



RATATM

Since 1949

The Refrigeration & Air Conditioning Trades Association Ltd.
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Off Veer Savarkar Marg, Prabhadevi. Mumbai 400 025
Tel : 022 24381140 Email : info@rataindia.com
Website : www.rataindia.com

Rata - Newsletter

15th June 2019 | Issue 66

(For Private Circulation Only)



Smart Dealer

Transforming your business
to increase
efficiency and lower cost

A to Z solutions in CONTROLS

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AUTHORISED WHOLESALER



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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 Engineering 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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Edited & Compiled: Ajit Panicker, President 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.

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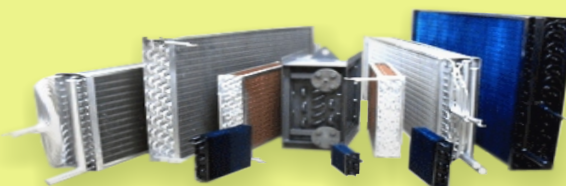
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We never compromise on quality



Smart Dealer

Smart Dealer (Part 2 of four part series)

About the Author:

The writer has been in the field of HVACnR for over 25 years managing air conditioning projects and services. His company has been a dealer for various brands and has been doing various commercial and residential projects in air-conditioning and Ventilation. His company has also been in distribution and has represented various international air-conditioning brands as exclusive India distributors. Mr. Ajit Panicker is the President of the Refrigeration and Airconditioning Trade Association of India and actively interacts with small and medium enterprises in the field of HVACnR. Mr. Ajit Panicker is the founder of Pureblu Technologies Pvt Ltd, a technology startup which builds technology tools to help small enterprises increase their efficiency in the field of HVACnR. Through this article he intends to address the lack of understanding technology tools that can reduce costs and increase efficiency of small enterprises. You can ask your queries and give feedback at ap@pureblu.in.



Ajit Panicker
RATA PRESIDENT
Founder - Pureblu
Technologies Pvt. Ltd.

Choosing the right software for digitization.

The problem lies in trying to solve everything through a software, usually when you choose a software you suddenly want to look for solutions that has features that can solve problems that don't exist and that's when it becomes a hindrance in implementing a software. The best approach is that of accounting. When accounting became complex and difficult to handle, we used Tally. Though Tally eventually became an ERP, but we still use it to solve the key problem on accounting and it's been successfully used by thousands of SMEs across India. That's the approach that small businesses need to take. Here are a few steps to identifying a good software for your business

1. Identify the area of your problem Sales, Services, Gen admin, Project Management, manufacturing.
2. Prioritize which needs to be addressed immediately and have an approach to solve one problem at a time rather everything through one software.
3. Identify use cases where other people in our industry have successfully implemented and pay a visit to them and see it in operation
4. Check if its cloud-based SaaS - Software as a Service. A software that you pay annually based on your usage.
5. See if the company can be give continuous support to implement the software with your team. Usually SaaS based software are learn it yourself which become difficult for small businesses. There are quite a few who now give you hand holding to your various team members on a regular basis.

Let's see how we can address each of the problems in a simplistic way using technology.

Dealers of



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Smart Dealer

Smart Dealer (Part 2 of four part series)

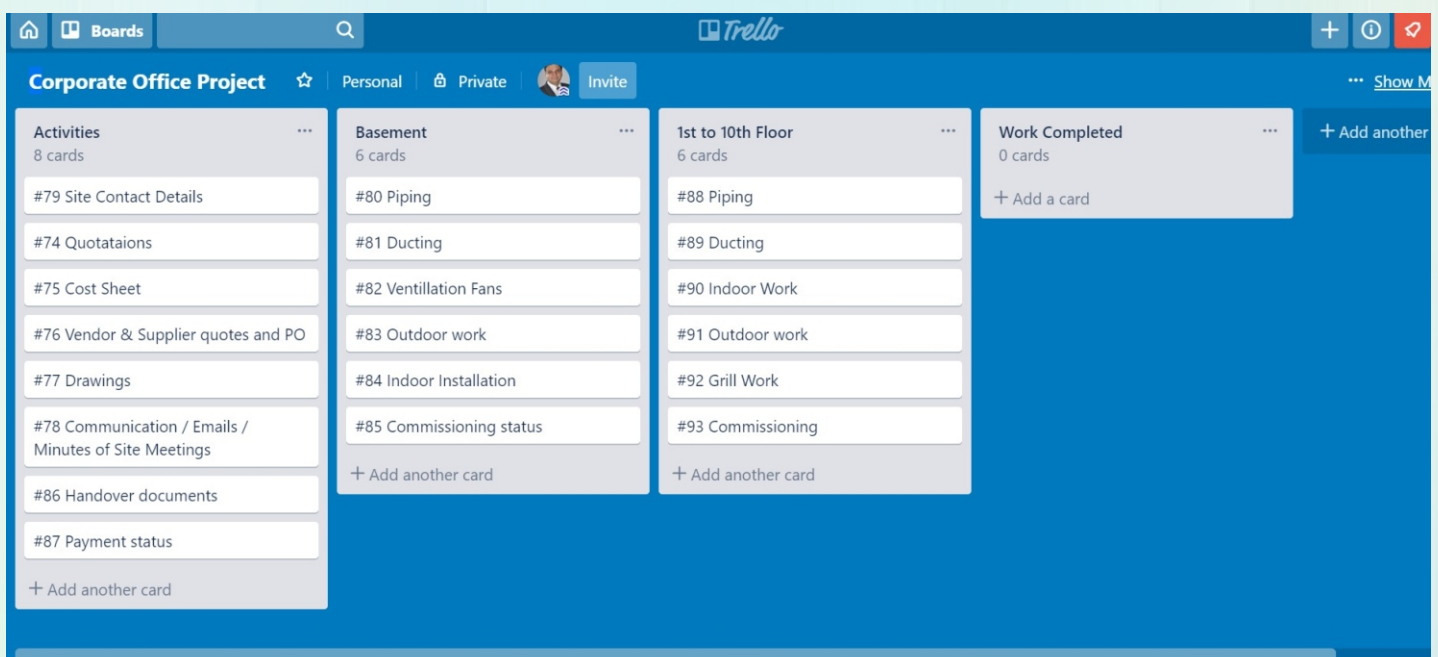
Digitizing - Sales, Project Management

Most dealers sell air conditioners both unitary and commercial air conditioning systems like VRF and Chillers, let's identify the most common challenges we face when we manage this business.

1. Need to know what my enquiries are and what the status of these enquiries
2. Need to easily access all the quotations that I have revised with my correspondence to a specific site.
3. Need to get constant updates from all my team members including site photos and minutes of meetings which I can see whenever I want at my convenience without depending on my office.

While there are many options available like Trello, Asana, Basecamp. I am going to talk of Trello a free tool that's available for everyone to use. While Trello is a task management tool but if used effectively you can manage your leads, get status and get site information daily.

Trello is a digital white board and you can arrange cards on it in the way you want, it's now for you to decide how you want to design the board based on your requirements. Imagine a large white information board in your office where everyone comes, and sticks notes and updates on status under columns that you have drawn to manage your project. Your team now can be at office or site and can update data real time with photos and text using a computer or the trello app. As an owner you can access all data from the app and chat with different people involved with site on the app itself. As the owner of the board you can decide who can see the information and add and remove members to the board. It's a simple and effective way to manage multiple sites easy to implement and controls most of the pain areas in managing various sites and reducing dependency on people. Being a cloud-based software, you can access this wherever are and need not be in the office to take constant updates.



Part 3 of 4 part series will be published in the next issue of the newsletter

Customer Feedback on online purchase

Source: Amazon

Feedback on buying AC online

Most online marketplaces have been selling airconditioners online, at RATA we researched to check what the customers had to say when they purchased these airconditioners. The comments below are from the AMAZON site . For a great customer satisfaction its not just about a good and cheap airconditioner it also needs a dependable service provider for installation and service

AmazonBasics 1.5 Ton 3 Star 2019 Split AC (Copper, White)

by AmazonBasics



93 customer reviews | 44 answered questions



M.R.P.: ₹43,300.00

Price: ₹ 21,483.59 excl. GST

₹ 27,499.00 incl. GST

You Save: ₹ 15,801.00 (36%)

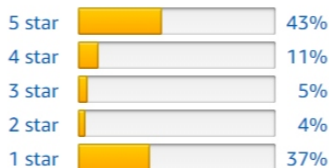
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Warranty

Customer reviews

★★★★☆ 93

3.1 out of 5 stars ▾


[Write a review](#)

AmazonBasics 1.5 Ton 3 Star 2019 Split AC (Copper, White)

by AmazonBasics



Ashim

★★★★☆ Poor Installation service

23 April 2019

Verified Purchase

I bought the AC and got it the next day. But I could not schedule the installation slot for 36 hours plus. It keeps on saying NO SLOT AVAILABLE, TRY AGAIN. I have been trying and got tired. Will return the material, if no solution in next 48 hrs.

TILL NOW NO SOLUTION

They do not even give stand for outdoor unit or stabilizer. That's the reason the costs are low. Installation cost 1500, local people take 1000 only. So costs come to good brand only.

33 people found this helpful



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Customer Feedback on online purchase

Source: Amazon

 **Rohit Ladha**


★☆☆☆☆ **Worst**

25 April 2019

Verified Purchase

I have installed the AC on the very same day of delivery. I was excited as the AC had no review on its product page. But very soon all the excitement turned into disappointment when I found out the cooling of AC is very poor. It appears that the Gas has already leaked from the AC. I tried turbo mode cooling but the effect is still the same and the AC has started making noise in Turbo mode. I have contacted Amazon. Amazon is pointing towards seller (Amazon basics) and the seller has not contacted me yet. There are plenty other models from reputed brand which are comparably cheap; I would advise you to go for those models. I wish I could give them zero star but 1 is minimum so one star.

125 people found this helpful

 **srivalli**

★☆☆☆☆ **The AC didn't work when installed**


30 April 2019

Verified Purchase

I bought two ACs for my parents place thinking its from amazon and what can go wrong. But I was shocked to hear from my parents that one AC was not working at all and it was functioning like a fan. So basically this is the cost I had to bear extra for the AC:
750 for stand for compressor
400 Extra wiring
1500 for installation
Upon this one stabilizer!!

So basically buy a AC (Brand new one) and it doesn't work and call amazon and ask them who is going to bear all these charges? They are like we are not in the position to discuss this. I am like seriously?? They have arranged a troubleshooting team but I really don't know if I would recommend this to anyone. Please buy a more branded product or you will suffer just like me or to make things worse, the way my parents are suffering at this moment with a non functioning AC.

20 people found this helpful

 **Anuraj pandey**


★☆☆☆☆ **Pathetic service by Amazon**

22 April 2019

Verified Purchase

Poor service from Amazon. I had to wait for a week to get it installed..
5* for cooling
3* for features
1* for delayed installations

60 people found this helpful


 **Rajesh Kumar**

★☆☆☆☆ **Waste of money and time....**

1 July 2019

Verified Purchase

Service after Installation is very worst.
I booked complaint on 06/06/19 till now they are not able to resolve my problem.
Very bad experience.....

 **Prakash**


★☆☆☆☆ **Installation problem!!**

2 May 2019

Verified Purchase

When i orderding this ac there is a option for installation even i got a confirmation from customercare like after delivery within 48hr you I'll get call from installation department,I wasted 3days and then again i called customercare now they are telling like installation department is not available in your location,you can get it done with outside people(not amazon people)

11 people found this helpful


 **Alok Kumar**

★☆☆☆☆ **Atrocious Service**

26 June 2019

Verified Purchase

I bought the AC when it was launched. Believing in Amazon reputation, I went ahead and bought two of the AC. Initially both worked well. However, after one month of use (on 6th June 2019) one of them started giving trouble. Which was promptly reported to Amazon India customer care on 7th June. I was given another number to contact for fixing the issues. The number was contacted and was promised action within 4 days, which in itself is a long time for AC repair under warranty in summer time. But, till today, a passage of 19 days no one has turned up to look at the AC nor anyone has called up to follow up on complaint. So, the product deserves only one star. No one should buy such expensive items from Amazon basics.

 **Kunal**


★☆☆☆☆ **Require urgent attention to rectify newly delived AC**

2 May 2019

Verified Purchase

Can someone please call me back on priority as the AC delivered is not working.It stopped cooling after half n hour the Technician installed the AC.I have clients coming to my office in the Second half today.Can someone pl look into this on priority immediately

12 people found this helpful

 **Dinesh Kumar**


★☆☆☆☆ **Product ok. Installation service pathetic**

27 April 2019

Verified Purchase

Decent prduct. Pathetic installation service. And even more pathetic customer care.

9 people found this helpful

 **Mritunjay singh**

★☆☆☆☆ **Worst experience do not buy this**

4 May 2019

Verified Purchase

Pla do not buy worst experience with this ac Have been in summer for 5 days. This is not ac its fan hot fan. This summer is not for winter. Definitely replace your heater only fan working. Take a good fan from it Much better than this. 15 din se customer care se contact kr rha hu wo bat tk nhi krte shi se call hold pe dal dete hai sanyo esse better hai thode paise extra lgenge but ap lene ke bad trouble face to nhi kreoge amazon bolte hai 10 din ho gye ab aap smjho so amazon basic worst choice hogi agr ap lete ho

4 people found this helpful

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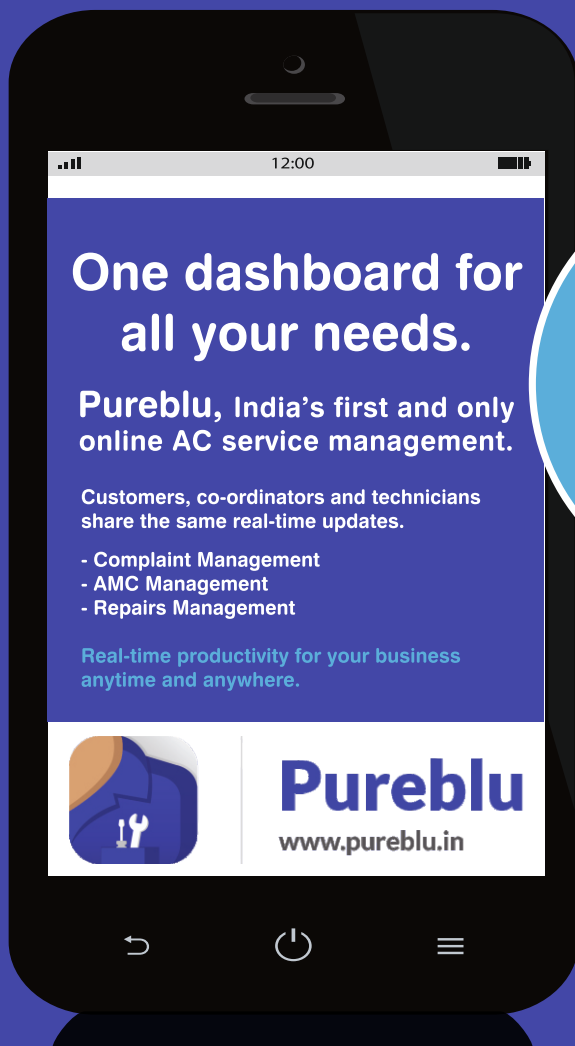
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