

Haier Launches First Refrigerator Manufacturing and R&D Facility in India

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Haier, the largest manufacturer of refrigerators worldwide*, today announced the launch of its first manufacturing facility in India as part of the company's plans to expand operations in the country. The new manufacturing facility is located at Ranjangoan in Pune district of Maharashtra. Spread over 40 acres of land, the plant currently has capability to manufacture Refrigerators, CTVs and Washing Machines. Haier is upgrading the new facility with state-of-the-art equipments to create a Research & Development facility for refrigerators. The facility has been acquired as a part of Purchase of Appliances Business of Anchor Daewoo Industries Limited by Haier India.

Haier initially plans to manufacture its wide range of refrigerators at this facility in Pune. The facility would enhance the overall capacity of Haier and would enable the company to increase its customer reach and enforce its commitment to providing advanced quality products in the India as well as in the global market. The facility is expected to have a headcount of over 500 people (including contract workers) and the company may look at recruiting more people in various capabilities as it commissions to its full capacity.

According to Mr Shi Zhiyuan, Managing Director, Haier Appliances (India) P. Ltd., *'Haier's target is to become one of the prominent player in the Indian market in the coming few years, we wish to achieve this by following the localization strategy, where R&D, manufacturing & marketing activities are carried out as per local way. During our presence in last three years, we had been able to localize product development and marketing. This acquisition is our next step in local manufacturing strategy, where earlier we had been using third party vendors for producing for us, but with this acquisition, we would be able to achieve even better quality levels, faster response time, cost advantages and would be able to meet market demands and requirements in a more efficient manner.'*

According to Mr. Pranay Dhabhai, Whole Time Director and COO, Haier Appliances (India) P. Ltd. *'India is a key market for Haier's global operations and the launch of our manufacturing and R&D unit investment is a reiteration of Haier's long-term commitment to the Indian market. Haier sees India as a strategically important market and we may expand current capacities in the near future and are poised for high speed growth in the coming quarters.'*

He adds that, *'The manufacturing and R&D facility will also help us in creating India centric products and provide the best buying experience to our valued consumers in India and the region at large but also emphasizes Haier's India's strengths and world-class capabilities to deliver products to our global and Indian clients. The setting up of this facility enforces our vision and focus of expanding into premium products. This move will definitely give us an edge over other players in terms of production'*

Recognizing the growing role of India as an important market and emerging global business destination, critical to its global growth. The company foresees continued growth and expansion in

the coming few years globally driven by it's operations in India and hopes to realign India's strengths and world-class market capabilities to deliver services to its customers.

Mr. Pranay Dhabhai further added, "*Haier's strategy has always been to grow at a consistent and steady pace. Our primary commitment has always been to deliver premium quality products to our customers with the most ideal combination of quality, cost and delivery options through a huge network of service centers. This complete dedication to quality and delivery has helped us launch our manufacturing and R&D facility in Pune to gain rapid momentum in the Indian market.*"

_ source from Fuji Keizai 2006

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About Haier Group

The Haier group was set up in 1984 in Qingdao of China. In just over two decades as per Euromonitor Statistics of 2003, Haier was ranked as the 2nd largest Home Appliances brand in the world. The group has emerged as a top multinational, manufacturing a wide range of home appliances and consumer electronics products with 15 Industrial Parks globally including USA, Europe, Middle East, Africa, and South Asia other than its robust presence in China. The company has its marketing and sales network in 168 countries around the world, and in 2006, the group turnover aggregated **US\$ 13.9 billion**. The product range comprises of over 15,100 models in 96 categories. Continuous innovation is the soul of Haier's corporate culture, Haier has been widely recognized as a leader of 9 products in terms of domestic market shares and the 3rd player of 3 products in the world market and world-class company in the fields of home integration, network appliances, digital and large scale integrated circuits and new materials. Haier has long attached significance to innovation in satisfying the demands of worldwide consumers and realizing win-win performance between Haier and clients. Haier has currently obtained more than 7,000 patented technology certificates and 589 software intellectual property rights. Haier has hosted and taken part in modification of about 100 technological standards. Haier technology of safe care water heaters and dual drive washing machines has been proposed to the IEC Criteria.

About Haier India

Haier India is 100 per cent subsidiary of Haier Group, which started its commercial operations in

January 2004. In India the company's product range includes Haier colour televisions, refrigerators, washing machines, air conditioners, microwave ovens, clothes dryers, dishwashers, DVD players and home theatre systems. Planet Haier, the company's exclusive showroom showcases Haier's entire range of home appliances available in the Indian market. The company today has 21 such showrooms across the country and plans to reach a figure of 25 showrooms in the coming few months.

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