

Johnson Controls - Hitachi Air Conditioning India Limited (JCH-IN), 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.

In the same drive of becoming the No.1 HVAC Company, Mr. Gurmeet Singh, Chairman and Managing Director, JCH-IN who was recently visiting Uttar Pradesh State to ally and strengthen the company's partnership with its distinguished dealers and distributors based out in the state. Visiting Mr. Pawan Kumar Tiwari, owner of Urban Marketing and Services, one of Hitachi's Exclusive Dealer in B2B Segment, Mr. Singh quoted "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. Urban Marketing and Services has had a long overhauling relationship based on mutual growth and trust for more than 15 years with the brand. It is our constant endeavor to respect and value such partners as they play a vital role in our journey." Mr. Gurmeet is also the first Indian to be ever appointed as the Chairman and Managing Director of the company (after becoming subsidiary of foreign promoters)

Hitachi currently has a strong nationwide distribution network. It currently consists of over 6500 sales points and more than 250 exclusive sales and service dealers. 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.

Talking about Hitachi's product lineup, Mr. Gurmeet said, "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". In its B2C Segment, Hitachi has expanded its lineup by introducing 24 new RAC models this year and hit a century with its extensive and exhaustive product lineup 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 with global expertise especially for the Indian climate and consumers. It offers higher energy efficiency, engineered aesthetics, enhanced strengths, compact design, compact cooling and heating. Hitachi has also introduced Toughi 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 were also 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 of comfort and class 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.