

PRESS RELEASE

Blue Star appoints Mohit Sud as Group President, Unitary Cooling Products



Blue Star Limited has announced the appointment of Mohit Sud (Mohit) as Group President, Unitary Cooling Products with effect from March 31, 2025. Unitary Cooling Products is a fast-growing segment, and it includes room air conditioners and commercial refrigeration products such as deep freezers, water coolers, visi coolers and modular cold rooms. Mohit will hold the end-to-end responsibility including sales, marketing, service, R&D, manufacturing, and supply chain. He will also be part of the Group Management Committee of the Company.

Mohit is a Mechanical Engineer with an MBA from XLRI, Jamshedpur. He has over two decades of experience in Hindustan Unilever, where he has successfully managed various Sales & Marketing roles for several product categories including Home Care and Beauty & Well Being in many geographies across India. In his last assignment as Vice President, he was

responsible for driving the Premium Retail distribution for the Beauty & Well Being business.

B Thiagarajan, Managing Director, Blue Star Limited, states, "The market for room air conditioners and commercial refrigeration products is poised for exponential growth in the coming years, and we aim to further build on our leadership position and grow our market share. Mohit's rich experience in sales, distribution and marketing will be extremely valuable."

Vir S Advani, Chairman & Managing Director, Blue Star Limited, adds, "The Company has been on a growth path, and I am very optimistic about our prospects. To be future-ready, we have been making significant investments in R&D, manufacturing, digitalisation, sales & marketing. Simultaneously, we are strengthening our leadership team with external and internal talent. Mohit is an important addition to our team as we scale our consumer-facing businesses."

Place: Mumbai

Date: March 31, 2025

For additional information, please contact Girish Hingorani, Vice President – Marketing (Cooling & Purification Appliances) & Corporate Communications, Blue Star Limited.

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