



Blue Star Limited
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www.bluestarindia.com

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| BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 BSE Scrip Code: 500067 | National Stock Exchange of India Ltd. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 NSE Symbol : BLUESTARCO |
|---|---|

November 10, 2018

Dear Sir,

Sub: Investors' Presentation-H1 FY19

Pursuant to Regulation 30 (6) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations") read with Part A of Schedule III of the Listing Regulations, we are attaching herewith the Investors' Presentation for H1 FY19.

Pursuant to Regulation 46 (2) (o) of the Listing Regulations, the aforesaid information is also available on the website of the Company i.e. www.bluestarindia.com

Thanking you,
Yours faithfully,
For **Blue Star Limited**


Vijay Devadiga
Company Secretary



Encl: a/a

\\172.16.31.16\apps\and\secretarial\documents\01\Blue Star Limited\2018-19\Secx Exchange Compliances\Regulation 30 Information & Updates\investor\Local\Presentations\Q2 FY19\Presentation-H1 FY19\Letter to Exchange - H1 FY19.docx

Registered Office: Kasturi Buildings, Mohan T Advani Chowk, Jamshedji Tata Road,
Mumbai 400 020, India. T : +91 22 6665 4000 F : +91 22 6665 4152.
CIN: L 28920MH1949PLC 006870



BLUE STAR

Blue Star Limited

Investor Presentation

Oct 31, 2018

- India's leading air-conditioning, commercial refrigeration company and MEP contracting company
- Total Revenue from Operations: ~ Rs. 4600 crores
- Employee Strength: ~ 2800
- Network of 32 offices; ~ 2900 channel partners
- Presence in 19 international markets in the Middle East, Africa and South Asia
- 5 modern manufacturing facilities
- Comprehensive solutions for corporate, commercial and residential customers

Blue Star – Vision & Credo



Vision :

“To dream, to strive, to care and, above all to be the best in everything we do.”

Credo :

“I am Blue Star. I take pride in delivering a world-class customer experience.”

Governance Structure

Chairman Emeritus



Ashok M Advani

Board of Directors



Suneel M Advani
Chairman



Vir S Advani
Managing Director



B Thiagarajan
Joint Managing Director



Sam Balsara
Independent Director



Shailesh Haribhakti
Independent Director



Anil Harish
Independent Director



Shobana Kamineni
Independent Director



Rajiv R Lulla
Non-Executive Director




Gurdeep Singh
Independent Director



Dinesh Vaswani
Non-Executive Director

A blue-tinted photograph of several business professionals in silhouette, standing in a modern office with large windows overlooking a city skyline at night. The scene is dimly lit, with the primary light source being the city lights and the office's ambient lighting, creating a professional and contemplative atmosphere. The silhouettes of the people are dark against the bright, glowing windows. The city skyline in the background is composed of numerous skyscrapers with many lit windows, creating a dense pattern of light and dark rectangles. The overall color palette is dominated by various shades of blue, from deep navy to bright cyan.

Business Segments



Segment I
**Electro-Mechanical Projects and
Packaged Air Conditioning Systems**

Electro-Mechanical Projects



- Design, supply, installation and commissioning of
 - Large central air conditioning projects
 - Electrical projects
 - Plumbing projects
 - Fire-fighting projects
- Execution of turnkey industrial projects
- Our Value Proposition
 - Superior project delivery through intelligent engineering, modern execution practices, and committed teams
- Awarded 'MEP Contractor of the year' in Sep 2018 (fourth year in a row)

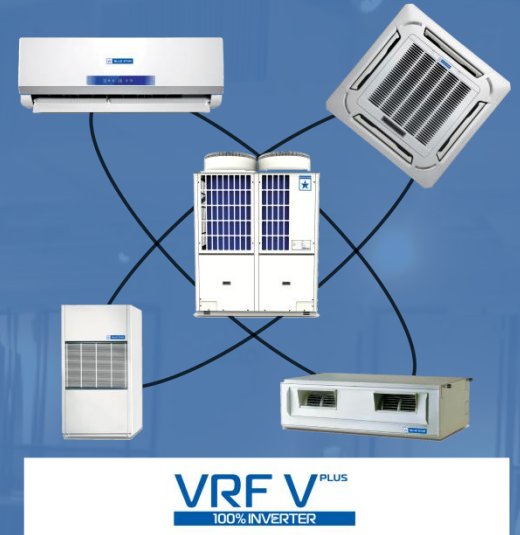
Central Air Conditioning Projects

- Expertise of over seven decades in system design, contracting, installation and maintenance
- Expert turnkey cooling solutions to a variety of customers in the corporate, commercial and industrial sectors
- Significant market share in segments such as Industrial, Infrastructure, Metro, Power, Hospitality, Education, IT/ITeS, Retail and Healthcare
- Superior project management capabilities resulting in on-time delivery, high project quality and seamless coordination at all levels

Packaged Air Conditioning Solutions



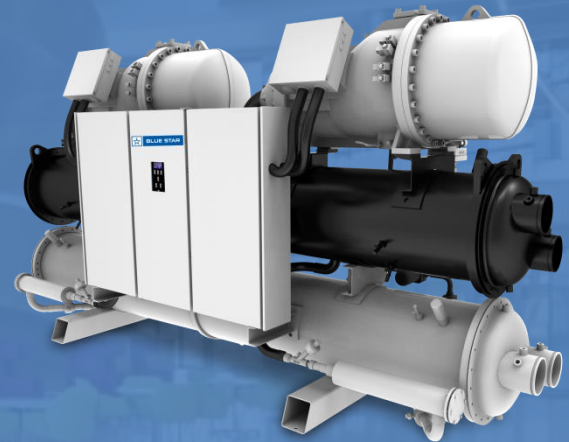
- Complete range of energy-efficient packaged air conditioners and ducted split air conditioners
- Inverter Ducted System , innovative new range of ducted system
- VRF V Plus, the fifth generation VRF is launched which is ' 100% Inverter-based VRF system with higher output capacity and efficiency
- VRF Sprint, ' Pre piped Inverter-based VRF system for residential application.
- VRF IV S , Side Discharge Inverter-based VRF system for medium sized commercial applications.
- Driven by segments such as offices, education, industrial, show-rooms, healthcare, hospitality, banquet halls and retail



Central Air Conditioning Products



- Highly efficient centrifugal chillers
- Air Conditioning, Heating & Refrigeration Institute (AHRI) - certified Configured Series- screw chillers
- Flexible and energy-efficient scroll chillers
- Process chillers for industrial and non-comfort cooling applications
- Air cooled and water cooled variants



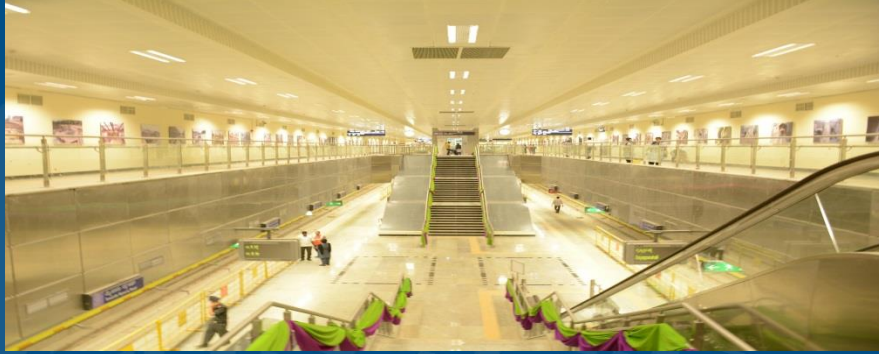
- India's largest air conditioning and refrigeration service provider, maintaining around 2 million tonnes of air conditioning and refrigeration equipment. Service reach to more than 3000 towns handling > 1 million service calls a year
- ISO 9001-2015 certified,
- Recognised as "Leader in Customer Management" during Business Excellence Star Recognition by CII in Sep 2018
- Focus on service delivery quality through a Service Quality Assurance Group, Service Specialists' Group for high-end technical requirements
- Forayed into Engineering Facility Management which covers a wide repertoire of operation and maintenance services for electro-mechanical utilities

- Offers Air Conditioning and Refrigeration products, after-sales service as well as system integration in global markets
- Product portfolio includes Unitary products, DX Commercial, refrigeration and Applied systems products
- Focus on building a larger international footprint by enhancing reach of distributors, channel associates
- International projects managed by the Company's international joint ventures in Qatar, Malaysia and Oman
- Wholly owned subsidiary set up in Dubai to consolidate and expand International business

Market Opportunity

- The HVAC market in India is forecast to reach US\$ 7.7 billion by 2022
- Government propelled infrastructure investments is expected to drive growth in medium term.
- Sectors like Metros Rail, Healthcare, Education, Airports, Light industrial projects and commercial offices would see significant capital expenditure.
- Infrastructure investments in tier-2/3/4 cities like shopping malls, retail complexes, airports will further push growth.

Some of our prestigious projects



Bangalore Metro



GIFT City



HT Substation, Tata Power Delhi



Tata Steel



Chhatrapati Shivaji International Airport-T2



Parliament House

Some of our prestigious international projects



AMCORP Trade Centre, Malaysia



Bank of Mauritius



Kuala Lumpur Grand Hyatt , Malaysia



Hotel Rehabilitasi, Malaysia



Civil Aviation Headquarters, Oman



New District Hospital, Qatar



Segment II
Unitary Products

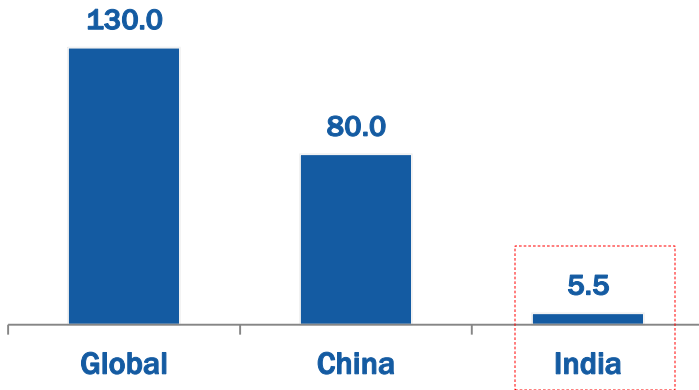
Room Air Conditioners

- Installed base of over two million units
- Products available in 4800 outlets in more than 650 locations across the country
- Focus on inverter technology and energy efficient products
- Focus on residential as well as corporate and commercial customers
- Aesthetics and low noise make our products widely recommended by interior designers
- Higher quality, consistent performance under various Indian conditions, durability & stability of the product make our product widely accepted

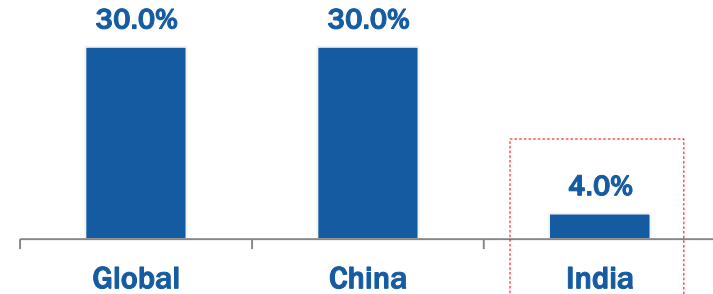


Low penetrated market and growing middle class purchasing power offer immense opportunity for growth...

Market Size (Units in millions) - FY 18

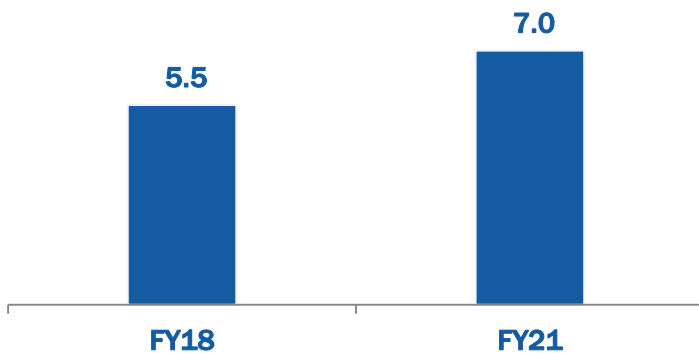


Penetration % - FY 18

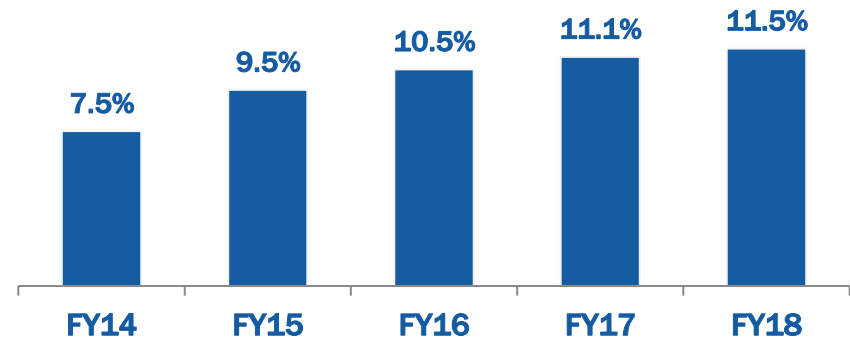


Future Growth

Market Size (Units in millions)



Blue Star Market Share (%)



Commercial Refrigeration Products



- Wide range of commercial refrigeration equipment
- Market leader in most of the segments
- Products having latest technology with innovative features:
 - Deep Freezers
 - Bottle Coolers
 - Visi Coolers/Freezers
 - Storage Water Coolers/Dispensers
 - Bottled Water Dispensers
 - Ice Cubers/Flakers
 - Cold Rooms
 - Professional Kitchen Refrigeration
 - Medical Refrigeration
 - Retail Refrigeration



Water Purifiers

- Offers a stylish, premium and differentiated range of RO+UV+UF products across price points from Rs 11,000 to Rs 45,000
- Unique features such as cold and hot water, filter change alerts, aqua taste boosters and electronic dispensing
- Available in over 150 towns with ~200 channel partners and 2300 retail points
- Won the Water Digest Awards 2018 for 'Best Domestic RO+UV Purifier' in the country for the second time in a row



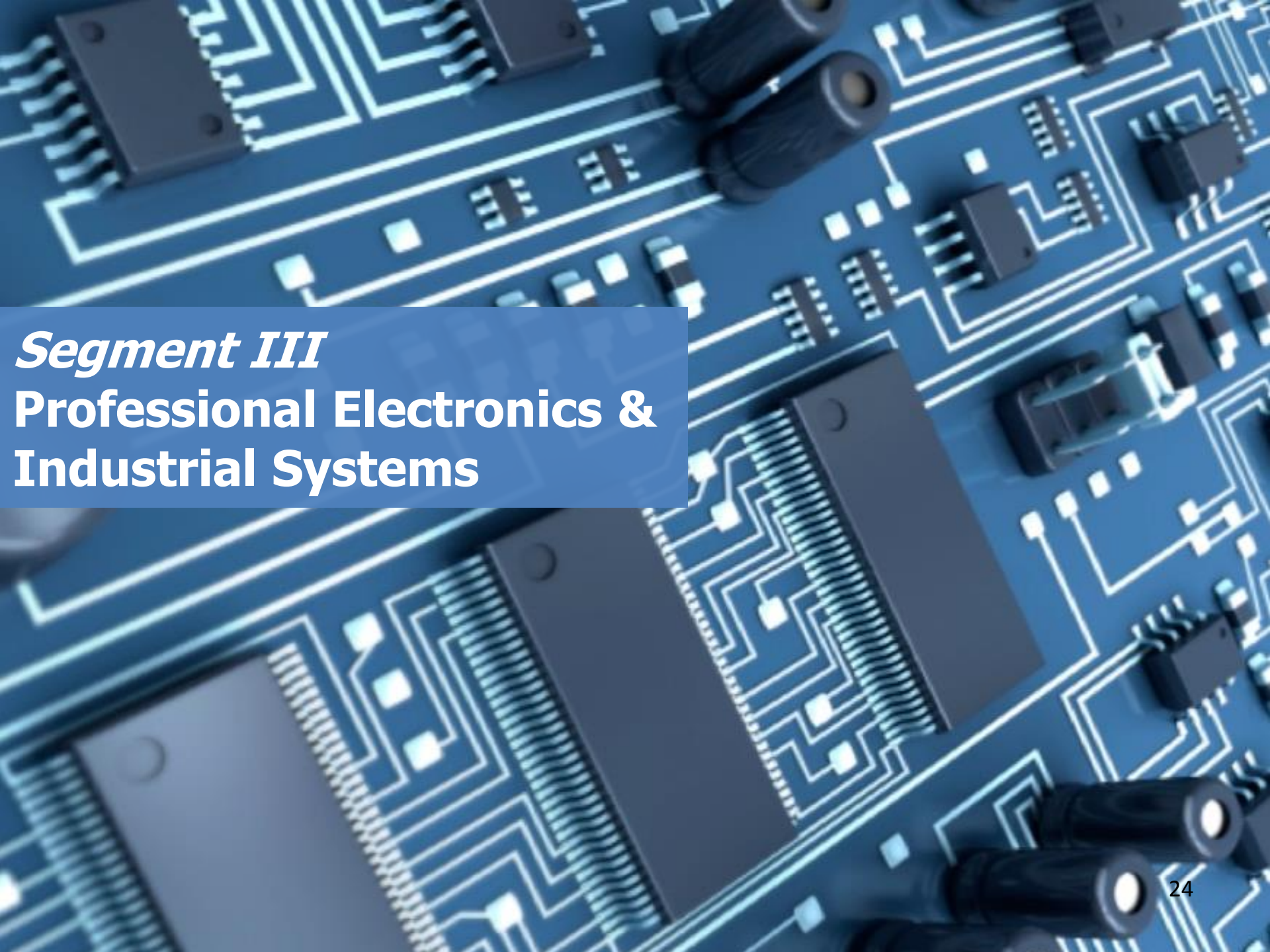
Manufacturing Facilities

- 5 state-of-the-art, automated factories located at:
 - Dadra
 - Himachal (2 facilities)
 - Wada
 - Ahmedabad

Manufacturing Facilities

- Specialise in manufacturing a variety of highly engineered and custom-built products
- Manufacturing footprint of 1 lakh sq. m.
- Over 1125 SKUs manufactured across 21 assembly lines
- Lean manufacturing and world-class practices
- Wada factory certified as 'Green factory' – Gold category certification from IGBC

- High level of product development and testing capabilities with several patents for new breakthrough products
- Department of Scientific & Industrial Research approved
- Lab certification programme for facility upgradation
- Enhanced capability in reliability and electronics for digital and smart products
- In-house capacity for testing and certification for safety compliance
- Consistent investment in R&D to enhance company's product offerings and technical capabilities



Segment III
**Professional Electronics &
Industrial Systems**

Professional Electronics & Industrial Systems



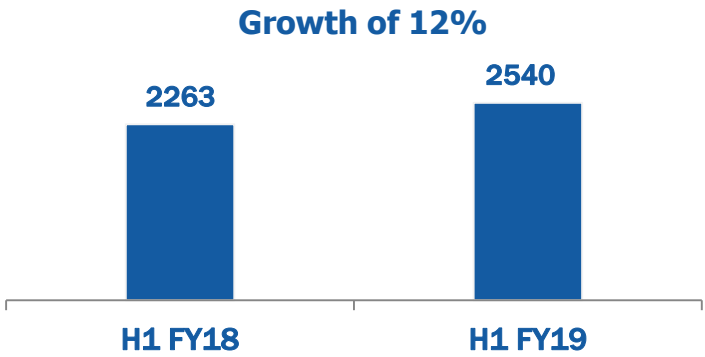
- Managed by the Company's wholly owned subsidiary, Blue Star Engineering & Electronics Ltd
- Lines of Business include:
 - Healthcare Systems: MRI & CT Scanner
 - Data Security Solutions: Payment HSM, PKI, Encryption
 - Infra Security System: Video Surveillance, Traffic Management
 - Communication Systems: Satellite Test Equipment, Radio Frequency recorders
 - Testing Machines: UTM, Hardness Testers, Chambers
 - NDT Systems & Industrial Automation: Ultrasonic, Eddy Current Systems, X-Ray, MPI, Bagging, Truck Loading
 - NDT Products: Ultrasonic, RVI, X-Ray, CT, CR, Metrology
 - Industrial Products: Pumps, Valves, Filters, Analysers
- Evolved from being only a distributor of leading global manufacturers to a high end system integrator and value-added reseller

The image shows a group of business professionals in a modern office setting. They are silhouetted against a large window that offers a view of a city skyline at night. The office floor is highly reflective, mirroring the silhouettes of the people. The overall color palette is dominated by blue and black tones, creating a professional and sophisticated atmosphere.

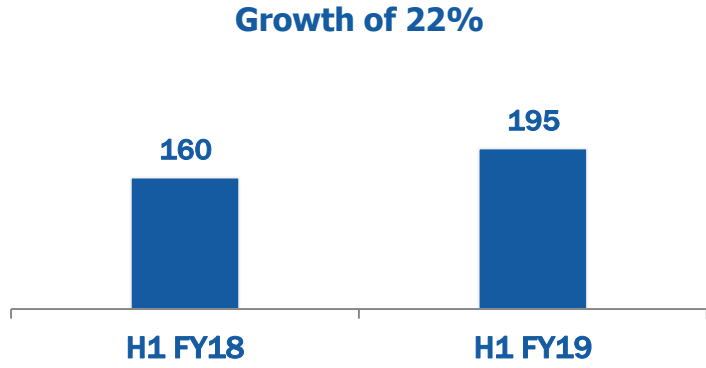
Financial Performance

Financial Performance – H1 FY19

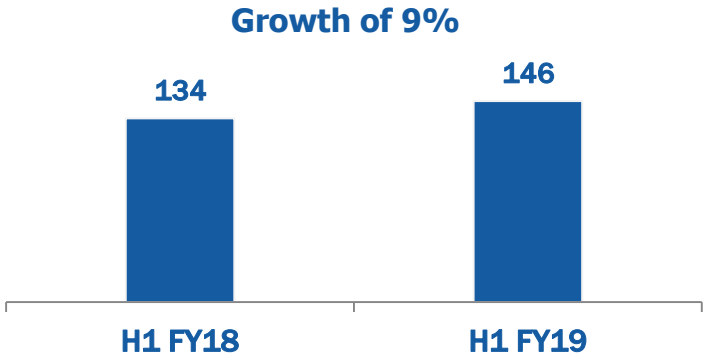
Revenue * (Rs Cr)



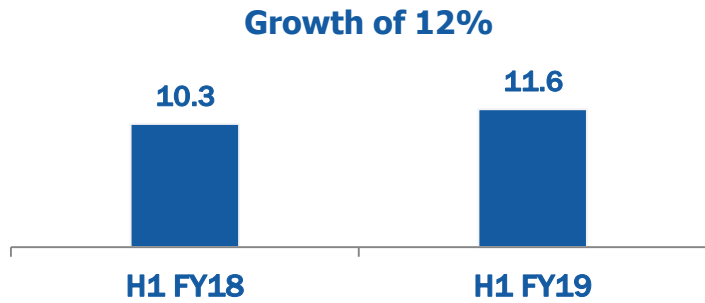
EBITDA (Rs Cr)



PBT (Before exceptional items) (Rs Cr)



Earnings per share (EPS) (Rs)**

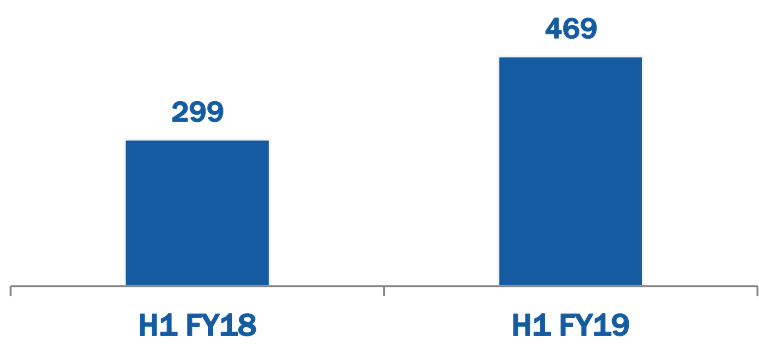


*Prior to GST going live on July 1, 2017, revenue included excise duty and other input taxes. Comparable revenue growth has been computed by adjusting excise duty and other input taxes in revenue of Q1 FY18. Effective Apr 01, 18, we have adopted Ind AS 115 and accordingly accounting changes were applied with retrospective effect to each of the prior reporting periods presented.

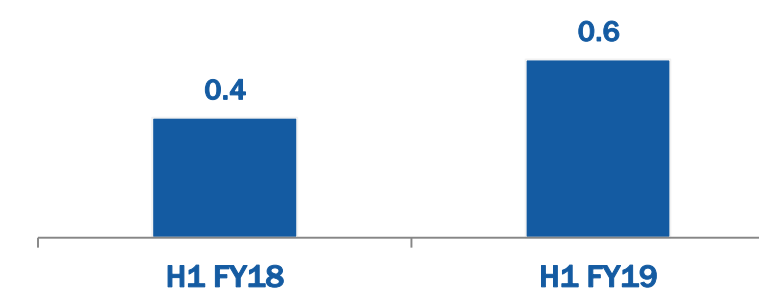
** EPS is not annualised

Balance Sheet indicators – H1 FY19

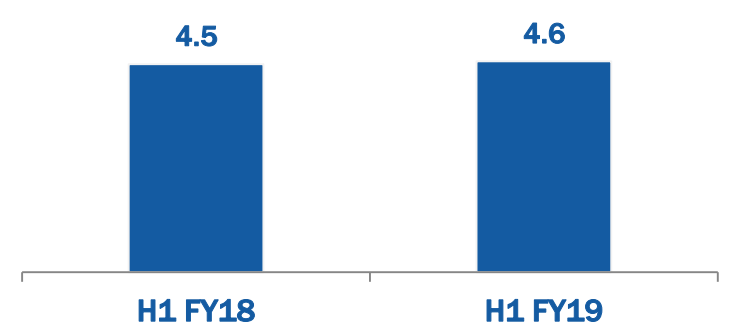
Net Borrowing (Rs Cr)



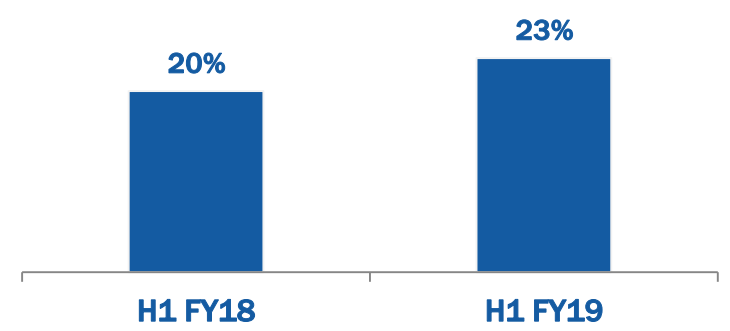
Debt / Equity (times)



Capital Turnover (times)



Return on Capital Employed (%)

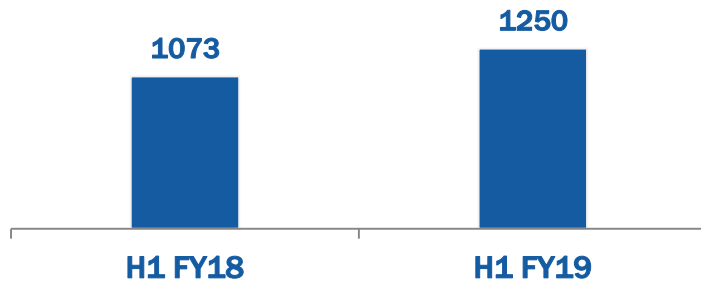


Segment 1: EMP and Packaged Air-Conditioning system



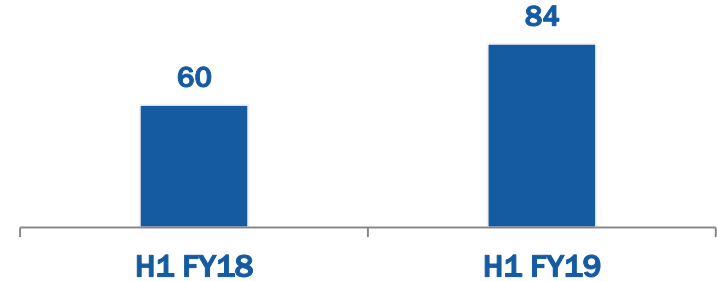
Segment Revenue * (Rs Cr)

Growth of 16%

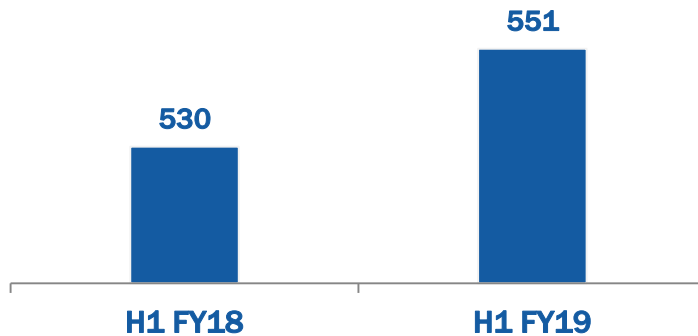


Segment Results (Rs Cr)

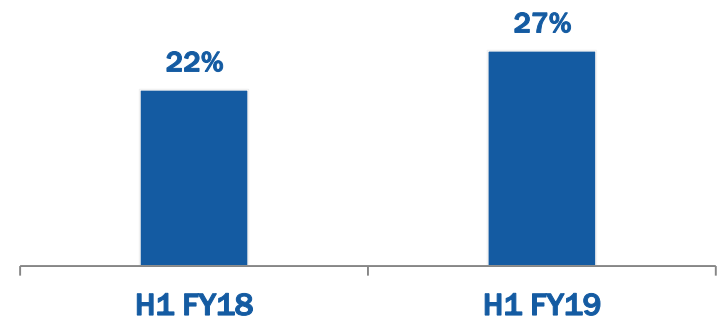
Growth of 41%



Capital Employed (Rs Cr)



Return on Capital Employed (%)



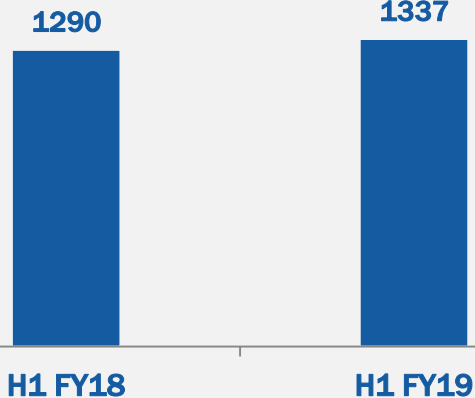
Blue Star continued to maintain its dominant position in integrated MEP space.

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Segment 1: EMP and Packaged Air-Conditioning system

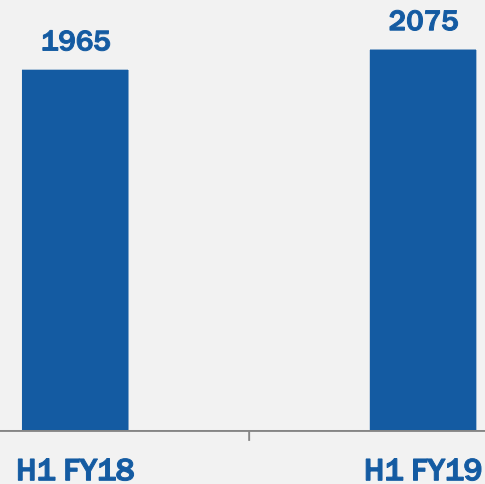
Orders Booked (Rs Cr)

Growth of 4%



Carry forward Orders (Rs Cr)

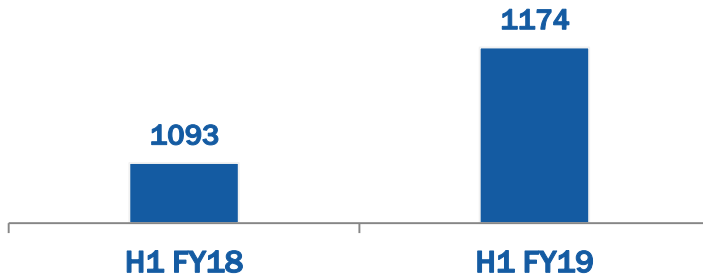
Growth of 6%



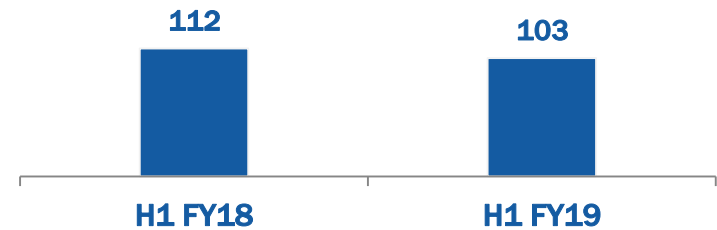
Segment 2: Unitary Products

Segment Revenue * (Rs Cr)

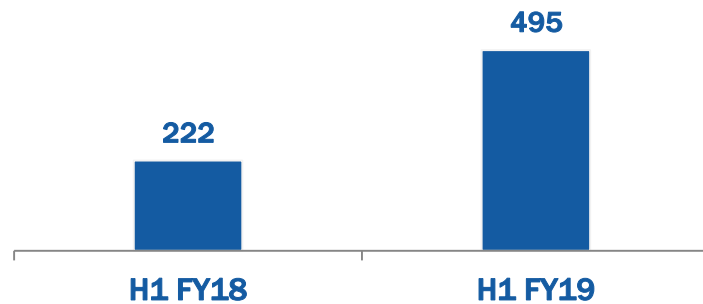
Growth of 7%



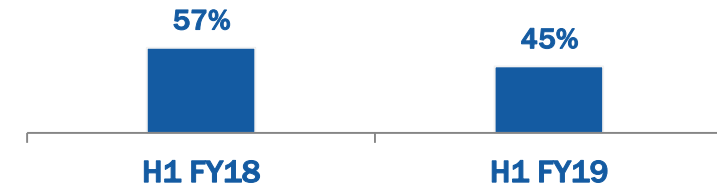
Segment Results (Rs. Cr)



Capital Employed (Rs Cr)



Return on Capital Employed (%)



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Thank you