

May 20, 2019

Panasonic Launches Comprehensive Showroom for Residential Materials such as Kitchens in India

The company will increase the number of franchise stores offering its kitchens to bolster its housing material business



Exterior



Kitchen



Kitchens



Bathroom



Closet



Exterior walls

Osaka, Japan - Panasonic Corporation opened its first comprehensive showroom for residential materials such as kitchens in Bangalore, India on May 17, 2019. To expedite its residential material business in the country, the company will also increase the number of franchise stores for kitchens this fiscal year that ends March 2020 (FY 2020), mainly in South India and West India.

Panasonic has been strengthening overseas expansion of the housing business that includes housing equipment and construction materials such as kitchens, baths and toilets. For the global market, the company is offering products that solve problems of each market, with different levels of maturity. In response to such needs as industrialization, aging and high functionality, the company is reinforcing the sales distribution network and collaborating with partners. The establishment of the new showroom and expansion of franchise stores in India is part of the initiatives aimed at ramping up the sales distribution network.

In India, the housing market is expanding due to rising income level and population influx into urban areas. New housing starts total approximately eight million per year and demand is expected to continue increasing mainly in urban areas. In order to meet such a strong demand, Panasonic started test marketing of its kitchens in Bangalore from July 2017, proposing its ideas for architects and interior designers.

With the aim to enhance its proposals for kitchens and other residential materials, Panasonic has set up the new showroom primarily for interior designers as well as developers and general customers. The two-story showroom consists of seven variations of kitchen space, embodying the diverse design, functions and quality that Panasonic has developed in order for its customers in India to experience new life. In the showroom, customers will also find residential materials such as interior doors, exterior walls and showers designed for the elderly. Furthermore, they will be able to try Panasonic's fully automatic cleaning toilet "Alauno" - popular in the Japanese market - which is installed in the toilet room.

Panasonic will continue to propose comfortable living space through its residential material business, centering around kitchens in India, contributing to achieving a new lifestyle and a more comfortable and secure society. Moving forward, the company will increase franchise stores to 11 in FY 2020, and aim for sales of residential materials of 10 billion yen in India by FY 2026.

<Showroom overview>

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| Name | Panasonic Living Showroom Indiranagar |
| Opening date | May 17, 2019 |
| Location | Bangalore, India |
| Exhibition space | Two-story building with an area of approx. 400m ² |
| Main display products | kitchen, Alauno (toilet), washbasin, interior door, flooring material, shower, shoes and clothing storage |

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, and B2B businesses. The company, which celebrated its 100th anniversary in 2018, has expanded globally and now operates 582 subsidiaries and 87 associated companies worldwide, recording consolidated net sales of 8.003 trillion yen for the year ended March 31, 2019. 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, visit <https://www.panasonic.com/global>.

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