

News Release

FOR IMMEDIATE RELEASE

Contacts:

India Sarojini Ujlayan
BUZZ Communications Pvt. Ltd.
+91-11-4359 6661
+91 98100 06148 (Mobile)
sarojini@buzzcomm.in
Achal Paul
BUZZ Communications Pvt. Ltd.
+91-11-4359 6662
+91 98101 62377 (Mobile)
achal@buzzcomm.in

Japan: Tadashi Hisanaga
Hitachi, Ltd.
+81-3-5208-9324
tadashi.hisanaga.qd@hitachi.com

**Hitachi Receives 58 Elevators Order
for Residential Project “Crescent Bay” in Mumbai, India**

Mumbai, India, February 16, 2015 – Hitachi, Ltd. (“Hitachi” / TSE: 6501), 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, today announced that they have been awarded an order for 58 units of elevators from L & T Parel LLP for their premium residential project “Crescent bay” in Mumbai, India.

“Crescent Bay”, a 6 tower luxury residential project is strategically located at Parel in Mumbai. It has been acknowledged as one of the best designed residential projects in the country, winning awards of "Residential project of the year-2014" and "Best design and internal layout (Mumbai) award". The residential project offers a tranquil setting with the Arabian sea as its backdrop offering world class amenities like a Sky Deck with jogging track at 300 ft, a club house replete with a swimming pool, squash and badminton courts, indoor game room besides a host of fitness and lifestyle amenities.

The order 58 elevators includes 46 units of 4 m/sec high speed elevators, making it one of the largest high speed elevator orders of this type for Hitachi and 12 units of medium speed shuttle lifts which will be to cater for residents load from the parking area provided in each tower. These elevators will be equipped with advanced

technology, such as earthquake operation functionality, which enables lifts 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 during different load conditions. The cars 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 operating elevator cars at equal time intervals while 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. Moreover, the cars will be designed aesthetically with etched stainless steel mirror.

Hitachi established Hitachi Lift India in January 2008 and began full scale operations in the elevator and escalator market. Since then it has secured 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 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 peed	4m/sec	1.5m/sec
Capacity	1,150 kg	630 Kg	1,600 kg
Units	35 units	12 units	11 units
Special Features	Advanced Future reference trajectory predicting control system, Earthquake sensors, Aesthetically designed cabins.		

Outline of Crescent Bay Project

- Developer : L & T Parel LLP
(A Joint venture of L & T Realty and Omkar Realtors)
- Location : Bhoiwada Parel, Mumbai, India
- Floors : Tower 1 - G ~ 39 upper floors + 1 Service Floor
Tower 2 – G ~ 41 upper floors + 2 Service Floors
Tower 3 – G ~ 44 upper floors + 2 Service Floors
Tower 4 – G ~ 47 upper floors + 2 Service Floors
Tower 5 – G ~ 52 upper floors + 2 Service Floors
Tower 6 – G ~ 51 upper floors + 2 Service Floors
*all tower have 5 Podium and Amenity floors



External View of Crescent Bay

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 2013 (ended March 31, 2014) totaled 9,616 billion yen (\$93.4 billion). Hitachi is focusing more than ever on the Social Innovation Business, which includes infrastructure systems, information & telecommunication systems, power systems, construction machinery, high functional materials & components, automotive systems, health care and others. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

###