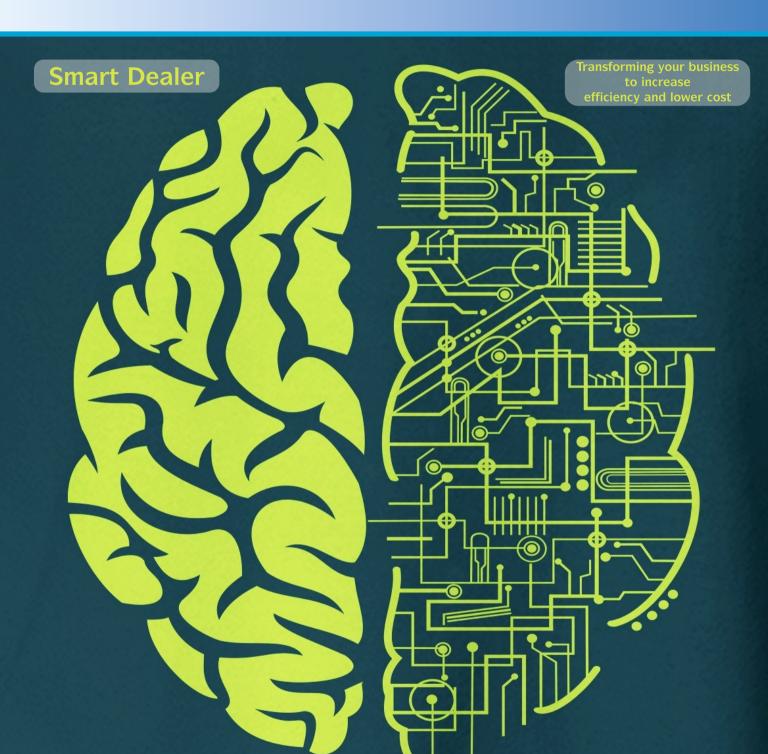


**Rata - Newsletter** 

15th July 2019 | Issue 67

(For Private Circulation Only)



# **Creating Solutions Building Relations**



AUTHORISED WHOLESALER

















#### **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 Choraria	Boulton Trading Corporation	Committee Member
Mr. Hitendra Morakia	Industrial Metals	Committee Member
Mr. Pritesh Shah	Filko Enggineering 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

03 - 06

Smart Dealer (Final Part)

Edited & Complied: 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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(Part 1 - May, 2019, Part 2 - June, 2019 & Part 3 - July, 2019)

#### **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 Technologies Pvt. Ltd. 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.



Aiit Panicker **RATA PRESIDENT** Founder - Pureblu

General Admin - Emailing, Managing Files and an office Server.

The common challenge faced is

- 1. Back up of my email and wanting to access all my historic emails from my phone
- 2. Back up of all my files and ensuring it's not virus affected
- 3. Transfer of data when an employee leaves to a new staff member who has joined
- 4. Discuss costing and quotations with the team to decide on quotes to be given. This problem is primarily when the team discusses among themselves to discuss costs and quotes to send to customers and keeps emailing back and forth and no one knows who has the latest file.
- 5. Delete data from laptops and mobiles when employee leave the organization
- 6. Manage expensive servers and software licenses.

There are many options to resolve these issues using Microsoft 365 or G Suite from Google. Let's discuss G Suite from Google which costs around 1800/- per user per year. The G Suite programme is cloud based and helps you reduce your IT infrastructure, you do not need expensive servers to manage the data, or a plan for security, back up or any annual costs to maintain the same. G Suite from google helps you transfer your company email to Gmail, and you can start using all the features of Gmail much more than the free version while you and your staff can access the emails from anywhere from any device. You can set up distribution emails which is for eg: info@company.com and set rules to redistribute all customer emails to pre specified email ids. You can easily transfer existing data to a new employee from the admin. G Suite has its own word, sheets, slides whereby no data is stored on the local computer and everyone works online. This ensures every data is backed up real-time and if there is a virus issue on the computer it does not affect the data. Work is not hampered you can immediately access data from another computer. The sheets help you and your team to simultaneously work on the same sheet which makes it easier to collaborate rather than sending emails back and forth















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E-mail ld: jasbir@mtnl.net.in hjipvtltd@hotmail.com

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

(Part 1 - May, 2019, Part 2 - June, 2019 & Part 3 - July, 2019)

and wondering which the latest version is. Shared folders ensure that data is accessible to everyone from anywhere from any device including your phone. At any given time as an admin you can cut off access to data of anyone.

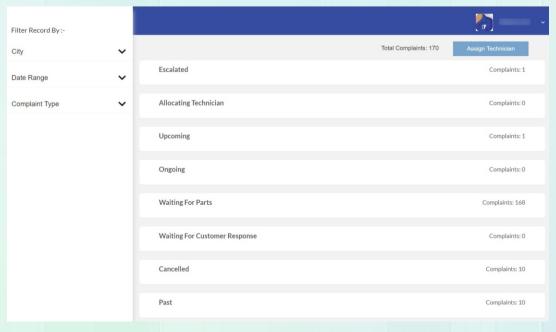


#### Service

Service is the most critical when it comes to the air conditioning business if handled well can bring in regular revenue flow in terms of AMC, repairs and replacement orders. The challenges faced:

- 1. Track of customer complaints and their status
- 2. Updating customer data and handling service reports
- 3. AMC tracking and renewals
- 4. Claims to OEMS
- 5. Productivity of field team
- 6. Dependability on back end admin team

The options available for service management are limited to generic software's that are for any service applications and only Pureblu addresses the service challenges of the air conditioning industry. Pureblu is cloud based paperless service management software available at Rs 500/- per technician per month. It can be accessed from anywhere as its cloud based and the admin controls who can have access. It helps you manage customer data with machine details and amc details and will help you track your technician and back office admin performance. It also ensures that your data is secure and cannot be taken away by any person in your office. Its paperless and service reports are made by technician on their phone app and the customer and you can access the same instantaneously. The history of the machine is automatically updated, and you don't need anyone to update the same. Pureblu gives you a daily sms update so as an owner you get to know whats pending for service in the morning.

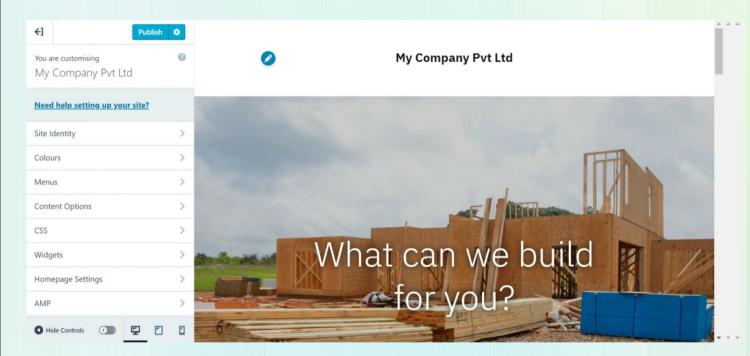


(Part 1 - May, 2019, Part 2 - June, 2019 & Part 3 - July, 2019)

#### Registering your domain having a website.

owner@company.com. You need to have your company domain. In today's times sending business emails from free@gmail.com or free@hotmail.com are highly untrustworthy and customers want to be ensured that they are dealing with a legitimate company. you can now register for your business domain and create a website on www.wordpress.com or Godaddy.com. If you can have the time and patience and with a little help from a tech friendly friend, you can create your own website at a very low cost.

We are often used to the idea of having someone else build our website however you have to write down what you want to talk about your business and what the purpose of the website is. With a little interest in doing it yourself you can build and manage your own website on www.wordpress.com at Rs 10,000/- per annum.



#### The fundamental steps to digitize your business.

- 1. Digitization is a cultural shift while you can take help from your team but as an owner of a small business you must take the lead to implement a system and enforce the same. Most owners think IT is not their cup of tea and delegate the responsibility to one of their staff and that's where most implementation fails. You must understand that digitization is primarily to help you manage your small business efficiently.
- 2. Once you have started a new system it is important you have a method to review it weekly so, your team knows that they must follow it come what may and there is zero tolerance on any deviation.





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3. Use the reports constantly to analyze the business and ask questions regularly to your team on things that's going wrong. In short, they need to be aware that you are always constantly watching the business and need to be updated on it regularly.

Digitizing is not expensive, it does not need special knowledge or an outsourced company to handle it. Depending on people to give you daily information increases dependability and is often garbage in, which blinds you from the reality, it's a mindset that you need to change and ask a very simple question.

How can I get organized in managing my business and implement inexpensive cloud-based software to manage the critical information at various stages of my business activities with minimal dependability on others?



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

## WHY BE A RATA MEMBER

## **BENEFITS**

- A Premiere one of its kind Techno Commercial Society exclusively for HVAC & R community.
- □ Oldest Association of HVAC & R Industry since 1949
- Provides excellent networking opportunities to interact with other Professionals, Industry Leaders and key decisions makers in the Profession and Industry.
- Provides an excellent forum for professional development through updates on techno commercial developments and its effects on trade.
- Provides a platform for effective marketing and launching of new products and technologies through product presentations and advertisements.
- Provides an International exposure through delegations to various international expositions and trade delegations.
- Easy access to all updates on Government policies be it labor department or on taxation, Soft skill developments, Workshops, Conferences and Training Programs.
- ☐ Opportunity to work in the Working Committee & activation committee towards our mission to promote HVAC&R trade in India.

# **OTHER TANGIBLE BENEFITS**

- A Copy of the RATA News letter, published on monthly basis. The Newsletter reaches out to close to 5000 companies across India and is packed with several techno commercial articles and current industry news.
- Invitation to all Conferences, Workshops, Training Programs & Product Presentations.
- Opportunity to attend various programs of associate societies at same discounted rate applicable to their members.
- Free Invitation for Installation & Annual General Meeting.
- Membership Certificate, Card & Lapel Pin are provided to all members within 1 Month of their joining.

### **Annual Membership Chagers**

Particulars	1 Year Rate	3 Year Rate
Membership Charges	2000	5200
Onetime Registration	500	500
GST @ 18%	450	1026
Total Payable	2950	6726

 $Cheque in favour of 'The \ Refrigeration \& \ Air conditioning \ Trades \ Association \ Ltd'$ 

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