

LET'S BEAT COVID-19 TOGETHER!

March 24, 2020

Dear Valued Business Partner,

As you are aware, the COVID-19 pandemic has gripped the world, with the number of cases in our country rising steadily. As India battles to contain the spread of this disease, we at Blue Star are consistently working to ensure business continuity, so that your operations which are dependent on our functionality run smoothly.

The health, safety and business needs of all our stakeholders are our priority, and we are taking the following measures to combat the challenges:

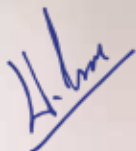
- While most of our offices are shut following the guidelines of the respective State Governments, our employees in all such offices are working from home. However, they are all focused on meeting your expectations to the extent possible in these unprecedented times and are contactable on their mobile phones.
- Our call centres will continue to be operational, albeit with a skeletal staff, to cater to your needs on a 24x7 basis. We have sought permission from the authorities to allow at least skeleton team of our customer service operations to cater to the needs of segments such as hospitals, medical stores and pharmacies, diagnostic centres, healthcare and pharmaceutical companies, banks/ATMs, hotels, restaurants, grocery/general stores, dairies, food supply chain partners, food processing entities, food/perishable item warehouses, banks, IT/data centres, telecom service providers, and Government establishments. We will keep you posted on the developments.
- In line with the Government regulations, we are constrained to discontinue activities at project sites at various locations. As soon as the normalcy is restored, we will resume the activities.
- We are undertaking measures to ensure that some of the products of Blue Star such as Deep Freezers meant for critical applications and needs are available through e-commerce portals. Some of our dealers are also keeping their e-commerce channels open.
- We have strictly implemented regular and rigorous hygiene measures at all our factories, technology and R&D facilities, warehouses, and offices, by frequently sanitising shop floors, shared technician tools, equipment as well as devices that are needed to serve you better.
- We have issued strict guidelines to all our partners who need to visit our facilities for necessary requirements to prevent any exposure to this virus. Our employees, staff and technicians have been issued advisories to educate them about COVID-19, and are equipped with masks, hand gloves, sanitisers and disinfectants to maintain the health and safety of themselves and others.

Please be assured that we are continuously monitoring the COVID-19 situation with guidance from the advisories, facts and information shared by the World Health Organisation (WHO), Ministry of Health and Family Welfare, as well as the Central, State and Local Governments.

If you have any further queries, concerns or urgencies, you may please write to a special email ID customerresponseteam@bluestarindia.com which will be monitored by our senior personnel.

We value and cherish our association and would like to thank you for your continued support. With relentless dedication and enduring efforts, we are striving to do everything in our control so that we all emerge out strongly from this tough phase as a community.

With best regards,



Wilson Jebaraj

Vice President

Customer Service Group

Blue Star Limited