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India Business Support Centre (IBSC), Hitachi India Pvt. Ltd.

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1. Message from Chief Executive for Asia



We are happy to bring you the 2nd edition of the Hitachi India newsletter. As you know, we welcomed President Nakanishi in FY 2010 which is Hitachi's centennial year and he wants to shift the company from being defensive to offensive. Now we should remind ourselves of our fundamental credo "contributing to the society through our technologies" and founding ideas of "harmony", "sincerity" and "pioneering spirit". They are the foundations of CSR. So, our mission is to tackle social and environmental issues through our business based on this philosophy. In order to illustrate our CSR in India, we will take up the challenge to solve Indian fundamental issues while incorporating stakeholders' demands. President Nakanishi talks about fusing CSR and business strategy. Only a company adapting to its society can implement sustainable business. I am happy to share here some activities that re-confirm this awakening at Hitachi.

2. Our Materiality

a

Sustainable Business Growth



Contributing to the development of workshop curriculum at Indian Institute of Technology Hyderabad by Hitachi India Pvt. Ltd.

Based on the request from Indian Institute of Technology (IIT) Hyderabad, a leading institute for study and research in science and technology, a delegation from Hitachi Institute of Monozukuri Skills & Engineering visited the Hyderabad campus to check on the existing program's content, to understand the Institute's objectives and then to accordingly provide advice for further development of academic curriculum. Hitachi delegates met with the faculty in charge of the workshop program. Identifying the need to make the workshop element of the undergraduate program more interesting, the Hitachi

offered concrete examples of how to enhance students' enthusiasm. Students from IIT go on to assume leadership positions in academia, industry and Government in India and the world. Therefore it is hoped that through such advice, Hitachi can contribute to enhancing standards of Monozukuri in India, thereby raising the quality of products available to society.

Hitachi Data Systems introduces Storage Capacity Reclamation Guarantee program

Hitachi Data Systems (HDS) Corporation announced the Storage Capacity Reclamation Guarantee program in January 2010. The program offers customers around the world the ability to reduce their storage capacity by 50 percent or more by using Hitachi virtualization technologies. By reducing storage capacity, HDS lowers customers' operational costs through simpler storage management, including more efficient use of resources and space. Additional savings are realized through reduced power and cooling costs and by avoiding unnecessary purchases of frames and drives. As the leader in storage virtualization and thin provisioning, HDS offers Hitachi Dynamic Provisioning software to help customers reclaim storage that is stranded due to traditional thick provisioning processes. HDS has helped its customers realize more than 65 percent reduction in storage capacity by applying these best practices in cost savings.

b

Environment

Hitachi Koki's power saving devices

Hitachi Koki's new pure fire engines achieve 70% lower emissions and 40% less fuel consumption and over 50% less CO exhaust. These are environment friendly, healthy and suitable for prolonged use. Some of the pure fire engine driven tools sold in India are the CS33EB (chain saw) and CG40EAS (brush cutter).

In addition, 9 of 14 models of cordless tools sold in India as standard models contain lithium ion batteries. Lithium Ion Battery driven tools are environmentally friendly because - they extend longer life than conventional Nickel Cadmium or Nickel Metal Hydride batteries and do not contain Cadmium. Hitachi Koki India is also actively promoting recycling of used batteries and has recently sent more than 700 batteries for recycling.



c

Human Welfare

Support for school meals by Hitachi Data Systems (HDS)

In December 2009, more than 40 employees of HDS' Indian offices in Bangalore, Mumbai and Delhi made a donation to an India-based Non-Government Organization (NGO). They choose Akshaya Patra, an NGO that encourages underprivileged pupils to go to school by providing them with nutritious school meals as a measure to deal with the country's major issues of hunger and education. After receiving the donation worth more than Rs 47,000 (about US\$ 1,000), the NGO sent a representative to HDS to give a presentation to the employees and their family members on how the money was going to be used. It was the company's first donation to Akshaya Patra and they are planning to continue donating at least once a year.

**Corporation Bank loan mela cum artisans' training at Cuddalore (Tamil Nadu) by Hitachi Koki**

Hitachi Koki's Chennai Branch organized a Corporation Bank loan mela cum artisans' training at Cuddalore in Tamil Nadu. S. Krishnan, Branch Manager, arranged a quality display of their products which highlighted the tools features and benefits. Artisan's were able to interact with the Hitachi Power tools range. The sales team comprising A. Bakthivelu and E. Senthilkumar gave the artisans live demonstrations and training in tools selection, maintenance and safety aspects of Hitachi Power tools range. This meeting was attended by over 100 artisans. Among those attending, 22 artisans have received the Corporation Bank loan sanction letter and Hitachi tools.

**Blood donation at Hitachi Transport System**

Hitachi Transport System employees participated for the 2nd time in a blood donation camp organized by the Rotary Club on June 18, 2010. The 1st blood donation camp was held on July 10, 2009. The overwhelming response of the employees has encouraged Hitachi India to organize a blood donation camp where all Hitachi group employees will participate.



d

Compliance

**Compliance Training programs by Hitachi India Pvt. Ltd.**

To comply with Hitachi's Corporate Ethics and Compliance Handbook on the observance of all related laws and regulations governing imports and exports, the Legal and Compliance Department of Hitachi Asia held a half-day export control seminar on January 11, 2010 in Delhi. The seminar focused on export control regulations and compliances for the employees of Hitachi group companies in India. Participants had an overall view of the export control laws and regulations in India, and how to comply with such laws and regulations. The seminar emphasized that exercising due diligence will reduce the risk of violations. In addition, Hitachi Ltd's global directive to overseas Hitachi companies on export control compliance was also conveyed.

