



REFRIGERATION AND AIR CONDITIONING TRADES ASSOCIATION - SOUTH INDIA

RATASI NEWSLETTER

TOGETHER FOR A GREENER, COOLER TOMORROW

APRIL 2018 (ISSUE 2)

HVAC Origins in India

REFEX RATASI Cricket Festival 2018

#AcrossTheGlobe



From the Vice - President's Desk

Dear Members,

It has been a fantastic 2 years for the executive team of RATASI and personally too it has been enriching 2 years. Today RATASI is a well knit association and it makes me proud be a part of this wonderful team of people.

While we became members, we were not very sure of how we can take our camaraderie to the next level from the previous team, however, under the able guidance of our President Mr. Pankaj Daga we have been able to take our association and its visibility a lot more forward and this newsletter is a proof of our commitment.

The last two years were tumultuous across the country and traders have been worst effected. Liquidity has become a major challenge post demonetization and further hampered by GST, as an association we have made the right noises. Our letters of representation have been sent to the Ministry of Finance on the high taxation (28%) for a majority of products, we have been in discussion with the State Authorities and also have organized various seminars for our members. It has been extremely heartening to see how each and every member contributed in the manner they could to assist in implementation of GST. This really shows how we are growing strong everyday as an association.

Finally, I would like to Thank the RATASI team 2016-2018 for making me a part of the wonderful team and am sure that the upcoming team will take RATASI to newer heights.



Vivek Bachhawat
Vice-President
National Engineers India

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The Origins of Our Trade

In the 19th century, an American hit upon an idea to harvest ICE from sweet water lakes of New England (USA) in winter, pack and store them to be shipped in Summer. With just an idea, that American made a fortune.

The person was FREDERIC TUDOR (1783-1864) famously known as the ICE KING and Founder of Tudor Ice Co; Pioneer of International Ice Trade in early 19th century. He made a fortune Shipping ice cut from New England Ponds to Port of Carribeans, Europe and as far away as INDIA. He was fairly more successful in India so he created three "Ice houses" in India at Chennai, Kolkata & Mumbai, to store Cut Ice in winter and sell it in summer to Royalties, Rich People, Clubs, Hotels etc.

Out of Three Ice Houses, the building that housed the Chennai Ice House survives till date, now known as a Vivekananda Illam. The building still has tell tale signs of the bygone era of storing more than 100 tonnes of ice in the basement.

The Ice business slowly lost to more efficient cooling techniques like nocturnal cooling and Evaporative cooling. Nocturnal cooling is where a very thin layer of water in a shallow tray is directly exposed to the night time low temperatures forming a very thin layer of ice in ideal conditions. This ice was stored in insulated containers to be used through the day.

Evaporative cooling is believed to have originated and mastered in India. Water stored in a porous container like an earthen vessel (matka) cools by evaporative cooling. The water permeates through the pores in the vessel and reaches the outer surface where it evaporates as it comes in contact with the dry and warm air outside. For this evaporation, it absorbs heat from the vessel itself thereby cooling it and its contents. The matka kulfi had originated through this method of cooling. There are whole buildings and rooms that use this method for natural cooling. There was also a method of cooling by salt solutions which was very limited in its application and did not succeed.



Then in the year 1755 began the era of artificial cooling when Scottish professor William Cullen first made very small quantities of ice with a machine in his lab. The basis of his machine and all modern refrigeration systems is the ability of liquids to absorb enormous quantities of heat as they boil and evaporate. His work was the origin of the Vapour Compression Refrigeration Systems of today



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EXHIBITION CALENDAR

EVENT	LOCATION	DATES
China Refrigeration, Beijing	Beijing, China	9 - 11 April 2018
HVACR Vietnam, Hanoi	Hanoi, Vietnam	18 - 20 April, 2018
ARBS, Sydney	Sydney, Australia	8 - 10 May, 2018
MCE ASIA, Singapore	Singapore	5 - 7 September, 2018
Refrigeration and HVAC, Indonesia	Jakarta, Indonesia	26 - 28 September, 2018
ANUTECH - International Food Tech	Mumbai, India	27 - 29 September, 2018

DID YOU KNOW???

- Air conditioning systems helped coin the term “Summer Blockbuster.” One of the first businesses to utilize air conditioning technology back in the early part of the twentieth century were movie theaters. In the 1930’s, patrons flocked to theaters to enjoy the films – but also to enjoy the cool air during summer months. Marketers took advantage of this trend and saved their big hits for summertime releases. Thus, the term “Summer Blockbuster” became a part of our vocabulary.
- The motivation for the first air conditioner wasn’t comfort. Willis Carrier invented a modern air conditioner in 1902 for a publishing company in New York that was experiencing problems with the ink control and paper expansion and contraction due to varying humidity levels

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REFEX RATASI CRIC

The annual cricket tournament has been the flagship event of RATASI for the 4th consecutive year and it only gets better each year. The enthusiasm and support shown by members is beyond our expectations. Each year, the competition gets tougher with more determination and focus by team owners and captains. Players of all age groups turn up for early morning practice sessions to give their team a better chance of winning.



The audiences were treated to some excellent cricket in the form of huge sizes and some game changing fielding performances. There were also games and competitions for the family members. This year saw new champions emerge. Team Southern Coil which was somewhere at the bottom of the table by the end of day 1 got their game together on day 2, and went on to win the trophy.



CRICKET FESTIVAL 2018



We would like to thank our title sponsor M/s Refex Industries Pvt. Ltd. and our Golden sponsor M/s Vortex stabilizers for their valuable support for the event. We would also like to thank our stall sponsors M/S Everest Stabilizers and M/s Rishabh Enterprises for their contribution to make this event successful. Our heartfelt gratitude to all our esteemed members who have participated and the families who have encouraged them from the stands irrespective of age, gender, language or religion. We look forward to many more years of successful tournaments in the future.



ACROSS THE GLOBE

#MakeInIndia

Fujitsu plans factory in India

Japanese air conditioner manufacturer **Fujitsu General** is planning to set up a \$200 million manufacturing facility in India.

The new facility will be located in Andhra Pradesh or Telangana and will form part of a \$1 billion investment that the firm is planning to invest globally.

The proposed manufacturing facility would have an initial capacity of 1 million units a year.

Fujitsu General is looking to broaden the appeal of its products and will introduce a line-up of 26 air-conditioners this year, which includes one that can deliver even at the temperatures of 52°C and work in power supply of 155V to 265V.



#OnTheRightTrack

First direct proof of ozone hole recovery

Scientists claim to have been able to show for the first time that ozone depletion is declining.

Measurements from NASA's satellite are said to show that the decline in chlorine, resulting from the **ban on CFCs**, has resulted in about **20% less ozone depletion during the Antarctic winter than there was in 2005**

Scientists expect the Antarctic ozone hole to continue to recover gradually as CFCs leave the atmosphere, but maintain that complete recovery will take decades. CFCs have lifetimes from 50 to 100 years, thus suggesting a timeline of 2060-2080 for complete recovery.

#“Developing”DoubleStandards

Fast food firms ignore HFC switch in India

A new report by the Environmental Investigation Agency (EIA) claims that while many fast food chains and beverage retailers have made significant voluntary commitments to move to HFC refrigeration and cooling systems in their parent market, they refuse to do so in India.

Eight fast food chains are targeted in the report: Burger King, Café Coffee Day, Domino's, Dunkin' Donuts, McDonald's, Starbucks, Subway and Yum! Brands. The EIA says that these chains alone could add more than 120 million MT CO₂ from increased electricity consumption in India by 2030, yet by purchasing HFC-free equipment in all new retail locations could save in excess of \$300m due to increased efficiency.

This report shows that while switching to energy-efficient HFC-free alternatives could save them up to \$300m through 2030, big multinationals continue to use outdated cooling technology that adds to Indian emissions burden.

The report urges multinational fast food chains and beverage retailers to commit to moving away from HFC-based refrigeration and urges the Government of India to mandate large multinationals to only install new equipment utilising low global warming potential refrigerants.

#IgnoranceIsBliss?

Bad aircon habits cost Aussies \$1.3bn

Australia is accused of wasting AUS\$1.3bn over the summer by leaving their air conditioning running when no one's at home. Have they “Developed” bad habits?

Indians can vicariously learn from their ignorance by reducing the air conditioning load by keeping blinds closed during the day to keep the sun out, setting the thermostat at 25°C, zoning the air conditioning and using a timer to turn it off at night. Even the little things count!

#AnIntelligentApproach? Panasonic buys leading AI firm

Panasonic has acquired a US leader in deep learning and behavioural artificial intelligence (AI). Through the acquisition of California based "Arimo", Panasonic says it plans to leverage data science expertise in solutions it provides to its B2B customers, including manufacturers, as well as in the housing business.

Panasonic's own Digital Platform aggregates and utilises sensor data from factories, housing, cold-chain, and HVAC applications.

By combining Arimo's strength in data science and especially predictive analytics, Panasonic says it plans to accelerate the growth of its AI/IoT-based solution business and further promote the company's digital transformation.

Panasonic

ARIMO
Data Intelligence for All

#Goals

Daikin India aim to be \$ 1 bn company

Air conditioner maker Daikin India is aiming to be a USD one billion (Rs 6,500 crore) brand in India in next two years, led by high double digit growth in domestic markets, addition of new products and increase in exports, said a top company official.

Besides, Daikin is planning to have another plant in South India in the next four years to catch up with the growing AC market. It will invest around Rs 600 crore in the plant. In November 2017, Daikin commenced operation at its second factory in Neemrana, Rajasthan, in which the company has invested around Rs 750 crore.

"We would be a billion dollar company by 2019-20. To achieve it, we will grow at the rate of 20-22 per cent," Daikin India Managing Director & CEO Kanwal Jeet Jawa told PTI.

The company had a turnover of Rs 3,250 crore in 2016- 17 and expects to cross Rs 4,000 crore in the current fiscal, as it has witnessed around 20 per cent value growth in the last three quarter.



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Daikin's growth would be coupled with exports, diversification and new business streams. Commercial refrigeration will further contribute to the growth.

The company is aiming to sell more than 10 lakh units of AC in 2019 and become a leader in the Indian HVAC segment. "The growth areas will continue to be tier II & III cities. Indian's AC sales which stood at 4 million units in 2015-16 are expected to rise to 7 million by 2019-20," the company said.

Presently, up to 70 per cent sales of Daikin Air Conditioning India, a 100 per cent subsidiary of Japan-based Daikin Air Conditioning, comes from room ACs and rest from VRV and chiller segments. It has the capacity to manufacture 15 lakh room ACs, 50,000 VRV units, 1 lakh cassette units, 20,000 ductable units and 1,000 chillers.

"This capacity would serve us till next 3-4 years only. We would have to make our next plant in South operational by 2022," he said adding the company will soon decide on the location for the plant. Daikin today launched the latest version of its VRV (variant refrigerant volume) - VRV X- targeting big homes and flats. VRV is normally used in offices and commercial places for cooling. Besides Indian market, Daikin is also looking to boost exports, although its first priority would be to cater the domestic segment.

"We have started exports to Sri Lanka, Bangladesh, Nepal and South Africa. Now, we have additional production capacity so we would scout for more markets," Jawa added. Exports contribute less than five per cent in Daikin India's total sales but the company expects it to go up in the coming years. The company has invested over Rs 2,000 crore so far in its Indian operations.

Compiled by
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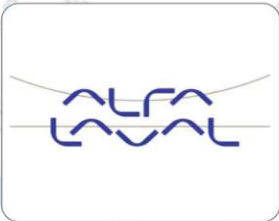
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