

## **PRESS RELEASE**

### **Blue Star expands its comprehensive range of Commercial Refrigeration solutions to meet growing demands**

Blue Star Limited has announced the launch of an extensive range of commercial refrigeration products for the summer of 2025, specifically designed to meet diverse refrigeration needs. With a strong focus on growth, the Company plans to expand its commercial refrigeration business and capitalise on the rising opportunities in the country.

#### **Comprehensive range of Commercial Refrigeration solutions**

With a rich legacy of over 80 years and expert domain knowledge, Blue Star has developed a wide portfolio consisting of cold chain products and solutions that cater to the entire spectrum of segments, which include Horticulture, Floriculture, Banana Ripening, Dairy, Ice Cream, Poultry, Processed Foods, Quick Service Restaurants, HoReCa, Sericulture, Marine, Pharmaceutical and Healthcare. The portfolio includes deep freezers, storage water coolers, bottled water dispensers, visi coolers/freezers, cold rooms and a range of other refrigeration products to provide complete solutions across various industries.

#### **Deep Freezers**

Blue Star's deep freezer range offers optimal cooling performance down to -26°C, is fully tropicalised, energy-efficient, and features convertible cooling modes that switch between cooler and freezer. Available in multiple colour variants with a digital temperature controller, these freezers come in capacities ranging from 60L to 600L. The cooler cum freezer has a capacity of 375L, while bottle coolers range from 300L to 500L, and glass top deep freezers come in 100L to 600L options. The extensive range of storage capacities allows Blue Star to serve a wide customer base across industries such as Dairy, Ice cream, Frozen food, Restaurants, Convenience stores, Hospitality, and Supermarkets. Prices for these deep freezers start at an attractive Rs 16,000/- onwards.

## **Storage Water Coolers**

As demand grows for reliable chilled water solutions, Blue Star's storage water coolers are designed to meet the needs of educational institutions, corporate offices, and commercial establishments. Equipped with a sturdy compressor for fast cooling, food-grade stainless steel inner tanks, eco-friendly refrigerants, and a speedy drainage system with an extra-large stainless steel water tray to prevent splashing, these coolers provide all-year-round comfort. Available in capacities from 15L to 120L, the range is ideal for diverse applications.

## **Bottled Water Dispenser**

Blue Star's bottled water dispensers come in various models offering hot, cold, and normal water dispensing. These units feature a food-grade stainless steel tank, low power consumption, and a child-lock on the hot water faucet for added safety. The bottom loading dispenser range provides the convenience of easy water jar storage and refilling, eliminating the need for heavy lifting.

## **Visi Coolers/Freezers**

The visi coolers are designed not only to keep beverages and perishables fresh but also to provide an attractive display solution for retail outlets, restaurants, and commercial spaces. They ensure uniform cooling and come with interior LED lights, tropicalisation for harsh ambient temperatures, and a backlit canopy to enhance brand visibility. The visi coolers range includes models from 50L to 1200L, while the visi freezer is available in a 450L capacity, featuring uniform cooling, a double-glazed tempered glass door with Low-E for superior insulation, clear visibility, and a frost-free display.

## **Cold rooms**

Blue Star's cold room solutions are crafted using the latest technology and durable materials, giving cutting-edge features to cater to a variety of temperature sensitive requirements. Integrated cold room solutions envisage pre-engineered PUF insulated panels along with hermetic, semi-hermetic, and rack refrigeration systems. The Company has also introduced inverter-based refrigeration units, cold chain solutions for warehousing and logistics, and IoT systems to strengthen its cold room offerings.

## **Other refrigeration products**

The Company also offers a wide range of kitchen refrigeration solutions, including reach-in chillers & freezers, blast freezers, back bar chillers, undercounters, ice machines, and saladettes. For personal and professional spaces, the 50L mini bar range is compact, efficient, and elegantly designed.

Blue Star's Healthcare Refrigeration solutions are designed to meet the critical demands of medical and pharmaceutical storage. The range includes pharmacy refrigerators, ultra-low temperature freezers, ice-lined refrigerators, and vaccine transporters, catering to diverse medical and pharmaceutical storage needs.

The Supermarket Retail Refrigeration Range includes multideck chillers and freezers in sizes ranging from 4 ft to 12 ft, available in both plug-in and remote types. These units offer advanced features like multiplexing options for flexible configurations and energy-saving night curtains. Additionally, pastry showcases come with front double-glass and heating wires to prevent fogging.

## **Expanding manufacturing footprint**

Blue Star's entire range of deep freezers and water coolers are manufactured at the Company's state-of-the-art plants in Wada and Ahmedabad, reinforcing its commitment to the 'Make in India, Make for the Globe' initiative. The Wada plant has an installed production capacity of 3L deep freezers and 1L water coolers, while the Ahmedabad plant has a dedicated capacity for deep freezers of 1L units. The Wada plant also manufactures cold room panels, evaporating units, and condensing units.

## **Sustainable Technologies**

As a leader in energy efficiency, sustainability, and eco-friendliness, Blue Star's R&D and product development teams focus on customer-centric designs and environmentally friendly products. The Company uses low-GWP refrigerants and eco-friendly insulation blowing agents, a first-of-its-kind in India. The Company continues to be recognised by the Government of India for adopting greener technologies that are ahead of its curve. The Wada plant which manufactures deep freezers is also platinum certified by Indian Green Building Council.

## **R&D Infrastructure**

Blue Star has significantly enhanced its R&D infrastructure, with facilities including NABL-accredited deep freezer testing labs and AHRI-certified testing labs. The Company has filed numerous patents and design registrations, with many more in the pipeline. Through its robust R&D setup, Blue Star has been integrating cutting-edge global technologies into its new product developments.

## **Expanding Distribution and Service Network**

Blue Star's 2100 sales and service channel partners are trained to sell, install, and maintain refrigeration products across 900 towns. The Company is India's leading after-sales service provider for both air conditioning and commercial refrigeration, offering a Gold Standard programme that includes 24/7 customer support, service on wheels, mobile apps, and technical expertise. The Company is making significant investments in its service infrastructure and CRM software to further enhance its customer service capabilities.

## **Future Prospects**

B Thiagarajan, Managing Director, Blue Star Limited, adds, "The Commercial Refrigeration industry is witnessing strong growth, driven by demand from Ice Cream OEMs, QSR chains, HoReCa sector, Quick Commerce, Food Retail, and Healthcare. The growing trend of outside-the-home consumption, especially in perishable foods, is a major growth driver. We are committed to enhancing our market leadership by offering an innovative range of energy-efficient and eco-friendly products. We have made significant investments in digitalisation and IoT technologies to improve our product offerings and streamline operations. With a promising summer season ahead and a diverse product range, we are confident in our growth prospects for this fiscal year and beyond."

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