

Ajit Panicker - Profile



Ajit Panicker is an entrepreneur for two decades , before which he had a 10 year stint in various corporates Henkel , Yardley and Videocon in India . He is the CEO of NOVA HVAC Systems India Pvt Ltd a company in Consulting , Contracting and Customer Services in the field of Air Conditioning , Refrigeration and Ventilation . He is also the founder of a technology startup Pureblu Technologies that focuses on building IT and IoT solutions for the HVAC&R Industry . Pureblu is a company that he founded to solve industry problems that he identified from his over 25 years of domain expertise . He is widely recognised within the HVAC industry as the person that brought Mitsubishi Electric from Japan and built it as a leading air conditioning brand in India .

He is also the Past President of Refrigeration and Air Conditioning Trades Association of India and is widely credited for his contribution in bringing the MSMEs of the Industry together . RATA is a 73 year old body that scaled during his leadership from one city to 12 cities and from a membership of just 180 companies to 1500 companies across India .The association under his leadership now represents a collective business of over 10000 crs and an employee strength of over 75000 people . He has been actively raising issues with various policy makers on the challenges MSMEs face and how they could be resolved .

He is a Marathoner , an avid trekker both at the Sahyadris and the Himalayas . He is the current editor for Newsletters for RATA and the Cricket Club Of India .He is also a Ascent member and does an online weekly entrepreneurs show live on his social media handles. You can discover him on all the social media handles and engage with him .

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Social Media

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