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Issue 76

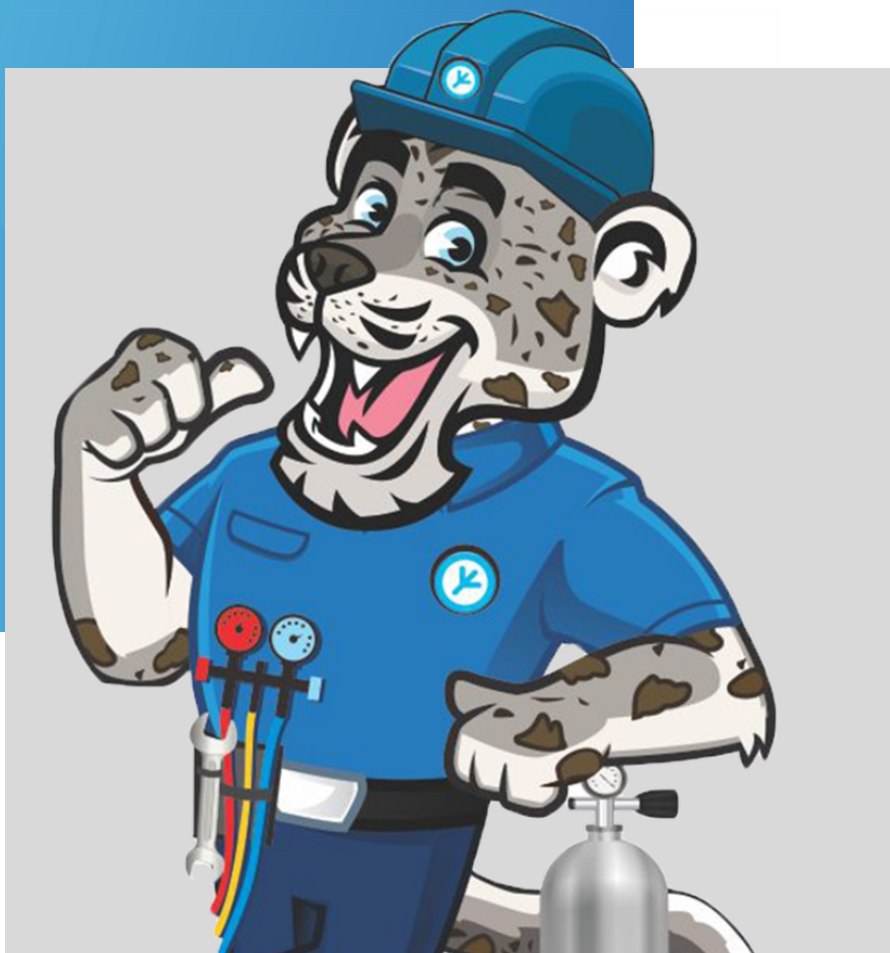
(For Private Circulation Only)



RATA™

Since 1949

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Rata Newsletter

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Message from National President



Ajit Panicker
National President

Dear Members,

This month is the beginning of getting back to our work post the second lockdown and its time we managed to live with the virus, manage our livelihood and our businesses. What's extremely important is that we do not let our guards down and ensure we take all precautions to maintain everyone's health and safety. We need to plan for the long-term to survive this pandemic together. RATA has been actively organizing various online sessions and meetings with an intent to collaborate and help each other.

The other main concern that has hit our industry is the rising raw material costs, over the last one year copper prices have increased by close to 50% and aluminum prices by close to 87% making it extremely critical for each of us to relook at our costing sheets and renegotiating wherever possible with our customers. The same would be possible only if we collectively build an awareness among our customers on the price impact which are a global phenomenon post the pandemic.

RATA members have benefited immensely during the covid times we request all our members to help spread the word and encourage everyone in our trade to become RATA members. The larger the membership better is our voice heard.

RATA VYAPPARSAMELLAN



VyapaarSamellan is a monthly event done by RATA Mumbai Regional Committee which has been helping RATA members introduce their products and services and connect with new suppliers. The participants for every meeting has been consistently increasing and each participant is benefiting with new business.

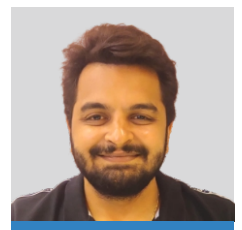


Mihir Sanghavi
President
RRC Mumbai

RATA VACCINATION DRIVE



Hardik Tanna



Harshal Padia

RRC Mumbai took the initiative to help RATA members and their employees do a vaccination drive. The same had a very good response with over 200+ personell from the industry being vaccinated. The entire event planning to execution was done by the young members of the Generation Next at RATA.

LG SPONSORED EVENT



The poster features the LG logo at the top left and the RATA logo at the top right. The main headline reads 'AHEAD OF THE EXPECTED WITH LG HVAC SOLUTIONS'. Below this, it says 'POWERED BY LG SYSTEM AIR CONDITIONING DIVISION'. The poster includes a large lightbulb graphic filled with various icons representing technology and business. Text on the poster describes LG as a leading player in the global air conditioning market and mentions that LG offers optimized HVAC solutions for all climate needs. It also features portraits of Mr. Sanjeev Seth, Vice President & Business Head, and Mr. Ajit Panicker, RATA National President, with the text 'IN CONVERSATION WITH'. At the bottom, it encourages joining and winning exciting LG products, with a live event on June 18th from 05:00 PM to 06:30 PM on YouTube, with a provided link.

LG Life's Good

RATA THE REFRIGERATION & AIR-CONDITIONING TRADE ASSOCIATION

AHEAD OF THE EXPECTED WITH LG HVAC SOLUTIONS

POWERED BY **LG** SYSTEM AIR CONDITIONING DIVISION

LG IS A LEADING PLAYER IN THE GLOBAL AIR CONDITIONING MARKET, IT HAS WIDE PRODUCTS AND SOLUTIONS RANGING FROM LIGHT COMMERCIAL AIR CONDITIONERS, 5TH GEN MULTI V (VRF) OUTDOORS, CHILLERS AND BUILDING MANAGEMENT SYSTEM.

LG OFFERS OPTIMISED HVAC SOLUTIONS FOR ALL CLIMATE NEEDS, PROVIDING FRESH AND CRISP AIR FOR DIFFERENT BUSINESS ENVIRONMENTS, WHICH ALL REVOLUTIONISE THE WAY WE CONDUCT BUSINESS.

IN CONVERSATION WITH

MR. SANJEEV SETH
VICE PRESIDENT & BUSINESS HEAD
SYSTEM AIR-CONDITIONING
DIVISION (SAC)

MR. AJIT PANICKER
RATA
NATIONAL PRESIDENT

Join and win exciting **LG** products

Watch it LIVE on

18th June
05:00 PM - 06:30 PM

YouTube
<https://youtu.be/Y0ItCdZ2P0o>

LG as part of their global LG day celebration did a sponsored 90-minute online event to discuss the product features of their system air-conditioner and also showcase the CSR activities done during covid times. The event has been viewed by over 700 members from our trade.

VADODARA MEETING WITH FGI


Vadodara RRC

Vadodara RRC conducted a meeting with Federation of Gujarat Industries. The meeting was attended by committee members from FGI and RATA National Committee and Vadodara Committee members. The detailed discussion was to introduce both the trade associations and work on areas that we could work together especially in those areas related with the governments on challenges faced by the MSMEs.



Mr Nilesh Patel
President

GENERATION NEXT ON SPOTLIGHT



Presents

BUSINESS CHUNAUTIYAAN

Episode No 15

Will the next Generation
Join your HVACnR Business

Join the online discussion to hear from 2nd generation youngsters who have joined the HVACnR business started by their fathers. Hear them speak on the opportunities and challenges they face in their business.

The Discussion brings together the following entrepreneurs from across India from the field of HVACnR.

1. Mr Anirudh Baliga Partner, R S Kulkarni HVACR Consulting Engineers, Pune	2. Mr Roshan Sirohia - Director, Cruise Appliances Pvt Ltd , Mumbai
3. Ms Nisha Nair - Associate Director VKA Powermaster Pvt Ltd , Bangalore	4. Mr Pratik Bengani - Operations Head - Shravan Ref Air Pvt Ltd - Bangalore

WATCH IT LIVE AND ASK YOUR QUESTIONS

YouTube: <https://youtu.be/JNV-gh55NWI>

Saturday 26th June 2021, 5.00 PM

In conversation with

Mr Ajit Panicker - RATA National President
Mr Mihir Sanghavi - RATA National Vice President / President Mumbai RRC

This month's Business **Chunautiyaan** raised an important topic on, if the generation next was willing to join the HVACnR business. The show brought together four 2nd Generation entrepreneurs to discuss and share their journeys and the challenges they faced as they joined the business founded by their parents. This event received great reviews from our members and if you have missed the event you can catch the recorded version at the rata website in the events section.



RATA MANUFACTURING FOCUS COMMITTEE

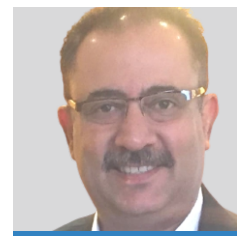
The **Manufacturing Focus Committee** headed by Mr Sachin Maheshwari had its first meeting with select RATA members from the manufacturing business across India and discussed on the road map for the group to help the manufacturers in our trade. The immediate task laid out by the group is to reach out to the MSME departments across India and to engage actively with the department to explore govt schemes for the MSME of the HVACnR Sector.



Mr. Sachin Maheshwari

RATA CONTRACTING FOCUS GROUP

The **Contracting Focus group** headed by Mr Vishal Kapoor held its first meeting with select RATA representatives from the contracting community across India and is currently making a formal note on its objectives and the road map to address the issues faced by the contracting community of our trade.



Vishal Kapoor

TECH MASTERCLASS FOR JULY

Delhi RRC is organizing a **Tech Masterclass** on ERP in the month of July in partnership with Microsoft, Salesforce and SAP. Stay tuned with RATA office and ensure you register with the RATA office to attend the limited seats online demo of the various ERP solutions available.



Mr. Amit Goel