. Similarly, but as expected, a slow-down has also been recorded in the growth rate of agriculture, forestry and fishing from 2.6 per cent to 1.9 per cent during this period, because of the impact of weather and truant rainfall. The deficient monsoon following the summer may again result in slower agricultural growth in the current year.

To achieve higher growth rates, India has to reconsider its strategies of growth. Given that nearly two-thirds of agriculture even today is rain-dependant, and assuming that climatic changes and El Nino will continue to play havoc with our agricultural growth, alternative mechanisms to augment employment and growth needs to be urgently explored.

It is in this gloomy context that micro, small and medium enterprises (MSMEs) hold promise. According to Asia SME Finance Monitor, released recently by the Asian Development Bank (ADB), as of end-March 2014, 50 million MSME's employed 110 million people in India. In 2013, MSME's contribution to national income was 38 percent and to exports about 42 percent, which according to global standards can be improved. And, all this with MSME's just concentrated in a few states like Maharashtra, Tamil Nadu, Karnataka, Gujarat, Andhra Pradesh and Punjab.

Thus, MSME's need to be encouraged, as they have the potential to improve productivity and achieve higher growth. According to various studies, MSME's in India suffer from growth-inhibiting problems like shortage of skilled labour and lack of an appropriate eco-system, but the most important factor is lack of financial support.

The government has launched initiatives such as the Micro Units Development and Refinance Agency (MUDRA) Bank, but the results are not commensurate. There is probably need to think out of the box, especially, on financing of MSMEs and more so when the country has been successful in opening 160 million bank accounts in six months and achieving financial inclusions for nearly 95 percent of households. That is probably where the potential reserve army of MSME's could be.

Continued on Pg. 7

*Dealers of*



**H.J. International**

B/8, Shakti Sadan Co-Op. Hsg. Society,  
161/163, Dr. D.B. Marg, Grant Road (E),  
Mumbai - 400007.

E-mail Id: jasbir@mtnl.net.in  
hjipvtltd@hotmail.com

Contact No.: +91 93222 52722  
+91 93222 51843  
+91 93222 52754



## Boosting Growth through SME's

Source: CII - Business Standard Publication

To encourage growth in the MSME sector, commercial banks and Small Industries Development Bank of India (SIDBI) are making efforts to increasingly finance MSMEs. Still, MSMEs are generally self-financed in India, as most of them are unregistered and small, and do not have any collateral to offer to commercial banks. The fear of more non-performing assets, high as they already are, will also impact lending to MSMEs, which also lead to slower growth. According to the ADB report, implementation of Basel III could also slow down extension of banking credit to MSMEs.

Thus, alternative sources of finance to the banking sector need to be considered. One alternative is listing of MSMEs on stock exchanges. Progress in the last three years has been considerable, with nearly 106 enterprises listing on the Bombay Stock Exchange. Obviously, much more needs to be done in this promising area.

There is still one more alternative - rather more potent and successfully tried in Mongolia - that can be explored. An allocated fund of a fixed amount can earmarked for each district by the government, partially financed by the Centre and matched by the states. At the district level, authorities can be assigned the responsibility of dispersing the fund, on a need-based basis, to promising MSMEs. In distribution, allocation and regular monitoring of such a fund to individual entrepreneurs, assistance can be sought from the block - level bankers committee, which is operational in every block of each district.

The advantage of such a fund could be that it is available free of interest, as compared with bank loans, which attract a higher interest rate, to be commercially viable. This scheme could be effective in triggering entrepreneurship and nurturing creativity without being expensive. To illustrate, if Rs. 100 crore is allocated to each of the 640 districts, the total budgetary allocation would be merely Rs. 64,000 crore, of which Rs. 32,000 crore could come from the Centre and the rest from the states. This could ensure more widespread growth of MSMEs across the country.

The MSME sector addresses concerns regarding climate change and agriculture, poverty reduction and gender empowerment, by ensuring increasing finance to women-led MSMEs. The future on India's growth story may find roots in the MSME sector, which therefore needs to be encouraged by new methods that entrepreneur-friendly.

ENGINEERING  
TOMORROW

*Danfoss*

Authorised Wholesaler

www.volgaagency.com

**VOLGA** <sup>TM</sup> **Agency**

Mumbai

Ahmedabad

Indore

e-mail : sales@volgaagency.com  
Mob :+91 9327001868/ 022-65671976

marathon®

SRF

Tecumseh

Supco

Fieldpiece

# China Refrigeration 2017, Beijing

Date: 12th - 14th April, 2017

The 28th China International Exhibition for refrigeration Air conditioning, heating, Ventilation, Frozen food processing, Machinery for cutting, Bending Finning Packaging and Storage show was attended by RATA with its delegates at Shanghai China from 12th April 2017 till 14th April 2017 with our travel partner More Than Travels lead by our RATA committee member Convener : Mr Pankaj Choraria



Convener:  
Mr. Pankaj Choraria

The CAR show had 980 Plus exhibitors and was spread over 8 halls with 2 halls formachinery and two for the large HVACnR manufacturers and balance 4 halls for Equipment ,large HVACnR systems, components and equipment manufacturer a pavilion for dailyseminar, the show witnessed 48 seminars and workshops spread over 3 days at the 6 large conference rooms dedicated to the same most of the topics were on Efficiency new gases technology and Ammonia systems Green Refrigerants and Energy conservation

We had 6 Indian manufacturer participating at the show The CAR opening night was attended by more than 39 air conditioning and refrigeration associations of the world like IIR, EPEE, ASERCOM, AHRI, ASHRAE, iSKiD, Japan Society of Rand AC engineers, SAREK, VDKF, Hong Kong Association, HKAEE, CCPIT and RATA





# Frascold®

BLUE IS BETTER

MADE IN  
ITALY ▶



Single Stage  
Compressors



Double Stage  
Compressors



Twin Screw  
Compressors

MADE IN  
INDIA ▶



Air-Cooled  
Condensing Units



Water-Cooled  
Condensing Units



Multi-Rack  
Systems

WIDE RANGE

READY STOCK

CUSTOMIZED  
SOLUTION

SALES NETWORK  
ACROSS INDIA

INSTANT SERVICE  
SUPPORT

CONTACT US:

**FRASCOLD INDIA, HEAD OFFICE :**

C/908, TITANIUM SQUARE, S.G.ROAD, B/H UDGHAM SCHOOL,  
THALTEJ, AHMEDABAD 380 054, GUJARAT

Ph.: +91 79 40190411-12, E : sales@frascoldindia.com

**BRANCH OFFICES**

SOUTH : venkat@frascoldindia.com, +91 95000 52924

WEST & NORTH : pratap@frascoldindia.com, +91 96990 20585

EAST : sbroy@frascoldindia.com, +91 94333 17067

## FX MULTITECH PVT LTD

ONE STOP SHOP FOR ALL YOUR  
**REFRIGERATION** NEEDS

- COMPLIMENTARY PRODUCTS FOR COLD CHAIN INDUSTRY
- READY STOCK
- PAN INDIA REACH
- TECHNICAL SUPPORT

CONTACT US:

**HEAD OFFICE**

C/907, TITANIUM SQUARE, S.G.ROAD, B/H UDGHAM SCHOOL,  
THALTEJ, AHMEDABAD 380 054, GUJARAT

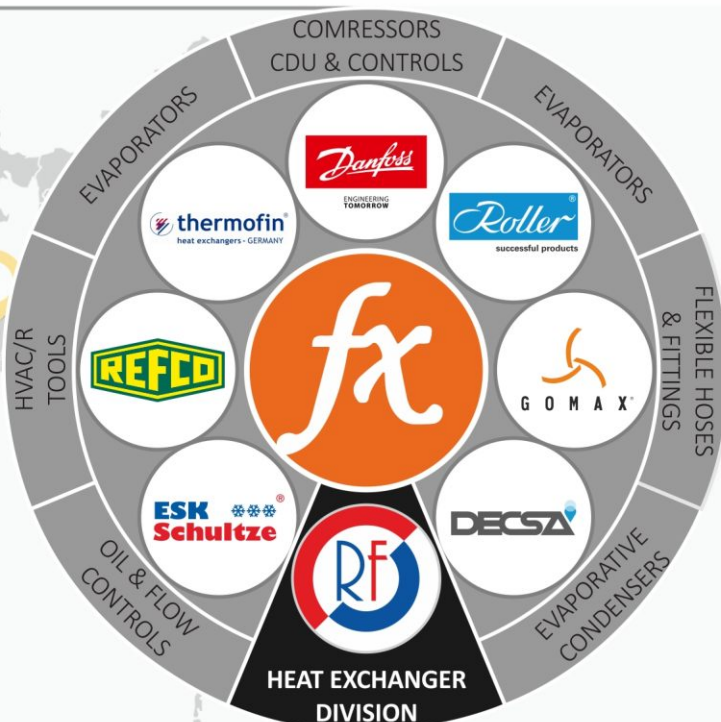
Ph.: +91 79 29704046-49, E : fx@fxmultitech.com

**BRANCH OFFICES**

BANGALORE : arvind@fxmultitech.com, +91 95914 84324

HYDERABAD : venu@fxmultitech.com, +91 72598 24302

MUMBAI : raja@rollfin.com, +91 91671 17701



# A breath of fresh air for the global HVAC&R Industry

## Now in Bengaluru!

**SOUTH ASIA'S  
LARGEST EXHIBITION  
ON REFRIGERATION &  
COLD CHAIN,  
AIR CONDITIONING,  
VENTILATION AND  
INTELLIGENT BUILDINGS**

**ACREX<sup>®</sup>  
India 2018**

a member of  
**bfa** **BUILD FAIR ALLIANCE**  
Integrated Building Solutions

**22 - 24 FEBRUARY 2018**

Venue: **Bangalore International Exhibition Centre (BIEC)**  
India's first "LEED Certified" Green Exhibition & Conference Facility

- Build Fair Alliance (BFA) - Integrated Building Solutions under one roof
- More than 600 exhibitors & 50,000 visitors
- Participation from more than 30 countries
- Country Pavilions from Germany, Italy, Korea, China, USA
- Dedicated Pavilions: Refrigeration & Cold Chain and Building Automation
- An International Congregation of top Architects, Developers, Consultants, HVAC&R Professionals & Contractors
- Interactive workshops & seminars

Curtain Raiser & aQuest Partner

**HITACHI**

Partner in Excellence

**DAIKIN**

ACREX Hall of Fame Partner

**Danfoss**  
ENGINEERING  
TOMORROW

Titanium Partner

**BLUE STAR**  
NOBODY COOLS BETTER

Gold Partner

**ABS**  
complete solutions

Mobile App Partner

**edgetech**  
...Creating a healthy world

Theme Partner

**eneffen**

Silver Partners

**AMCI CERTIFIED**  
AIR CONDITIONING

**KELLEY**

**ADVANCE VALVES**  
Changing the way you think about valves

**ALP**  
AEROPLEX

**armacell**

**HUMIDIN**

**CASILICA**

We measure it. **testo**

**HYTAM** **VTM** **FEDREL**  
PIONEERING FLUID CONTROLS

**Zamil**  
Air Conditioners

Bronze Partners

For more information:

**NürnbergMesse India Pvt. Ltd.**  
T: +91-11-47168829/31  
E: mansi.chawla@nm-india.com  
mehak.mamtani@nm-india.com

Supported by:

**RATA**  
Refrigeration & Air Conditioning Trade Association India

Organiser:

**ISHRAE**

Event Producer:

**NÜRNBERG MESSE**

Endorsed By:

**ASHRAE**

**www.acrex.in**

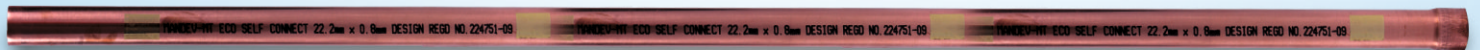




ISO 9001 | 14001 | 18001



# Making air conditioners last longer.



## MANDEV TUBES ARE:

### Efficient

Are resistant to high pressure

### Long-lasting

Outlive generations compared to ordinary tubes

### Maintenance free

Install and forget

### User-friendly

Easy to install

MANDEV TUBES PVT. LTD. (MUMBAI)

[www.mandevtubes.com](http://www.mandevtubes.com) | Call 022 66131 818 ( Jalpa/Ria/Surendra ) | [mantubes@vsnl.net](mailto:mantubes@vsnl.net)  
Dealership Enquires solicited for Ahmedabad, Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, New Delhi, Pune.



## 25 Years Of Extreme Performance. Year after Year.

For the last 25 Years, we have always delivered the best-in-class cooling solutions, tested in the most extreme environments internationally.

Choose from the widest variety of Air conditioning & Refrigeration products and parts, customised solutions & manufacturing services. Invest in high quality engineering, invest in peace of mind. Invest in Yourself.

**Fan Coil Units: Split | Cassette | Hideaway | Ducted**  
Available range starting from 1.0 Tr upto 11.5 Tr  
**Condensing Units: Gas charged | Kit Parts Only**  
Available range starting from 1.0 Tr upto 10 Tr

FCU's MANUFACTURED BY



HEAVY DUTY  
PERFORMANCE



ANTI-DUST  
FILTER



4D AUTO  
AIR SWING



100% COPPER  
CONDENSOR



WIDE RANGE  
500-1600 CFM



1992 - 2017

# 25

Inverter | Split | Window | Portable | Cassette | Floor Standing Air Conditioners  
Fan Coil Units | Condensing Units & Kits | Refrigeration ODU's | HVAC Accssories

CRUISE APPLIANCES PVT LTD | SEAGULL COOLING PVT LTD

G-2 Industry House, Mahakali Caves Road, Andheri (E), Mumbai 400093, India  
T: +91-22-42422222 | E: info@cruiseac.com | W: www.cruiseac.com



www.cruiseac.com



facebook.com/cruiseac



1800-123-8800