

Panasonic initiatives in India

July 23, 2012

Panasonic Corporation
Overseas R&D Promotion Center

Yoshikuni Hirayama

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

Panasonic ideas for life

Panasonic India Outline

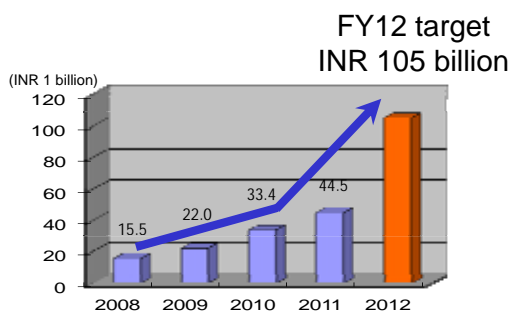
(パナソニック インドの概要)

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



Branch & Service Network Growth Trends

	FY09	FY11
No. of Branches	9	25
Service Network	288	1048
No. of Maguchi	520	11,193

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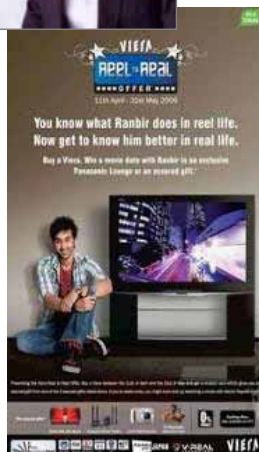
Bollywood brand ambassadors

(ボリウッド ブランド大使)

AV Products mainly Viera



Mr. Ranbir Kapoor
(No.1 actor)



HA Products



Miss. Katrina Kaif
(No.1 actress)



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Sports Sponsorship

(スポーツ後援)

Cricket

Delhi Dare devils 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)

(Suggested by Dr. Dua)



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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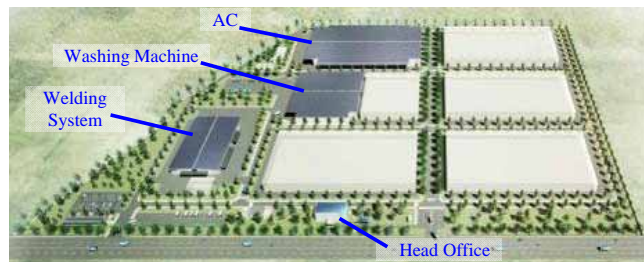
India - Our New Production Base

(インドにおける新生産拠点)

- 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

Start of Operation	December, 2012
Total Area	300,000 m ²
Investment Value	INR 10 billion
New Employment	10,000 persons (by the end of 2012)



<The site under construction (as of June, 2012)>

Manufactured Products

Air Conditioners Washing Machines Welding Systems



(SAC)



(Fully Automatic)



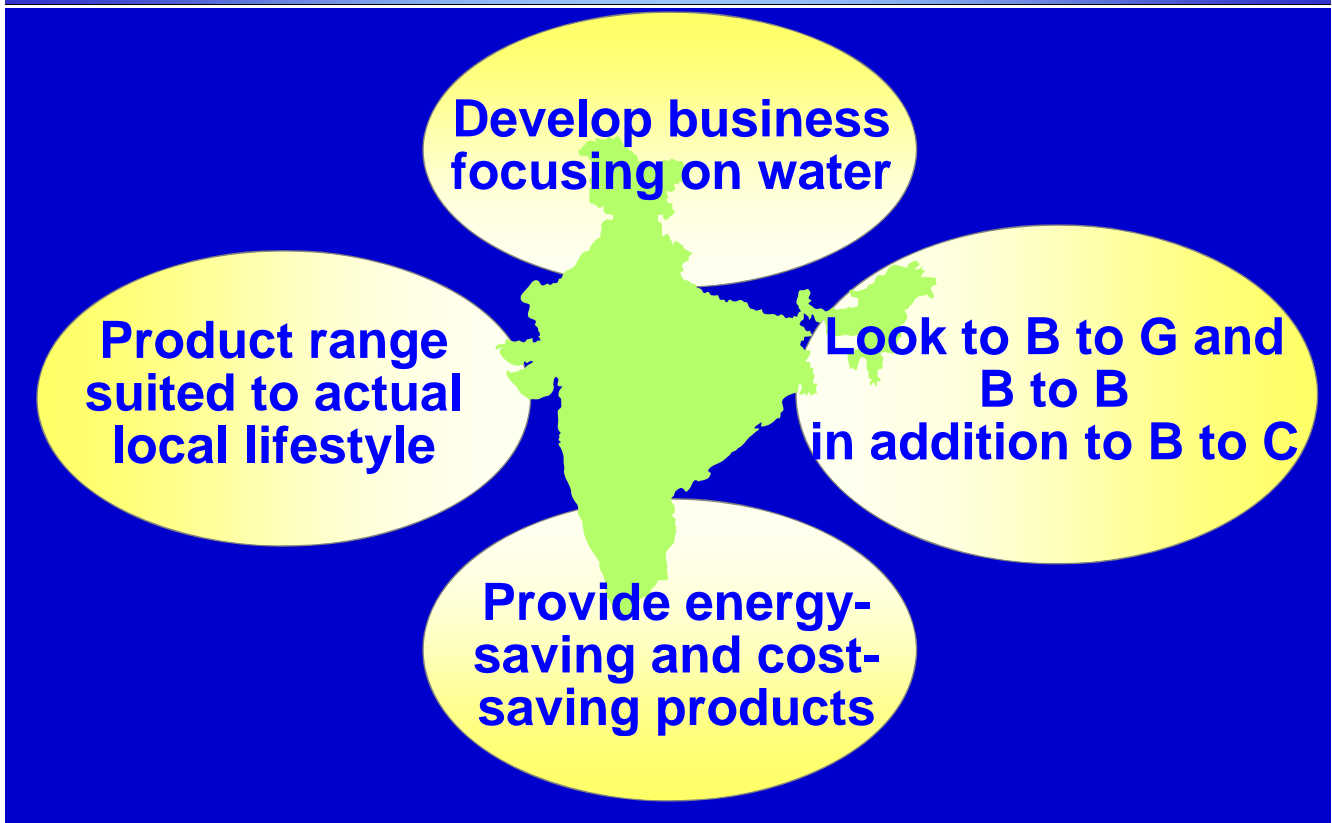
(Welding Robot)



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Initiatives Areas in India

(インドにおける活動領域)



Corporate - R&D Center in India

(インドにおける本社R&Dセンター)



Organization

PRDCI (Panasonic R&D Center India) under PI

Establishment

Gurgaon, Haryana India on May 2011

Mission

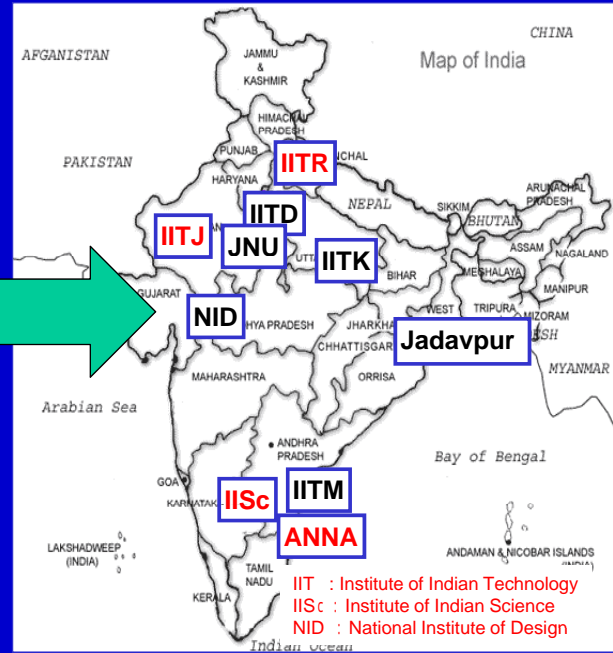
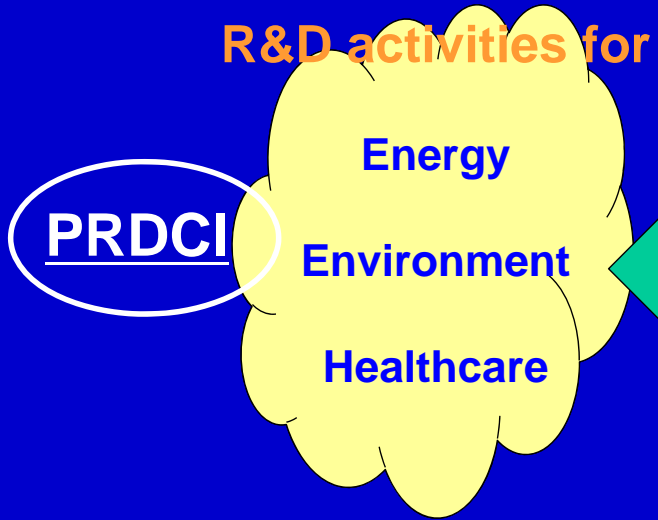
Proceed application development by collaboration with

- Indian university
- IT development company
- Other R&Ds

Policy

Ensure field excellence, target aggressively, contribute to Indian society

Open Innovation: Univ. Collaboration (産学連携でのオープンイノベーション推進)



Lifestyle proposals for India for 2018 (2018年のインドでのライフスタイル提案)

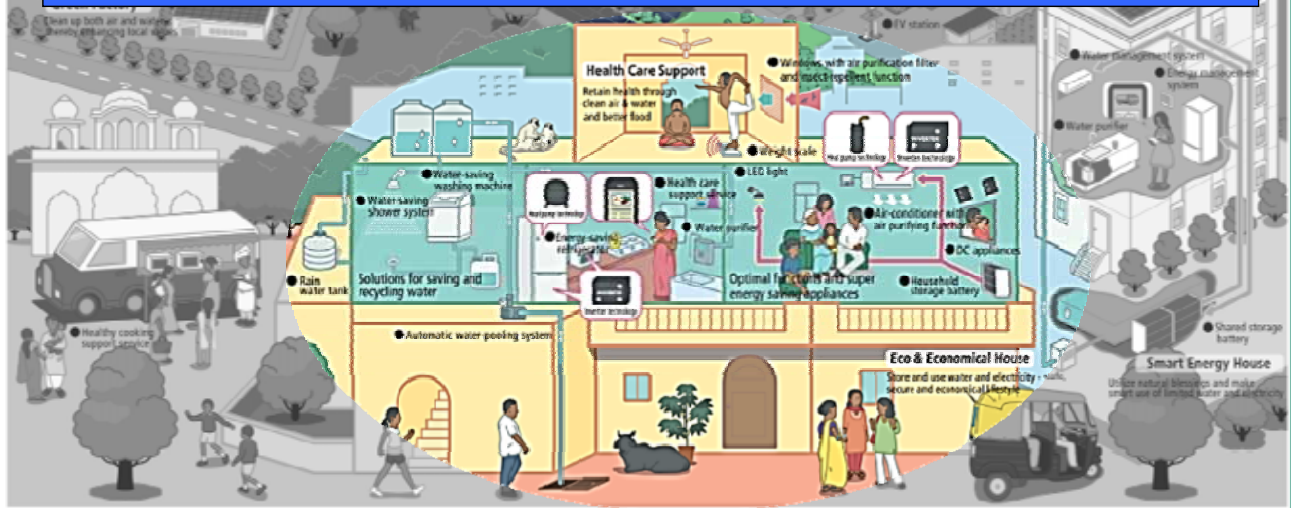
“Eco-balanced Growth”



Lifestyle proposals for India for 2018

(2018年のインドでのライフスタイル提案)

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.

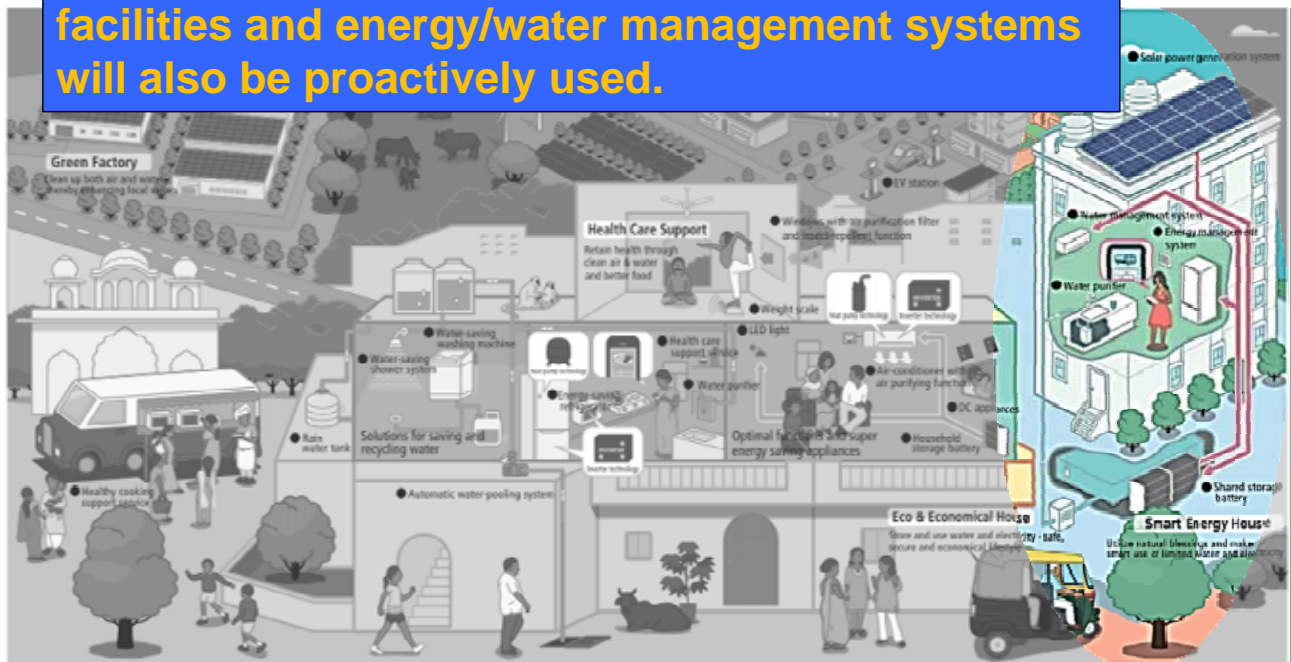


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Lifestyle proposals for India for 2018

(2018年のインドでのライフスタイル提案)

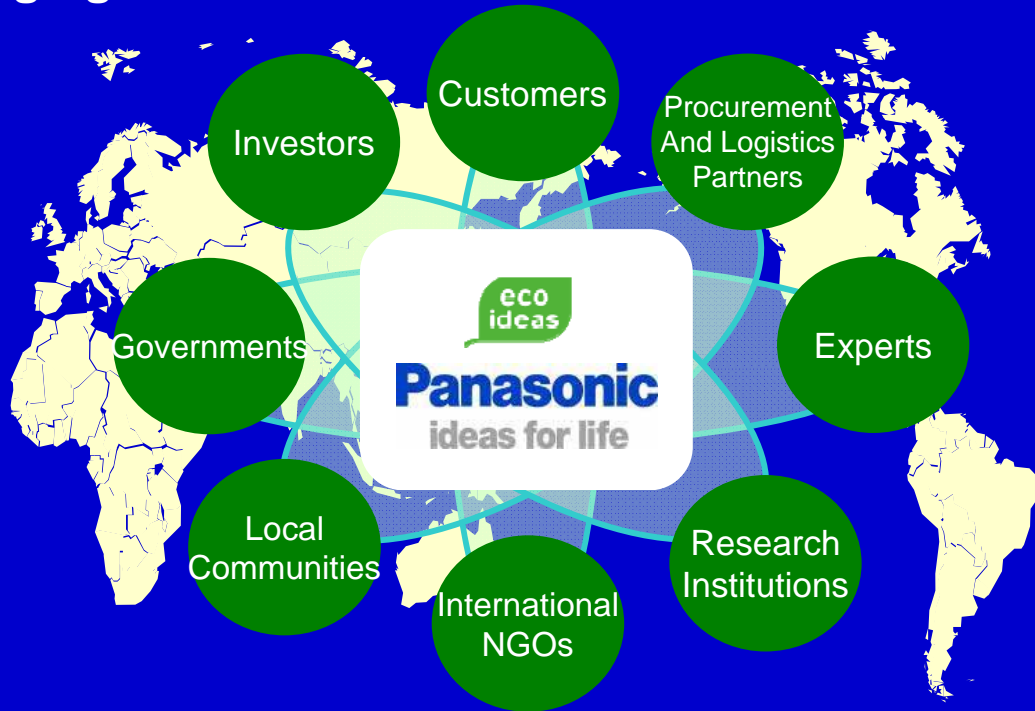
In wealthier households, solar power generation facilities and energy/water management systems will also be proactively used.



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Promote 'eco ideas' Relations (eco ideas の推進)

Bringing forth a wave of revolution with stakeholders



Thanks for your attention!



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