

Customer Inquiries:

Overseas Marketing Division
 Factory Automation Systems Group
 Mitsubishi Electric Corporation
 Fax: +81-3-3218-6820
<http://www.MitsubishiElectric.com/products/industry/>

Media Contact:

Public Relations Division
 Mitsubishi Electric Corporation
prd.gnews@nk.MitsubishiElectric.co.jp
<http://www.MitsubishiElectric.com/news/>

Mitsubishi Electric to Strengthen Industrial Automation Systems Business in India through Acquisition of Messung Group

Tokyo, January 23, 2012 – [Mitsubishi Electric Corporation](#) (TOKYO: 6503) announced that it has acquired the Messung Group, a manufacturer of programmable logic controllers (PLCs) and human machine interfaces (HMIs) and one of Mitsubishi Electric's sales and distribution partners in India. The acquisition will allow Mitsubishi Electric to accelerate its industrial automation systems business in India and strengthen local sales and solutions, aiming at sales of JPY 15 billion by the fiscal year ending March 2016.

The Messung Group, which has partnered Mitsubishi Electric for some 15 years, will be merged with Mitsubishi Electric India Pvt. Ltd. A business transfer agreement signed by Mitsubishi Electric and the Messung Group in December 2011 is expected to be completed by the end of March 2012 to finalize the acquisition. Operations of the consolidated business will commence in April.

The industrial automation market in India is expected to grow by more than 10% annually, driven by increasing demand in the automotive, textile, pharmaceutical, and food and beverage industries. The Messung Group has built strong relationships in these industries by providing technical support and solutions to industrial automation equipment manufacturers. Mitsubishi Electric will leverage these relationships, and the Messung Group's expertise in sales, manufacturing and development, to strengthen its solution business and penetrate more deeply into this fast-growing market under a growing commitment to provide quality products and services to Indian customers.

About Mitsubishi Electric India Pvt. Ltd.

Managing Director	Shinji Yamabe
Headquarters	Gurgaon City, Haryana State, Republic of India
Shareholders	Mitsubishi Electric Asia Pte Ltd – 70% Mitsubishi Electric Corporation – 30%
Capital	INR 500 million (JPY 750 million)
Foundation	September 2010
Lines of business	Sales and support for Mitsubishi Electric's air conditioning systems, industrial automation products, power modules and visual & imaging products

About MESSUNG group

Headquarters	Pune City, Maharashtra State, Republic of India
Establishment	1981
Employees	400 (as of 2010)
Organization	Ten sales offices and one PLC/HMI factory in India
Lines of business	- Manufacturing and sales of Messung-brand PLCs and HMIs - Sales distribution of Mitsubishi Electric's industrial automation products

###

About Mitsubishi Electric

With 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. The company recorded consolidated group sales of 3,645.3 billion yen (US\$ 43.9 billion*) in the fiscal year ended March 31, 2011. For more information visit <http://www.MitsubishiElectric.com>

*At an exchange rate of 83 yen to the US dollar, the rate given by the Tokyo Foreign Exchange Market on March 31, 2011