

Johnson Controls - Hitachi Air Conditioning India Limited, the joint venture Company of Johnson Controls and Hitachi Appliances, Japan and India's 3rd most selling air-conditioner brand is bullish and all set to seize the market leadership position by 2020. The company plans to scale and expand its channel partners and strategic alliances as a part of its strategy to capture the tier 2 and 3 market share and maintain its growth rate of 15-20% YoY.

Hitachi currently has a strong nationwide distribution network. It currently consists of more than 250 exclusive sales and service dealers and over 6500 sales points. In a drive to expand its market by the year 2020, the company which already has good market share in the top 20 metro cities has forayed into Tier 2 and 3 cities and towns. The company which has ~ 12%+ market share currently, is optimistic about its journey ahead. In FY 2016-17 its Room AC segment grew by 22%, which is higher than Room air conditioner industry growth.

The brand has also invested heavily in its product portfolio and their promotion. Waza and Ridaa, its two new entry level Air Conditioners series starting from Rs. 27,990 have been introduced this year only with the sole aim to give an energy efficient solution to our customers in the mid-market segment. The company, which currently boasts of having the largest lineup of energy efficient models (5 Star rated and inverter ACs) in its product portfolio, also introduced a 6.1 ISEER model, making the product India's most energy efficient Room AC till date.

"Our expansion and expropriation strategy focuses on investing in brand building, development of energy efficient products, strengthening our channel network and improving our post sale services. Liaising with our channel partners is on the top of our priority list and we value their contribution and support in our mutual growth. Hitachi is a great brand with an excellent bouquet of products and features that disrupt the market, and our endeavor is to empower our customers by giving them the opportunity own a Hitachi over other run of the mill air conditioning brands" said Gurmeet Singh, company's Managing Director who was recently in Udaipur to ally and strengthen the company's partnership with its distinguished dealers and distributors based out in Udaipur. Gurmeet is the first Indian to be ever appointed as the Managing Director of the company (after becoming subsidiary of foreign promoters)

Hitachi also recently inaugurated two skill development centers- Engineering Excellence Centers in Delhi and Chennai to impart and improve technical capabilities of technicians and dealer's staff for both B2C and B2B product categories. Hitachi's commercial AC segment has been performing really well as its packaged AC and Telecom AC showing growth rate better than the industry's growth. The best growth was registered in VRF and Chiller segment, where company has grown by 73% and 58% respectively which was again almost 4 times higher than the industry growth.

Thus, backed by its parent company, Hitachi is extremely positive about its growth in the coming future.

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.