

PRESS RELEASE

Blue Star launches its new range of best-in-class deep freezers with more storage and higher cooling capacity manufactured at the Company's new state-of-the-art Wada Factory

Blue Star Limited, today announced that the Company has launched its new, indigenously designed, best-in-class range of deep freezers with extra storage and higher cooling capacity, manufactured at its new world-class manufacturing facility at Wada.

New range of best-in-class deep freezers offering extra storage space and higher cooling capacity

The new range of deep freezers manufactured at Blue Star's new state-of-the-art Wada Plant is an indigenously designed range that offers extra storage and higher cooling capacity. Blue Star has received a BIS certification for these deep freezers under the Government of India's Quality Control Order (QCO). In addition, these are embedded with superior technologies for highly efficient performance including technologies that provide extra cooling and ensure greater heat transfer for efficient cooling, amongst others.

Focus on the 'Make in India' initiative by the Government of India

A firm believer in Aatmanirbhar Bharat, the Company has also planned to indigenously manufacture sub-300L deep freezers with top-notch components and the latest technologies, at its new Wada Plant. With this, the Company will have a full range of indigenously designed and manufactured deep freezers from 50L to 600L to cater to diverse customer requirements.

Adding value across the Cold Chain with modern products and solutions

Blue Star with its rich expertise gathered across almost 80 years now has developed a wide product profile that includes equipment for the cold chain and products for commercial refrigeration which cater to the entire spectrum of industry segments that require them. These include Agriculture, Banana Ripening, Dairy, Fast Food Chains, Healthcare, Horticulture, HORECA, Hotels & Restaurants, Ice-cream, Meat Processing, Pharmaceutical, Processed Foods, Quick Service Restaurants, Retail Outlets, and Seafood.

Blue Star's value proposition for its cold storage products is 'Enhancing Life'. The products and solutions are designed to not only preserve the produce but also to ensure that the contents retain their efficacy and flavour through the storage period. These world-class products therefore truly extend the shelf life of the perishables, enabling Blue Star's customers in turn to enhance the lives of their businesses. The entire ecosystem of businesses including producers, dealers, intermediaries, and end-users, is benefitted, and flourishes due to the use of such state-of-the-art cold chain solutions.

The extensive range of Blue Star's commercial refrigeration products and solutions includes bottle coolers, bottled water dispensers, deep freezers, modular cold rooms, storage water coolers, visi coolers, commercial kitchen refrigeration equipment such as back bar chillers, blast coolers and freezers, reach-in coolers/freezers, saladettes, and under counters, medical refrigeration equipment such as blood bank refrigerators, ice lined refrigerators (+2°C to +8°C), medical freezers (upto -20°C), pharma refrigerators (+2°C to +8°C), ultra-low temperature freezers (-86°C), vaccine transporters (+8°C to -20°C), and mortuary chambers, and supermarket refrigeration equipment such as island coolers/freezers, multideck chillers, and upright freezers.

Refrigeration units with inverter technology for Modular Cold Rooms

Blue Star has launched highly energy-efficient Refrigeration units with inverter technology for Modular Cold Rooms. These units are designed to deliver a wide range of temperature from 2°C to 20°C and have the ability to function up to 52°C ambient temperature conditions. These units are apt for small and medium cooling needs, required by Retailers, QSRs, Hotels, and Pharma and Horticulture segments.

Blue Star has been a pioneer in introducing inverter-based systems in India backed by its in-house R&D and manufacturing prowess.

Technology that is eco-friendly

Blue Star adopts eco-friendly technologies in the design and manufacture of its products since its focus remains sustainability. An example is the fact that the manufacture of PUF panels in Blue Star's plants is accomplished by eco-friendly systems, a first of its kind in India. The range of products also uses only eco-friendly refrigerants. Blue Star continues to be recognised by the Government of India for its adoption of green technologies.

While the focus is on eco-friendliness, Blue Star's commercial refrigeration products are also designed for high quality, reliability, and durability. Which is why the Company's range of commercial refrigeration products have earned the trust of millions of customers, making Blue Star one of the leading players in this industry.

Cutting-edge Manufacturing and R&D

With an expansive manufacturing footprint spanning seven state-of-the-art facilities, Blue Star today has world-class production facilities with cutting-edge equipment, automated production lines, and modern processes that enhance quality and efficiency to global standards. The Company's R&D facilities are also amongst the best in India with all the requisite test labs available in-house, including AHRI-certified chiller testing labs and NABL accredited deep freezer testing labs. The R&D at Blue Star is manned by a talented pool of engineers and it has obtained many patents and design registrations, with many more in the pipeline. Underpinned by its robust R&D set-up, Blue Star has been incorporating latest technologies from across the world into its new product developments.

The Wada and Ahmedabad facilities of Blue Star are entirely dedicated to the manufacturing of its wide range of commercial refrigeration products.

Distribution and service network that covers the Nation

Blue Star's extensive network of channel partners and service associates are present across the country, and help the Company connect with its customers wherever they are in the country, be it Tier 1, 2, 3, 4, 5, or 6 markets.

A specialised channel network is trained to sell, install and maintain the Company's range of commercial refrigeration products and solutions, so that customer needs are understood well and appropriate solutions suggested. Around 1500 trained channel partners are part of Blue Star's commercial refrigeration channel partner network, and span across cities in India. About half of them are in Tier 3, 4, 5, and 6 markets. Blue Star also continuously invests in capacity building and the upskilling of its channel partners and their personnel.

With regard to Service, Blue Star is the country's largest after-sales air conditioning and commercial refrigeration ISO 9001:2015-certified service provider with a wide spectrum of world-class customer service solutions and other value-added services in its service portfolio. With its 24x7 commercial refrigeration service network across the country, and backup infrastructure to cater to the service needs of its clients, Blue Star offers 'Gold Standard' service to its customers. Blue Star is also continuously expanding its service reach to Tier 2, 3, 4, 5, and 6 towns. As on date, the Company's Service partners are available in 3900 towns. A significant investment into quick service turnaround is the induction of over 150 service crew vans pan India. These enable service technicians to reach customer sites faster to reduce response time. Another unique feature of Blue Star's Service infrastructure is the availability of refrigerated vans in the cities of Chennai, Bangalore, Hyderabad, Mumbai, Ahmedabad, Delhi and Kolkata, which can be used as a standby at customer premises to store perishables in, while the units at site are undergoing major repair.

B Thiagarajan, Managing Director, Blue Star Limited, adds, "Blue Star is already a key player in the Commercial Refrigeration marketplace in India and we expect now, with the introduction of the new range of deep freezers that are best-in-class and offer more storage and higher cooling capacities than ever before, to make an even deeper impact in this market. Our manufacturing plants have been upgraded both in terms of production capacity and processes to meet the expected increase in demand for these products in the coming years. Alongside, our distribution network has been further strengthened and

widened to increase our penetration further, so as to tap newer markets for these world-class products.”

Disclaimer: The storage and cooling capacities of this new range of deep freezers are more and higher, respectively, compared to the Company's earlier range of comparable models.

Place: Chennai

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