

## ***Hitachi hits a century with its new Energy Efficient Air Conditioning product lineup***

Buoyed by several factors such as changing consumer lifestyle, rising per capita income and extremely hot and humid climate through most part of the year in major portions of the country, Indian Air Conditioner market is all set to undergo a phenomenal upheaval in the next 5 years. In a category, where the market penetration is just 4-5% (against the world's average of 30%), Indian Room Air Conditioner market is set to grow from 4.7 Mn units in FY17 to 7.2 Mn in FY20, indicating a growth of approx. 15% CAGR.

Riding on the tide of this change, Hitachi, which is India's most premium and third largest selling air conditioners brand and has 12% market share, expanded its lineup by introducing 24 new models this year. Hitting a century with its extensive and exhaustive product lineup of 102 models, Hitachi has 42 models with Tropical Inverter Technology, 34 models with Fixed Speed ACs, 12 models in Window ACs and 14 models in Cassette ACs.

In its new product lineup, Hitachi has also introduced its new Expandable Inverter Air Conditioners series in 26 SKUs. Designed especially to perform in extremely hot conditions of the Northern Plains or extremely hot and humid conditions of the coastal areas, Expandable Inverter Air Conditioners provide comfort in any condition with 60% faster cooling, 20% more moisture removal and 10% higher performance than other inverter air conditioners.

Hitachi is also the front runner and flag bearer of Energy Efficient RAC in India. With 6.1 ISEER, Hitachi's Kashikoi 5100X+ (1.0 TR, 5 Star) is today India's Most Energy Efficient Split Air Conditioner. A part of the Expandable Inverter Air Conditioner Range, this product also has unique Dual Flow Expansion Technology (DFET) in addition to Tropical Inverter Technology which makes it most energy efficient model available in the market.

Currently, Hitachi has 18% models in its lineup which are 5 Star Inverter ACs and green as well. Keeping in mind the environmental issues, Hitachi is also overhauling its lineup with green refrigerant. Its entire Inverter lineup is green with R410A refrigerant. In Fixed Speed ACs and Window ACs also, Hitachi has introduced R32 based models this year.

Hitachi is committed to provide best in class air conditioning solutions to every home in India and in order to bridge the gap of accessibility of Hitachi's products in Tier 2 and 3 towns, Hitachi has introduced new models designed specifically to cater the needs of first time buyer and mid segment AC buyer. Also, with the aim of expanding the brand's reach in tier 2 and 3 markets, Hitachi has also expanded its retail outlet presence from 4,000 in 2015 to 8,500 by the end of 2017 and by 2018, this figure is expected to reach 11,000.

Adding to the delight of its consumers, Hitachi is also taking many initiatives towards enhancing the post-sale services and building a long-lasting relationship with its customers. These include online live chat lines, 24x7 customer care number and product demo videos. Hitachi has also developed a mobile app- 'Hitachi India Customer Care' to further facilitate the customer experience and engagement for all service related queries a tech savvy customer might face. Hitachi is also increasing its touch points to ensure that even if a customer is in the farthest and remotest location, Hitachi's Customer Care team is always nearby to provide assistance.

The company is also taking many initiatives to build regional competencies by imparting techno-commercial skills to its Hitachi Customer Satisfaction (HCS) service center's technicians and dealer engineers. This includes two, already operating Engineering Excellence Centers in Delhi and Chennai, and two more in pipeline.

Thus, with its innovative product range, best in class indigenous manufacturing facilities, world class R&D facility and a continuous endeavor to give its customers a better post sales service experience, Hitachi aims to reach every Indian House hold and become India's Leading Air Conditioning brand because we believe "Every home deserves Hitachi cooling".