Panasonic initiatives in India

Panasonic ideas for life

Vision Looking to the 100th Anniversary of Our Founding
(創業100周年ビジョン)

No.1 Green Innovation Company in the Electronics Industry

Make the “environment” central to all of our business activities and bring forth innovation

Green Life Innovation
Realizing Green Lifestyles to Enrich People’s Lives

Green Business Innovation
Realizing the Greatest Possible Reduction in Environmental Impact and Proposing Ideas
Company Outline

Name: Panasonic India Pvt. Ltd. (PI)

Head Office: ABW Tower, IFFCO Chowk, Sector 25, Gurgaon - 122001, Haryana, India

President: Daizo Ito

Established: July, 2006

Sales Growth Trends

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Growth (INR 1 billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>15.5</td>
</tr>
<tr>
<td>2009</td>
<td>22.0</td>
</tr>
<tr>
<td>2010</td>
<td>33.4</td>
</tr>
<tr>
<td>2011</td>
<td>44.5</td>
</tr>
<tr>
<td>2012</td>
<td>60.0</td>
</tr>
</tbody>
</table>

FY12 target: INR 105 billion

Branch & Service Network Growth Trends

<table>
<thead>
<tr>
<th></th>
<th>FY09</th>
<th>FY11</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Branches</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>Service Network</td>
<td>288</td>
<td>1048</td>
</tr>
<tr>
<td>No. of Maguchi</td>
<td>520</td>
<td>11,193</td>
</tr>
</tbody>
</table>

Bollywood brand ambassadors

AV Products mainly Viera

Mr. Ranbir Kapoor

HA Products

Miss. Katrina Kaif

Panasonic ideas for life
### Sports Sponsorship

#### Cricket

- Deh Da redevís official sponsor
- Signing ceremony

No. 1 sport in India and many fun nation wide. Big nation wide TV coverage especially IPL period.

#### Football

- National team official sponsor
- Signing ceremony

Football become popular in India and is the 2nd popular sport. Some of areas such as East/South have many fans already.

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### India - Our New Production Base

A new manufacturing base will be established in Jhajjar, Haryana starting Dec. 2012.

Initial production to be of Air-Conditioners, Washing Machines and Welding Systems.

#### Outline

<table>
<thead>
<tr>
<th></th>
<th>December, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start of Operation</td>
<td>December, 2012</td>
</tr>
<tr>
<td>Total Area</td>
<td>300,000 m²</td>
</tr>
<tr>
<td>Investment Value</td>
<td>INR 10 billion</td>
</tr>
<tr>
<td>New Employment</td>
<td>10,000 persons (by the end of 2012)</td>
</tr>
</tbody>
</table>

#### Manufactured Products

- Air Conditioners
- Washing Machines
- Welding Systems

(SAC) (Fully Automatic) (Welding Robot)

\(<\text{The site under construction (as of June, 2012)}>\)
Initiatives Areas in India

Develop business focusing on water

Product range suited to actual local lifestyle

Look to B to G and B to B in addition to B to C

Provide energy-saving and cost-saving products

Corporate - R&D Center in India

Establishment

PRDCI (Panasonic R&D Center India) under PI

Gurgaon, Haryana India on May 2011

Mission

Proceed application development by collaboration with
- Indian university
- IT development company
- Other R&Ds

Policy

Ensure field excellence, target aggressively, contribute to Indian society
Open Innovation: Univ. Collaboration

R&D activities for

- Energy
- Environment
- Healthcare

Lifestyle proposals for India for 2018

“Eco-balanced Growth”
Lifestyle proposals for India for 2018

In an Eco & Economical House, inverters, heat pumps, and other energy-saving appliances developed by utilizing our environmental technologies as well as equipment to save and recycle water will be utilized.

In wealthier households, solar power generation facilities and energy/water management systems will also be proactively used.
Promote ‘eco ideas’ Relations

Bringing forth a wave of revolution with stakeholders

Investors
Customers
Procurement And Logistics Partners
Experts
Governments
Local Communities
International NGOs
Research Institutions

Thanks for your attention!

Panasonic Group strives to be a Green Innovation Company with global perspective