



**BLUE STAR**

Blue Star Limited  
Kasturi Buildings,  
Mohan T Advani Chowk,  
Jamshedji Tata Road,  
Mumbai 400 020, India.  
Tel : +91 22 6665 4000  
Fax : +91 22 6665 4152  
[www.bluestarindia.com](http://www.bluestarindia.com)

**May 18, 2016**

To,  
**National Stock Exchange of India Ltd.**  
**Exchange Plaza, 5<sup>th</sup> Floor,**  
**Plot No.C/1, G Block**  
**Bandra - Kurla Complex, Bandra (E),**  
**Mumbai-400 051.**  
**Fax No: 26598237 / 38**  
**Ref Company Code : BLUESTARCO**

**The Secretary**  
**BSE LTD.**  
**Floor 25, P.J. Towers**  
**Dalal Street**  
**Mumbai 400 001.**  
**Fax No. 22723121**  
**Ref Company Code : 500067**

**Sub : Press Release**

Dear Sir,

We enclose herewith copy of Press Release being released into newspapers, for your information and records purpose, receipt of which may please be acknowledged.

Thanking you,

Yours Faithfully,  
**BLUE STAR LIMITED**

**VIJAY DEVADIGA**  
**COMPANY SECRETARY**

Encl : as above

## **PRESS RELEASE**

### **Blue Star launches Inverter Room ACs with anti-corrosive copper condensers for Maldives**

Blue Star Limited, India's largest air conditioning and commercial refrigeration company, has launched a new range of inverter room air conditioners, equipped with the latest technology of anti-corrosive, green fin copper condensers which is a customised offering for the Maldives market.

#### **About Blue Star**

Blue Star is India's leading engineering conglomerate with the core businesses of air conditioning, commercial refrigeration, Mechanical, Electrical & Plumbing (MEP) contracting and after-sales service. With over seven decades of experience in providing expert cooling solutions, the Company has a network of 35 offices in India, presence in 15 countries, 5 modern manufacturing facilities, 2500 employees and a turnover of nearly USD 500 million.

Blue Star fulfills the cooling requirements of a large number of corporate, commercial as well as residential customers. Blue Star's air conditioning products comprise an impressive range of split ACs, variable refrigerant flow (VRF) system, packaged ACs, air handling units (AHUs), fan coil units (FCUs) and chillers whilst the refrigeration range includes water coolers, bottled water dispensers, deep freezers, modular cold rooms and ripening chambers.

#### **About Blue Star's International Business Group**

Blue Star's International Business Group is a dedicated business vertical of the Company which runs the airconditioning and refrigeration products business outside India through its Global Products Sales Division. This division handles products distribution across

markets in the Middle East, Africa and SAARC regions, and is expanding steadily in the ASEAN market. It has embarked on an aggressive channel expansion plan, 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.

#### **Blue Star's Partner in Maldives- Reefsider Co Pvt Ltd**

Blue Star has tied up with Reefsider Co Pvt Ltd as its distribution partner in Maldives in December 2013, and currently enjoys a market share of around 12% in the country. Established in 1976, Reefsider, currently into lifestyle solutions, is amongst the renowned business houses in Maldives. Eco-Cool Pvt Ltd, a subsidiary of Reefsider is in the business of air conditioning and refrigeration from 2015.

#### **Blue Star's Inverter Split Air Conditioner with anti-corrosive copper condenser**

With a market size of over 28,000 air conditioner units in Maldives, its immense potential for growth as well as the need for customised requirements in the island country, Blue Star has launched the Inverter Split Air Conditioner with anti-corrosive, green fin condensers. The unique feature of this product, backed by robust research, is its high ability to withstand the coastal corrosive weather conditions which enhances the life of the product. Also, this split air conditioner is equipped with a special filter known as ionizer, which when coupled with seven other specialised filters, provides pure air to the end-user. Also, this AC runs on the new eco-friendly refrigerant, R410A as well as the revolutionary DC inverter technology that offers substantial power consumption.

Blue Star will extend its entire range of product offerings to Maldives which comprises free match inverters, ducted inverter split air conditioners, inverter VRF systems, cold room systems, deep freezers, ice cube machines, water coolers as well as bottled water dispensers. This impressive product range offers end-to-end solutions to the airconditioning and refrigeration requirements of resorts, hotel, cafes, restaurants as well as other commercial and residential spaces in Maldives.

Speaking to the Press at a conference held in Malé, Rajendra Verma, Vice President, International Business Group, Blue Star Limited said, "We are pleased to introduce Blue Star's eco-friendly Inverter Split Air Conditioner with anti-corrosive, green fin

condenser which has been developed especially for the Maldives market. This offering has a dual advantage of being able to combat the high corrosive weather in Maldives as well as assures substantial power savings. Blue Star has an able partner in ReefSide Co Pvt Ltd which has achieved the USD 2 million turnover target in cumulative terms, since the launch of Blue Star in Maldives in 2013. With the enhanced portfolio of global products, we are confident of offering a world-class customer experience and making deep inroads in the tourism-oriented island country.”

Place: Malé, Maldives

Date: May 18, 2016.

For additional information, please contact Mr Rajendra Verma, Vice President, International Business Group, Blue Star Limited, Band Box House, 4th Floor, 254 D, Dr Annie Besant Road, Worli, Mumbai - 400 030 email: [rajendrav@bluestarindia.com](mailto:rajendrav@bluestarindia.com) Telephone: +91 9820347188.