



PRESS RELEASE

Blue Star International FZCO in association with Springcool Pvt Ltd opens an exclusive showroom in the Maldives for its range of inverter split air conditioners and commercial air conditioning products

Air conditioning and commercial refrigeration major Blue Star Limited's wholly owned subsidiary in Dubai, Blue Star International FZCO, in association with its authorised distributor in the Maldives, Springcool Pvt Ltd, has opened an exclusive showroom for Blue Star's products in the city of Malé. A wide range of products are on display in the showroom and include highly energy-efficient 100% inverter VRF systems, inverter split air conditioners, bottled water dispensers, water coolers, chest freezers, and modular cold rooms, as well as a newly launched range of hi-wall inverter split air conditioners (MV series) and VRF systems (VRF V Plus).

The Maldives, which is a tropical paradise and a preferred holiday destination, is one of the most promising markets for Blue Star International. With the rise in tourism fueling the growth of the hospitality sector, the country is witnessing an upsurge in the development of resorts, hotels, cafés, and restaurants, as well as commercial and residential projects, due to which the demand for HVAC products in this country is expected to grow in the coming years.

Blue Star, with its rich pedigree of 75 years of leadership in the HVAC industry and diverse as well as technologically superior product offerings, continues to be a preferred brand in the Maldives. Blue Star's range of highly energy-efficient inverter air conditioners, especially those with gold-fin anti-corrosive condenser and evaporator coils, is best suited for this region which has a highly saline and hence corrosive atmosphere very similar to the situation prevailing in the coastal parts of India, and is also plagued by high electricity costs.

Dawood Bin Ozair, CEO, Blue Star International FZCO, said on the occasion, "We take immense pride in associating with Springcool Pvt Ltd, a well-known company with a robust distribution network catering to varied industries across the Maldives. We are confident that, with the establishment of this showroom and a well-planned multilevel marketing campaign, we will be able to build on and consolidate our presence in this region."

Ali Riyaz, Director, Springcool Pvt Ltd, added, "With many upcoming projects and the development of more residential and commercial properties, we are ready and equipped to provide the best of Blue Star's HVAC solutions most suited to each requirement."

About Blue Star International FZCO

Blue Star International FZCO, headquartered in Dubai Airport Freezone, is a 100% subsidiary of Blue Star Limited in India, and manages 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. With an expansive global footprint, Blue Star International FZCO caters to many countries in the Middle East, Africa, SAARC and ASEAN regions.

About Springcool Pvt Ltd

Springcool Pvt Ltd is a limited liability company led by four enthusiastic entrepreneurs, each highly experienced in the Technical, Sales, Marketing and Entrepreneurial aspects of business in the Maldives.

The company focuses on providing refrigeration and air conditioning services; importing and setting of heating, ventilating and air conditioning materials; designing and consultation services for heating, ventilating and air conditioning works; operating air conditioner service centers; and import and export business.

Place: Malé, Maldives

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