

Corporate Profile of Blue Star Limited

Blue Star is India's largest central airconditioning company with an annual turnover of Rs 2556 crores, a network of 29 offices, 5 modern manufacturing facilities, 700 dealers and around 2600 employees. It fulfils the airconditioning needs of a large number of corporate and commercial customers and has also established leadership in the field of commercial refrigeration equipment ranging from water coolers to cold storages. It also offers expertise in building electrification contracting as well as plumbing and fire fighting services. Blue Star's other businesses include marketing and maintenance of hi-tech professional electronic and industrial products.

Blue Star primarily focuses on the corporate and commercial markets. These include institutional, industrial and government organizations as well as commercial establishments such as showrooms, restaurants, banks, hospitals, theatres, shopping malls and boutiques. In accordance with the nature of products and markets, business drivers, and competitive positioning, the lines of business of Blue Star can be segmented as follows:

Electromechanical Projects and Packaged Airconditioning Systems

This comprises central and packaged airconditioning as well as electrical and plumbing projects. The central and packaged airconditioning business involves design, engineering, manufacturing, installation, commissioning and support of large central airconditioning plants, packaged airconditioners and ducted split airconditioners. The Company has been delivering expert turnkey cooling solutions to a variety of customers in the corporate, commercial and industrial sectors. Blue Star's deep domain knowledge, superior project management capabilities, on time delivery, high project quality and seamless coordination at all levels has been a huge differentiator. The Company also manufactures a comprehensive range of airconditioning products to ensure that the airconditioning system design is implemented without any compromise. All products have been designed on energy-efficiency platform, and offer a host of advanced features. Blue Star's product line-up includes screw chillers, scroll chillers, fan coil units, air handling units, packaged airconditioners, ductable splits and VRF systems. In addition to this, Blue Star promotes after-sales service as a business, by offering several value added services in the areas of upgrades and enhancements, air management, water management, energy management and LEED certification consultancy for Green Buildings. The Company has recently forayed into building electrification contracting projects as well as plumbing and fire fighting systems, thereby offering its customers a single-window for MEP contracting needs, facilitating speedy implementation of projects.

Cooling Products

The Cooling Products business comprises Room Airconditioners and Refrigeration Products & Systems. Blue Star offers a wide range of contemporary Room AC products such as window, split, cassette, verticool, concealed split and flexible ducted split airconditioners. All the products are aesthetically appealing, low noise and highly energy efficient. The Company also manufactures and markets a comprehensive range of commercial refrigeration products including water coolers, bottled water dispensers,

deep freezers, cold storages, bottle coolers, ice cube machines and supermarket refrigeration products.

Blue Star offers a wide range of cooling and preservation solutions. Solutions tailor-made to suit any industry that requires storage of perishable produce over extended periods of time without suffering any loss of quality. In addition to the agricultural and horticultural segment, Blue Star offers cold storage solutions for hospitality, healthcare, retail, pharma and dairy segments through standardized modular cold rooms.

Professional Electronics and Industrial Systems

For over five decades, the Electronics Division has been the exclusive distributor in India for many internationally renowned manufacturers of hi-tech professional electronic equipment and services, as well as industrial products and systems. Over the years, the Company has changed its business model from merely being a distributor to that of a value-added re-seller and system integrator, thereby moving up the value chain. The Company has carved out profitable niches for itself in most of the specialized markets it operates in, such as analytical instruments, medical electronics, data communication products, destructive/non-destructive testing, industrial products and test & measuring instruments.

For more information, visit www.bluestarindia.com or e-mail us at coolingsolutions@bluestarindia.com