



PRESS RELEASE

Blue Star expands operations in the Middle East, inaugurates a new office and state-of-the-art flagship showroom in Dubai

Air conditioning and commercial refrigeration major, Blue Star Limited's wholly owned subsidiary in Dubai, Blue Star International FZCO, through its subsidiary Blue Star Systems and Solutions LLC, announced the inauguration of its new office and its first state-of-the-art flagship showroom in Dubai.

Blue Star International FZCO, headquartered in Dubai, manages the international business operations of Blue Star Limited. Blue Star Systems and Solutions LLC is a subsidiary of Blue Star International FZCO, and it handles all the operations of the Company for the UAE, including its Products, System Integration and Service businesses.

Blue Star, which completed 75 years, has a rich legacy in the Middle East, with its association going back to over 60 years. The Company had forayed into the Middle East in the 1950s with the exports of water coolers to Kuwait and today, has an expansive footprint across several Middle Eastern markets. The company exports air conditioning equipment, water coolers, and commercial refrigeration products and systems and has initiated after-sales service of AC&R products in this region.

The Middle East is a promising market for Blue Star. With a growing hospitality sector, rise in construction activities across residential and commercial sectors, coupled with extreme weather conditions, it is imperative for Blue Star to expand operations and enhance local presence in this region. The Company has an edge on account of its rich pedigree and diverse product offerings and continues to be a preferred brand in this region.

The new office and the state-of-the-art flagship showroom are located in a central and prominent locality on the Airport Road in Dubai, with close proximity to important business centres and travel hubs. With this set-up, the Company has established a one-stop-solution for its entire range of cooling products including split ACs, cassette ACs, window ACs, floor standing units, deep freezers, water coolers, bottle water dispensers, air coolers, air purifiers, water tank chillers, ducted split units, VRF system products, AHUs, FCUs, refrigeration units, and cold room panels.

Speaking on the expansion, Vir S Advani, Vice Chairman and Managing Director, Blue Star Limited said, "We are proud of our long and enduring association with the Middle East. With this investment in the UAE, we are looking forward to make deeper inroads and significantly contribute to the growth of the Middle Eastern economy."

Speaking about the inauguration of the new set-up, Dawood Bin Ozair, CEO, Blue Star International FZCO said, "I am confident that our comprehensive AC&R product and service offerings combined with our proven credentials and capabilities including highly skilled and trained workforce at Blue Star Systems and Solutions LLC, will enable us to steadily advance in this market. We have also planned a series of advertising campaigns to enhance awareness and reach out to prospective customers in this region."

About Blue Star Limited

Blue Star is India's leading air conditioning, commercial refrigeration and MEP (Mechanical, Electrical and Plumbing) contracting company with 75 years of experience. An expert in cooling, it also offers products such as water purifiers, air purifiers and air coolers. Its integrated business model, of a manufacturer, contractor and after-sales service provider, offers comprehensive solutions for the residential, commercial and infrastructure segments. The Company has an expansive global footprint and exports its products to 18 countries in the Middle East, Africa, SAARC and ASEAN regions. Blue Star's other businesses include marketing and maintenance of imported professional electronic equipment and services, as well as industrial products and systems, which is handled by Blue Star Engineering & Electronics, a wholly owned subsidiary of the Company.

About Blue Star International FZCO

Blue Star International FZCO, headquartered in Dubai Airport Freezone, is a 100% subsidiary of Blue Star Limited in India, managing the Company's International business including its joint ventures which focus on HVAC&R as well as MEP projects for residential, commercial and industrial segments. Blue Star Systems and Solutions LLC is a subsidiary of Blue Star International FZCO, and it handles all the operations of the Company for the UAE, including its Products, System Integration and Service businesses.

Place: Dubai

Date: April 15, 2019

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