

About Blue Star



- India's leading air-conditioning, commercial refrigeration company and MEP contracting company
- Total Revenue: ~ Rs. 4100 crores
- Employee Strength: 2700
- Network of 35 offices; 2200 dealers, 600 retailers
- Presence in 19 international markets in the Middle East, Africa and South Asia
- 5 modern manufacturing facilities
- Comprehensive solutions for corporate, commercial and residential customers

Blue Star - Vision & Credo





Governance Structure



Chairman Emeritus



Ashok M Advani

Board of Directors



Suneel M Advani Chairman



Vir S Advani *Managing Director*



B Thiagarajan Joint Managing Director



Sam Balsara Independent Director



Shailesh Haribhakti Independent Director



Anil Harish Independent Director



Shobana Kamineni Independent Director



Rajiv R Lulla Non-Executive Director



Gurdeep Singh Independent Director



Dinesh Vaswani Non-Executive Director





Electro-Mechanical Projects



- Design, supply, installation and commissioning of
 - Large central air conditioning projects
 - Electrical projects
 - Plumbing projects
 - Fire-fighting projects
- Execution of turnkey industrial projects
- Our Value Proposition:
 - Superior project delivery through intelligent engineering, modern execution practices, and committed teams
- Awarded 'MEP Contractor of the year' in 2017 (third year in a row)

Central AC Projects



- Expertise of over seven decades in system design, contracting, installation and maintenance
- Expert turnkey cooling solutions to a variety of customers in the corporate, commercial and industrial sectors
- Significant market share in segments such as Industrial, Infrastructure, Metro, Power, Hospitality, Education, IT/ITeS, Retail and Healthcare
- Superior project management capabilities resulting in on-time delivery, high project quality and seamless coordination at all levels

Packaged Air Conditioning Solutions



- Complete range of energy-efficient packaged air conditioners and ducted split air conditioners
- VRF systems with Inverter as well as Digital technology
- VRF IV Plus, the first 'Made in India' 100% Inverterbased VRF system
- VRF V Plus launched with higher output capacity and efficiency
- Driven by segments such as offices, education, industrial, show-rooms, healthcare, hospitality, banquet halls and retail





After Sales Service



- India's largest air conditioning and refrigeration service provider, maintaining around 2 million tonnes of air conditioning and refrigeration equipment
- ISO 9001-2015 certified
- Handles over 1 million service calls a year
- Focus on service delivery quality through a Service Quality Assurance Group, Service Specialists' Group for high-end technical requirements
- Forayed into Engineering Facility Management which covers a wide repertoire of operation and maintenance services for efficient working of electro-mechanical utilities

International Business



- Offers AC&R products, after-sales service as well as system integration in global markets
- Markets served include Middle East, Africa, SAARC and ASEAN regions
- Product offering includes range of Room Air-conditioners,
 Commercial Refrigerators and Water Coolers
- Focus on building a larger international footprint by enhancing reach of distributors, channel associates
- International projects managed by the Company's international joint ventures in Qatar, Malaysia and Oman
- Wholly owned subsidiary set up in Dubai to consolidate and expand International business

Market Opportunity



- The HVAC market in India is forecast to reach US\$ 7.7 billion by 2022
- Government propelled infrastructure investments is expected to drive growth in medium term.
- Sectors like Metros Rail, Healthcare, Education, Airports, Light industrial projects and commercial offices would see significant capital expenditure.
- Infrastructure investments in tier-2/3/4 cities like shopping malls, retail complexes, airports will further push growth.



Some of our prestigious projects





Parliament House



Delhi Metro



Chhatrapati Shivaji International Airport-T2



JW Marriott



Microsoft



Tata Steel

Some of our prestigious international projects





AMCORP Trade Centre, Malaysia



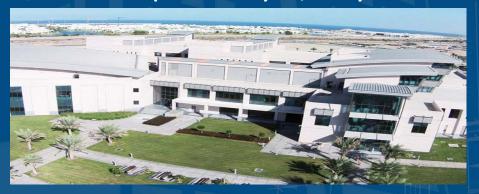
Bank of Mauritius



Kuala Lumpur Grand Hyatt, Malaysia



Hotel Rehabilitasi, Malaysia



Civil Aviation Headquarters, Oman



New District Hospital, Qatar



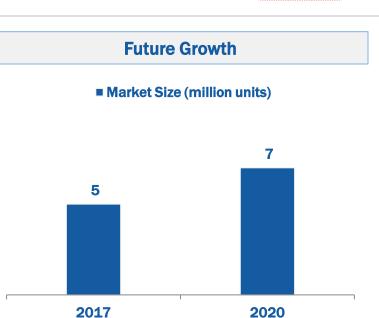
Room Air Conditioners

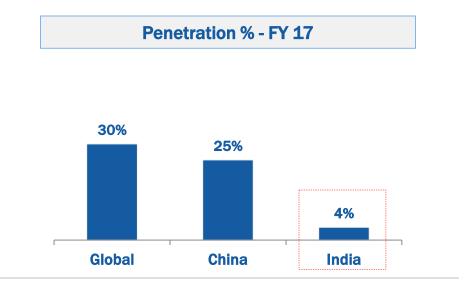
- Installed base of over two million units
- Products available in 4200 outlets in more than 650 locations across the country
- Focus on inverter technology and energy efficient products
- Focus on residential as well as corporate and commercial customers
- Aesthetics and low noise make our products widely recommended by interior designers
- Higher quality, consistent performance under various Indian conditions, durability & stability of the product make our product widely accepted

Low penetrated market and growing middle class purchasing power offer immense opportunity for growth...











Blue Star Market Share (%)

Commercial Refrigeration Products



- Wide range of commercial refrigeration equipment
- Market leader in most of the segments
- Products having latest technology with innovative features:
 - Deep Freezers
 - Bottle Coolers
 - Storage Water Coolers
 - Bottled Water Dispensers
 - Ice Cubers
 - Cold Rooms
 - Professional Kitchen Refrigeration
 - Healthcare Refrigeration



Water Purifiers

- Entered the residential water purifiers business in October 2016
- Offers a stylish, premium and differentiated range of RO+UV+UF products
- Unique features such as cold and hot water; touch screen; speech assist and electronic dispensing
- Available in 110 towns with over 450 channel partners and 1700 retail points
- Won the Water Digest Awards 2017 for 'Best Domestic RO+UV Purifier' in the country











Manufacturing Facilities





Manufacturing Facilities

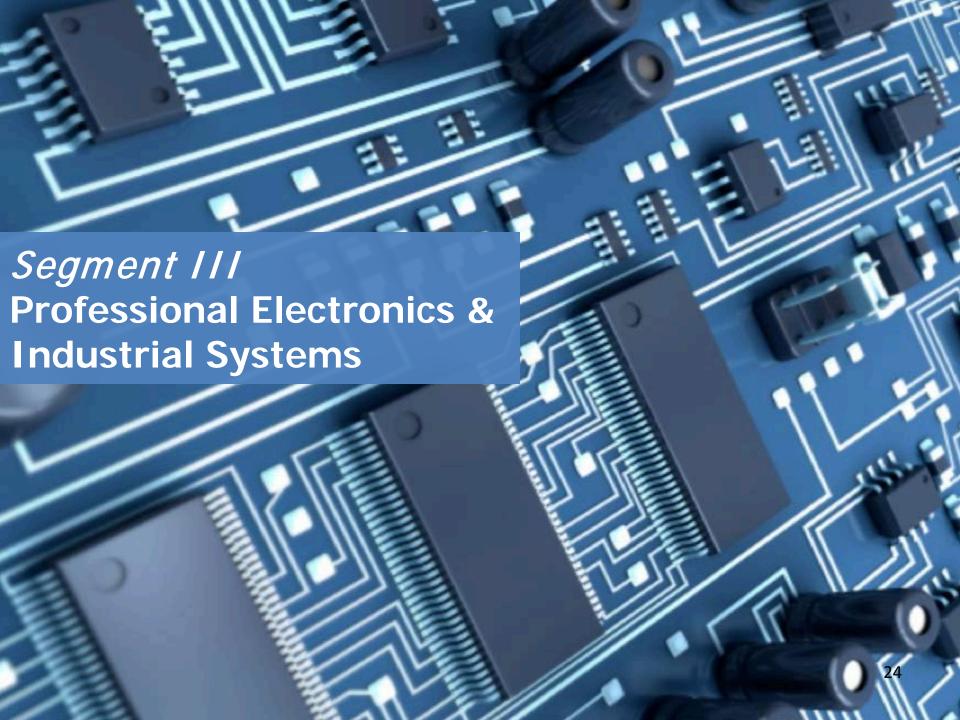


- Specialise in manufacturing a variety of highly engineered and custom-built products
- Manufacturing footprint of 1 lakh sq m
- Over 300 models manufactured across
 25 product lines
- Lean manufacturing and world-class practices
- Wada factory certified as 'Green factory' –
 Gold category certification from IGBC

Research & Development



- High level of product development and testing capabilities with several patents for new breakthrough products
- Department of Scientific & Industrial Research approved
- Lab certification programme for facility upgradation
- Enhanced capability in reliability and electronics for digital and smart products
- In-house capacity for testing and certification for safety compliance
- Consistent investment in R&D to enhance company's product offerings and technical capabilities



Professional Electronics & Industrial Systems

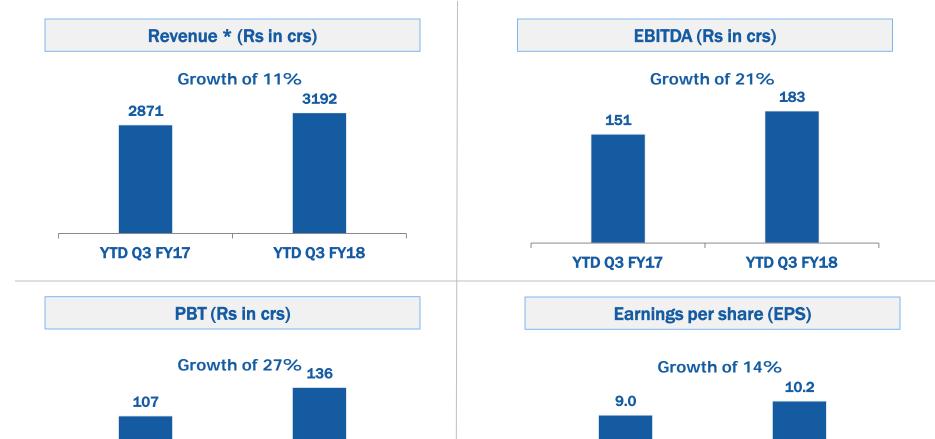


- Managed by the Company's wholly owned subsidiary, Blue Star Engineering & Electronics Ltd
- Business verticals include:
 - Industrial Products Valves and Bagging systems
 - Testing Equipments Defence and Automobile industry
 - Infra Security System CCTV Surveillance
 - Data Security System Payment HSM's , PKI HSM's
 - Healthcare Systems MRI, CT Scan
 - Communication System Radio frequency recorders
- Evolved from being only a distributor of leading global manufacturers to a high end system integrator and value-added reseller



Financial Performance -YTD Q3 FY18 BLUE STAR





YTD 03 FY18

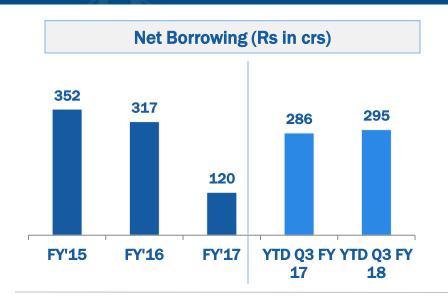
YTD Q3 FY17

YTD Q3 FY17

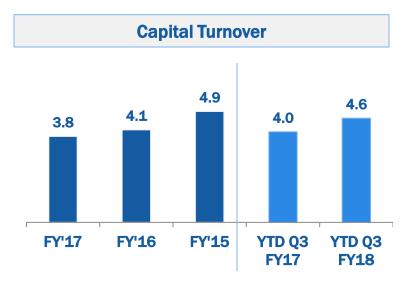
YTD Q3 FY18

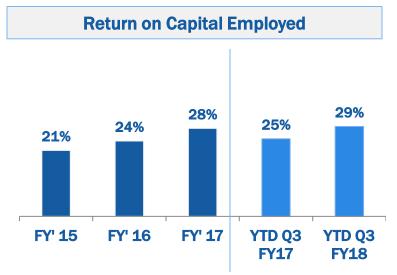
^{*} Prior to GST going live on July 1, 2017, revenue included excise duty and other input taxes. Comparable revenue growth has been computed by adjusting excise duty and other input taxes from the revenue of respective previous periods

Balance Sheet indicators – YTD Q3 FY



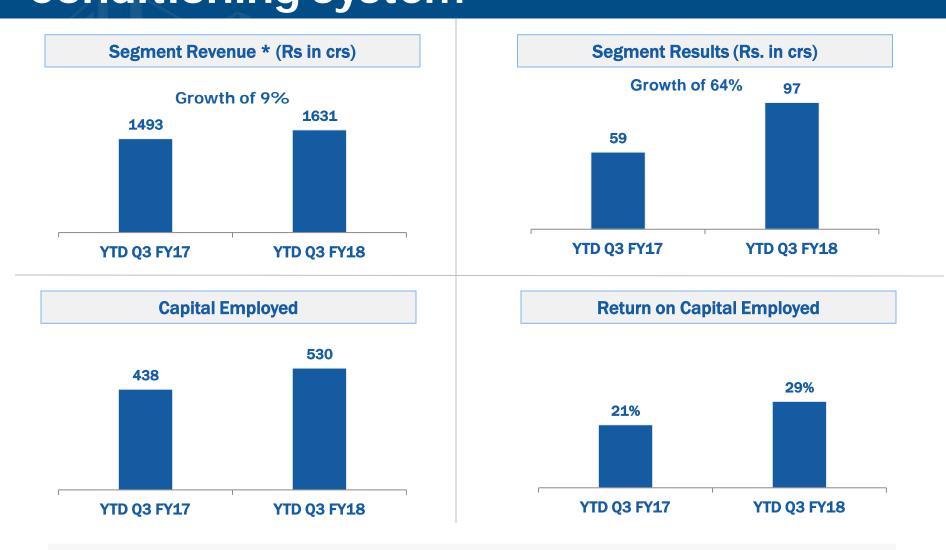






Segment 1: EMP and Packaged Air-Conditioning system



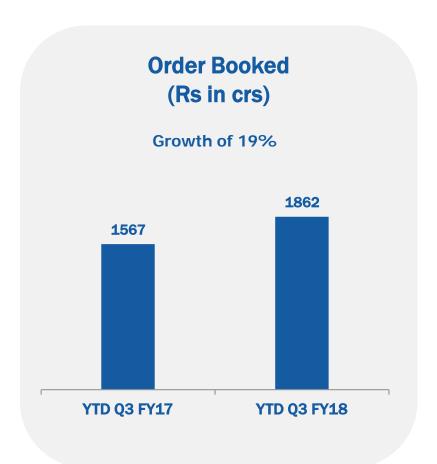


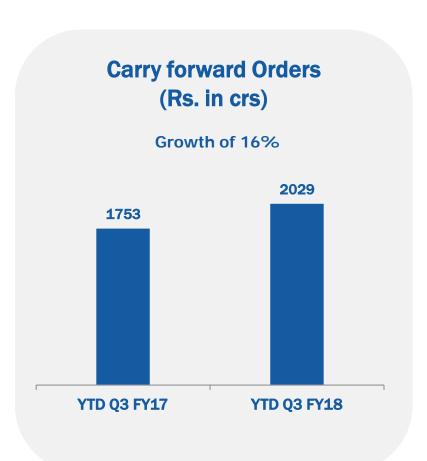
Blue Star continued to maintain its dominant position in integrated MEP space.

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Segment 1: EMP and Packaged Air-Conditioning system

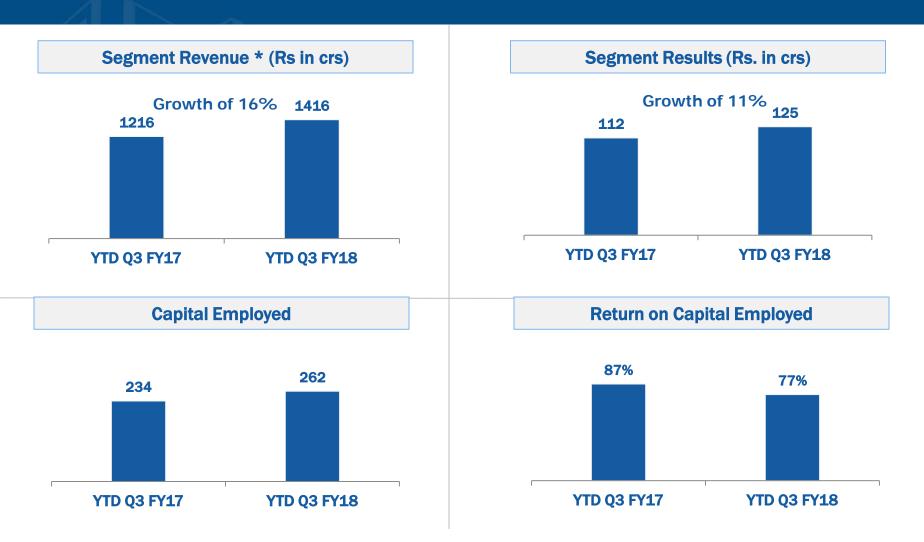






Segment 2: Unitary Products





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