

(Press Release)

India's first Hitachi World opens in Ahmedabad

- **Large format exclusive store to showcase entire range of company's residential & commercial ACs**
- **Will be one-stop store for both B2B and B2C AC segments**

Ahmedabad, 14th July 2018:

India's First Hitachi World, a large format exclusive experience store of residential and commercial air-conditioners, opened in Ahmedabad today, marking a new milestone in the company's expansion programme. The new sprawling showroom, which is spread over 1,000 square feet area is located at Pakwan Circle, Sindu Bhawan Road, Ahmedabad. It will act as a one-stop shop that showcases entire B2B and B2C consumer segments and will also be used for providing training. It will display the company's entire range of air-conditioning products.

Johnson Controls-Hitachi Air Conditioning is a joint venture of Johnson Controls, U.S. and Hitachi Appliances, Japan. Johnson Controls - Hitachi Air Conditioning India Limited (JCH-IN) is its India unit and country's third largest seller of room air-conditioners. The company has the vision to become the number one company in this space by 2020. As a part of its growth strategy, it plans to open seven such stores more in non-metro Tier 1 cities by the end of next year.

Hitachi is expanding 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%.

On this occasion, **Mr. Gurmeet Singh, Chairman and Managing Director, JCH-IN** said, "We are constantly investing to build energy-efficient products, expanding channel network and improve after sales services to give great brand experience. Hitachi World is our first and India's one of its kind store through which we aim to offer one stop Air conditioning solutions to all consumer segments (B2B and B2C). Keeping in mind the convenience of consumers, this is a unique store where one can get all kind of support and information needed for commercial air conditioning products and services that Hitachi offers."

Hitachi, with more than 12% market share in RAC, currently has a strong nationwide distribution network, comprising of more than 290 exclusive sales and service dealers, 70 plus Hitachi Exclusive showrooms, over 10,000 sales points and over 1000 other service points including multi brand S&S and Authorized Service Partners. 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, he further added.

Ashish Shah, owner of Aditi Air Conditioning Pvt. Ltd., said "Hitachi is a great brand with an excellent bouquet of products and features that disrupt the market. We are very excited about Hitachi World and its prospects. Customers have a strong emotional connect with the Hitachi brand. We have been associated with the brand since the last 20 years and the generous support extended by the company has helped us a lot in improving our sales performance. We hope that with Hitachi World, the growth becomes manifold."

In its B2B segment, Hitachi has recently 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, aesthetics, enhanced strengths, compact design, efficient cooling and heating.

Recently, Hitachi has also introduced Toshi Ductable Air Conditioners, Flexi Split ACs and 8 new models of Cassette ACs in Light Commercial PAC.

Designed for Commercial and Industrial requirements, Hitachi's Screw Chillers (Air and Water) and Centrifugal Chiller Series with Eco Friendly refrigerant offers most energy efficient cooling solutions. Its impressive performance coupled with precise and continuous capacity control technology, user friendly LCD touch panel and high performance compressor, provides cooling with low noise and low vibrations which is ideal for industrial and commercial purposes.

In Residential Air Conditioning, Hitachi introduced Expandable Inverter ACs this year which has been designed for extremely hot weather conditions of the Tropical Indian Plains and extremely hot and humid conditions of the coastal regions. With 60% faster cooling, 20% more moisture removal and 10% higher performance, it provides optimal comfort and cooling that's best-in class and unmatched. Currently, Hitachi has 18% models in its lineup which are 5 Star Inverter ACs and green as well.

Mr. Vishal Negi, Head- B2B Sales who was also attending the inauguration of Hitachi World said, "We aim to become the No. 1 HVAC company all over the world and liaising with channel partners is our top priority to achieve this goal. With the aim of expanding the brand's reach in tier 2 and 3 markets pan India, Hitachi has expanded its retail outlet presence from 4,000 in 2015 to 10,000 in 2018 and by next year, we will increase our retail presence by 50%. West India is an important market for us from B2B perspective with a lot of urbanization and development happening in Tier 1 and 2 cities. After Mumbai, Ahmedabad becomes an obvious choice for us as a lot of development is happening there. Our aim is to deliver air conditioning products and solutions that are built around consumers' needs in the Western Market. We'll provide one stop solution to builders, architects and consultants for customized, end to end solutions, thus ensuring growth and progress for all."

Hitachi also established four engineering excellence centers in Delhi, Bombay, Kolkata and Chennai in order to strengthen the skill set of the air-conditioning sales force, designers and technicians. Hitachi not only provides the classroom training but we also provide hands-on practical training for installation, commissioning & troubleshooting.

Thus, working constantly on the philosophy of producing best technology products with the three pillars of innovation, energy saving and comfort, Hitachi aims to achieve high customer satisfaction and become country's expert in air conditioning solutions.

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.

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 900,000 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