

News Release

FOR IMMEDIATE RELEASE

Hitachi Receives Batch Order for 14 Elevators for Nathani Heights Residential Project in Mumbai, India

*Order to Include One of the Fastest Elevators in India**

Mumbai, India, May 28, 2014 – Hitachi, Ltd. (“Hitachi” / TSE: 6501), Hitachi Elevator Asia Pte. Ltd. (“Hitachi Elevator Asia”), 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 a batch order for 14 units of elevators. This order includes 4 units of 6m/sec ultra-high speed elevators, which will be some of the fastest elevators in India. These ultra-high speed elevators will be installed in a premium 72-story residential project known as Nathani Heights, which will be located in Mumbai.

Nathani Heights, is scheduled for completion in 2016 and will be located in the upmarket Mumbai Central area, which is on the west coast of India. The 72-story residence will be one of the tallest residential buildings in Mumbai. In addition to the residential units, the luxury complex will also include a commercial facility, a fully equipped gym, a swimming pool, a mini theatre and other amenities.

Hitachi’s 6m/sec ultra-high speed elevators will be equipped with many state-of-the art features including 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. Another feature, Hitachi’s “Destination Floor Reservation System,” enables users to register their destination floors in advance before the car arrives so that elevators can be allocated to users based on their destination floors. By combining passengers going to the same destination floors, this system alleviates congestion and increases overall vertical transport efficiency in the building. The building will also have several other high speed elevators including a 4m/sec speed glass lift, which will be the fastest scenic type elevator of its kind in India.*

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 equipment 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, Ahmedabad and has plans for expansion to other cities.

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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 centers. It will continue to offer safe, comfortable and high quality products to the rapidly growing Indian market.

* Hitachi internal data as of May, 2014

Outline of specifications for the elevators ordered*

Item	Residential			Retail
	Passenger Lifts	Glass Lift	Passenger/Service Lifts	Passenger Lifts
Rated Speed	6m/sec	4m/sec	4m/sec	1m/sec
Capacity	1,600kg	2,000kg	1,150kg ~1,500kg	600kg ~1,000kg
Units	4 units	1 unit	6 units	3 units

*Destination Floor Reservation System provided for 4 units of 6m/sec elevators

Outline of Nathani Heights Project

- Building Usage : Residence, Retail, Parking
- Group : Nathani Supariwala Realty
- Location : Mumbai Central, Mumbai India
- Floors : B, G, 1st, 2nd floors (Retail outlets), 5 levels (Parking Floors), 8th floor (Recreational Level), 9th floor (Service level), 10th~38th (Habitable Floors), 39th~40th (Amenity Floors), 41st~72nd (Habitable floors), Terrace with Crown



External View of Nathani Heights

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>.

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