

Mitsubishi Electric Extended Producer Responsibility Plan

Under the new guidelines of the Central Government of India, E-Waste (Management) Rules 2016 have been notified in supersession of extant E-Waste (Management and Handling) rules 2011. Mitsubishi Electric India Pvt. Ltd. (hereinafter referred to as 'Company') as an Extended Producer Responsibility (EPR) stands committed to implement new E-Waste (Management) Rules 2016 and compliance thereof.

E-waste has been defined as

"Waste electrical and electronic equipment, whole or in part discarded as waste by the consumer or bulk consumer as well as rejects from their manufacturing, refurbishment and repair processes".

The company understands that managing of e-waste is most important because it consists of harmful substances which can bring adverse effects to the environment as well as human life. By scientific disposal of e-waste we can save our environment and also prevent its potential negative consequences on human health. E-waste can also be considered as a resource that contains useful material of economic benefit for recovery of plastics, iron, glass, aluminum, copper and precious metals such as silver, gold, platinum, and palladium and lead, cadmium, mercury etc.

As per implementation guidelines issued by Central Pollution Control Board (CPCB), the average life span of Air Conditioner product (CEEW4) is estimated to be 11 years from the date the product placed in the Indian market and printers is estimated to be 10 years from the date the product placed in the Indian market.

The Company was incorporated only in September 2010 and starts its operation from November 2010 onwards. Thus, our end of life products will start not before the FY 2020-21. Considering the significance, we are planning as on date for the management of E-waste.

The EPR Plan of the company contains the structure for handling such E-waste (end of life products); enrolment of our consumer or end user to channelize the E-waste through establish structure for that we are making the consumer aware of the significance of E-waste management and incentive for channelization of E-waste.

Brief on General Scheme of Collection of E-waste

The company proposes to implement a plan which ensures proper handling, collection and disposal/ treatment of E-waste encourages as well as encouraging its consumers to dispose the end of cycle product only through the proper collection mechanism envisaged by the company in this regard.

The following steps are taken for such handling and channelization of E-waste or end of life products. :

- 1) Estimation of Generation and collection of E-waste.
- 2) Policy and mechanism for collection, storage and Disposal of E-waste.
- 3) Appointment of Collection Agency which has Pan India Presence. Company has identified and appointed "E-Parisaraa Pvt. Ltd." having its registered office at Bangalore.
- 4) Collection Centers on Pan India Basis.
- 5) Ease and Incentive of disposal through appointed channels (Channelization of E-waste)
 - a) Call Center: Toll free Number of the company
 - b) Information of E-waste Disposal: -
 - Customer will be provided with information literature at the time of sale and also on installation of the product
 - Information on E-waste Disposal and handling at Company website. Displayed prominently
 - c) Incentive for the customer for channelizing the E-waste: Like Exchange Bonus Door-step collection through Collection agency and exchange offer through Company to Customer.
 - d) Collection Agency will collect E-waste from the Customers Door.
- 6) Awareness Plan: Company has formalized a awareness plan.

1) Estimated Generation & Collection of E-waste

1-A) Estimated Generation & Collection of E-waste (Targets)-Product code (CEEW4)

The Estimated targets of generation & collection of e-waste is entirely depends on the average end life of the Products. The product code (CEEW4) has multiple models and even the placed of market in India are also different. Accordingly the estimated target of generation of e-waste & collection would vary from model to model and its date of placing on market. The attached table depicts the models list along with date of placing on market as Annexure I

The Company product code is imported product (pre packed commodity) and directly sold through its Dealers & Distributors all over India.

Note: Since the date of placing on market, neither the company nor any of its Dealers / Distributors has received the finished product as e-waste however under the warranty clause of product, Company through its Dealers / Distributors replaced the new product against the technical defect in some spare parts to the end Customer but that was not classified as e-waste. Under this arrangement, Company used the *active spare parts and parts* which were found to be beyond repair dispose off through its E-waste recycler appointed on PAN India Basis.

During the year 2013-14 & 2014-15, Company has dispose off total quantity (Kgs) of e-waste to e-waste Recycler E-Parisaraa Pvt. Ltd which consists mainly of Compressor, PCB, Motor, Coils & Plastic parts and furnished the Annual return with Delhi pollution Control Board, New Delhi.

Year	Total Quantity of e-waste dispose off	Unit (KGs)
2014-15	1808	Kg
2015-16	2049	Kg
Yearly growth	241	Kg
Growth %	11.76%	%

E-waste generation / collection are subject of product(s) failure, so E-waste material Quantity may be increased or decreased in future. From the above data and looking into the average life of product, estimates targets for generation & collection of e-waste would be as:

Year	Estimates target of generation & collection of e-waste (KGs)	Unit (KGs)	Remarks
2016-17	2274	Kg	11% Increment at Last Year Collection
2017-18	2525	Kg	11% Increment at Last Year Collection
2018-19	2802	Kg	11% Increment at Last Year Collection
2019-20	3111	Kg	11% Increment at Last Year Collection
2020-21	3453	Kg	11% Increment at Last Year Collection
2021-22	3832	Kg	11% Increment at Last Year Collection
2022-23	4254	Kg	11% Increment at Last Year Collection

Estimation of Generation and Collection as per the Guidelines for E-waste Rules 2016:

The company was incorporated on 21st September 2010. Certificate of Incorporation is annexed as **Annexure I-A**.

Year	Estimated waste electrical and electronic equipment generation Unit & Weight	Target Collection Unit & Weight
2016-17	NIL	NIL
2017-18	NIL	NIL

1-B) Estimated Generation & Collection of E-waste (Targets)-Product code (ITEW6)

The product code (ITEW6) comprises of only Industrial Printers, Medical printers & Photo Printers and are largely used for Business purpose. The Company product code is imported product (pre packed commodity) and directly sold through its Distributors / Dealers / resellers all over India. Since the date of placing on market, neither the company nor any of its Distributors has received the finished product as e-waste and as such, Company / Distributors / Dealers / resellers has not collected the product code as e-waste till date from the Business User.

The Estimated targets of generation & collection of e-waste is entirely depends on the average end life of the Products. The product code (ITEW6) has multiple models and even the placed of market in India are also different. Accordingly the estimated target of generation of e-waste & collection would vary from model to model and its date of placing on market. The attached table depicts the models list along with date of placing on market as **Annexure I-B**.

Estimation of Generation and Collection as per the Guidelines for E-waste Rules 2016:

Year	Estimated waste electrical and electronic equipment generation Unit & Weight	Target Collection Unit & Weight
2016-17	NIL	NIL
2017-18	NIL	NIL

2. Collection, Storage and Disposal of E-waste

The Company is having presence on PAN India basis and accordingly has demarcated the E-waste location in all its offices / warehouses for the purpose to store the E-waste(Air Conditioner / Printer)received either from its Dealers / Distributors / resellers / end Customer.

To facilitate & ease our Customers to dispose off e-waste products, Company has set up the disposal system of e-waste products (Air Conditioner / Printers) on PAN India basis through authorized e-Waste recycler i.e. M/s E-Parisara Pvt. Ltd.

Note: The Company was incorporated in 2010 and started as producer after November 2010 onwards. The product dealt under E-waste by the company has life cycle of 10 years, thus till 2020 there is no estimate for end of cycle product or E-waste generation under the E-waste Rules and guidelines. Still, considering the significance of handling E-waste and our commitment to environment protection the company is making arrangement for collection, disposal of E-waste.

2-A) Process of Collection:

- The Company has tied-up with Govt. authorized e-Waste recycler namely E-Parisaraa Pvt. Ltd for facilitating the customers on PAN India Basis to collect e-waste (i.e. Mitsubishi Electric make Air Conditioner / Printers) from any location within India. For this purpose, MEI has set up this facility in the following phase i.e.

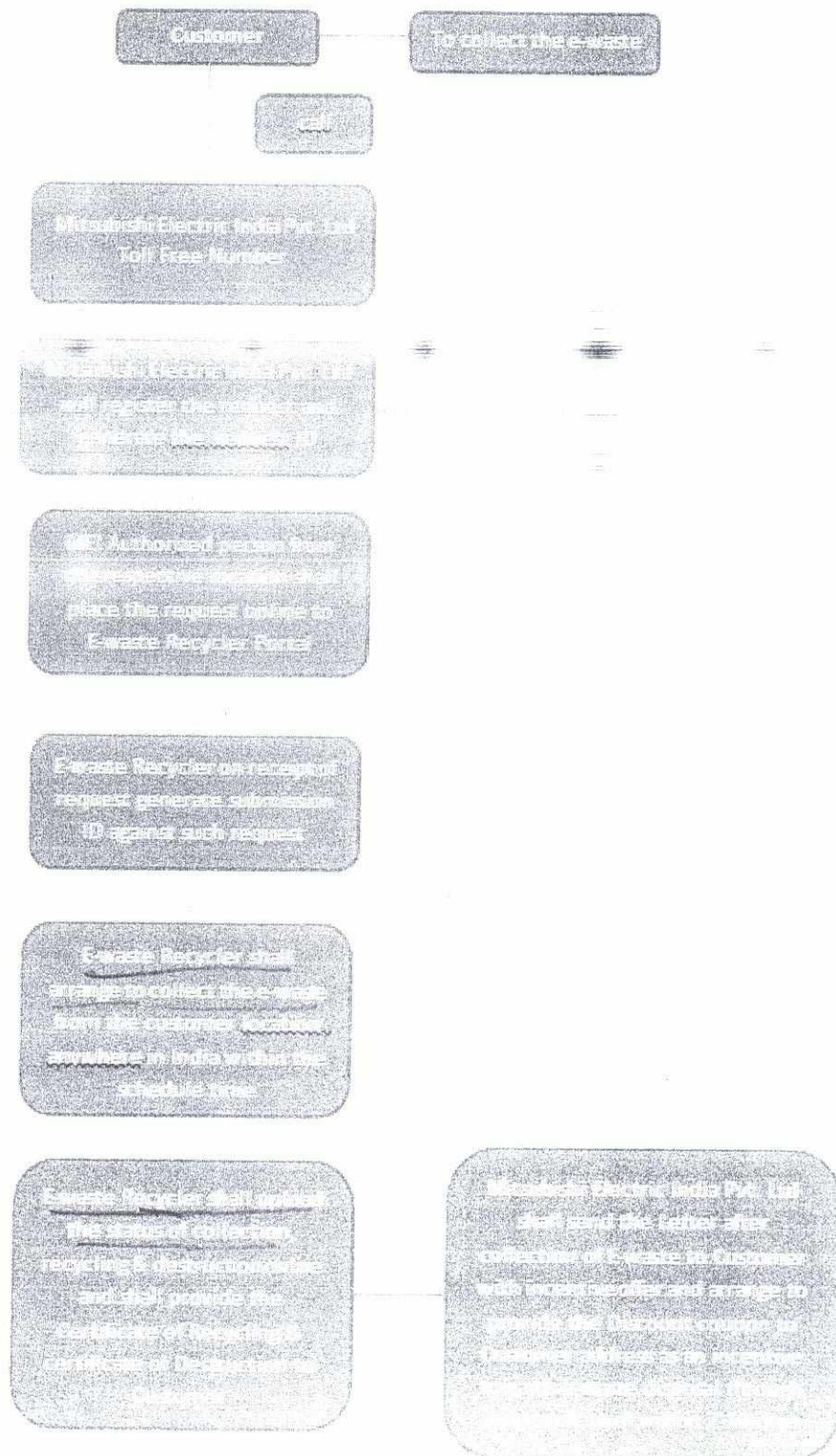
1. Customer / Dealer / Distributor / reseller shall place their request on **Company Toll free number 1800 102 2626** to collect only Mitsubishi Electric make Room Air Conditioner / printers as e-waste and against which company shall generate & provide the request ID to Customer. The Company will not obliged and accede the request of any Customer for collection of other Companies make Air Conditioner / Printers as E-waste.
2. MEI being registered with E-Parisaraa Pvt. Ltd. for using its online portal facility (www.epts.ewasteindia.com) through its Authorized persons on PAN India shall place the above request online to E-parisaraa to process the e-waste collection (Air Conditioner / Printers) from Customer / Dealer / Distributor location.
3. E-Parisaraa shall generate the submission ID against such request and arrange to collect the e-waste from the Customer / Dealer / Distributor location through its transporter within the schedule time.
4. After collection from Customer / Dealer / Distributor location, E-Parisaraa shall get an acknowledgement from the Customer / Dealer / Distributor and update the status of collection on its portal thereafter.
5. The Company shall send the letter after collection of E-waste to Customer / Dealer / Distributor with an appreciation for their initiatives to ensure environmentally sound management along with incentive offer.

2-B) Process of Storage and Disposal

1. After collection from specified location, E-Parisaraa shall store the e-waste at its local warehouse and consolidate all e-waste for dismantle at its mother warehouse located at Bangalore through a proper process & system.
2. After dismantling, E-Parisaraa shall upload the certificate of Recycling & destruction and shall provide the copy to the Customer for their record.

To collect & dispose off the e-waste, Company has defined the below process

E- Waste Dispose off Flow Chart



3. Details of name and location of Collection Agency and collection centres:

The Company has identified and appointed E-Parisaraa Pvt. Ltd. (e-waste Recycler) as their collection agent.

3 -A). Details of Collection Agency: E-Parisaraa Pvt. Ltd.

E-Parisaraa Pvt. Ltd.

Registered office- No. B-41/1, 3rd stage

Peenya Industrial area

Bangalore-560058

Contact person details: Mr. Virendra Kaul Ph. 08050514082

E-mail Id: virenderkaul@ewasteindia.com

E-Parisaraa Pvt. Ltd. is one of the leading registered Collection Agency and Dismantler. Certificates of Registration as Collection Agency and Dismantler are annexed as **Annexure II**.

4). Collection Center on Pan India Basis

4-A) The company is selling its products in 20 different states and Union Territories. A Region wise Sale data is annexed as **Annexure III**

The Company has made arrangement with E-Parisaraa Pvt. Ltd. (e-waste Recycler) for collection and storage of Ewaste.

A list of collection center of E-Parisaraa Pvt. Ltd. (e-waste Recycler) along with their warehouses addresses are attached herewith as **Annexure IV**.

4-B) Details of facilities of collection centre:

The details of facilities available at E-Parisaraa Pvt. Ltd.as under:

- E-parissaa has sufficient storage facility at their collection center /warehouses.

- having sufficient capacity at collection center located at Bangalore about 300.00M3/tonnes for storing E-Waste.
- having Refrigerant gases recovery machines for removal CFCs/HCFCs from Air conditioners & Refrigerators.
- Such facilities have covered spaces for storage of e-waste.
- Collection center is having adequate no. of facilities such as : firefighting equipment's and emergency exits.

5). Ease and Incentive of disposal through appointed channels (Channelization of E-waste)

- a) Call Center: Toll free Number of the company. A toll free help line is established and the same is adequately published through the literature provided along with the product and also on company website.
- b) Information of E-waste Disposal: Company is taking all steps to provide information with respect to the need for E-waste handling and management to its customers and also the channel of handling of such E-waste. The various steps include:
 - Customer will be provided with information literature at the time of sale i.e. and also on installation of the product
 - Information on E-waste Disposal and handling at Company website. Displayed prominently.
- c) Collection Agency will collect E-waste from the Customers Door.
- d) Incentive for the customer for channelizing the E-waste: Like Exchange Bonus, Door step collection through Collection agency and exchange / incentive schemes.

5-A Details of incentive scheme for returning of e-waste by consumers/bulk consumers

To keep high and persist the momentum of consumer / Bulk consumer for disposal of e-waste through proper system and further appreciate the initiatives of Consumer / Bulk Consumer to ensure environmentally sound management of e-waste, Company will provide a discount @ 10% on MRP as an incentive whereby respective Customer shall get a discount against purchase of 'Mitsubishi Electric' make Room Air conditioner / Printers from authorized Dealers / Distributors of Company by handing over the letter received from the Company.

The Discount shall be available only against purchase of one Room Air Conditioner / Printers.

The Company shall provide the discount coupon in the following manner:

- The Company on receipt of confirmation from E-waste recycler towards collection of e-waste from Customer location, **firstly** shall send the appreciation Letter to customer with company incentive offer.
- Company shall provide the Discount coupon at the registered address of customer within the timeframe of 7-10 days.
- Customer can use this coupon and avail the discount while he / she may purchase Mitsubishi Electric make Room air Conditioner / Printers from authorized Dealers / Distributors of MEI and the validity of discount coupon is for a period of 3 months from the date of issue.
- Customer can get location/ state/ area wise list of Authorized Dealer / Distributors by visiting our website www.mitsubishielectric.in.

5-B Exchange Scheme

In case the Customer intends to exchange the existing e-waste (i.e. 'Mitsubishi Electric' make Room Air conditioner / Printers) of company and wish to purchase the new Mitsubishi Electric make Air conditioner / Printers, he / she may get a discount @ 10% on MRP through our Authorized Dealers / Distributors.

6). Awareness Plan:

6-A) E-waste Awareness Plan

The company is taking various steps towards creating awareness for E-waste management to channelize the E-waste for its proper handling and disposal.

The Awareness Plan comprises of steps to create awareness among the distributor network and with the Customer general or bulk.

Awareness Plan comprise of:

- The objective and need for E-waste Management,
- Impact E-waste on environment and our future generations.
- Responsibilities of consumer, dealers and company in dealing with E-waste.
- Ways of Channelization of E-waste including incentive schemes.

Customer general awareness for disposal of e-waste products

The following are general, awareness Programmes which a company will implement for promoting of disposal of e-waste products through authorized e-waste Recycler:

- Availability of information on E-waste collection / disposal process on **Mitsubishi Electric India Toll free number** – 1800 102 2626 to generate awareness among the consumers on e-waste process.
- Circulation of Company E-waste collection / disposal plan to Customer along with our product through authorized Dealer/ Distributor or through Company Engineer during installation, which comprises our disposal plans, incentives schemes against disposal of e-waste / exchange offer.
- Utilizing Print Media to publicize the exchange scheme from time to time.
- Creatives like poster to be displayed at Showrooms of Authorized Dealers/Distributors and other suitable places.
- Update information on company e-waste collection / disposal plan along with incentive schemes for Customers on Company website (www.mitsubishielectric.in) a link of which is prominently displayed on the opening page of the website.

Awareness among the Distributors, Dealers and Employees of the company for handling and disposal of e-waste products

- Update on company e-waste Programmes to all Dealers / Distributors in common platform i.e. 'Dealer meeting and "Product & Service seminar"' etc., to further educate the end customer regularly.
- Creatives like poster to be display ay Showrooms of Dealers/Distributors and other suitable places.

6-B). Estimated budget for awareness Programmes

In order to persist the awareness Programmes among the consumers about the disposal of e-waste, Company is proposed to estimate the budget of Rs. 10.20 Lakhs for such Programmes.

For any information related to disposal of e-waste products, Customers can obtain on Mitsubishi Electric India Toll free number – 1800 102 2626

Disclaimer/Note:

- The service is available as per conditions applicable in the respective area by recyclers.
- The Company reserves the right to change / modify the terms of the plan, including incentive scheme at any time.
- This scheme is applicable only for collection of 'Mitsubishi Electric' Room Air Conditioners / Printers as e-waste.
- This Scheme is not generally available for Packaged Air Conditioner and Variable Refrigerant Flow (VRF).

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Content of Ewaste Information

A. Hazards Of Improper Handling and/Or Improper Recycling Of Electronic Waste

Electronic equipment contains many hazardous metallic contaminants such as lead, cadmium, and beryllium and brominated flame-retardants. The improper handling and/or improper recycling of the Electronic Waste results in these hazardous metals/substances getting released into our eco and biological system, thereby leading to various health hazards. The Hazardous contents in the electronic equipment include:

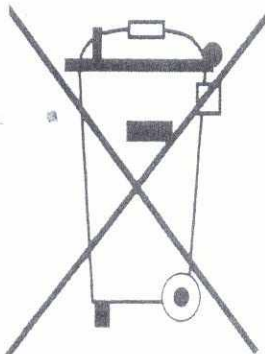
- Lead • Brominated Flame Retardants • Chromium • Mercury • Beryllium • Cadmium • Barium • Carbon Black • Phosphor

Without safe recycling, most of these toxic components will end up in land fill - poisoning the soil and water.

Under the e-waste (Management) Rules, 2016 ("e-waste Rules"), it is necessary for the e-waste to be properly channelized till the stage of its recycling and final disposal. Hence, it is imperative that the electrical and electronic equipment (EEE) that are rendered useless on account of the end of its life or any accidental breakage or damage, is disposed off in a manner that is not detrimental to the conservation of the environment and does not cause any health hazard to any living beings.

With a view to attain this objective, certain responsibilities (Extended Producer Responsibility) have to be borne by all the concerned stakeholders including the producer, dealer, dismantler, recycler and also the consumer, involved in the production, use and disposal of the electronic equipment.

Please be aware that you are a responsible consumer under the e-waste rules. Kindly take note of the symbol below which connotes that you should not dump any of the electrical and electronic equipment including air-conditioners in garbage bins, neither should you dispose off the same through any scrap dealers.



There is need to encourage recycling of all useful and valuable material from e-waste so as to conserve the ever depleting natural resources. Recycling end-of-life products is vital if we are to save resources and minimize waste.

B. Negative consequences of improper disposal of E-waste product:

- Toxic material present in e-waste get mixed with earth, air, water etc and causes health issues.
- Oil & Gases which is present in some of e-waste like compressor and CRT causes environment pollution.
- Burning of rubber & Plastic in open area causes air pollution.
- Bad impact on human being, animal, and other animates.
- Wastage of natural resources.

Dealers / Distributors / customers are urged to strictly adhere to the guidelines as per e-Waste rules as any failure or contravention will attract penal action under Environment (Protection) Act 1986, which provides for imprisonment upto 5 years or with fine upto Rs. 1 Lac or both.

C. The Do's of E-Waste Recycling:

- Give the discarded Electronic Equipment only at the authorized collection centers so that the same can be properly recycled
- Drop the discarded Electronic Equipment only in the bins meant for the Electronic Waste
- Ask the retailer about the Take Back schemes
- Consult the authorized service center as to whether the Electronic Equipment can be repaired or not, before discarding the same
- Tell your neighbors and other persons about the hazards of improper disposal or handling or improper recycling of the Electronic Waste
- If the unwanted Electronic Equipment still work or can be repaired then consider donating them

D. The Don'ts of E-Waste Recycling:

- Don't dump the discarded Electronic Equipment in open or in any Land Fill Site as the same will result in contaminating the Soil and the ground water.
- Don't dispose of the discarded Electronic Equipment in household bins or Municipal Bins.

- Don't sell or give your discarded Electronic Equipment to any Trash Dealer or Kabadiwala.
- Recycling Electronic Equipments helps to save natural finite resources and also reduces the environmental and health risks associated with improper handling/disposing the Electronic Waste
- To minimize our impact on the earth and to protect the environment for future generations return your discarded Electronic Equipments here for safe recycling:
- The product should not be opened by the User himself/herself, but only by authorized service personnel.
- The product is not meant for re-sale to any unauthorized agencies/scrap dealer/kabariwalaas.
- The product is not meant for mixing into household waste stream.
- Do not keep any replaced spare part(s) from the product in exposed area

This initiative is the step towards a cleaner and greener earth. This move is one of the ways to show that we are concerned and thus we request all our customers to join this movement to make it successful by way of contributing their end-of-life product.

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