

FOR IMMEDIATE RELEASE

Hitachi Secures Elevator Order from a 5-Star Hotel in India

Tokyo, Japan, October 4, 2011 --- Hitachi, Ltd. (NYSE: HIT / TSE:6501, "Hitachi") today announced that Hitachi Elevator Asia Pte. Ltd. (Managing Director: Yusuke Takahashi), which oversees the Hitachi Group's elevator and escalator business in the Southeast Asia, India, and Middle East regions, in collaboration with Hitachi Lift India Pvt. Ltd. (Managing Director: Osamu Kubo), an elevator and escalator sales and service company in India, have secured a batch order for 19 elevators from Aria Hotels and Consultancy Services Pvt. Ltd. (Chairman and Managing Director: Sushil Gupta), which builds and operates luxury hotels in India. These machine room-less elevators⁽¹⁾ will be installed in the JW Marriott Aerocity Hotel, a five-star hotel⁽²⁾ currently under construction in New Delhi.

India, which maintains an annual economic growth rate of approximately 8%, has in recent years seen an increased demand for hotel rooms with the growing number of business travelers and tourists from both within and outside the country. The JW Marriott Aerocity Hotel, where the new elevators will be installed, is currently under construction near the Indira Gandhi International Airport. It will have seven floors above ground and three floors underground, and is scheduled for completion in the middle of 2012. "JW Marriott" is one of the luxury hotel brands being rolled out by the Marriott International, Inc. This is the first time Hitachi will be supplying elevators for a five-star hotel in India.

The new order is for 19 machine room-less elevators, including 16 units capable of carrying a 1,600 kg load (passenger capacity: 21 persons). In order to provide the high levels of safety and peace of mind demanded by a luxury hotel, six main elevators will be equipped with surveillance cameras to constantly monitor conditions inside the cars, as well as card authentication devices to limit access to guest room floors. In addition, to further increase user convenience, the cars will be equipped with LCD displays that will broadcast messages from the hotel to the

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users, information about facilities of the hotel and so on. Hitachi Elevator Asia, which manufactures the equipment in Singapore, began shipments in August 2011, and on-site installation is managed by Hitachi Lift India.

Hitachi established Hitachi Lift India in January 2008, and began full-scale operations in the Indian elevator and escalator market. Since then, it has secured orders for more than 400 units, including high-speed elevators for luxury residences, offices, and hotels. Hitachi is also making efforts to further strengthen the rollout of its elevator and escalator business in Southeast Asia, India, and the Middle East regions. As part of these efforts, Hitachi Elevator Asia was established in Singapore in October 2010 to oversee Hitachi's elevator and escalator business in these three key regions. Hitachi will continue to actively expand its elevator and escalator business, offering a broad lineup of products in India and other overseas markets that are expected to demonstrate an increasing demand for elevators and escalators, from production model elevators and escalators to Hitachi's unique high speed and large capacity elevators.

Hitachi is focusing on accelerating the global development of the Social Innovation Business, which is made up of social infrastructure supported by highly reliable and highly efficient information and telecommunications technology. In line with its "New Globalization Plan" ⁽³⁾, the company has identified India as a fifth key management area for further business expansion in India.

Notes

- (1) Machine room-less: Refers to a type of elevator in which the traction machine and control panel are installed within the hoistway. Because machine room-less elevators do not require a machine room to house the traction machine (hoist) or control panel, as in the case of conventional elevators, they are less susceptible to limitations on installation locations, and construction space can be used more efficiently.
- (2) Certified by the Government of India, Ministry of Tourism
- (3) New Globalization Plan: <http://www.hitachi.com/New/cnews/110608a.html>

Outline of Elevators Ordered

Item	Specifications	
Application	Passenger/Service	Passenger/Service
Rated speed	60-105 m/min.	60 m/min.
Rated load	1,600 kg	450 - 1,350 kg
Persons	21 persons	6 – 18 persons
Number of elevators	16	3

Outline of JW Marriott Aerocity Hotel (please see attachment)

Type of facility : Hotel
Location : Asett-4, Hospitality District, Near International Airport
New Delhi, India
No. of guest rooms : 523
No. of floors : 7 above ground; 3 underground

About Hitachi Elevator Asia Pte. Ltd.

Hitachi Elevator Asia Pte Ltd. was established in December 1972 as an overseas service base for sales installation and maintenance of our Elevators, Escalators and Moving SideWalks in Singapore. Hitachi Elevators, Escalators and Moving SideWalks have been transporting people safely and efficiently since the first elevator was put into service in 1932. Since then, Hitachi has continuously strived to provide better, faster and more energy-efficient products in the market. Apart from our high standards of quality assurance, Hitachi continues to provide our trademark excellent service, before and after-sales. For more information on Hitachi Elevator Asia, please visit the company's website at <http://www.hea.hitachi.com.sg>

About Hitachi Lift India Pvt. Ltd.

Hitachi Lift India Pvt. Ltd. was established in January 2008 as an overseas service base for sales, installation and maintenance of our Elevators, Escalators and Moving SideWalks in India. For more information on Hitachi Lift India, please visit the company's website at <http://www.hitachi-lift.co.in/>

About Hitachi, Ltd.

Hitachi, Ltd., (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with approximately 360,000 employees worldwide. Fiscal 2010 (ended March 31, 2011) consolidated revenues totaled 9,315 billion yen (\$112.2 billion). Hitachi will focus more than ever on the Social Innovation Business, which includes information and telecommunication systems, power systems, environmental, industrial and transportation systems, and social and urban systems, as well as the sophisticated materials and key devices that support them. For more information on Hitachi, please visit the company's website at <http://www.hitachi.com>.

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(Attachment)



External View of JW Marriott Aerocity Hotel

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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.
