

PRESS RELEASE**Blue Star unveils a comprehensive new range of Unitary Cooling products to drive next phase of growth****New Range of Room Air Conditioners for 2026**

Blue Star Limited has announced the launch of its new range of Room Air Conditioners for Summer 2026, further strengthening the Company's presence in India's residential and commercial cooling segments. The comprehensive portfolio comprises 125 models of Room Air Conditioners, including a flagship premium range, catering to a wide spectrum of customer requirements and usage environments. All models comply with the new Bureau of Energy Efficiency (BEE) standards that came into effect on January 1, 2026. The expanded lineup has been strategically developed to address the growing demand for energy-efficient, high-performance cooling solutions across diverse applications.

India's room AC industry is witnessing sustained structural growth, supported by rising affluence, rapid urbanisation, and increasing climate intensity. The category is projected to expand from approximately 14 million units to 30 million units by FY30, driven by strong first-time adoption in low-penetration markets as well as replacement demand in more mature urban centres. Tier 3, 4 and 5 markets are emerging as key growth engines, outpacing Tier 1 and 2 cities, albeit on a smaller base.

The comprehensive portfolio includes inverter, fixed-speed, and window air conditioners, catering to diverse customer segments across multiple price points. A key highlight is the launch of 'Iconia', a premium range in an elegant Midnight Silver finish, designed to appeal to discerning consumers.

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 1TR inverter split ACs achieve an ISEER of 6.25, making it 45% more energy efficient than a 3 star inverter AC.

The 'Heavy-Duty ACs' range is built with superior specifications and delivers exceptional cooling power and comfort, even in scorching heat of up to 56°C. Featuring a robust air throw of up to 55 feet, the ACs maintain full cooling capacity even at 43°C, ensuring optimal performance in extreme conditions.

The Company's 'Hot & Cold ACs' are engineered to provide year-round comfort across diverse climates. Blue Star offers a specialised model that operates at ambient temperatures as low as -15°C, ideal for extreme winter markets like Srinagar, along with models designed to perform efficiently down to -5°C for regions experiencing harsh winters.

The range of 'Anti-Virus Technology ACs' enhances indoor air quality by filtering harmful microbes and particulate matter. These units can also operate in air purification mode, offering added protection, particularly during the winter season.

Nearly 50 models are Smart WiFi enabled, offering features such as AI-driven adaptive cooling, customised sleep modes, voice command technology and energy management features. The range also incorporates advanced multi-layer filtration systems to enhance indoor air quality, along with convertible cooling modes, self clean and defrost clean technology, DigiQ Octa Sensors, and Nano BluProtect technology for superior anti-corrosion protection.

The Company offers a lifetime warranty on the inverter compressor, a five-year warranty on PCBs, and attractive financing options to enhance affordability and accessibility.

Expanding Manufacturing Footprint

To support the growth of its Room Air Conditioners business, Blue Star has strengthened its manufacturing footprint across multiple facilities. The Company's current production capacity is approximately 1.4 million units, scalable to 1.8 million units to meet rising demand. Blue Star operates a state-of-the-art plant at Sri City, Andhra Pradesh, along with two plants in Himachal Pradesh, all dedicated to room AC production. These facilities

feature advanced automation technologies, including modern assembly lines and automated material handling systems, complemented by IoT integration and digitalisation initiatives to enhance efficiency, quality, and scalability.

Sustainable Technologies and R&D Infrastructure

Blue Star continues to strengthen its advanced R&D infrastructure, backed by accredited testing laboratories and dedicated product development facilities. The Company is integrating eco-friendly refrigerants and energy-efficient systems across its portfolio in line with evolving environmental standards. Through sustained investments in innovation, IoT integration, and digitalisation, Blue Star aims to deliver technologically advanced and environmentally responsible cooling solutions that meet the evolving needs of consumers.

Expanding Distribution and Service Network

Blue Star has established a strong pan-India presence, spanning 900 towns and retailing through more than 10000 outlets across the country. Its Gold Standard Service programme, supported by an extensive service network of over 2100 partners and robust digital platforms, ensures dependable after-sales support.

Comprehensive Range of Commercial Refrigeration Solutions

As part of the Unitary Cooling products portfolio, Blue Star also offers an extensive range of commercial refrigeration products designed to meet diverse industry requirements. The portfolio includes deep freezers, storage water coolers, bottled water dispensers, visi coolers and freezers, cold rooms, supermarket refrigeration systems, kitchen refrigeration equipment and healthcare refrigeration products such as ultra-low temperature freezers and vaccine transporters. Together, these solutions cater to a wide range of sectors, including Horticulture, Floriculture, Banana Ripening, Dairy, Ice Cream, Poultry, Processed Foods, Quick Service Restaurants, HoReCa, Sericulture, Marine, Pharmaceuticals, and Healthcare.

The commercial refrigeration business is witnessing strong structural momentum, driven by the growth in out-of-home consumption, expansion of food retail and quick commerce,

and the increasing need for reliable temperature-controlled storage and logistics solutions. Rising disposable incomes, higher consumption of fresh and frozen foods, and the rapid expansion of modern trade and convenience formats are further supporting segment growth.

Future Prospects

Speaking to the press at a conference held in Chennai, B Thiagarajan, Managing Director, Blue Star Limited, said, "India's cooling demand is at an inflection point, supported by favourable demographics and structural shifts in consumption. Nearly 150 million households in India are expected to be able to afford air conditioners in the future, indicating significant headroom for penetration. The new range of Unitary Cooling products, including a comprehensive portfolio of commercial refrigeration solutions, further strengthens our ability to capitalise on the growing opportunities and expand our presence across both residential and commercial segments. By aligning our product strategy with key structural shifts, from first-time AC adoption to evolving refrigeration needs, Blue Star is well positioned to lead in the next phase of cooling demand."

Place: Chennai

Date: March 10, 2026

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