



RATA™ Since 1949

The Refrigeration & Air Conditioning Trades Association Ltd.
110, Unique Industrial Estate. 1 st 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 September 2018 | **Issue 57**

(For Private Circulation Only)

SME GO DIGITAL



Automation Controls
that control your stress

Trusted brands + Our expertise = Your peace of mind

ISHWAR
TRADING
AUTHORISED WHOLESALER



MUMBAI sales@ishwartrading.com | **ANAND** ishwargujarat@gmail.com | **RAIPUR** ishwarsupreme@gmail.com

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 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

Content

04

How Kirana Stores are embracing technology

05

Now get your email address in Hindi

07

RATA 69th AGM

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.

Visit us at www.rataindia.com

For advertising call +91 77387 45000

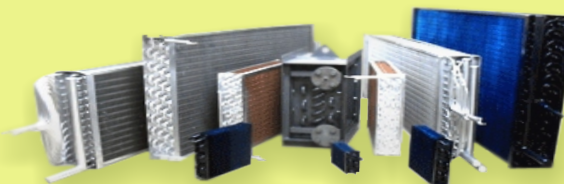
Follow us: [f](https://www.facebook.com/RataIndia) /RataIndia

[in](https://www.linkedin.com/company/Rata-India) /Rata-India

[t](https://twitter.com/RataIndia) /RataIndia



We never compromise on quality



INSTALL FLEXIBILITY

TOUGH & EASY TO INSTALL CLASS 1 INSULATION



NOW CLASS 1!



Accoflex® W insulation is installed on pipes of split a/c systems, VRV/VRF & plumbing, to prevent condensation and reduce energy losses in light, commercial & residential (LCR) buildings

Key Features:

- Class 1 fire classification to BS 476 Part 7
- Reliable condensation / sweat control
- Smooth powdered inner surface for easy installation
- Non-corrosive on Copper pipes

Install it. Trust it.



Accoflex® W

How Kirana Stores are embracing technology to interact better with customers

Source: ET Retail

P Mahendran's Muthukani Stores in Chennai's Villivakkam is like any other kirana store, but with a slight twist. If you were to enter his shop, you will find an LED screen showing various offers and also a custom-made tablet to generate bills and keep accounts of customers.

Muthukani Stores is one of the many kirana stores across the country that have embraced technology so as to engage better with the customer, even as a bunch of startups, such as Snapbizz, Applicate and Goodbox, exploit this largely untapped space through retailer only or consumer-facing apps.

"We are trying to disrupt the biggest space of retail business in India, much bigger than the size of all ecommerce put together. The potential and scale of opportunity is huge considering that 90% of the \$500-billion retail market is still being serviced by these small retailers," said Ranjeet Kumar, founder and chief executive of Applicable IT solutions, whose product Trade Gini is targeted at retailers.

The retailer app connects the kirana store to various authorised suppliers of brands, helps them keep a track of the inventory, generate bills, decide various offers based on suggestions, and updates the retailers on prices, schemes and offers.

"We give the retailers a custom-made tablet, a printer, a scanner and a wireless LED TV. The TV can allow brands to connect to the customer at the point of sale images keep popping on the screen. The retailers can earn money out of this, too. One can now give printed bill and also connect with the customers through SMSes," said Prem Kumar, CEO of Snapbizz. According to the startups, the entry of technology brings down transparency issues and creates a level playing field.

"Before, if there was an update from the company only, say 30%, of retailers would get to know," said Kumar. "We even have a helpdesk to address all issues and connect to the brand directly for any queries. We are also working on bringing in more languages."

Bengaluru-based Goodbox offers a consumer-facing app, integrated with MobiKwik payment gateway and caters to even local restaurant brands and government agencies like Bengaluru's electricity board, BESCOM, other than the local grocery stores.

Our app's backbone is a chat platform, which is a connect between the customer and the retailer. The app user has options of 'My list' and 'Near Me' where they can have a record of all the items they buy and see all the merchants near their location, respectively," said Abey Zachariah, cofounder and CEO of Goodbox.

The business model of these startups revolves around taking a cut from the suppliers and companies for visibility, or raising money through subscription.

The kirana stores are welcoming technology as it makes a difference in their daily lives.

Now, get your email address in Hindi

Source: ET Tech

Startup Data Xgen Technologies has started a paid email address service in Hindi characters or Devanagiri scripts, and plans to roll out free registrations of such Ids on the lines of Gmail, Outlook and Yahoo soon.

“A few hundred IDs have been created till now on .bharat domain, which is available in Devanagiri script. Anyone interested in Hindi script ID can visit our website and buy email package as per their need,” Data Xgen Technologies Founder Ajay Data told PTI.

Email sent from these addresses is supported by leading service providers like Gmail and Microsoft.

“Besides communicating in Hindi, people can send emails from addresses created in Hindi script to Gmail, Outlook and some of the other addresses. We wish to start a free email id on .bharat domain soon just like Gmail of India for Hindi domains and soon we will work with the government to do that,” Data said.

To bring more people on Internet, government is pushing website and email addresses in Hindi or Devanagari scripts. The National Internet Exchange of India (NIXI) has asked domain or website name sellers to provide free .bharat (in Devanagari script) to everyone who buys a “.in” domain name.

In a meeting held at the Ministry of Electronics and IT, Google and Microsoft said that their email services accept and can send messages to email addresses created in Hindi or Devanagari script but they do not have immediate plans to provide such email addresses.

When contacted, Google shared a blog post in which it said, “Language should never be a barrier when it comes to connecting with others and with this step forward, truly global email is now even closer to becoming a reality.”

The blog mentioned that it has added 13 languages from Gmail services which includes Afrikaans, Chinese (Hong Kong), Georgian, Khmer, Lao, Mongolian, Nepali, Sinhala and Zulu.

Microsoft said that it continues to enhance the capabilities and make it easy for users to use and adopt local languages using its technology and this includes domain names in local languages.

“The current versions of Internet Explorer, Microsoft Edge and MS Outlook 2016 all support Indian languages including Hindi and international email addresses,” a Microsoft spokesperson said.

+919820213070
hello@pureblu.in

One dashboard for all your needs.

Pureblu, India's first and only
online AC service management.

Customers, co-ordinators and technicians
share the same real-time updates.

- Complaint Management
- AMC Management
- Repairs Management

Real-time productivity for your business
anytime and anywhere.



Pureblu
www.pureblu.in

★★★★★
A fantastic cloud
based platform.
Pureblu
is here!

Call our experts to join the Pureblu network.

Pureblu Technologies Pvt. Ltd.
339 Udyog Mandir, Block No 22, Ground Floor,
Bhagoji Keer Marg, Mahim, Mumbai 400016, India

MADE IN AUSTRALIA

How to use? <https://youtu.be/xG482Gtm6Y>
<https://youtu.be/FTJRq6crx6c>



ANTI CORROSION & GAS LEAK COATING

- ★ QUICK CURE & PREVENT SHEET METAL RUST
- ★ CLEAR HARD COATING
- ★ DOES NOT AFFECT HEAT EXCHANGE
- ★ NON-CONDUCTIVE & WATER REPELLANT
- ★ NON WATER BASED UNLIKE OTHER BRANDS
- ★ PREVENT COAT PCB BOARDS
- ★ PREVENT GAS LEAK DUE TO TOXIC ENVIRONMENT

MADE IN THAILAND



CONDENSOR GRILLE

- ★ DEFLECTS HOT AIR FROM AC OUT DOOR UNIT
- ★ SAVE POWER & INCREASE YOUR "AC" LIFE !!
DUE TO BETTER CONDENSATION.
- ★ GRILLE IDEAL FOR LOCATING OUTDOORS UNITS
WHERE THERE IS A RESTRICTION OF AIR FLOW
- ★ IMPORTED AND MADE FROM ABS PLASTIC
- ★ GRILLES ARE DURABLE AND AVAILABLE
IN 16" , 18" & 20" SIZES

MADE IN JAPAN

How to use? <https://youtu.be/H1JUgk15GjI>



TOYO CLEAN COPPER

- ★ PROTECT INSIDE OF COPPER TUBE FROM
OXIDATION WHEN WELDING
- ★ CAN USE FOR ANY REFRIGERANTS
INCLUDING R410, R32
- ★ NON ALCOHOL TYPE
- ★ FIXED QUANTITY INJECTION VALVE +
CIRCUMFERENTIAL SPRAY NOZZLE



THE AC ZONE PVT LTD
27/1, Police Commissioners Office
Road, Egmore, Chennai-600008.

✉ contact@theaczone.com
🌐 www.theaczone.com

CALL US @ +91 98410 68360

AUTHORIZED DISTRIBUTOR IN INDIA

RATA 69th AGM

Date: 30th August, 2018

RATA 66th AGM was held on 30th Aug 2018 at RATA Office, Prabhadevi, Mumbai.

Mr. Akash Varma to gave members clarity on the income and expenditure of RATA. The Minutes and AGM report was passed by the members. Mr Ajit Panicker gave a detailed presentation on the activities undertaken in the last financial year and activities planned for future. Everyone present appreciated the efforts put in by RATA committee to help the association and trade members grow in HVAC & R industry. There was a detailed discussion of RATA website and the revenue planning for promoting the website.



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
hjipvttd@hotmail.com

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



WORLDTEK
CAPACITORS

Metallised Polypropylene (MPP) motor application capacitors

Type: MPP (SH)

Range (IS 1709)	: 0.8mfd to 4mfd
Range (IS 2993)	: 4mfd to 60mfd
Range (IS 1569)	: 4mfd to 42mfd
Safety Class	: S0, S1, S2, S3
Life Rating	: • Class A (30000hrs), • Class B (10000hrs), • Class C (3000hrs), • Class D (1000hrs)
Body Type	: • PP (Cylindrical / Square) • Aluminium (Cylindrical)
Termination Type	: • Pin type (L type / U type) / • Wire type (Insulated multi stranded)
Application	: • Fan Motor • Motor RUN / START • Refrigerator • Air conditioner • Conventional lighting



WORLDTEK S3 (BURST PROOF) capacitor is an innovation in capacitor technology to Safeguard your electrical equipments and its surroundings,

A trusted name with various Original Equipment Manufacturer's now launches **S3** (Burst Proof) capacitors. An innovation towards safety. Worldtek S3 capacitor incorporates latest segmented film technology.

Capacitor is an essential part of any air conditioner, refrigerator, deep freezer, motor etc. It's a very small component but without it none of the above can start or run either. In short it's a very important part of the whole circuit. A capacitor is made up of an electrode (conductor) and a dielectric (insulator). Modern day capacitors are made up of polypropylene film (dielectric) and metal vapour sprayed over it (electrode). It is also known as metallised polypropylene capacitor or a MPP capacitor. These type of capacitors have self- healing property as a feature. This means that during a high voltage cycle or due to any spike etc. a puncture in the polypropylene (PP) film occurs but the capacitor heals on its own with some loss in its value after every self-healing (puncture).

In modern day times with increasing use of thyristorised drives in day to day lives, the electric supply that we are receiving from electricity board is increasingly having heavy harmonics leading to catastrophic failure of active components (such as capacitors) in the short circuit mode leading to fire hazard.

About metallised polypropylene capacitors, the technology has improved drastically thus leading to reliable capacitors. But still these capacitors have catastrophic failure leading to melting of dielectric & thus causing a fire hazard. If the capacitors are used in say domestic equipments like air conditioners etc. then a failure of capacitor in short circuit mode can easily lead to a fire hazard. In order to safeguard from such run away conditions in the application of the capacitors, Safe capacitors were created by using Fire Resistant Canisters (S1), Mechanized design of safe capacitors (S2), These type of capacitors use costly raw material and are not cost effective in giving protection to the application. Also these designs are not 100% safe.

New design (latest technology) capacitors use Pattern metallised Film where miniature fuses are incorporated during the metallisation process. This pattern metallised film is used in manufacture of capacitors leading to failure in open circuit only. This technology is such that one does not have to use costly raw material of S1 & S2 type capacitors & also this technology is more guaranteed to be safe than other designs.



True image of segmented film(MPP)



Pattern Film Segmented + T Margin



**Various application for
WORLDTEK S3 (Burst Proof)
Capacitors**



**SAFETY
FIRST**



PARAG WORLDWIDE PVT. LTD.

520 / 522, Kalbadevi Road, Next To Edward Theatre, Mumbai - 400 002 (India)

Tel : 022- 22 033405 / 6 / 7 / 8 / 9 E-mail : paragin@yahoo.com

www.worldtek.net



9323092690