

**PRESS RELEASE****Blue Star launches a comprehensive range of 150 models of Room ACs; plans to fortify its position in Smart Wifi and Heavy Duty AC segments**

Blue Star Limited unveiled its new comprehensive range of 150 models of Room ACs today, including a 'flagship premium' range, for the upcoming summer season. The lineup features inverter, fixed speed, and window ACs, addressing the needs of every consumer segment across all price points.

The demand for room ACs is seeing substantial growth, driven by intense summer heat across various parts of the country and the rising disposable incomes of India's expanding middle class. Additionally, this growth is fueled by the increasing demand in Tier 3, 4, and 5 markets, as well as by replacement buyers and those purchasing ACs for additional rooms in their homes. According to estimates, India's AC industry is projected to double by FY30.

To meet this growing demand, Blue Star has launched a slew of products, leveraging its manufacturing, R&D and innovation capabilities to introduce new, differentiated and best-in-class ACs.

**New Range of Air Conditioners for 2025**

The Company has launched a comprehensive range of models in the 3-star and 5-star categories, offering high cooling performance under extreme conditions. These models are available in various cooling capacities from 0.8 TR to 4 TR, with attractive prices starting at Rs 28,990.

This includes an elaborate range of nearly 40 models of Smart Wifi ACs which have unique and smart features such as 'Customised Sleep', where one can preset the temperature, fan speed, cool/fan mode and switch on/off the AC every hour for 12 hours, ensuring uninterrupted sleep. With Voice Command Technology, customers can operate their ACs through their smart devices, such as Amazon Alexa or Google Home using English or Hindi voice commands. In addition, the Energy Management feature offers complete control

over the AC's energy consumption providing accessibility to track, control and limit the AC usage resulting in the prevention of excessive energy consumption.

The newly launched ACs are equipped with various powerful features. These include an innovative feature called 'AI Pro+', a complex and intuitive algorithm that senses various parameters, adjusts, monitors and delivers maximum comfort. Another standout feature is 'Defrost Clean Technology', a three-step process designed to keep the indoor unit of the AC clean and maintain optimal performance. It begins with the frosting of the coil, followed by melting and drying, which significantly enhances performance and prolongs its lifespan. Additionally, all Blue Star inverter ACs are Smart Ready and can be upgraded to Smart ACs with the addition of a separate smart module.

Furthermore, these comprise features such as 'Turbo Cool' for fast cooling; 'Convertible 6-in-1 cooling', which allows the customer to adjust the cooling capacity upwards or downwards; and Nano BluProtect Technology and Hydrophilic 'Blue Fin' coating for both IDUs and ODUs, to prevent coil corrosion and leakage and for longer life, respectively. Some other unique features include DigiQ Octa sensors that deliver unparalleled accuracy and reliability; a 4-way swing and wide angle louvre movement for uniform cooling and precision cooling technology for setting temperature at every 0.5°C. Additionally, this range offers an enhanced spectrum of filtration options such as a HEPA filter, PM2.5 filter and Anti-Microbial with activated carbon, ensuring that the air is not only cool but also pure and clean. Another key aspect of Blue Star's inverter ACs is their wide operating voltage range, eliminating the need for an external voltage stabiliser.

## **Flagship Range**

The Company has launched a formidable range of flagship models, including 'Super Energy-Efficient ACs', 'Heavy-Duty ACs', 'Hot & Cold ACs' and 'ACs with Anti-Virus Technology'.

Blue Star's '**Super Energy-Efficient ACs**' feature a unique Dynamic Drive Technology to achieve enhanced energy efficiency with optimised cooling by delivering high airflow volumes. As a result, the 1 TR Inverter Split ACs achieves a 6.25 ISEER, making it 64% more energy efficient than a 3-Star Inverter AC.

As temperatures across India continue to rise each year during the peak summer season, the Company offers its high-performance range of '**Heavy-Duty ACs.**' Built with superior specifications, these ACs deliver exceptional cooling power and comfort, even in scorching

heat of up to 56°C. Featuring a robust air throw of up to 55 feet, they maintain full cooling capacity even at 43°C, ensuring optimal performance in extreme conditions.

'**Hot & Cold ACs**' are designed to provide comfort year-round. Blue Star has developed one model that can operate at ambient temperatures down to -10°C, specifically designed for markets like Srinagar. Another range is designed to operate at ambient temperatures down to -2°C, catering to locations across the rest of the country that face harsh winter.

Finally, the Company's range that integrates comfort and health, '**ACs with Anti-Virus Technology**', effectively filters out harmful microbes and particulate matter. Customers can also operate these ACs as air purifiers, especially in the winter.

Blue Star's air conditioners, besides providing consumers with exceptional cooling even at affordable prices, are well-known for their quality, reliability and durability. The Company offers a lifetime warranty on the inverter compressor, a 5-year warranty on the PCBs and easy financing options for its products.

Since the Company's foray into the residential AC segment in 2011, Blue Star has consistently grown in this segment, outperforming the industry year after year. The Company aims to achieve a market share of 14.3% by FY26 in the Room ACs segment.

### **Expanding Manufacturing Footprint**

Blue Star, through its fully owned subsidiary Blue Star Climatech Limited, has established a cutting-edge manufacturing facility in Sri City, Andhra Pradesh, which began commercial production in January 2023. Additionally, the Company operates two dedicated plants in Himachal Pradesh for manufacturing room air conditioners. These facilities are equipped with advanced automation technologies, including state-of-the-art assembly lines and material handling systems, along with comprehensive initiatives focused on IoT integration and digitalisation. With these plants, Blue Star's production capacity is currently around 1.4 million room ACs, with plans for gradual expansion to 1.8 million units in the near future.

### **Enhancing Outreach**

The Company is making strong strides in e-commerce and modern trade channels, investing in in-store demonstrators to drive sales and using targeted online and offline promotions to boost offtake across all market segments. It is also expanding its distribution network, particularly in the north. With its 'Gold Standard Service' and technical expertise, Blue Star differentiates itself through a network of over 2,100 service

centers and more than 150 service vehicles, ensuring accessible and reliable after-sales support nationwide.

### **Brand Ambassador Virat Kohli**

Virat Kohli remains Blue Star's brand ambassador for Room ACs, playing a pivotal role in enhancing the Company's brand awareness and equity. The TV commercials featuring Virat Kohli, revolving around the personification of heat, have resonated well with audiences. The Company will release new TVCs on the same theme, set to launch across TV and digital channels in March. Overall, Blue Star plans to invest over Rs 50 crores in advertising during the upcoming summer season.

### **Future Prospects**

Speaking to the press at a conference held in Chennai, B Thiagarajan, Managing Director, Blue Star Limited, said, "With India set to add approximately 450 million middle-class consumers by 2030, the market for room ACs is at its inflection point and is poised to grow exponentially over the next few years. Positive trends, such as the expansion of the housing sector, increased adoption of renewable energy, and growth in the rural economy, are also expected to shape the industry's future. This represents a significant opportunity for us, backed by over 80 years of air conditioning expertise and a strong market foothold. We continue to make significant investments in R&D, manufacturing as well as supply chain to enhance competencies and capabilities to effectively leverage the growing demand. We are confident that our extensive range of room ACs, covering all consumer segments and price points, will enable us to grow at a faster pace than the market."

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