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The Refrigeration & Air Conditioning Trades Association Ltd.
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Rata - Newsletter

15th January 2019 | **Issue 61**

(For Private Circulation Only)



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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 2017-2020

Name Of Member	Name Of Company	Post
Mr. Ajit Panicker	Nova HVAC Systems (India) Pvt Ltd	Hon. President
Mr. Mihir Sanghavi	Auro Engineering Company	Hon. Secretary
Mr. Jasprit Singh	H. J. International	Hon. Jt. Secretary
Mr. Akash Varma	Ishwar Trading	Hon. Treasurer
Mr. Parasmal Sirohia	Cruise Appliances (I) Pvt Ltd	Immediate Past President
Mr. Pankaj Choria	Boulton Trading Corporation	Committee Member
Mr. Hitendra Morakia	Industrial Metals	Committee Member
Mr. Pritesh Shah	Filko Enggineering Co	Committee Member
Mr. Harshal Padia	T J Controls	Committee Member
Mr. Nasir Khan	Airofrost HVAC Systems Pvt Ltd	Committee Member
Mrs Subha Prasannan	Anshutech Airconditioning Pvt Ltd	Committee Member
Mr Rajendra Joshi	Arkk Consulting	Committee Member
Mr Amod Dikshit	Dikshit Consultants & Engineers Pvt Ltd	Committee Member
Mr. Jasprit Singh Saini	Dasmesh Airconditioning Engineers Pvt. Ltd.	Action Committee
Mr Bhavesh Mehta	Mr Bhavesh Mehta	Action Committee
Mr Harshal Ganjawalla	Ganjawala Fabripro Pvt Ltd	Action Committee
Mr Parth Thakkar	Polfrost Air-Con Pvt Ltd	Action Committee
Mr Shawn Rebello	Aircare Technologies India Pvt Ltd	Action Committee

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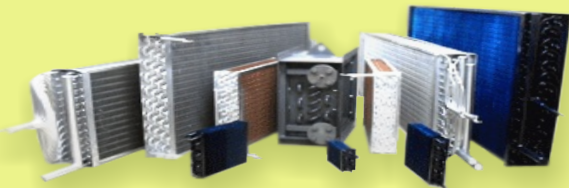
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Administrative Support : Ms Rinal Vira, info@rataindia.com

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.

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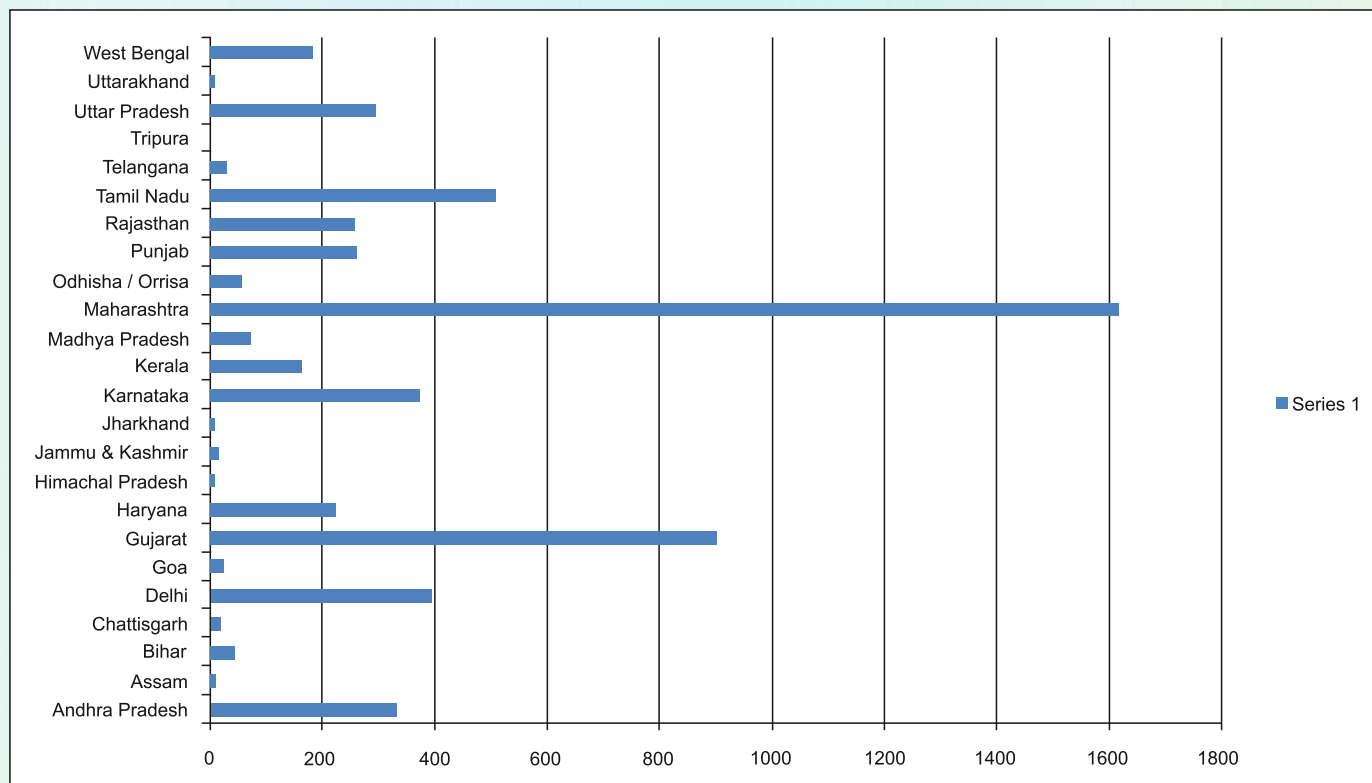
RATA NEWSLETTER (5th Anniversary)

The Idea It started as a discussion in December 2012 in a committee meeting where all members felt that while all of us were committed to reinventing RATA and wanted to consciously bring our trade together. There was huge gap in our communication within our trade. While emails and updates were sent it had its own limitations. Most in our trade did not access emails regularly while junk email settings limited to the information being shared to all. The idea was to print a newsletter which was short and sent monthly to all trade members. The goals for the same were as below:-

1. Update all members on the various activities that RATA undertakes.
2. Encourage trade members to come together and become members of RATA and participate in its activities.
3. January 2014 was the 1st month to release our 1st newsletter.

Our 1st newsletter Completely unsure of how the members would accept the newsletter and with an intention to reach out to the members our challenge was to keep the costs as low as possible. Our first newsletter was a computer printed sheet, photocopied and circulated to all members. While the effort to send out a communication was appreciated, we also received our first criticism on how bad the quality of the copies were and also the content which did not in real sense add any value. Most of the copy was minutes of the committee meeting and that was not much value to the members. All of us in the committee do a honorary service and often it's not easy to receive criticism. However we were excited as for once we received calls at the RATA office and people wanting to engage with RATA. It only showed that the trade wanted regular information, they wanted better quality and convinced us that the newsletter was here to stay. Starting February the colour version of the newsletter was born and since then the layout, content and quality has gradually improved every month.

RATA first circulation of RATA NEWSLETTER was 200 copies today we reach out to approximately 5500 companies from the trade all over India. The newsletter also attracts advertisers across the trade who want to reach out to micro , small and medium enterprises in the field of airconditioning and refrigeration . Looking back its 5 years since we started and we are excited at having created a sustainable communication method within our trade .



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RATA Indore Installation

Date: 2nd January, 2019

This New Year RATA INDORE was installed on 2nd Jan 2019 at an official event was held at Country INN, Indore where more than 50 Trade Members attended the same. Mr Suresh Chouhan from The Solutions was sworn in as the 1st President of RATA INDORE, under his dynamic vision and guidance RATA INDORE is all set to become the voice of the MSME in the HVAC&R trade in Indore.



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Money Recovery & De-risking Business

Date: 9th January, 2019

RATA Mumbai had organized a event at RATA OFFICE on the topic of Money Recovery & De-Risking Business on 9th Jan 2019 the event was attended by 40 trade members. The Speaker Mr Saurabh Khandelwal enlightened members of the various laws and the way it can help recover pending dues he also explained the various precautions to be taken to avoid falling in a situation where Money Recovery becomes an issue.





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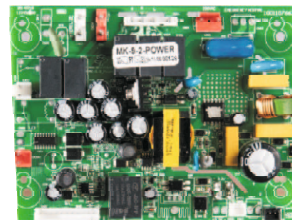
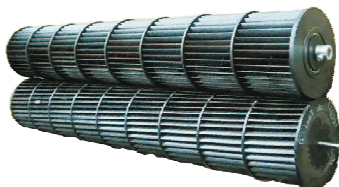
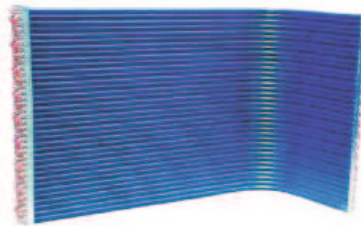
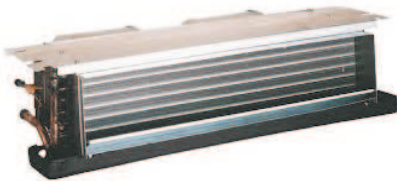
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