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Blue Star expects to double commercial refrigeration revenues

FE BUREAU
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BLUE STAR, AIR conditioning and commercial refrigeration major, expects to double revenues from its commercial refrigeration business to Rs 2,000 crore over next three years, B Thiagarajan, MD, Blue Star said.

The adoption of commercial refrigeration in India has been relatively slower compared to the rest of the world. Globally, the commercial refrigeration is much bigger than the air conditioning business, but it has now reached a tipping point in India, Thiagarajan believes. Post-Covid lockdowns, Blue Star has seen an uptick in demand for its commercial refrigeration products and solutions.

The pandemic and vaccination drive and growth in modern retail and home delivery of food was driving this growth, he said. The commercial refrigeration segment is set to double in the country to around Rs 6,000 crore in three years as the growth would con-

tinue.

Blue Star has a market share of around 60-70% in the pharmaceutical and healthcare segments with its product such as modular cold rooms, medical freezers, ultra-low temperature freezers, pharma refrigerators and blood bank refrigerators.

The company on Thursday launched new products for vaccine storage and these include specifically designed, temperature controlled refrigerators and vaccine transporters to enable vaccine distribution to remote parts of the country.

The ice-lined refrigerators with 2°C to 8°C has been designed for vaccination programmes as they can maintain desired temperature even without power for up to 48 hours, ensuring lower spoilage of vaccines while in storage through power cuts.

The vaccine transporters would be needed to transport vaccines to remote corners of the country and was capable of maintaining temperature from +8°C to -20°C.