

5th May, 2016

To,
BSE Limited,
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai: 400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra(E), Mumbai: 400051

Sub: Press Release

Dear Sir,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), we enclose herewith a Press release "Most energy efficient and eco-friendly air conditioning solutions to be the mantra for Hitachi's high growth strategy and brand identity" which is being released for publication.

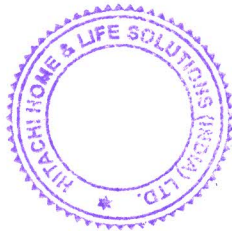
Thanking you,

Yours faithfully,

For Hitachi Home & Life Solutions (India) Ltd.



Parag Dave
Company Secretary



Hitachi Home & Life Solutions (India) Ltd.

a Johnson Controls – Hitachi Air Conditioning Company

Head Office & Works: Hitachi Complex, Karan Nagar, Kadi, Dist: Mehsana – 382 727, Gujarat, India.

Tel: +91-2764-277571 Fax: +91-2764-233425 E-mail: hitachi@jci-hitachi.com

Dial-a-care & 3532 4848 (Prefix City/State Capital STD code or 079)

Registered Office: 9th Floor, Abhijeet – I, Mithakhali Six Roads, Ahmedabad – 380 006, Gujarat, India.

CIN No. L29300GJ1984PLC007470, Regd. Office Ph. No. 91-79-26402024

www.jci-hitachi.com



HITACHI
Air conditioning solutions

Hitachi Home & Life Solutions (I) Limited,
a Johnson Controls – Hitachi Airconditioning Company

PRESS RELEASE

Most energy efficient and eco-friendly air conditioning solutions to be the mantra for Hitachi's high growth strategy and brand identity!

- This is Mr. Franz Cerwinka's first media interaction in India post the joint venture between the two companies.
- The Joint Venture between Johnson Controls, Inc. and Hitachi, Ltd. will leverage each other's technical strengths and global networks to reinstate Hitachi Home & Life Solutions (India) Limited's leadership in providing most energy efficient and eco-friendly HVAC solutions: Mr. Franz Cerwinka, Global CEO, Johnson Controls - Hitachi Air- Conditioning.
- Mr. Franz Cerwinka's visit also holds special significance as he introduced Hitachi Kashikoi 5400i (1.0 TR and 1.5 TR) and Hitachi I-Connect (1.2 TR and 1.7 TR), which are India's Most Energy Efficient air-conditioners in the market as of date.
- With its most energy efficient products range launched this year, Hitachi Home and Life Solutions to reinstate itself as the innovation leader in the Air-Conditioning market.

New Delhi, Delhi (May 4, 2016)-In his first media interaction in India post the joint venture between the two leading global conglomerates that provide innovative and complete HVAC solutions - Johnson Controls, Inc. and Hitachi, Ltd., Mr. Franz Cerwinka, the Global CEO of this newly christened entity 'Johnson Controls - Hitachi Air Conditioning', has stated that more energy efficient and eco-friendly air-conditioning solutions will be main impetus behind the company's future growth strategy and this will also be reflected in the new brand identity of the company.

In India, the company will be known as "Hitachi Home & Life Solutions (India) Limited, a Johnson Controls - Hitachi Air-Conditioning Company".

"By leveraging the strengths of both the companies, we will maximize our synergy and competitiveness to drive sustainable growth as a leading air-conditioning company in India and in the world. Innovation and development of the most energy efficient and environment friendly products will be our key priority to establish our brand's success and unique identity," said Mr. Franz Cerwinka during his interaction with the press.

Talking about the rich legacy of the two allies, Mr. Cerwinka pointed out that, "Both Johnson Controls and Hitachi enjoy rich histories and have been focused on innovation and social responsibility for more than 100 years, and through this joint venture, we aim to continue doing the same and be the No. 1 in the HVAC market."

Development of energy efficient solution is a well deliberated and conscientious strategy of the company and holds special significance for India. India is projected to become the world's third-largest energy consumer by 2020 after the US and China. In 2015, Central Electricity Authority (CEA) released a report according to which the peak power shortage was estimated to be around 2.1%. These shortages further varies across India.

Speaking about the new range of India's most energy efficient range of ACs by Hitachi, Mr. Shoji Tsubokuta, VP & General Manager, Residential Business Units, Johnson Controls - Hitachi Air Conditioning said "Hitachi Home & Life Solutions (India) Limited understands the energy implications that the world is facing today and hence, with our state-of-the-art product design, advanced technology and innovation, we can proudly say that we have been committed to contributing to the overall prosperity of the society by developing and supplying products that are highly energy efficient and eco-friendly,"

Talking about the alignment of these energy efficient solutions with the company's ethos, Mr. Atsushi Ohtsuka, Managing Director, Hitachi Home and Life Solutions (I) Ltd. said that, "Keeping in view our customer's need and our I-Care philosophy, this year we have launched Kashikoi 5400i, Kashikoi 200i H&C, I-Connect and Toushi Range in our Room AC segment. Our star technology in this segment is I-Clean Plus technology which automatically cleans the AC filter in every 5 hours. This makes the AC more energy efficient, keeps it factory fresh and improves the quality of the air throughout its lifetime. We also have I-See, I-Sense, Tropical Inverter and Wi-Fi Technology in our product range which further make our products smarter and more energy efficient."

"Today, we have India's Best Energy Efficient Split Inverter AC Range – Kashikoi 5400i. Its 1.0TR-5 Star with 5.75 ISEER and 1.5TR- 5 Star with 5.00 ISEER are the highest in the market as of date. 36% of our Inverter AC Range have BEE 5- Star rating, which is again the highest in the industry" said Mr. Gurmeet Singh, Executive Director (Sales, Business Planning & Marketing) Hitachi Home and Life Solutions (I) Ltd.

"In Fixed Speed Split AC segment, 38% of Hitachi Home and Life Solution's models have BEE 5- Star rating (which is again the highest in the industry). Our I-Connect range with 1.7 TR-5 Star with 4.00 EER and 1.2TR-5 Star with 3.80 EER is the highest energy saving model in the market. In Window AC range, we are proud to present India's first BEE 5- Star rated Window AC 'Summer QC' with 3.5 EER which is the highest in the industry in this segment. We also have a unique twin flow design in Window AC which offers the best EER in the Industry and for which we are the solo patent holder," pointed out Mr. Singh.

Talking about the present market share in India, Mr. Gurmeet Singh said "In the RAC segment, our total market share (Volume) is 11% which makes us clear #3 in the market today. We have around 10% market share in Split AC and around 22% in Window AC which we intend to grow by increasing the product portfolio and penetration of our distribution network in tier 2 and 3 towns."

VRF is one category which is expected to grow at a CAGR of 17%, so we have invested in infrastructure and technology to get big growth in this segment. With 20% YOY growth, and present turnover of Rs.1700 Cr. we expect to grow around Rs. 2000 Cr. by FY16-17. He added.

On the significance of the Indian Market and how the joint venture is going to benefit the Indian Consumers, Mr. Franz Cerwinka said, "India will be the third largest economy in the world by 2030 and it has always been a very promising and fast growing market. Post this joint venture, we have upped the ante for our business expansion plans in India and we are focusing on developing more advanced technologies and products that surpass others in terms of their energy efficiency."

Hitachi Home and Life Solutions (I) Ltd. has also forayed into exports since last year on a trial basis and a small batch has already been exported this year. With strong design and manufacturing capabilities, this segment offers an opportunity to be expanded and increased in the coming years.

On October 15, 2015, Glendale-based Johnson Controls, Inc. entered into a 60:40 joint venture with Tokyo-based Hitachi, Ltd. The partnership aims to capitalize on the strengths and distribution networks of both the companies and strengthen its global leadership in the HVAC industry. Together, with their diverse HVAC product portfolio and channels to market in the entire industry, Johnson Controls- Hitachi Air-Conditioning will aim to bring exciting solutions to its customers worldwide.

About Johnson Controls

Johnson Controls is a global diversified technology and industrial leader serving customers in more than 150 countries. Our 170,000 employees create quality products, services and solutions to optimize energy and operational efficiencies of buildings; lead-acid automotive batteries and advanced batteries for hybrid and electric vehicles; and interior systems for automobiles. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. Through our growth strategies and by increasing market share we are committed to delivering value to shareholders and making our customers successful. In 2014, Corporate Responsibility magazine recognized Johnson Controls as the #14 company in its annual "100 Best Corporate Citizens" list.

For additional information, please visit www.johnsoncontrols.com or follow @johnsoncontrols on Twitter.

About Johnson Controls' Building Efficiency

Johnson Controls' Building Efficiency has an unmatched portfolio of HVACR products and solutions to create more comfortable, safe and efficient buildings. Operating in more than 150 countries through a strong network of distribution channels, Building Efficiency's breadth of offerings helps building owners, operators, engineers and consultants impact the full lifecycle of a building. Its market leadership is established through trusted brands such as YORK®, Hitachi, Sabroe® and Metasys® as well as its smart building integration capabilities and energy financing solutions.

For more information, visit www.johnsoncontrols.com or follow @JCI_BEnews on Twitter.

About Johnson Controls-Hitachi Air Conditioning

Johnson Controls Hitachi – Air Conditioning is a global air conditioning manufacturer, established in October 2015 as a joint venture of Johnson Controls Inc. and Hitachi Appliances, Inc. Our 14,000 employees in nine countries create quality products, services and solutions for residential and commercial buildings throughout the world. We exceed customer expectations with the most diverse range of HVAC products in the world – from ductless solutions to chillers to HVAC room air conditioning systems, fueled by our industry-leading technology and innovation.

For more information, visit <http://www.jci-hitachi.com>.

About Mr. Franz Cerwinka, Global CEO, Johnson Controls- Hitachi Air-Conditioning: Mr. Franz Cerwinka has been leading the management team of Johnson Controls- Hitachi air-conditioning as the Global CEO since October 1, 2015. During his 20 years tenure with Johnson Controls, Mr. Cerwinka served in various finance, operations and commercial leadership roles within Automotive Experience and Building efficiency. He was also the Vice President for Asia Pacific and Japan for 4 years, wherein he led the finance function and represented Johnson Controls in more than 10 Joint ventures in India, China, South East Asia and Korea.

Mr. Cerwinka has led Johnson Controls through significant changes across multiple regions and cultures like Mexico, US and Asia, and his initiatives significantly improved the profitability and performance of Johnson Controls' Automotive and HVAC Business globally. He holds a bachelor's degree in Industrial Engineering from Universidad de las Americas, Puebla in Mexico and a master's degree in Business Administration from the University of Michigan, Ann Arbor.

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