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BSE Ltd.
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001
Scrip Code: 500067

National Stock Exchange of India Ltd.
Exchange Plaza, Bandra Kurla Complex,
Bandra (East),
Mumbai -400 051
Scrip Code: BLUESTARCO

Dear Sir(s),

Sub : Press Release

Please find enclosed herewith a copy of the Press Release made by Blue Star International FZCO, a wholly owned subsidiary of the Company, in Riyadh, for your information and dissemination to public at large.

Thanking You,

For **Blue Star Limited**

Vijay Devadiga
Company Secretary



PRESS RELEASE

Blue Star signs up with Sands International and its local partner Saudi Retail Company (SRC) for distribution of its Unitary AC&R Products in the Kingdom of Saudi Arabia (KSA)

Air conditioning and commercial refrigeration major, Blue Star Limited's wholly owned subsidiary in Dubai, Blue Star International FZCO, has announced its partnership with Sands International as the official distributor in the Kingdom of Saudi Arabia (KSA) for its Unitary Products range.

The present Room Air Conditioner market in Saudi Arabia is estimated at 3.3 million units, with an annual growth of 12% per annum. Saudi Arabia, with its largest market share in the GCC region, is a promising market for the Company's HVAC&R segment.

Blue Star's leadership of close to 75 years in the Air Conditioning and Refrigeration Products industry, makes it a preferred Company to cater to the increasing demand in this region. A growing hospitality sector, rise in construction activities across residential and commercial sectors, coupled with extreme weather conditions, makes it ideal for the Company's foray into this country.

Blue Star, along with Sands International, is offering a wide range of eco-friendly and energy-efficient room air conditioners (split and window) catering to every related requirement in the residential and commercial space in Saudi Arabia. Besides, the Company is also launching its wide array of water cooling solutions comprising Bottle Water Dispensers, Storage Water Coolers and Water Tank Chillers. This comprehensive range of water cooling solutions primarily cater to the requirements of the commercial sector, with a special focus on commercial, healthcare, residential, education and

hospitality segments.

Blue Star has put in place a dedicated team of professionals in the Saudi market, to support the local sales team. Several customised collaterals and advertising campaigns are being designed to build the Blue Star brand in this market.

Speaking to the Press at a conference held in Riyadh, Dawood Bin Ozair, CEO, Blue Star International FZCO, adds, "Blue Star takes immense pride in associating with Sands International, a prestigious organisation offering world-class distribution services catering to various industry segments across Saudi Arabia. With its rich experience spanning seven decades, Blue Star's products are backed by robust R&D and world-class manufacturing. We are well equipped to deal with the rising demand for AC&R products in the Saudi market and are confident that Sands International's well-entrenched distribution network of retailers and dealers will help us ensure an extensive reach for our Unitary Products range."

"We are extremely pleased in partnering with Blue Star, an air conditioning and refrigeration giant and look forward to a long and successful relationship. Blue Star's expertise in cooling and refrigeration products, with its best in class manufacturing and robust R&D set up, will enable us to offer the best cooling solutions to an ever-growing consumer segment as well as commercial sector in Saudi Arabia. Together, with Blue Star's quality and Saudi Retail Company's (SRC) commitment towards delivery and service infrastructure, we are confident of providing a world-class consumer experience in Saudi Arabia" said Sharoon Shamsuddin, CEO, Sands International.

About Blue Star

Blue Star is India's leading engineering conglomerate with core businesses of air conditioning; commercial refrigeration; Mechanical, Electrical & Plumbing (MEP) Contracting; and after-sales service. With close to 75 years of experience in providing expert cooling solutions, the Company has a network of 35 offices in India, 5 modern manufacturing facilities, 2700 direct employees and a turnover of over USD 700 million.

Blue Star fulfills the cooling requirements of a large number of corporate, commercial as well as residential customers. The Company's air conditioning products comprise an impressive range of room air conditioners, variable refrigerant flow (VRF) systems, multi-split inverter air conditioners, packaged air conditioners, air handling units (AHUs), fan coil units (FCUs) and HVAC Chillers; whilst the refrigeration product range includes storage water coolers, deep freezers, bottled water dispensers, ice cube machines, modular cold rooms, cold room refrigeration units, and ripening chambers.

About Blue Star International FZCO

Blue Star International FZCO is a 100% subsidiary of Blue Star Limited, India, managing the Company's overseas Product, MEP and Service businesses. Blue Star's International Business Division headquartered in Dubai, is present in 20 countries across the Middle East, Africa, SAARC and ASEAN regions. It has embarked on an aggressive channel expansion drive in partnership with leading distributors in the new markets. Blue Star's International Projects Business Group operates through joint ventures in Qatar, Malaysia and Oman which focus on HVAC&R as well as MEP projects for residential, commercial and industrial segments.

Place: Riyadh

Date: April 16, 2018

For additional information, please contact Dawood Bin Ozair, Chief Executive Officer, Blue Star International FZCO. Email: dawoodozair@bluestarindia.com. Telephone: +971 4 2306902, Fax: +971 4 2275101; website: <https://www.bluestarindia.com>