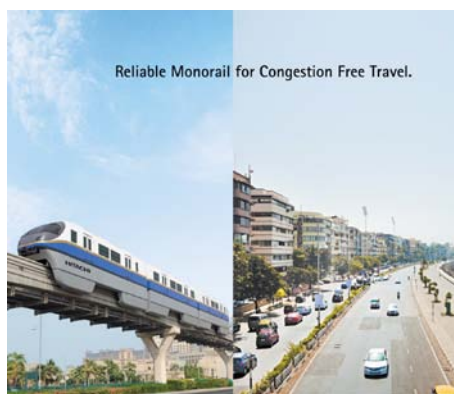


**FOR IMMEDIATE RELEASE**

**Contacts:**

Kazuko Amamoto  
Hitachi Asia Ltd.  
+65 6212 1797  
ccg@has.hitachi.com.sg

## Hitachi Launches the Indian Brand Campaign



We at Hitachi are the pioneers in the Social Innovation Business. We design our products keeping you and the future in mind, for it is our Reliable Monorail System, Sustainable Energy Solutions, Advanced Water Treatment Plants or Advanced Air Quality Control Systems. Our eco-friendly products, inspired by the advanced Japanese Technology, have been creating a better and greener future in India for more than 50 years.



**TOMORROW  
TOGETHER**



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**TOMORROW  
TOGETHER**



**New Delhi, India, December 13, 2012** – Hitachi India Pvt. Ltd. today announced the launch of its brand campaign “Tomorrow Together” in India. This campaign aims to promote and reinforce Hitachi’s position as a leader in the Social Innovation Business in India, as well as to synergize the campaign products with the upcoming Hitachi Environment Forum happening on 14 December 2012. In addition, the campaign theme is in line with the forum theme – Green Technology Clean City.

Mr. Ichiro Iino, Managing Director of Hitachi India Pvt. Ltd., said, “This brand campaign, “Tomorrow Together”, shows our commitment to the Indian market. Through this brand campaign, Indian citizens will be able to gain better understanding of how Hitachi will contribute to the sustainable growth in India through its businesses.”

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India is one of the most important markets for Hitachi's overseas businesses and a focus region for its expanding Social Innovation Business. After demonstrating dramatic growth, in 2011, India was repositioned as a fifth key management area outside of Japan, alongside China, Southeast Asia, Europe, and the Americas.

By depicting major social issues triggered by the rapid urbanization of India, this campaign will showcase how Hitachi's products and services can solve these issues as well as contribute to improve and transform the lives of Indian citizens. Specifically, the campaign will focus on Hitachi's B2B products across a range of business domains. They include: monorails to reduce traffic congestion, air quality control systems mainly used in power plants to reduce air pollution, water treatment plants that help reduce water shortage by converting sewage water to re-usable water for irrigation purpose, and solar power equipment that ensure natural resources are utilized to overcome power shortage. These products would also be discussed at the upcoming forum.

Evident through the campaign and its creative executions is Hitachi's expertise and support for its Social innovation Business, which provides solutions to create "win-win" situations to enable Hitachi's customers and the wider society to meet their own goals for sustainable growth.

The campaign, featuring television commercials, newspapers, magazines and online, will run from now to March 2013.

For more information on Hitachi's "Tomorrow Together" campaign, please visit <http://www.hitachi.co.in/tomorrowtogether/>.

### **About Hitachi in India**

Hitachi started its business in India in the 1930's. Currently, Hitachi has 30 business bases and approximately 6,800 employees in India. In addition to being a leader in the air-conditioning systems and construction machinery, the Hitachi Group in India is expanding on its 'Social Innovation Business', such as information & telecommunication systems, power systems, industrial, transportation and urban development systems. Together with further localization, Hitachi aims to contribute to a sustainable society in India as well as the country's economic growth. For more information about the Hitachi Group in India, please visit the website at <http://www.hitachi.co.in/>.

### **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>.

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