

Panasonic to Expand Appliances Business in India

Osaka, Japan - Panasonic Corporation today announced that it will start the local production of refrigerators and strengthen its R&D functions in India. The company aims to expand its appliances business in the South Asian country by accelerating the localization of R&D, production and sales activities to develop products that match the local needs.

Panasonic started local production with rice cookers from 1990, TVs from 1996 and air conditioners from 2013 to address the growing demand in the market. Keeping in mind the rising demand for value-added refrigerators, the new factory has been set in the premises of Technopark in Jhajjar, Haryana. It will have an annual production capacity of approx. 500,000 units and will be operational starting November 2017. It will manufacture refrigerators with unique features such as energy-saving, long-lasting freshness and design. Sales for the same will commence from April 2018 in India.

Panasonic will also establish the India R&D Center in Appliances Company India consisting of two technical divisions to accelerate the product development and to realize locally fit products. It will strengthen the design division targeting the complete local product development process in India.

The company will also establish the design division in Bangalore in April 2017 in partnership with Tata Elxsi. Through this division it will develop technologies such as artificial intelligence and robotics applicable to appliance products not only for India but also for Japan and global markets.

[Refrigerator Factory]

Location	Technopark, Panasonic India Pvt. Ltd. Industrial Plot No.1 Village Bid Dadri, Jhajjar-124 103. Haryana, INDIA		
Production	Refrigerators	Production Capacity	Approx. 500,000 units/year

[India R&D Center]

Design Division of Appliances Company India

Operation	Product design for India and surrounding countries (air-conditioners, washing machines and refrigerators)
Location	Technopark, Panasonic India Pvt. Ltd. Industrial Plot No.1 Village Bid Dadri, Jhajjar-124 103. Haryana, INDIA

Offshore Development Division

Operation	Development of core technologies applicable to Japan and other regions		
Location	ITPB Road, Whitefield, Bangalore 560 048, Karnataka, INDIA		
Outsourcing	TATA ELXSI LIMITED	Operation Start	April, 2017

About Appliances Company India

Division Managing Director : Hisao Yamane

Location: Technopark, Panasonic India Pvt. Ltd. Industrial Plot No.1 Village Bid Dadri, Jhajjar-124 103. Haryana, INDIA

Establishment: December, 2010

Production: Air-conditioners, Washing Machines(Production/Sales), Refrigerators(Sales)

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 474 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.553 trillion yen for the year ended March 31, 2016.

Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic:

<http://www.panasonic.com/global>.

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