



# ENGAGE

An e-newsletter Vol. 2

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SOCIAL INNOVATION  
**IT'S OUR  
FUTURE**

At Hitachi, we think outside the box to address energy, transportation, water and other sustainability problems facing the world. By applying IT-controlled infrastructure systems, we seek to provide solutions to emerging issues that affect everyday life. That's what Hitachi Social Innovation is all about.

To know more, click [here](#).

# Message from Hitachi India MD



Dear Sir/Madam,

Since we have launched our first newsletter "ENGAGE" in April, we have been pleasantly surprised to have received responses and requests from our readers. I would like to thank all of you for such feedback and feel extremely grateful to have your continued patronage on Hitachi's products, services, and solutions. It is with all of your support that Hitachi has been able to embark on a new expedition to work towards India's infrastructural growth. Wonderful

We are delighted and excited to witness that the new government post the recently concluded elections has been paving ways

for new form of governance and the long awaited infrastructure development of India. The new government also seems to be very enthusiastic about their aim to solidify the groundwork of India by launching projects that would find a lot of participation from the private sectors. And, we at Hitachi are extremely hopeful that the new government will further boost investment in helping our cities combat various challenges being faced due to rapid urbanization. Hitachi is gearing up for such an opportunity and we are certain that we are ready to partner and contribute in building a stronger India by offering our technological expertise.

The Union budget for the fiscal year 2014-15 has identified a wide range of the current government's bold initiatives including the investment into building 100 Smart Cities, new Metro train Projects in cities like Ahmedabad and Lucknow, Solar Power projects and Healthcare projects. Hitachi looks forward to these prospects and to provide support in developing clean and sustainable technology for the society that we live in.

We at Hitachi are committed to the long term development of the Indian society through

our various innovations that would contribute to making people's lives easier. As a part of our core strategy, Hitachi always strives to be a reliable partner in the society in diverse fields, such as social infrastructure & industrial systems, information & telecommunication systems, construction machinery, high functional materials and logistics services among others.

So, we set forth with our efforts in the area of social innovation for the growth in India's new infrastructure framework- because SOCIAL INNOVATION- IT'S OUR FUTURE!

Ichiro Iino

## From the Desk of Mr. Loney Antony, Managing Director - Prizm Payment Services Pvt. Ltd.



I am happy to introduce Prizm Payment Services Pvt. Ltd. to all of you. I take this opportunity to give a brief background about the company.

Prizm Payment is a leading financial services provider in India with a clear vision to be "a leader in enabling Secure, Innovative Payment services across Electronic Channels". The company started in 2008 as a result of 2 main events, the investment of Sequoia Capital in the ideas put forth by a seasoned management team and the merger of Integrated Maintenance and Services (IMAS).

Prizm Payment is primarily a Business to Business (B2B) organization providing services to Banks and retailers that offer services to customers. The company has 3 main lines of business; ATM, Point of Sales (POS) and Emerging Payments (non-traditional payment services like e-commerce, mobile POS etc.) with 30

bank customers and over 50,000 retailers which are merchants of banks serviced by its POS business unit. It has recently launched a Business to Consumer (B2C) service, the white label ATM network under the brand Money Spot. Prizm Payment intends to install 9000 of such ATMs in the next 3 years under its license from the Reserve Bank of India.

Since its inception in 2008 Prizm Payment has grown to become a leading financial service provider with over 27,000 ATMs, close to 140,000 POS devices and over 7,000 Mobile POS devices under management, as of June 2014. The Mobile POS network is a unique mobile-based payment service which is by far the largest and most widespread network of its kind in the country.

Consistently ranked first among its competitors, Prizm Payment was ranked third in "Deloitte India Technology Fast 50" a survey of 50 top growing companies in India in 2012 and is one of the fastest growing services company in the country.

As of March 31, 2014, Prizm Payment Services Pvt. Ltd. was acquired by Hitachi, Ltd. and is now a part of the largest division of the company called "Information & Telecommunication Systems Company (ITSC)". Prizm Payment now forms a part of a new division of Hitachi, Ltd. called Payment Services Division which will lead

the company's global objectives into the payment space.

India has over 165,000 ATMs, 1 Million POS terminals servicing almost 400 Million card holders who withdraw cash and buy goods and services across this network of payment terminals. These numbers are set to triple in the next 4 to 5 years. The immense opportunity led Prizm Payment to launch its business in the ATM space first and we are currently developing a strategy in non-cash services. The company boasts of a state-of-the-art technology and offers service platform in Mumbai (with a backup centre in Chennai). Prizm Payment is not only connected to the banks and customers, but also to the local and international interchanges like Visa, Mastercard and RuPay and hence there is no payment transaction in the country not processed by the company. It has over 1200 employees spread over 11 offices across the country, 95+ spares depots and 1870+ points of service. The company is proud to be part of the Hitachi family and is confident of providing a comprehensive range of payment services to other Hitachi businesses in the country and Asia Pacific region.

Loney Antony

## ➤ Donation for Diagnostic instruments for Eye to Navalbhai & Hiraba Eye Hospital, Bareja

As a part of the ongoing CSR activities and with an intention to serve the society, Hitachi Home & Life Solutions (India) Pvt. Ltd. (HHLI) donated instruments for diagnosis of eyes to Navalbhai & Hiraba Eye Hospital at Bareja.

Navalbhai & Hiraba Eye Hospital at Bareja is a well-equipped hospital with state-of-the-art operating techniques and instruments.

All the services provided by the hospital are totally free for poor patients and they conduct around 10000 cataract surgeries every year.

HHLI supported the hospital by donating an "Ophthalmoscope" and a "Retinoscope" as per the need of the hospital, which can help them to diagnose the eye patients with modern equipment.

HHLI team visited the hospital on 15th May, 2014 to donate the instruments. This initiative will help the needy and poor patients to get their eyes checked with latest instruments free of cost and improve their well-being.



## ➤ Training Youths for the Future

Tata Hitachi Construction Machinery (THCM) has been on the forefront to carry out highly effective Corporate Social Responsibility (CSR) initiatives. The company as part of its endeavor to contribute for the well-being of the society is venturing into widespread initiatives like education, training and other CSR led activities. One of such highly successful activities that aim at training the underprivileged youths, is called as "Operator Training School".

The rationale behind setting up of the Operator Training School within the plant at Kharagpur, is to impart skill training to the rural youth in and around THCM's plant site initially and thereafter gradually offer the same facility to aspiring students from across the country. It is an innovative matrix which involves customers, dealers, colleagues and the communities around the plant site which works in unison from the time trainees are selected to the time they are able to find a proper placement.

The Operator Training School at Kharagpur rests on the twin pillars of innovation and creativity, involving modern teaching methods, class room and tool room sessions, computer literacy programs etc. which helps customers, dealers or organizations source their operators from the school duly certified by THCM. The skill training also helps in creating a talent pool of trained operators for the earth moving industry. As a corollary to this, the strengths of THCM will be realized and will help in creating a positive social impact.

Teamwork and determination guided by the Hitachi Group's Mission, Values and Vision have been the driving force at school with an aim to transform it into a center of excellence of training. The school realizes the importance of feedback sessions and recognizes the fact that feedback is a vital ingredient for forward integration. It is in constant communication with the customers to evaluate their recommendations and feedback which goes a long way in offering solutions and meeting their exact requirements. Several changes in the curriculum and teaching methodology have been based on feedback from ex-students, customers, dealers and employers. As more and more youth gets trained and employed, THCM will stand to contribute immensely to the nation building process.

The Operator Training School has been adding real value to the society by training the youth and thereby creating employment opportunities for them and by fostering the sense of entrepreneurship in them. It lays special emphasis on the weaker and backward sections of the society by complying with affirmative action policies. This has a huge impact on the society in terms of job creation and in terms of creating a talent pool urgently required by the Industry. As the Operator Training School crosses several milestones towards social upliftment, it will carry a message of hope, determination, and teamwork with an aim to inspire the world.



Operator Training School, Kharagpur: Tata Hitachi commitment to Employability & Skill Development



Training Sessions



Multiple Operations



Training school Workshop



Machines at work



## ➤ Corporate Profile

### Hitachi Systems Micro Clinic – a brief overview

Hitachi Systems Micro Clinic Pvt. Ltd. is a leading end-to-end IT solution provider in India that helps upgrading business to modern IT infrastructure and solves complex IT problems by offering high end solutions in Information Infrastructure, Availability, Security, Networking and Services & Solutions. Hitachi Systems Micro Clinic, formerly known as Micro Clinic India Pvt. Ltd. was founded in 1993 and over the years, the company has added new products and business verticals.

Hitachi Systems Micro Clinic is primarily a B2B enterprise and provides IT solutions and services across verticals such as Hospitality, Healthcare, Manufacturing & Retail, Education, Media & Entertainment, IT & ITES (Information Technology enabled Services), Banking & Finance, Automobile, Pharmaceuticals, Public Sector Units (PSUs) & Governments, operating out of 15 plus branch offices across India. Hitachi Systems Micro Clinic has a strong alliance with industry leading vendors and has a strong 150 plus engineer presence across India.

As of March 2014, Micro Clinic India Pvt. Ltd. was acquired by Hitachi Systems, Ltd.; a wholly owned subsidiary of Hitachi, Ltd. Hitachi Systems Micro Clinic is led by Mr. Tarun Seth, Managing Director. The company is aiming to expand its business by adding new products and services including strengthening Virtualization, Cloud & Managed solutions/services into its current portfolio to increase revenues from existing customers and by adding new customers in the enterprise segment.

According to The National Association of Software and Services Companies (NASSCOM), domestic revenues are expected to grow at a rate of 13-15% in FY2014 in the IT sector. Also, technology researcher Gartner has stated despite the economic slowdown, IT spending in India will rise by at least 6%, reaching \$71.3 billion in 2014, with most of the growth driven by spending on IT services. This growth opportunity promises well for Hitachi Systems Micro Clinic, which has huge amount of experience & resources in providing domestic IT services as well as customized IT solutions across business verticals.

Hitachi Systems Micro Clinic is headquartered in New Delhi and has a strong pan-India presence. It is an ISO 9000 & ISO 20000 certified company and has aggressive growth plans for not only India but overseas also. The company aims to expand its presence in India and make this as the base to expand into South East Asia, Middle East and African countries.



Delhi Branch



Chairman & MD



Mumbai Branch



## Award for Mr. Ranaveer Sinha



Mr. Ranaveer Sinha, Managing Director Tata Hitachi Construction Machinery Limited is a renowned face in the industry. The National Institute of Technology (NIT), Trichy on the occasion of Golden Jubilee of the Institute, has conferred a Distinguished Alumnus Award to Mr. Sinha recently. This Award is in recognition of his contribution towards excellence incorporate and industry. The prestigious award was received in the presence of Shri. Pranab Mukherjee, the Hon'ble President of India, and other dignitaries at a glittering ceremony held at the college campus in Trichy on Saturday 19th July, 2014. NIT Trichy has contributed immensely towards technical and higher education and has over the years produced several scholars who have excelled in their own field. Mr. Sinha joined Tata Hitachi, earlier known as Telcon, as Managing Director, after several successful years at Tata steel and is also an alumnus of XLRI Jamshedpur. Mr. Sinha expressed his deep gratitude and stated that this would be yet another milestone in his journey towards excellence.

## ➤ First "Cash Recycling Operations with ATM" launched in India

### Bank of Baroda pioneers in cash recycling with Hitachi's ATM

India's leading public sector bank, Bank of Baroda (BOB) has launched cash recycling operations with Hitachi's Cash Recycling ATM (HT-2845-V) on July 20th, 2014. BOB became the first bank in India, in implementing technology to deploy Cash Recycling ATM solution for its customers. To the bank's advantage, cash recycling operation enables deposited cash to be dispensed in future transactions. This reduces frequency of cash replenishment and cash loading in the machine and also replaces self-service terminals for cash deposit and withdrawal thereby improving efficiency of the bank's cash operations.

BOB has already installed 100 units of Hitachi's Cash Recycling ATMs (HT-2845-V) in 2013. In the past, the Cash Recycling ATM was operated only as a Bunched Note Acceptor (BNA) to deposit cash. BOB and Hitachi have jointly worked on the existing system to upgrade it successfully for cash recycling operations.



## ➤ Hitachi Milestone: 1000th Cash Deposit / Cash Recycling ATM installed in India

### First manufacturer in India to achieve this milestone

#### Hitachi Cash Deposit / Cash Recycling ATM HT-2845-V

In India, major installation of self-service terminal of banking transaction has been Cash Dispensing ATM (CD). In accordance with rapid economic growth in India, the needs of deposit automation has been increasing, and this trend is expected to continue. Hitachi-Omron Terminal Solutions defined India as one of the most important market along with China and Indonesia.

Hitachi-Omron Terminal Solutions entered Indian market of self-service terminal for banking with Cash Deposit / Cash Recycling ATM, HT-2845-V in 2010. Since the first order, Hitachi-Omron Terminal Solutions has delivered the ATM to India's major public and private sector banks, nationwide installations in India. Hitachi-Omron Terminal Solutions' ATMs are customized to adapt to the environment in India considering issues like banknote condition, counterfeit threat, climate, etc. Along with that the model HT-2845-V proved superior in performance leading in market expansion and has now proudly installed 1,000 units.

Hitachi-Omron Terminal Solutions' HT-2845-V is one of the bestselling Cash Deposit / Cash Recycling ATMs in the world. Model "HT-2845-V"

is reputed by the banking industry for its high performance and reliable self-service cash deposit terminal based on its cutting edge sensing and mechatronics technologies. In India, HT-2845-V is being used as a Cash Deposit ATM, but it can be upgraded to being a Cash Recycling ATM. Cash recycling is the latest technology in ATMs, which include cash replenishment i.e. the cash being deposited is recycled and made available as the cash being withdrawn.

According to Mr. Kokichi Murayama, Operating Officer and General Manager Global Business Group of Hitachi-Omron Terminal Solutions, the ATMs' highly advanced note transportation technologies and bill validation technologies which read the bill and issue receipts are developed over many years and are well acknowledged by financial institutions worldwide. Hitachi Omron Terminal Solutions boasts of more than 100,000 units in Japan and China each and own the No. 1 market share in terms of Automated Deposit Terminal in Thailand, Indonesia, Malaysia and Taiwan.

With this endeavor Hitachi-Omron Terminal Solutions hopes to continue to expand Cash Deposit ATM business and create efficient cash management with cash recycling technology in India.



For more information about the Hitachi-Omron Terminal Solutions, please visit the website at <http://www.hitachi-omron-ts.com>

For more information about ATM & Self Service Terminals, please visit the website at <http://www.hitachi-omron-ts.com/products/jidouki/index.html>

## ➤ Pink Ribbon Walk for Awareness on Breast Cancer

Pink Ribbon Walk for Awareness on Breast Cancer was organized at Gujarat's leading hospital "Samved Hospital" in Ahmedabad.

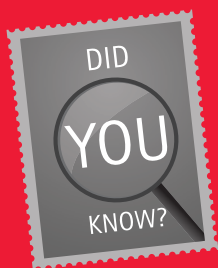
Pink Ribbon Walk is well identifiable across the world: its main aim is to bring awareness of breast cancer in the society and support breast cancer survivors / fighters; and its mission is to eradicate breast cancer as a life threatening disease.

Hitachi Home & Life Solutions (India) Pvt. Ltd. (HHLI) participated in this Pink Ribbon Walk and contributed in this noble cause to help women become aware about breast cancer and the importance of regular checkup of breast cancer related symptoms. HHLI volunteers also distributed caps to all participants.

The walk was for 3 kms and the participants walked with banners on the awareness of breast cancer.

At the end of the walk, women (who are the fighters/survivors of this disease) shared their experiences of how they fought the disease and are now living a wonderful life.





- 1) Some key collaborations in mid '50s:
  - a. With GE for STEAM TURBINE GENERATORS;
  - b. With Westinghouse for TRANSISTORS/CROSS BAR X-CHANGES;
  - c. With Phillips for TV RECEIVERS;
  - d. With Blaw Knox for STEEL MILLS;
- 2) Hitachi made the Tokyo monorail in 1964 when it was also part of the developer consortium in the initial stages. The monorail is still operational and runs between Hamamatsu-cho and Haneda Airport.
- 3) Hitachi had a technical collaboration with Radio Corporation of America (RCA) for a host of ELECTRONIC ITEMS TV. By 1973, Hitachi had R&D in place and was solving problems like COLOR CORRECTION USING MULTI-LENSES for RCA. Hitachi was donning a role of a co-technology player with RCA.

<http://www.hitachi.co.in/>

CIN No. U52190DL1997PTC085419

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Issued by: Corporate Communications Group, Hitachi India Pvt. Ltd.