



HITACHI
Air conditioning solutions

State of the Art “Engineering Excellence Centre” to be the mantra for Hitachi’s India growth strategy

Or

Hitachi’s latest innovative “Engineering Excellence Centre” is the new growth mantra

Or

Hitachi opens “Engineering Excellence Centre” in Chennai with an aim to fortify the company’s brand position

Chennai, May 24th 2017- Hitachi, India’s one of the most premium Japanese brand and 3rd most selling air-conditioner Brand, introduces a state-of-the-art ‘Engineering Excellence Centre’ in Chennai to further strengthen the company’s leadership in the market. The more than 30 years old air conditioning Company in India has not only invested in its manufacturing facility but also invested heavily in development of new product molds time and again. Company has also invested in its world class R&D facility which has developed India’s most energy efficient 6.1 ISEER model. Now, Hitachi is further strengthening its leadership in the market and with the parent company’s backing, the brand is extremely positive about its growth in the coming future.

In an initiative to further build in-roads and to fortify the brand’s position in the market, the company has massively invested in building its excellence center. The South India market is a high priority target market for the air conditioning manufacturers and with the opening of this training center in Chennai, the brand targets to penetrate and establish itself in the market. Aimed at up-skilling engineers and technicians involved in the HVAC industry, this center will provide a hands-on, live experience of advanced technologies and products.

The opening of this center marks a major step for the India unit of Johnson Controls-Hitachi Air Conditioning, which recently had Mr. Gurmeet Singh as the first Indian to be ever appointed as the Managing Director of the company (after becoming subsidiary of foreign promoters) . The company which has ~ 12%+ market share currently, is very optimistic about its journey ahead. In FY 2016-17 Its Room AC segment grew by 22% , which is much higher against Room air conditioner industry growth. The other product segments of the company like Packaged AC grew 16% and Telecom AC by 32% again much higher than the

industry growth. The best growth was registered in VRF and Chiller segment, where company grown by 73% and 58% respectively which was again almost 4 times higher than the industry growth.

The 8500 sq. ft. center is furnished with exclusive hands-on training facilities and Practical training Labs for Room AC, VRF, Packaged AC, Control Panels and Brazing . It also includes two, 30-seater class rooms. The center is also equipped with operational VRF systems having visible piping and electrical connections to further enrich the demonstration and training process. All in all it will have 7 Product labs, 2 Class Rooms which will have capacity to train 170 people at any given point in a day. This Centre also has one Customer Experience center which is adept at providing the visitors touch and feel factor through its remarkable exhaustive product range displays, which normally people don't get to see at retail outlets or in the market.

Speaking on the occasion **Franz Cerwinka, Global CEO - Johnson Controls - Hitachi Air Conditioning, said,** 'It has been a long and meaningful journey for us here in India, and we want to further strengthen our connect with the country and the people. India has always been an important market for us and I believe that taking such initiatives play a key role in strengthening the company's growth. By establishing a state-of-the-art training facility, we aim to improve our business capacity and strengthening our leadership in all aspects. The success of an organization can be measured from the level of commitment and passion its employees have for the company and I am very confident that together as a team, we will accomplish great things. We still have a long journey ahead of us and these Engineering Excellence Centers are just the beginning of a bright future.'

Company is planning to open total of 4 Engineering Excellence Centres, including this one, in addition of the one already available at factory in Kadi, Gujrat. Through its new Engineering Excellence Centre, the company is committed to providing technical training to more than 3000 people by the next one year. This training center is aimed to build sales competency by imparting techno-commercial training, installations, commissioning and troubleshooting skills to the team and its trade partners. The company further aims to create a Sales & Engineering support wing, which will give product information and technical assistance and a Project Support wing which will ensure proper quality and workman ship in installation in live projects along with its Engineering Excellence Centre that will give service and installation related training on actual operative products installed in the center.

Commenting on the occasion, **Gurmeet Singh, Managing Director, Johnson Controls-Hitachi Air Conditioning India Ltd.** said, "The Indian HVAC industry has been going through a dearth of skilled and expert engineers and technicians and with the establishment of the first Engineering Excellence Center for the brand in India, we are very confident that we will not only be able to improve customers' experience but also improve the standard of quality in the industry overall. We aim to create valued, skilled resources in the HVAC industry by imparting these in-adept technicians and HVAC engineers with both hard and soft skills needed to make their mark in the industry. We see our initiative in line with the Government's Skill India project as the technicians usually lack a formal training or course needed to become a subject matter expert, and with our training centers we are not only

enabling them but also improving their quality of life. Going forward, we will continue taking more of such innovative initiatives that will help bolster the Hitachi brand's position, while improving millions of lives."

About Company:

Johnson Controls – Hitachi AirconditioningIndia 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 centres, 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, Air Purifiers & Washing Machines. 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 Tonnes of Ductable units, 9000 VRFs ODU's and 300 Chillers per annum. Johnson Controls-Hitachi Air Conditioning India Limited is amongst the top air-conditioning companies in India.

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