

**FOR IMMEDIATE RELEASE**

## **Hitachi Hi-Rel Power Electronics' New Manufacturing Facility Starts Operations**

**Tokyo, Japan and Ahmedabad, India, December 12, 2012** – Hitachi, Ltd. (President: Hiroaki Nakanishi, TSE: 6501, “Hitachi”) today announced that Hitachi Hi-Rel Power Electronics Pvt. Ltd. (Managing Director: Piyush Shah, “Hitachi Hi-Rel”), a group company in the Republic of India (“India”), has established and started operations at a new manufacturing facility in the Sanand-II Gujarat Industrial Development Corporation (GIDC) Estate. With this new factory now operating alongside its existing Gandhinagar factory, Hitachi Hi-Rel intends to enhance the lineup of industrial power electronics for use in plants in fields such as power generation, steelmaking, and chemicals. The goal is to expand Hitachi Hi-Rel’s revenue of the growing Indian infrastructure market.

India is currently seeing the construction of many large-scale plants such as power plants, steel works and petrochemical plants, spurred by its rapidly growing economy and plans for large-scale investments in renewable energy to realize a low-carbon society. These developments are expected to lead to expansion in demand for industrial power electronics such as medium and low voltage inverter drive systems, uninterrupted power supplies (UPS) and power conditioners for power generation. These products are required to ensure stable operations of large-scale factories, and to conserve energy.

In October 2011, Hitachi invested in Hi-Rel whereby Hi-Rel Electronics Pvt. Ltd. became a subsidiary and changed its name to Hitachi Hi-Rel Power Electronics Pvt. Ltd. Since the 1980s, Hi-Rel Electronics had expanded mission-critical businesses in India, including backup power and power stabilizer solutions in a broad range of fields, such as oil refining, petrochemicals, power generation, steelmaking and metals.

- more -

Hitachi Hi-Rel's Gandhinagar factory manufactures power electronics such as Industrial UPS, battery chargers and inverters for railway applications. Furthermore, since October, 2012, the factory has added grid-connected solar power inverters to the production lineup to address demand in the renewable energy field.

Having started operations, the Sanand factory will produce industrial power electronics products such as medium-voltage and low voltage inverter drives steel automation drives and industrial automation products to increase its lineup of offerings. This will enable Hitachi Hi-Rel to manufacture cost competitive products with "best-in-class" quality with Hitachi manufacturing know-how. By increasing production capacity through the start of operations at the new factory, Hitachi Hi-Rel seeks to increase its revenue of the Indian market. At the same time, Hitachi Hi-Rel will strive to expand business with a view to exporting products to regions that hold potential markets for social infrastructure systems; namely, the Middle East, Southeast Asia, Africa among others. Through these and other measures, Hitachi Hi-Rel aims to generate revenues of 8 billion Indian Rupees (about 12 billion yen\*) in the fiscal year ending March 31, 2016.

\*: At the exchange rate of 1.5 yen per Indian Rupee.

Hitachi is focusing on accelerating the global development of the Social Innovation Business, which is made up of social infrastructure supported by highly reliable and highly efficient information and telecommunications technology.

Hitachi has identified India as a fifth key overseas management area, and will strive to further expand business centred on the Social Innovation Business in the country.



### Outline of the Sanand Factory (New Manufacturing Facility)

|                       |  |
|-----------------------|--|
| Location              | Sanand – II GIDC Ahmedabad, Gujarat, India |
| Products manufactured | industrial electronics                     |
| Site area             | 28,000 SQM                                 |
| Total investment      | 0.6 billion Indian Rupees                  |

### Outline of Hitachi Hi-Rel

|                     |  |
|---------------------|--|
| Company Name        | Hitachi Hi-Rel Power Electronics Pvt. Ltd.         |
| Location            | Ahmedabad, Gujarat, India                          |
| Business activities | Manufacture and sale of power electronics products |
| Representative      | Piyush Shah, Managing Director                     |
| Established         | September 17, 1984                                 |

### About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 320,000 employees worldwide. Fiscal 2011 (ended March 31, 2012) consolidated revenues totalled 9,665 billion yen (\$117.8 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, industrial, transportation and urban development systems, as well as the sophisticated materials and key devices that support them.

For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

**About Hitachi Hi-Rel Electronics Pvt. Ltd.**

Hitachi Hi-Rel Power Electronics Pvt. Ltd ( earlier known as:Hi-Rel Electronics Pvt. Ltd.) started commercial production of Low Voltage AC Drives in September 1984 and since then Low Voltage AC Drives and Industrial UPS Systems have been the major Power Electronics Products. Today, Hitachi Hi-Rel is a leading Power Electronics Company in India with a significant market share in the Industrial UPS business, catering to mission critical applications in Power Plants, Oil Refineries, Steel Plants, Fertilizer plants etc. The fiscal year 2011-12 (1<sup>st</sup> April, 2011-March 31<sup>st</sup>, 2012) ended with gross turnover of Rs. 1.5 Billion ; Hitachi Hi-Rel, with its pan-India presence, will continue to focus on the Power Electronics business to support the process control and power quality needs of its industrial customers. For more information on Hi-Rel Electronics, please visit the company's website at <http://www.hitachi-hirel.com>.

###

---

Information contained in this news release is current as of the date of the press announcement, but may be subject to change without prior notice.

---