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Rata - Newsletter

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**Inside RATA Newsletter**

- ▶ RATA approved rates for split type airconditioner installation
- ▶ Article on 'Who is your competition'
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**Participate in RATA**

- ▶ Recommend a trade partner to RATA membership
- ▶ Send us informational material that will help share your knowledge with the rest of the members we shall circulate the same with your name on it
- ▶ Be part of the RATA facebook group it has till date over 590 members from around the world
- ▶ The newsletter is send to all members everymonth, the same is circulated randomly to non members to become a RATA member and to advertise with the newsletter please contact the address above. Newsletter compiled for RATA by Mr. Ajit Panicker with contributions from Mr. Deepak Dalmia , Mr. Mihir Sanghavi and Ms. Rina Vira



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## Who is your competition?

The article is an extract from the original article written by Dr. Y. L. R. Moorthi who is a professor at the Indian Institute of Management Bangalore. He is an Mtech from Indian Institute of Technology , Madras and a post graduate in management from IIM bangalore.

In a fast changing market scenario , we often believe that people who are in similar business to ours is our competitor, this article will enlighten you on how a fast changing world and the advent of the internet is revolutionizing all businesses . The HVAC&R industry is not immune to this change and the creation of www.rataindia.com is an idea to help our trade keep pace with these changes .

Who sells the largest number of cameras in India? Your guess is likely to be Sony, Canon or Nikon. Answer is none of the above. The winner is Nokia whose main line of business in India is not cameras but cellphones. Reason being cameras bundled with cellphones are outselling stand-alone cameras. Now, what prevents the cellphone from replacing the camera outright? Nothing at all! One can only hope the Sonys and Canons are taking note. But if you imagine that Nokia and Bharti are breathing easy you can't be farther from truth. Nokia confessed that they all but missed the smartphone bus. They admit that Apple's iPhone and Google's Android can make life difficult in future. If these illustrations mean anything, there is a bigger game unfolding. It is not so much about mobile or music or camera or emails? It is about "what is tomorrow's personal digital device"? Will it be a souped up mobile or a palmtop with a telephone? All these are little wars that add up to that big battle. Hiding behind all these wars is a gem of a question "who is my competitor?" Sony defined its market as audio (music from the Walkman). They never expected an IT company like Apple to encroach into t h e i r a u d i o domain. Come to think of it, is it really surprising? Apple as a computer maker has both audio and video capabilities. So what made Sony think it won't compete on pure audio . So also Kodak defined its business as film cameras, Sony defines its businesses as "digital." In digital camera the two markets perfectly meshed. Kodak was torn between going digital and sacrificing money on camera film or staying with films and getting left behind in digital technology. Left undecided it lost in both. It had to. It did not ask the question "who is my competitor for tomorrow?"

Remember, if there is one place where Newton's law of gravity is applicable besides Physics it is in electronic hardware. Between 1977 and 1991 the prices of the now dead VCR crashed to one-third of its original level in India. PC's price dropped from hundreds of thousands of rupees to tens of thousands. If this trend repeats then tele-presence prices will also crash. Imagine the fate of airlines then. As it is not many

are making money. India has two passions. Films and cricket. The two markets were distinctly different. So were the icons. The cricket gods were Sachin and Sehwag. The 'filmi' gods were the Khans (Aamir Khan, Shah Rukh Khan and the other Khans who followed suit). That was, when cricket was fundamentally test cricket or at best 50 over cricket. Then came IPL and the two markets collapsed into one. IPL brought cricket down to 20 overs. Suddenly an IPL match was reduced to the length of a 3 hour movie. Cricket became film's competitor. On the eve of IPL matches movie halls ran empty. Desperate multiplex owners requisitioned the rights for screening IPL matches at movie halls to hang on to the audience. If IPL were to become the mainstay of cricket, as it is likely to be, films have to sequence their releases so as not clash with IPL matches. As far as the audience is concerned both are what in India are called 3-hour "tamasha" (entertainment). Cricket season might push films out of the market. Look at the products that vanished from India in the last 20 years. When did you last see a black and white movie? When did you last use a fountain pen? When did you last type on a typewriter? The answer for all the above is "I don't remember!" For some time there was a mild substitute for the typewriter called electronic typewriter that had limited memory. Then came the computer and mowed them all. 20yearsback what were Indians using to wake them up in the morning? The answer is "alarm clock." The alarm clock was a monster made of mechanical springs. It had to be physically keyed every day to keep it running. It made so much noise by way of alarm, that it woke you up and the rest of the colony. Then came quartz clocks which weresleeker. They were much more gentle though still quaintly called "alarms." What do we use today for waking up in the morning? Cellphone! An entire industry of clocks disappeared without warning thanks to cell phones. The boss of an IT company once said something interesting about the animal called 'competition'. He said "Have breakfast or be breakfast!" That sums it up rather neatly.

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## Rate Card for Installation of Air Conditioning Units

### Rate Card for Installation of Air Conditioning Units

Rata had launched one of its biggest initiatives in the trade over the last two months to standardize rates for installation of split type airconditioners. The same was done through an event and an online feedback event . The activity was well accepted by the trade and we have had a number of responses from trade members. All the feedback were compiled and a standard rate card is being published . We recommend all our trade partners to follow the same with immediate effect . We suggest the following :-

Main	Sr. No.		Unit	Rate	
1.1	1	INSTALLATION ( Installation includes markings, fitting , vaccum and dehydration and commisioning. Installtion does not include civil and carpentary )			
	2	Highwall Installation	Nos.	Rs.2000	
	3	Tower	Nos.	Rs.3000	
	4	Cassette / Cassette Corner	Nos.	Rs.3500	
	5	Ductable Upto 3.0 Ton	Nos.	Rs.4000	
	6	Ductable Above 3.0 Ton	Nos.	Rs.5000	
	7	Handling / Hamali Charges P.U.P.F.	per unit per floor	Rs.35	
	8	Nitrogen Flusing and high pressure testing	per unit	Rs.750	
	9	Gas Charging ( applicable for piping beyond 5 mtrs )	per rmtr	Rs.150	
1.2	1	COPPER TUBES (Approx) With 9mm Insulation on both liquid line and suction line.			
	2	SOFT PIPE	3/8" x 1/4"	rft	Rs.230
	3		1/2" x 1/4"	rft	Rs.250
	4		5/8" x 1/4"	rft	Rs.275
	5		5/8" x 3/8"	rft	Rs.300
	6		3/4" x 3/8"	rft	Rs.330
	7		1" x 1/2"	rft	Rs.410
	8		1 1/8" x 5/8"	rft	Rs.430
1.3	1	CABLES (ISI )			
	2	3 Core 2.5 sq.mm.		rft	Rs.60
	3	4 Core 1.5 sq.mm.		rft	Rs.65
	4	4 Core 2.5 sq.mm.		rft	Rs.80
	5	For Remote Corded 6Core 1.0 sq.mm.		rft	Rs.90
	6	2 Core 1.0 sq.mm.		rft	Rs.40
	7	Power Supply 4sq.mm. 3Core/4Core/5Core		rft	Rs.90



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## Rate Card for Installation of Air Conditioning Units (Contd.)

Main	Sr. No.		Unit	Rate
1.4	1	DRAIN PIPE With Insulation Tubes of 9mm thickness.		
	2	HARD PVC 25 mm.	rft	Rs.50
	3	32 mm.	rft	Rs.50
	4	40 mm.	rft	Rs.70
	5	50 mm.	rft	Rs.90
	6	Without Insulation 25 mm.	rft	Rs.40
	7	32 mm.	rft	Rs.40
	8	40 mm.	rft	Rs.55
	9	50 mm.	rft	Rs.70
	10	Drain Pipe Flexible PVC ( STRICTLY NOT RECOMMENDED )		
	11	Zari Work for Drain or Gas Pipe	rft	Rs.50
	12	Core cuttings	nos.	Rs.1500
1.5	1	Brackets for Outdoor Unit Wall Mounted Standard	nos.	Rs.900
	2	Stool Type Standard	nos.	Rs.1000
	3	Fabricated - Wall Mounted	nos.	Rs.2200
	4	Stool Type	nos.	Rs.2400
	5	Platform Type	nos.	Rs.4000
	6	Railing Type	nos.	Rs.5200
	7	Suspenders for Cassette and Ductable units ( four p.u. )	nos.	Rs.500
	8	Rubber pad For Outdoor Units	nos.	Rs.200

### NOTE:-

- The above installation works does not include civil works like wall chasing and electrical/carpentry works.
- Clients have to provide support at their cost for the same.
- All VAT and Service taxes will be extra.
- The rates are standardised based on the material costs in April 2014. The same shall be reviewed and published every six months

1. This rate card is on our website [www.rataindia.com](http://www.rataindia.com) please inform your customers to check the rates online and educate them that the same is recommended by the association .
2. The purpose of the rate card is to ensure the trade is motivated to do quality work and the customer gets a fair price .
3. RATA is publishing rate card booklet which you can purchase from RATA office and use them to send out your quotations for installations by mentioning the quantity of material used .

## Whats trending on the internet on HVAC

To read the article in detail all you have to do is type the headline on any internet search sites.

### **ISHRAE WORKING TOWARDS PROMOTING INTEGRATED APPROACH TO PROJECT DEVELOPMENT**

The Indian Society of Heating, Refrigerating and Air-conditioning Engineers (ISHRAE) and Danfoss India have come together to develop an integrated approach towards project management and delivery aimed at creating energy efficient buildings.

<http://www.thehindubusinessline.com/news/states/ishrae-working-towards-promoting-integrated-approach-to-project-development/article5948070.ece>

### **JAPANESE GROUPS LAUNCH NEW HFO-BASED AIR CONDITIONING REFRIGERANT**

Japan's Asahi Glass Company Group said it will 'accelerate its efforts to commercialise new refrigerants and focus on developing refrigerants with even lower GWP. In cooperation with equipment makers, the Group will contribute to the early provision of air-conditioning systems with significantly low environmental loads.'

<http://www.racplus.com/news/japanese-groups-launch-new-hfo-based-air-conditioning-refrigerant/8660713.article?blocktitle=Latest-news&contentID=2332>

### **MARKETRESEARCHREPORTS.COM: OPPORTUNITY IN THE INDIAN TRANSPORT AIR-CONDITIONING AND REFRIGERATION MARKET - 2014, NEW REPORT LAUNCHED**

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<http://www.marketresearchreports.com/subscribe-to-newsletter>

### **SRINAGAR-BASED CHAC EYES NORTH INDIAN MARKET**

With an eye to lap up the north Indian market, Srinagar-based Continental Heating and Air Conditioning Systems (CHAC), recently participated in South Asia's largest exhibition on Air Conditioning, Refrigeration & Building Services, ACREX, India 2014.

<http://www.greaterkashmir.com/news/2014/Mar/16/srinagar-based-chac-eyes-north-indian-market-35.asp>

### **QUIRKY, GE LAUNCH APP-CONTROLLED AIR CONDITIONER**

Quirky, a think tank of sorts that produces smart technology, is introducing an air conditioning unit that might change home cooling systems forever.

<http://www.autoworldnews.com/articles/6659/20140319/quirky-ge-launch-app-controlled-air-conditioner.htm>

### **AIR CONDITIONING ALTERNATIVES: THERMALLY DRIVEN COOLING SYSTEMS**

Cooling in the heat of summer can be a daunting challenge in congested urban areas. Researchers from the Fraunhofer Institute for Solar Energy Systems ISE in Freiburg have been working on innovative sorbents that can store a particularly large amount of water vapor that can be used for cooling purposes.

Thermally driven cooling systems are one possible alternative to traditional air conditioning. These systems use the evaporation of fluids such as water at low pressure to remove heat from the environment – an energy-efficient cooling method.

<http://greenbuildingelements.com/2014/03/19/air-conditioning-alternatives-thermally-driven-cooling-systems>



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## BEE raises the BAR in 2014

As per BEE regulations, room air conditioners are rated on the basis of their energy efficiency on a scale of 1 to 5 stars. Higher the number of stars, higher is the energy efficiency of the room air conditioner. The star rating parameters for air conditioners manufactured, imported or assembled can be viewed or downloaded from :-

<http://220.156.189.29/Content/Files/Schedule3A-RAC.pdf>

Over the years, BEE has changed the energy efficiency ratings of room air conditioners in order to make them more energy efficient and environment friendly. With effect from 1st January 2014, BEE has again mandated the change of star rating of room air conditioners based of higher energy efficiency norms. The energy efficiency ratio for split and window type air conditioners shall now be as shown in the table below.

New BEE Energy Efficiency Ratings (EER) for Room Air Conditioners					
STAR RATING LEVELS – Jan 1, 2014 - Dec 31, 2015					
EER (W/W)					
WINDOW A/C			SPLIT A/C		
Star Rating	Minimum	Maximum	Star Rating	Minimum	Maximum
1 Star ★	2.50	2.69	1 Star ★	2.70	2.89
2 Star ★★	2.70	2.89	2 Star ★★	2.90	3.09
3 Star ★★★	2.90	3.09	3 Star ★★★	3.10	3.29
4 Star ★★★★	3.10	3.29	4 Star ★★★★	3.30	3.49
5 Star ★★★★★	3.30	-	5 Star ★★★★★	3.50	-

In keeping with this change with effect from 1st January 2014 the BEE star label on room air conditioners has a green coloured EER strip in place of the earlier red strip, with the label period mentioned on it. The new BEE label template can be viewed or downloaded from <http://220.156.189.29/Content/Files/AC%20nNotification.pdf>

## Ishrae Chapter Mumbai appoints a new working committee



CHAPTER INFORMATION			
NAME	DESIGNATION	COMPANY	CONTACT NO.
Mr. Diwakar J Sawant	President	Vighneshwar Airconditioning pvt ltd.,	091-98212 10383
Mr. Sanjay R Jadhav	Secretary	Stulz-Chspl India Pvt. Ltd.	091-96194 67666
Mr. N R Singh	Treasurer	Tata Realty And Infrastructure Ltd.	091-98206 13253
Mr. Raveendra Shetty	President Elect	Kelvolt (India) Pvt Ltd.	091-81080 55554
Mr. Shankar Sapaliga	Immd Past President	International Copper Association India	091-97690 36943
Ms. Sangita Jhangiani	CWC Member	ENOVA	091-98201 00524
Mr. Ajaz Kazi	CWC Member	Voltas Limited	091-98212 37265
Mr. Sujoy Mitra	CWC Member	Larsen & Turbo Limited	091-99300 64052
Mr. Mihir N Sanghavi	CWC Member	Auro Engineering Co.	091-98213 24578
Mr. Bhavesh Mehta	CWC Member	Reliance Retail Limited	091-98676 13136
Mr. Amod Dikshit	CWC Member	Dikshit Consultants & Engineers Pvt. Ltd.	091-98201 80546
Mr. Rajendra N Joshi	CWC Member	ARKK Consulting	091-98194 78456
Mr. Mohd. Shahab Ahmed	CWC Member	Jones Lang Lasalle	091-98606 00655
Mr. Sanjay Kumar Verma	CWC Member	NU DYNA ENGINEERS (P) LTD	091-98921 83340
Mr. Devendra Mishra	CWC Member	Fedders Lloyd Corporation Ltd.	091-99875 46472



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