

((Press Release))

Eye on Punjab Market, Hitachi strengthens distribution network

- Creates exclusive gallery-cum-customer experience centre in Ludhiana
- Hitachi's latest technology of Expandable Inverter Air conditioners is designed to perform in extremely hot conditions of the Northern Plains as well as hot and humid climate of coastal areas.

Ludhiana, 3rd April 2018:

Johnson Controls - Hitachi Air Conditioning India Limited (JCH-IN), India's 3rd highest selling air-conditioner brand, is bullish on demand and all set to seize the market leadership by 2020. Going forward, the company plans to expand its channel partnerships and strategic alliances as a part of the strategy to increase market share in tier 2, 3 cities and maintain annual growth rate of 15-20%. Hitachi Air Conditioning India Limited (JCH-IN) is a joint venture between Johnson Controls and Hitachi Appliances of Japan.

As a part of the strategy to become India's No. 1 HVAC Company, Mr. Gurmeet Singh, Chairman and Managing Director, JCH-IN is on a one days visit to Punjab. Today, he inaugurated the exclusive Hitachi Gallery in Ludhiana, which is near the national laboratory. The newly-inaugurated gallery will display company's entire product range of commercial and residential ACs under one roof. Hitachi Gallery is owned and run by Service Point, Hitachi's B2B and B2C exclusive channel partner in Ludhiana market.

On this occasion, Mr. Singh said, "Hitachi is a great brand with an excellent bouquet of products and features that disrupt the market. Our endeavor is to empower our customers by giving them the opportunity to own a Hitachi because we strongly believe that every home deserves Hitachi. To become a leader in the market, we want to ally and strengthen the company's partnership with its distinguished dealers and distributors in the state. Our expansion and expropriation strategy focuses on investing in brand building, development of energy- efficient products, strengthening channel network and improving post sale services. Liaison with channel partners is our top priority and we value their contribution and support in our mutual growth".

Gurmeet further added, "Service Point has had a strong relationship with Hitachi over more than 15 years. I have known Pawan Mehta, owner of Service Point and it is our constant endeavor to respect and value such partners as they play a vital role in our journey. Our penetration is very strong in Punjab market which reflects from the fact that, our 69% market share comes from our distribution network of 8 distributors."

Hitachi, with more than 12% market share, currently has a strong nationwide distribution network, comprising over 6,500 sales points and more than 250 exclusive sales and service dealers. In its drive to expand market share, the company, which already has a significant market share in the top 20 metro cities, has forayed into tier 2 and 3 cities. Punjab is a very important market for us as Hitachi has approx. 14% market share (by Vol.) out of which 63% is of 5 Star rated Room ACs and 42% is of inverter Split ACs. Currently, Hitachi (residential and commercial) is available across more than 600 selling points in Punjab Market and by 2018, this number is expected to cross 700 mark.

In its B2C Segment, Hitachi has expanded its product line-up by introducing 24 new RAC models this year and hit a century with its extensive and exhaustive product bouquet of 102 RAC models in all. Hitachi's latest technology of Expandable Inverter Air conditioners is designed especially to perform in extremely hot conditions of the Northern Plains or extremely hot and humid conditions of the coastal areas.

In its B2B segment, Hitachi has launched its new SET-FREE Sigma Σ Series. Named after the Mathematical symbol " Σ ", which stands for the combined strengths of Johnson Controls and Hitachi VRF Technologies, this series has been designed for Indian climate and consumers. It offers higher energy efficiency, engineered aesthetics, enhanced strengths, compact design, compact cooling and heating.

Hitachi has also introduced Tousei Ductable Air Conditioners, Flexi Split ACs and 8 new models of Cassette ACs in Light Commercial PAC. 3 new imported models in Air Cooled Screw Chillers, Water Cooled Screw Chillers and Direct Drive Centrifugal Chillers have also been introduced.

Thus, working constantly on the philosophy of producing best technology products with the three pillars of innovation, energy saving and comfort, Hitachi aims to deliver the best-in-comfort-and- class air-conditioners to its consumers because 'Every Home Deserves Hitachi Cooling'.

About Company:

Johnson Controls-Hitachi Air Conditioning India Limited is a joint venture company of Johnson Controls (JCI) and Hitachi Appliances, Japan. Through this joint venture, we have combined the rich heritage and innovative technology of Hitachi with the industry leading expertise and a global network of Johnson Controls. The partnership is aimed at addressing the cooling needs faster, smarter and much more efficiently than ever before. Our customers will stand to benefit from our world-class R&D centers, where our researchers work tirelessly to provide innovative solutions and quality products that are designed to meet every expectation. Johnson Controls – Hitachi Air Conditioning Company has global presence, out of which India unit is called "Johnson Controls-Hitachi Air Conditioning India Limited"

Johnson Controls-Hitachi Air Conditioning India Limited manufactures a wide range of products under Hitachi brand, such as room air-conditioners (Split & Window ACs) to commercial air-conditioners including Chiller, Cassette Air conditioners, Ductable air-conditioners, Telecom Air conditioners & VRF system. Our company is not just limited to making air conditioners but also, into trading of Refrigerators and Air Purifiers. Apart from products Johnson Controls-Hitachi Air Conditioning India Limited also undertakes complete projects in HVAC category.

Johnson Controls-Hitachi Air Conditioning India Limited's headquarter is situated in Ahmedabad, Gujarat with manufacturing plant in Kadi, Gujarat. We have a total installed capacity of 600,000 Room Air conditioners per annum (in a single shift). In addition to that, the Company also has the capacity to manufacture 120,000 Tons of Ductable units, 9000 VRF ODUs and 300 Chillers per annum. Johnson Controls-Hitachi Air Conditioning India Limited is amongst the top air-conditioning companies in India.

Further information, please contact