




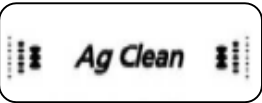






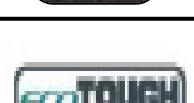
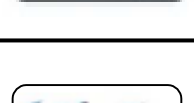






RAC 2019 - Key USP's

S.No	USP	FEATURE	BENEFIT
1	SUPERIOR COMFORT	 Twin Cool Inverter	Two independent rotors for faster and energy efficient cooling
		 Aerowings	Signature flap design that throws air over a larger area for shower cool effect
		 Twin Blade	Higher volume of air suction ensures faster cooling
		 4 Way Airflow	Cools every corner of the room with 4-way swing
2	BETTER HEALTH	 nanoe technology	Release of 3 trillion negative ions to deactivate airborne particles
		 Ag Clean	Deactivates bacteria and viruses
		 PM 2.5 Filter	99% removal of PM2.5 particles
		 Catechin Filter	Deactivates captured bacteria and unpleasant odours
3	ADVANCED DESIGN	 Premium Japanese Design	Sleek lines and compact structure exclusively crafted by Panasonic Design Kyoto
		 236 mm slim	Elegant slim design for better aesthetics
4	UNMATCHED DURABILITY	 10 Year Compressor Warranty	10 year warranty on inverter compressor
		 5 Year ODU Casing Warranty	5 year warranty on body casing
		 Eco Tough	Rust resistant exterior cover for longer product life
		 Blue Fin Condenser	Corrosion-free coating and faster heat exchange
		 100% Copper	Protects condenser against corrosion from air, water and other corrosives
		 Stabilizer Free Operation	Stable voltage output even when power fluctuation occurs. Stabilizer Free Range 145V – 285V



RAC 2019 – Product Line Up

GT



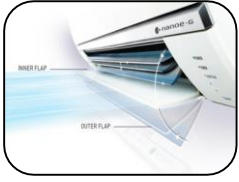












Facia	Series	Features									
		Star Rating	Aerowings	Super Dyma	PCM	Ag Clean	Nanoe - G	PM2.5 Filter	Refrigerant	Powerful Mode	Capacity
S	XS	5* INV	Y	Y	N	Y	Y	N	R410A	Y	1T, 1.5T
	WU	3* INV	Y	Y	N	N	Y	N	R32	Y	1T,1.5T,2T
KC	TU	5* INV	N	Y	N	N	N	Y	R32	Y	1T, 1.5T
	KU	3* INV	N	Y	N	N	N	Y	R32	Y	1T,1.25T,1.5T*, 2T
	KN	3* FS	N	N	Y	N	N	N	R32	Y	1T, 1.5T
UC	LC	3* FS	N	Y	N	N	N	Y	R22	N	1T,1.5T,2T

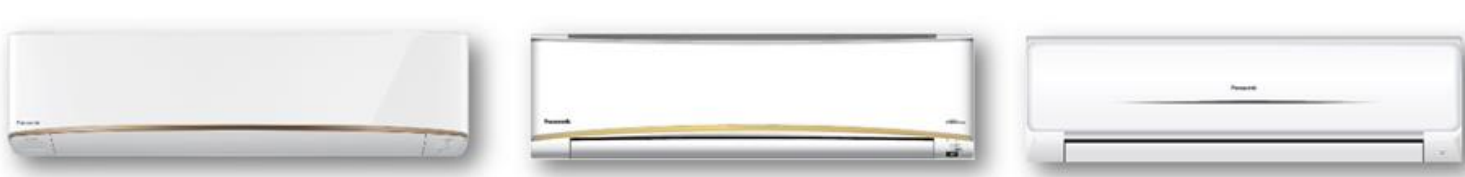
Retail

Facia	Series	Features									
		Star Rating	Aerowings	Super Dyma	PCM	Ag Clean	Nanoe - G	PM2.5 Filter	Refrigerant	Powerful Mode	Capacity
S	XS	5* INV	Y	Y	N	Y	Y	N	R410A	Y	1T, 1.5T
	WU	3* INV	Y	Y	N	Y	Y	N	R32	Y	1T,1.5T,2T
KC	TU	5* INV	N	N	Y	Y	N	Y	R32	Y	1T, 1.5T
	KU	3* INV	N	N	Y	Y	N	Y	R32	Y	1T,1.25T,1.5T*, 2T



RAC 2019 – Feature Comparison

PANASONIC	BRAND L	BRAND H	BRAND D
<p>Twin Cool Inverter</p>  <p>Used since last 10 years</p>	<p>Dual Inverter Compressor</p>  <p>Used only since last 2 years</p>	X	X
<p>Aerowings</p>  <p>Throws air over larger area for shower cool effect</p>	X	<p>Wide Angle Deflector</p> 	<p>Coanda Air Flow</p> 
<p>Multi Filter Purification System</p> 	<p>Single Filter Purification System</p> 	<p>Stainless Filter</p> 	<p>Single Filter Purification System</p> 
<p>Industry First Five Years Warranty ODU</p> 	X	X	X
<p> FIRE RETARDANT™</p> <p>IDU PCB housing material is fire retardant. In case fire is generated fire won't come outside the metal box</p>	X	X	X
<p> POWERFUL mode</p> <p>POWERFUL operation quickly maximizes the cooling effect and cools the room faster and quicker</p>	X	<p>Powerful Mode</p> 	<p>Power Chill Operation</p> 
<p>In Built Air Purifier</p>  <p>Panasonic AC can be used as an air purifier even in the winter season</p>	X	X	X



RAC 2019 CONSUMER OFFERS

01. EXTENDED WARRANTY



10 year Compressor Warranty



5 year ODU Warranty

02. CARD EMI OFFERS



3/0 , 6/0 and 9/0 @ 0% Interest @ 0% DBD

CREDIT CARD – 15 Major Banks

DEBIT CARD – AXIS, HDFC & ICICI

03. PAPER FINANCE OFFERS

VENDORS



All Models (except WAC)	Scheme	DBD	Models	Scheme	DBD	Models	Scheme	DBD
		12/4		2.0%	KU18VKYT		8/0	2.5%
	10/2	2.5%	KU18VKY					
	18/6	3.5%	TU18VKY					
			LU18UKYRN					
			LC18UKY					
			KU18VKYTF					
			KU18VKYF					
			TU18VKYF					
						YU12UKYM		
						YU18UKYM		
						LC18UKY		

04. CASH BACK OFFER



10% Cashback with maximum of INR 5000 Per Transaction

05. SPLIT RAC INSTALLATION OFFER

Special Installation Offer ONLY on Inverter & Fixed Speed Split AC as per below table for 2019 and 2018 models

Channel	Distributor Direct Dealer	SSD	ECON	BS	P4	LCS	CS	RR	OR
Inverter Installation - FREE	Y	N	Y	Y	Y	Y	N	Y	Y(*)
Fixed Speed Split Installation - FREE	N	N	Y	Y	Y	N	N	N	N
Fixed Speed Split Installation @ INR 499	Y	N	N	N	N	Y	N	N	N

*IN OR Channel - Inverter Model Installation is not applicable for Reliance as per TOT