

## **PRESS RELEASE**

### **Blue Star Engineering & Electronics in partnership with well-known diagnostic centres announces free medical diagnostic support to women from low-income households in need of cancer related diagnostic tests and screenings**

Air conditioning and commercial refrigeration major, Blue Star Limited's wholly owned subsidiary Blue Star Engineering & Electronics Limited today announced, as a part of its CSR initiative, the launch of its free diagnostic programme, 'Blue Star Engineering & Electronics Diagnostic Support Programme,' through which it intends to partner with diagnostic centres across India to help women from the underprivileged sections of society by providing them with free diagnostic support to detect chronic diseases.

Currently, under this programme, the Company by partnering with diagnostic centres, is providing free diagnostic support to women from economically challenged families, who are in need of cancer related diagnostic tests and screenings\*. The said programme has been rolled-out in partnership with eminent cancer centres in India from February 2021, which is the National Cancer Prevention Awareness Month, and will go on till June 2021, during which support will be provided to around 900 women, in total.

The Indian Council of Medical Research (ICMR) - National Cancer Registry has identified 13,92,179 cancer cases in India during the year 2020. The most common cancer identified amongst women in India is breast cancer followed by lung, mouth and cervix. It is observed that early detection greatly reduces the financial burden on the affected; not only is the cost of treatment much less in the early stages, the women can continue to work and support their families if they can access effective treatment in time.

With cancer cases on a continuous rise in India, and with 'Cancer Diagnosis' being the critical factor in 'Cancer Treatment,' this time, the Company decided to support the cause of 'Cancer Diagnosis,' as early diagnosis will help these women receive timely treatment.

For this initiative, Blue Star Engineering & Electronics has partnered with the following hospitals where women in need can avail free diagnostic services pertaining to cancer detection:

- 1) All India Institute of Medical Sciences (AIIMS), Rishikesh, Uttarakhand (Northern Region)
- 2) The Cancer Institute, Adyar, Chennai, Tamil Nadu (Southern Region)
- 3) The Kailash Cancer Hospital, Goraj, Vadodara, Gujarat (Western Region)

#### **About Blue Star Engineering & Electronics:**

Blue Star Engineering & Electronics is a 100% subsidiary of Blue Star Limited, India, managing the Company's Professional Electronics and Industrial Systems business. Over the last six decades, Blue Star Engineering & Electronics Limited has evolved from being a distributor to a system integrator and value-added reseller. Its offerings include Data and Transaction Security Solutions, Healthcare Systems, Video Surveillance & Wireless Networking, Destructive Testing Equipment & Systems, Plant Growth & Environmental Chambers, Non Destructive Testing (NDT) Products & Systems, and Industrial Automation Systems.

With regard to its Healthcare Systems line of business, it deals in advanced technologies to supply products, solutions, and services, to help create a healthy society. The Company represents Hitachi Healthcare of Japan in India, for their range of medical diagnostic imaging systems such as MRI and CT, with advanced imaging technology, sophisticated interfaces and data analysis techniques.

Prem Kalliath, Chief Executive Officer, Blue Star Engineering & Electronics Limited, adds, "As a part of our CSR initiatives we are partnering with diagnostic centres to provide support to those in dire need of diagnostic services. Currently, our focus is on cancer

diagnosis for needy women from lower income households. As an organisation, we believe in empowering society through our contributions and dedicatedly work towards causes related to Health, Hygiene and Wellness, while also generating economic value for our stakeholders."

*\*Free Diagnostic services comprising MRI and CT Scan costing up to Rs 4,500 in any of the above three mentioned hospitals.*

Place: Mumbai

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