

# Corporate Introductions

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April 8<sup>th</sup> 2014

Anchor Electricals Private Limited

Corporate Brand

# Panasonic

Brand Promise

Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe.

Brand Slogan

## A Better Life, A Better World

## Appliances



Air conditioners



Showcases

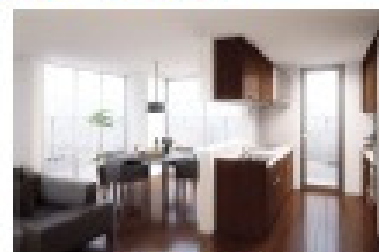


Hair Dryer

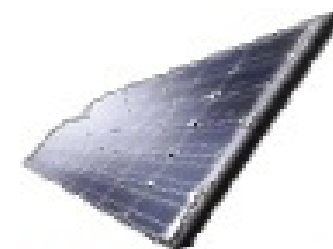


Refrigerators

## Eco Solutions



Living Station  
modular kitchen system



HIT photovoltaic module



Air purifiers



LED bulbs

## AVC Networks



TVs



Digital interchangeable  
lens cameras



Tablet computer for  
commercial use



surveillance camera

## Automotive & Industrial Systems



Car navigation systems



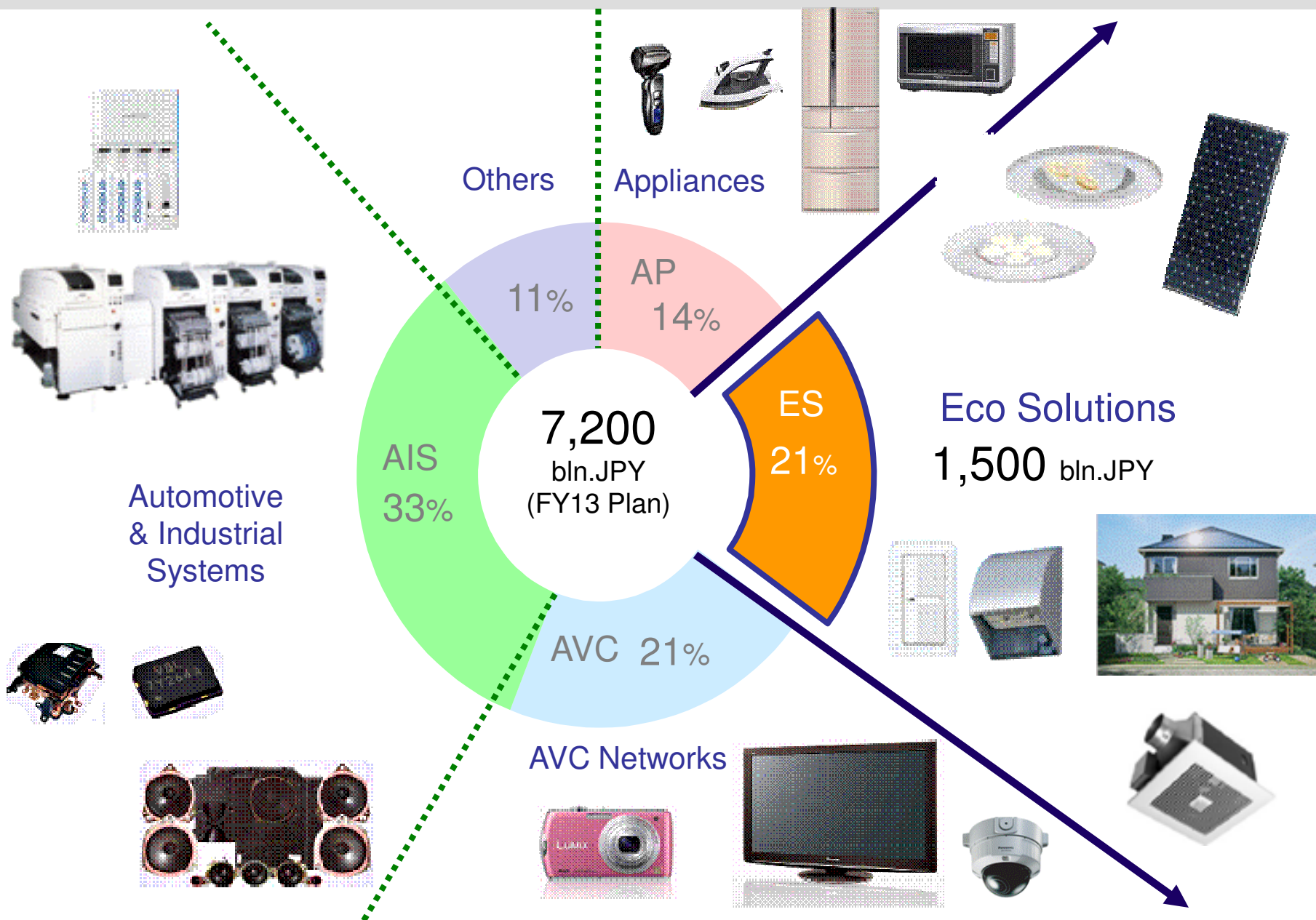
Lithium-ion  
batteries



EV  
Relays

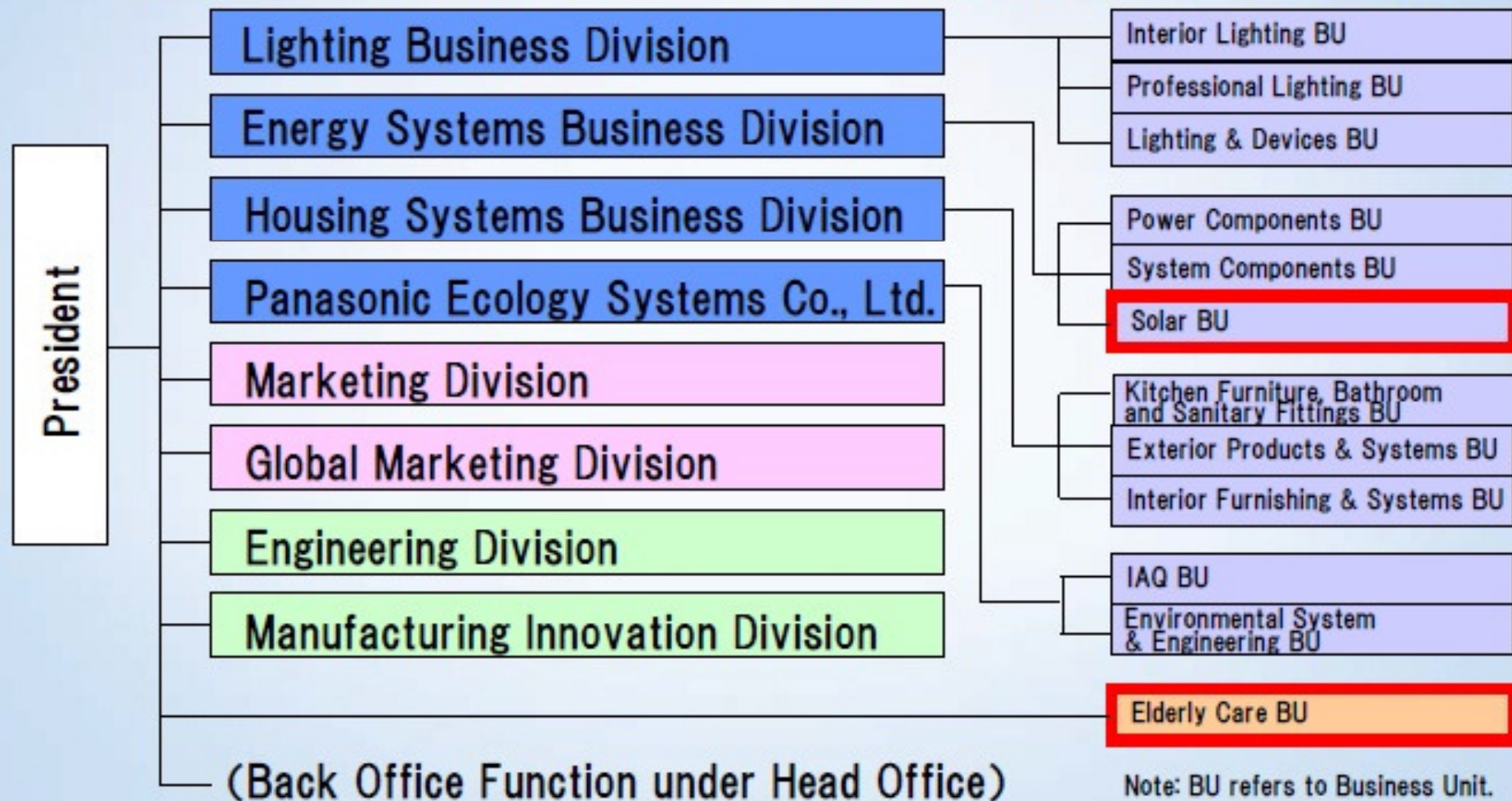


Electronic component  
mounting machines



# Organization

The Company is composed of four business (manufacturing) divisions, their twelve business units, and two marketing divisions for Japan and Overseas, etc.



Panasonic Corporation



Panasonic Eco Solutions Group



Panasonic Energy Systems Division



100% owned Subsidiary in India

Anchor Electricals

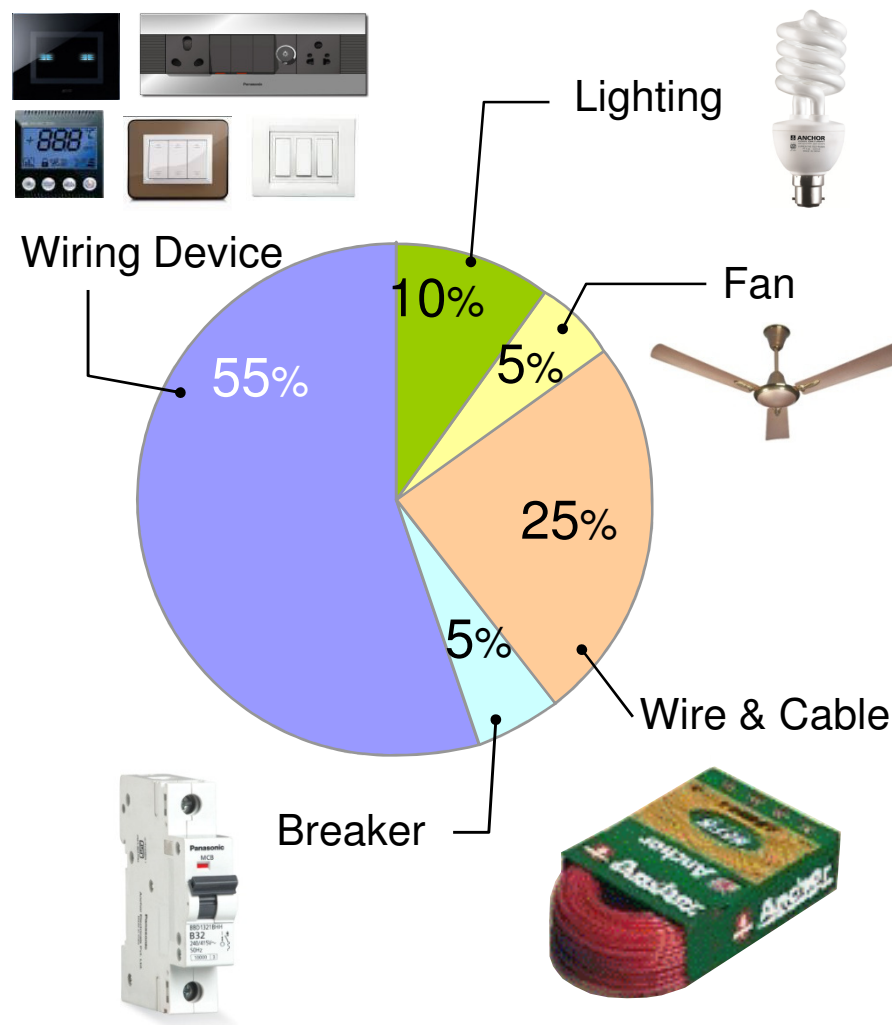
## Profile

Foundation	1963
HQ Location	Mumbai
Sales	20.07 Bn INR (31 <sup>st</sup> March 2014)
Employee	9,918 (incl. Temporary)
Sales Office	55
Dealer	3,500
Retail	> 450,000
Factory	4 Area, 15 Factories
Stockist	5000



**ANCHOR**  
by **Panasonic**

## Business





**Sales office** (7 Region 55 Offices)

**Factory** (4 Areas 15 Factories)

## Kutch

Wire & Lighting



## Haridwar

WD and MCB



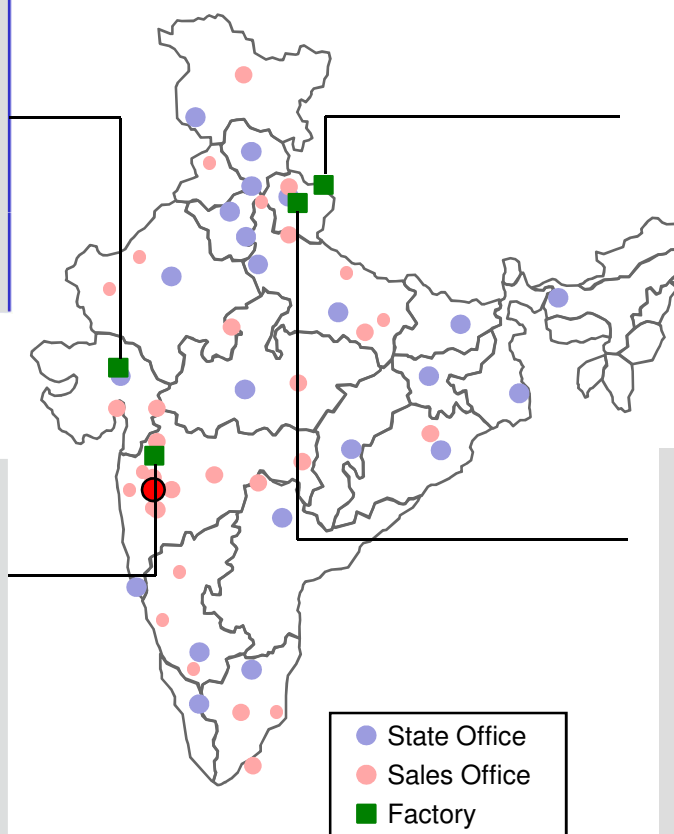
## Daman

WD, MCB, FAN and Wire



## Roorkee

Lighting





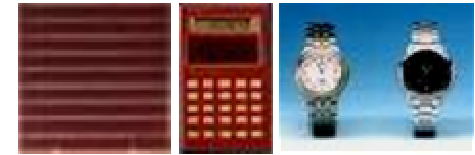
# Solar Business

Eco Solution Company,  
Solar Business Unit

# History in Panasonic Solar Business

1975

Start R&D for amorphous silicon solar cell



1980

First in the world to commercialize amorphous Si solar cell

1990

Start R&D for HIT solar cell

1997

HIT solar cell mass-produced and marketed



2004

Nishikinohama factory started  
(Osaka, Japan)



2010

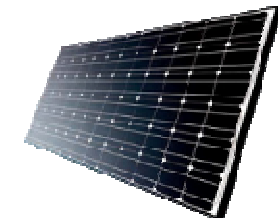
Production capacity for HIT solar cells reaches 600MW scale /year.

2012

Panasonic receives prestigious IEEE award for HIT  
Panasonic Energy Malaysia Sdn. Bhd. has started mass production 300 MW

2014

New lab. record of HIT cell efficiency: 25.6%=World's No.1  
HIT 245W module released

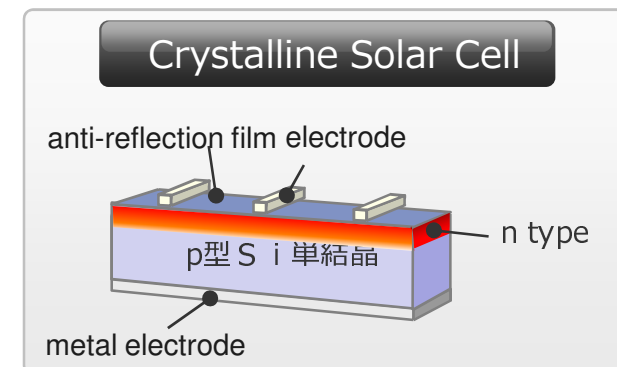
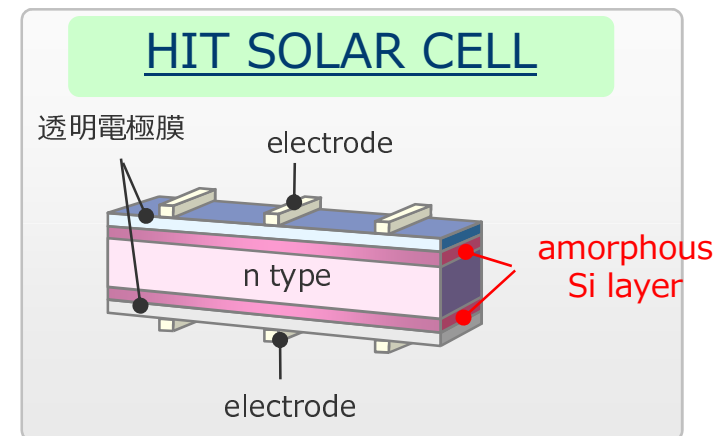
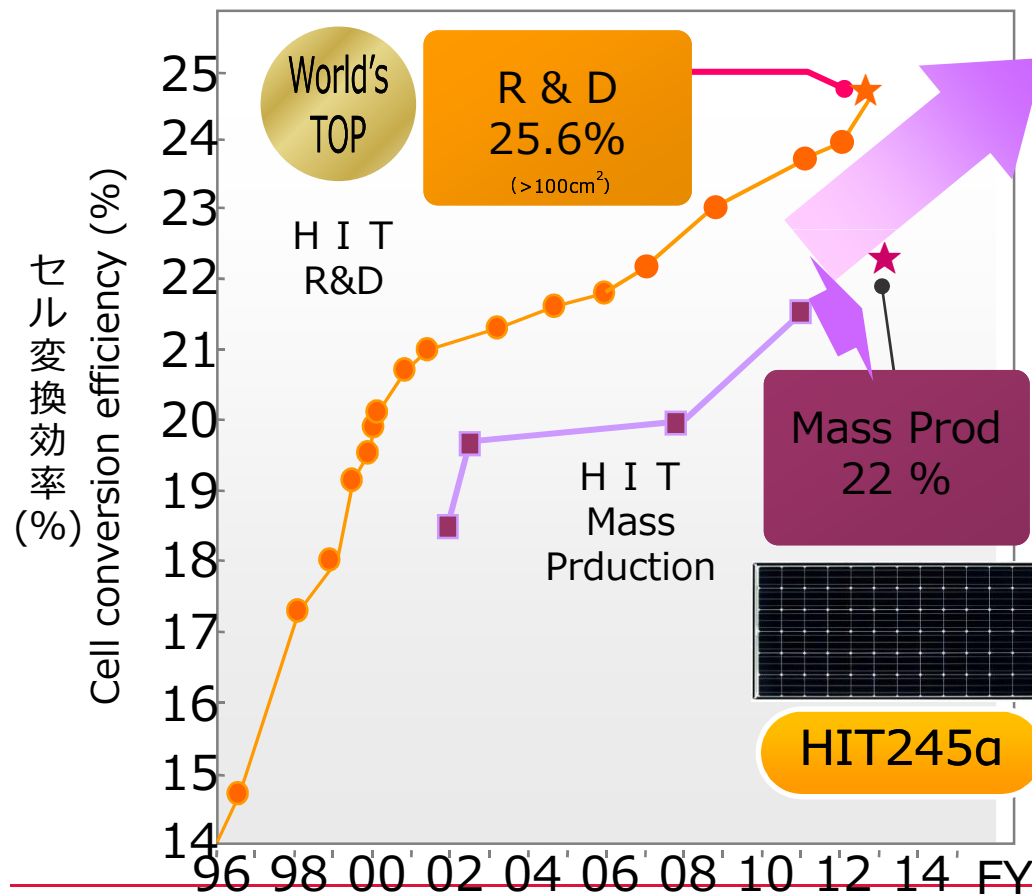


# The Special Features of “HIT Solar Cell”



: Heterojunction with Intrinsic Thin-layer Solar Cell  
Amorphous-crystalline hybridized HIT<sup>®</sup> solar cell

1. World's Top level Highly efficiency
2. High performance even at high temperatures
3. Bifacial solar cell
4. Thinner wafer cell



# Global Production Bases of Solar Business

## Japan



Shimane SANYO  
Electric Co., Ltd.

Cell

Power Conditioner



SANYO Amorton  
Co., Ltd.

Amorphous PV



Shiga Factory

Module



Technodevice Co., Ltd.

Power Conditioner

Gunma

Mie

Power Conditioner

Eco Solutions Co. HQ

Main Factory



Nishikinohama  
Factory

Cell

Module

## Asia



Panasonic Energy Malaysia  
Sdn. Bhd.

Wafer

Cell

Module



## North America




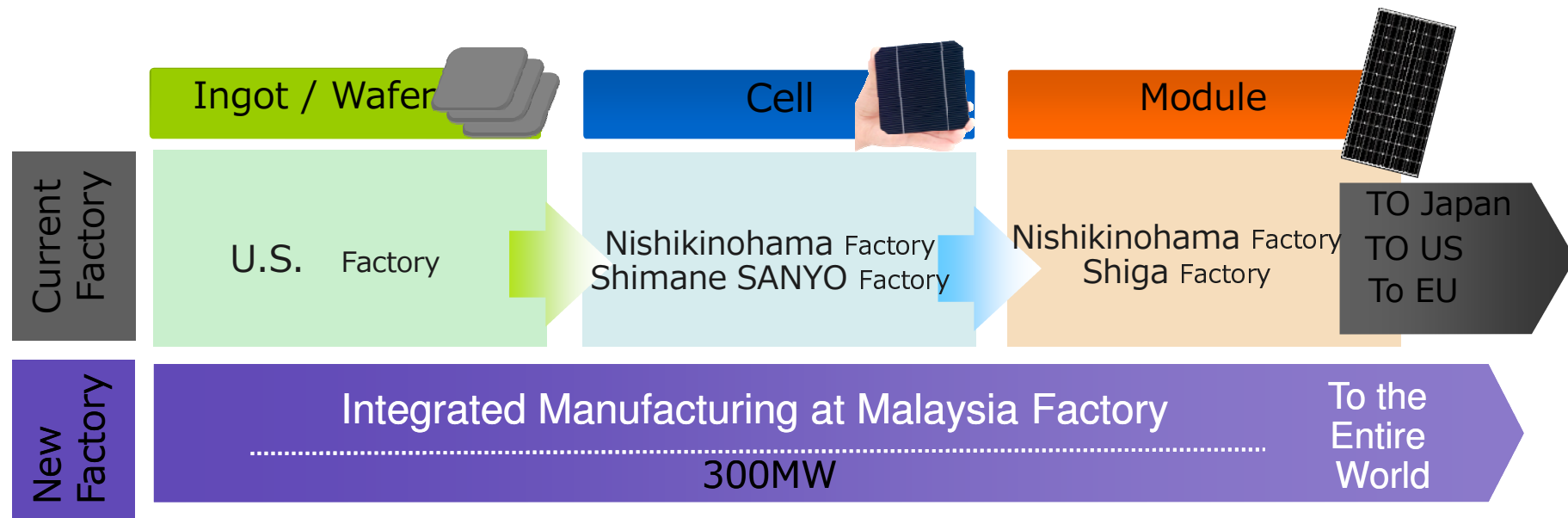
SANYO Solar of Oregon  
(Salem, Oregon, USA)

Ingot



# Manufacturing Base for HIT Solar Modules in 2013

Company Name	Panasonic Energy Malaysia Sdn. Bhd.		
Business	Integrated Manufacturing of HIT solar modules Annual Production of 300MW		
Location	Kulim Hi-Tech Park, Kedah, Malaysia	Building Appearance	
Construction	2011/12 (Production : 2012/12)		
Capital Fund	920Million RM ( ¥ 22.5billion)		





# Why Panasonic & Why Anchor

## Panasonic

Century old existence	:	Panasonic will complete 100 years of business in 2018 (Started in 1918)
Solar Experience	:	38 years of unrivaled solar module manufacturing experience (Started in 1975)
Quality	:	Unmatched product quality and efficiency

## ANCHOR

Long Lasting Brand	:	Anchor has 51 years of business existence in India
Brand Equity	:	Holds highest market share in wiring devices segment for decades
Network	:	Has the largest direct dealer/stockist and retail network in the Country in its segment

\*\* now part of the Global Panasonic Corporation



# Benefits of HIT Solar Modules

- A. Commercial efficiency up to 19% : More than 25% compared to any 250Wp or equivalent poly modules in the country (India/Chinese)
- B. Module consumes 22-25% less space. More capacity can be accommodated in less space. Saves Land Cost / Rooftop Space
- C. Module weight is 15 Kg, saves structural cost. This is 22-25% less weight.
- D. Low negative temperature coefficient ( $-0.29\%/^{\circ}\text{C}$  vs  $-0.45\%/^{\circ}\text{C}$ ). During high temperatures HIT generates more power. Very much suitable for Indian conditions
- E. PID Free. Module shows NIL degradation during potential induced external effects due to temperature, humidity and voltage.
- F. Anti corrosion resistance. Anti Salt Mist Corrosion Resistance.
- G. Very High purity Ingot, highly reliable and longevity
- H. World Class Quality (IEC, JET, CE, UL and Franhouer) certifications.

# What services Anchor by Panasonic is looking to offer in India

- I. AEPL can supply both HIT (premium) solar modules & also Poly (High Quality) modules for the Indian Client
- II. Can undertake EPC services for special projects under 1000 KWp in Capacity using HIT modules.
- III. Anchor has tie-up with reputed EPC contractors to undertake large projects (MW Scale Grid Tied Projects) to be executed for clients in India with plant guarantee and warranty
- IV. Can take up site survey, feasibility reports for special cases where HIT modules can be used.
- V. If Clients have interest towards Panasonic Modules and Plant, we can also support clients for debt funding (i.e Export Credits to support the project)

**Thank You**

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