

FOR IMMEDIATE RELEASE

Hitachi Receives 23 Elevators Order for Five Star Deluxe Hotel Project “ITC Kohinoor” in Hyderabad, India

Hyderabad, India, March 10th, 2016 – Hitachi, Ltd. (TSE:6501, “Hitachi”) today announced that, through Hitachi Elevator Asia Pte. Ltd, which is the supervising company for Hitachi’s elevator business in Southeast Asia, India, and the Middle East, and Hitachi Lift India Pvt. Ltd. (“Hitachi Lift India”), which is an elevator and escalator marketing and service company in India, Hitachi have been awarded an order for 23 units of elevators from ITC Limited which is renowned as luxury hotel chain in India for their Five Star deluxe hotel project “ITC Kohinoor” in Hyderabad, India.

“ITC Kohinoor” a 5 star deluxe hotel located in the heart of the new business district in Hyderabad overlooking the picturesque Durgam Cheruvu Lake will offer 290 guest rooms & suites. The food & beverage offering at the hotel will comprise of an integrated 3 meal restaurant, 24/7 café, 3 specialty restaurants, a bar and a separate section for banqueting and conferencing facilities. Estimated year of launch - 2017.

8 units of 3.5m/sec high speed elevators for guest among the order 23 elevators make it the first high speed elevator order of this type for Hitachi in southern part of India. All the high speed guest elevator will be equipped with advanced technology, such as earthquake operation functionality, which enables elevators to evacuate rapidly to the nearest floor when its sensors detect that the building is swaying as the result of an earthquake and regeneration system, which saves power by utilizing regenerative power produced according to elevator operation.

The car will be also driven with “Future Reference-Trajectory Control” which is a function of group control system aiming to minimize the long waiting period by forecasting future trajectory. This “Future Reference-Trajectory Control” also helps in energy saving by reducing the number of cars. An additional advanced technology named instantaneous reservation and service forecasting, which assigns the elevator immediately to the passengers on receiving calls and indicates by flashing lanterns of assigned elevator, has also been provided for the project.

The order also includes 4 units of service lifts which will be to cater for service usage from the parking area to top floor and 11 units of machine room less type elevator for small travel and usage like spa, banquet hall, restaurants, ball room, club etc.

- more-

Hitachi established Hitachi Lift India in January 2008, and since then it has delivered several orders and has been engaged in the installation and maintenance of its products, including high speed elevators for luxury residences, hotels and offices. Hitachi Lift India currently operates in all major cities in India, such as Delhi, Mumbai, Chennai, Bangalore, Pune, Hyderabad, Gandhinagar and has plans for expansion to other cities soon.

Hitachi is strengthening the global rollout of the Social Innovation Business and will continue to expand its elevator and escalator business, which is an essential vertical transport infrastructure for urban centres. It will continue to offer safe, comfortable and high quality products to the rapidly growing Indian market.

Outline of Elevator Specifications ordered

Type	Passenger Lifts		Service Lift
Rated speed	3.5 m/sec	1 ~ 1.75 m/sec	2.5 m/sec
Capacity	1,600 kg	700/1,050/1,350/1,600 Kg	1,600 kg
Units	8 units	11 units	4 units
Special Features	Advanced Future reference trajectory predicting control system, Earthquake sensors		

Outline of ITC Kohinoor

Building Usage	Hotel
Developer	ITC Limited.
Location	Madhapur, Hyderabad, India
Floors	L1 ~ 14 upper floors



Appearance of ITC Kohinoor (image)

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, delivers innovations that answer society's challenges with our talented team and proven experience in global markets. The company's consolidated revenues for fiscal 2014 (ended March 31, 2015) totaled 9,761 billion yen (\$81.3 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes power & infrastructure systems, information & telecommunication systems, construction machinery, high functional materials & components, automotive systems, healthcare and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.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.
