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## **Hitachi to Demonstrate Leadership in the Power Sector at POWER-GEN India & Central Asia 2012**

*To promote its Social Innovation Business to help create a sustainable society*

**New Delhi, India, April 17, 2012**– Hitachi Asia Ltd. today announced that it will demonstrate its leadership in the power sector at the upcoming POWER-GEN India & Central Asia 2012. The event will be held at Pragati Maidan, New Delhi from April 19 – 21. Billed as the premier event for meeting the major players in the Indian and international power sector, POWER-GEN India & Central Asia 2012, under the theme “Switching on India’s POWER Future”, will take place along with co-located events Renewable Energy World India and Hydro Vision India.

The 135-square metre Hitachi booth (Hall 11, Booth 1115) will feature a range of technologically advanced products and solutions in the power sector of Hitachi and its Group of Companies, including Hitachi, Ltd. (Power Systems Group), Hitachi Asia Ltd., Hitachi India Pvt. Ltd., Hitachi Power Europe GmbH, Hitachi Hi-Rel Power Electronics Pvt. Ltd., Hitachi NeST Control Systems Pvt. Ltd., Hitachi Metals (India) Pvt. Ltd. & Hitachi Metglas (India) Pvt. Ltd.

Hitachi contributes to the power supply of the world through its thermal power generation systems, nuclear power generation systems, renewable energy and power distribution businesses. Exhibits at the Hitachi booth will include the H-25 Gas Turbine, Hydroelectric Power System, Steam Turbine & Generator, Nuclear Power System, UPS, Medium-Voltage Inverters, Amorphous Transformers, among others.

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In order to create a more sustainable society, Hitachi is strengthening and accelerating its global development of a Social Innovation Business which provides social infrastructures supported by highly efficient and highly reliable information and telecommunications technology. India is expected to see an increase demand in the power generation systems business as its economy grows rapidly. Moreover, demand is rising in the country for power control systems, to ensure stable operations, conserve energy and handle power fluctuations. Increased investment is also predicted in renewable energy to create a low-carbon society while achieving economic growth.

Since India was identified as the Group's fifth key management area outside Japan in June 2011, Hitachi has been stepping up the pace of its expansion in this region. In the Information & Telecommunication System business fields, Hitachi is expanding its bases in India, for example by establishing new companies and acquiring existing companies, to strengthen offshore functions in the IT consulting business. The Group opened its first R&D Centre in Bangalore in October 2011.

In 2010, Hitachi established BGR Turbines Company Pvt. Ltd. and BGR Boilers Pvt. Ltd, as joint ventures with a local company, and has been working to expand the thermal power business in India. In September 2011, Hitachi announced a partnership with Ahmedabad-based Hi-Rel Electronics and the establishment of a new factory for medium-voltage inverters, to expand its power electronics business in India.

In October 2011, Hitachi NeST Control Systems Pvt. Ltd., a joint venture company between Hitachi, Ltd. and SFO Technologies Pvt. Ltd. was established in Bangalore. The joint venture aims to build up control system engineering capability, starting with thermal power control systems.

Culmination of Hitachi's ongoing efforts to promote localization and accelerate locally-led business operations, last month Hitachi Power Europe GmbH and its joint venture partner BGR Energy Systems Ltd. secured an order from National Thermal Power Corporation (NTPC) to supply two 660 MW utility steam generators ("boilers") to be set up at Solapur in the state of

Maharashtra, India. The order marks the first successful step taken in a high-growth market for state-of-the-art coal power plants.

Mr. Ichiro Iino, Managing Director, Hitachi India Pvt. Ltd. said, "As one of Asia's emerging powerhouse, there is a great demand for energy in India to support its industrial, public and housing consumption. Hitachi is committed to India and is expanding its energy and social infrastructure business to meet the unique local customers' needs and development."

Hitachi is accelerating globalization, especially in its power systems businesses, one of its core activities within the Social Innovation Business. Through these efforts, Hitachi aims to achieve revenues of ¥1,100 billion in the power systems segment by fiscal 2015, from ¥813.2 billion in fiscal 2010.

#### **About Hitachi, Ltd.**

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2010 (ended March 31, 2011) consolidated revenues totalled 9,315 billion yen (\$112.2 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban 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 Asia Ltd.**

Hitachi Asia Ltd., a subsidiary of Hitachi, Ltd., established in Singapore in 1989, operates across six Asian countries (Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam). Business includes information systems, power and industrial systems, digital media systems, and international procurement. For more information about Hitachi Asia, please visit the website at <http://www.hitachi.com.sg>.