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Blue Star expands market reach with affordable range of split ACs

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Blue Star, India's leading air conditioning brand known for its premium products, has announced the launch of its new range of 'mass premium' split air conditioners. The company has strategically repositioned its brand to include the 'mass premium' category with the intent to expand its market reach and target the mass market.

Blue Star's air conditioners, with the capability of delivering best-in-class cooling, are well known for quality, reliability and durability, making Blue Star one of the significant players in the industry.

Now, with this strategic foray, Blue Star has rolled out a series of split ACs at affordable prices, which are of the same high quality, reliability, and durability, that all products from Blue Star promise.

The value proposition of this new range is "Affordable Cooling with Blue Star's High Quality ACs." The new range comprises 3-star, 4-star, and 5-star inverter split air conditioners that are available at attractive prices starting from Rs 25,990 for a 0.80TR 3-star inverter split AC. The ACs are available in various cooling capacities ranging from 0.80TR to 2TR.

With this launch, Blue Star now offers products across various price points to cater to emerging and varied needs of the customers.

The range is embedded with various customer-friendly features and specifications such as: 'Eco-Mode' for energy-saving; 'Blue Fin' coating for both



IDUs and ODUs for longer life; 'Comfort Sleep' function that auto-adjusts the AC temperature during night time for better comfort of occupants as well as power saving; and 'Self-Diagnosis' for troubleshooting to protect the AC from any critical failures. Besides, these ACs have a metal enclosure for the PCBs to ensure additional safety.

Another significant aspect of Blue Star's inverter ACs is that they have a wide operating voltage range, thus eliminating the need for an external voltage stabilizer. This not only saves on the cost of the stabilizer but also does away with the need for space to mount one beside the AC.

India being a tropical country is subjected to extreme summers. The urban heat phenomenon further increases the temperature in urban areas. While a typical air conditioner delivers its rated capacity at 35°C, which is the rated condition, and de-rates at higher ambient temperatures, Blue Star offers ACs which can deliver 100 percent cooling even beyond 35°C, resulting in faster and more efficient cooling even in peak summers.