

August 4, 2023

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001  <b>BSE Scrip Code: 500067</b>	<b>National Stock Exchange of India Ltd</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051  <b>NSE Symbol: BLUESTARCO</b>
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Dear Sir/Madam,

**Sub: Investors' Presentations for the First Quarter ended June 30, 2023**

Pursuant to Regulation 30(6) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations") read with Part A of Schedule III of the Listing Regulations and in continuation to our letter dated July 24, 2023, we are enclosing herewith the Investors' Presentation for the First Quarter ended June 30, 2023.

The said information is also being made available on the website of the Company at [www.bluestarindia.com](http://www.bluestarindia.com)

Kindly take the same on record.

Thanking you,  
Yours faithfully,  
For **Blue Star Limited**



**Rajesh Parte**  
**Company Secretary & Compliance Officer**

**Encl: a/a**

\\172.16.31.16\Legal and Secretarial Documents\01 Blue Star Limited\2023-24\Stock Exchange Compliances\Reg 30 - Information and Update\Investor Presentation\Q1FY24





BLUE STAR

# Blue Star Limited

## Investor Presentation – Q1FY24

August 4, 2023



- India's leading air-conditioning, commercial refrigeration and MEP contracting company
- Total Revenue from Operations: Rs. 7977 crores
- Employee Strength: 3132
- 7 manufacturing facilities
- 30 offices; 4040 channel partners
- Present in select markets in the Middle East, Africa, SAARC and ASEAN regions; recently incorporated subsidiaries in US, Europe, Japan and Uganda
- Comprehensive solutions for corporate, commercial, residential customers
- Winner of multiple Golden Peacock Awards for Corporate Governance and Risk Management
- Winner of ICSI Best Governed Company (Listed Company : Medium Category) – 2019 award.

## **Vision :**

**“To dream, to strive, to care and, above all to be the best in everything we do.”**

## **Credo :**

**“I am Blue Star. I take pride in delivering a world-class customer experience.”**



# Governance Structure

## Chairmen Emeriti



Ashok M Advani



Suneel M Advani

## Board of Directors



Shailesh Haribhakti  
*Chairman*



Vir S Advani  
*Vice Chairman & Managing Director*



B Thiagarajan  
*Managing Director*



Sam Balsara  
*Independent Director*



Anil Harish  
*Independent Director*



Anita Ramachandran  
*Independent Director*



Arvind K Singhal  
*Independent Director*



Rajiv R Lulla  
*Non-Executive Director*



Sunaina Murthy  
*Non-Executive Director*



Dinesh Vaswani  
*Non-Executive Director*

The image shows a group of business professionals in a modern office setting. They are silhouetted against a large window that offers a view of a city skyline at night. The office floor is highly reflective, mirroring the silhouettes of the people. The overall color palette is dominated by blue and black tones, creating a professional and sophisticated atmosphere.

# Business Segments



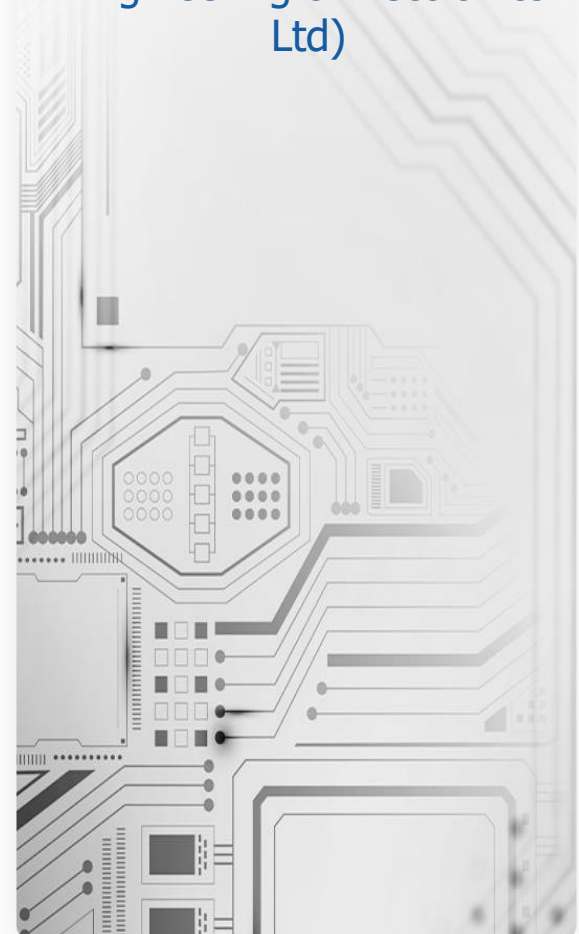
## Electro-Mechanical Projects & Commercial Air Conditioning Systems



## Unitary Products (Room ACs, Air Coolers, Air Purifiers, Water Purifiers and Commercial Refrigeration Products & Systems)



## Professional Electronics and Industrial Systems (Housed under a wholly owned subsidiary, Blue Star Engineering & Electronics Ltd)





**Segment I**  
**Electro-Mechanical Projects and  
Commercial Air Conditioning Systems**



# Electro-Mechanical Projects

- Design, engineering, procurement and execution of MEP projects in buildings (including Airports), factories (including Data centres) and infrastructure (Metro rail, Electrical substations, Railway electrification & Water MEP) segments
  - Large central air conditioning & ventilation projects
  - Electrical projects
  - Plumbing projects
  - Fire-fighting projects
- Mechanical EPC projects in large Industrial sector & Electrical EPC projects for Electrical substations
- Our Value Proposition
  - Superior project delivery through intelligent engineering, modern execution practices, and committed teams
- Winner of 'MEP Contractor of the year' seven times in a row (2017 to 2023)

- Complete range of energy-efficient Packaged and Ducted split air conditioners
- Innovative New range of Packaged & Ducted Split air conditioners with Special Filters and UVGI
- Innovative new generation Inverter ducted system
- VRF V Plus, the fifth generation VRF designed for Indian conditions and higher efficiency
- Side Discharge VRFs
- Highly Channelized Business – 660 dealers in 218 towns





# Commercial Air Conditioning Systems

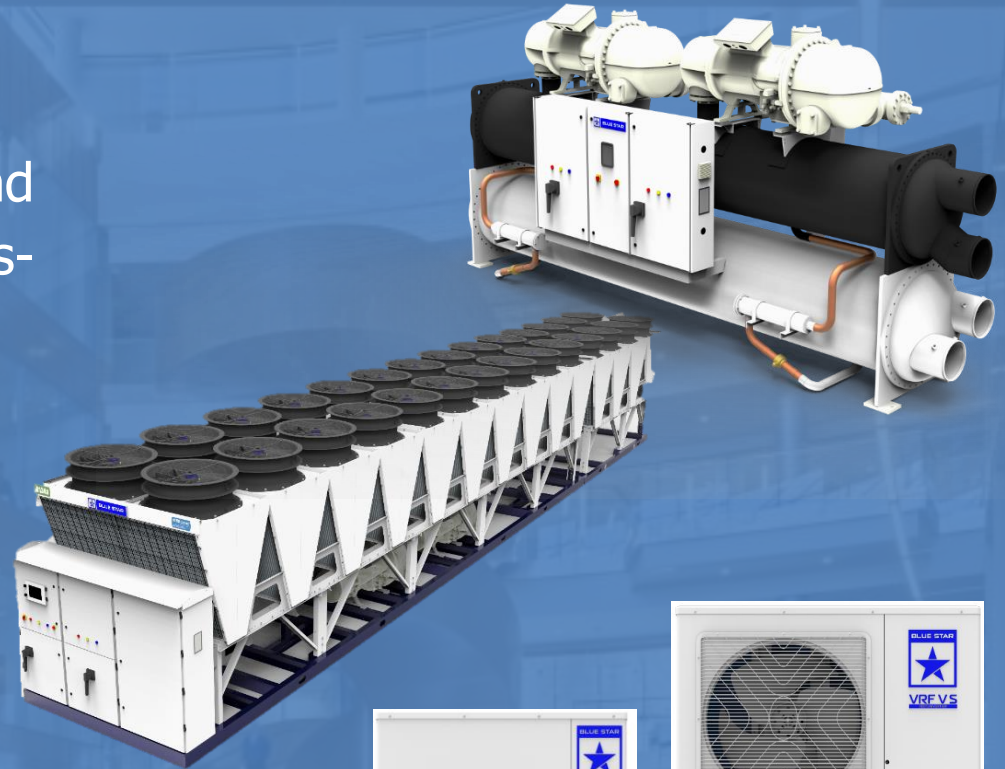


- Highly efficient 5 Star rated Configured Oil Free chillers
- Mix and Match Configured Series- Air-Cooled and Water-Cooled Screw chillers
- Energy-efficient 5 Star VFD Screw Chillers
- Energy-efficient 3 Star Inverter scroll chillers
- Process chillers for industrial and non-comfort cooling applications
- Wide range of Centrifugal Chillers from 350 TR to 4000 TR

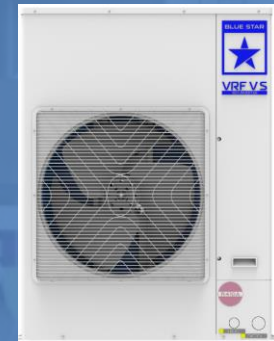


# Commercial Air Conditioning Systems

- Large Capacity Mix and Match Configured Series-Screw chillers



- 5<sup>th</sup> Generation Side discharge VRF



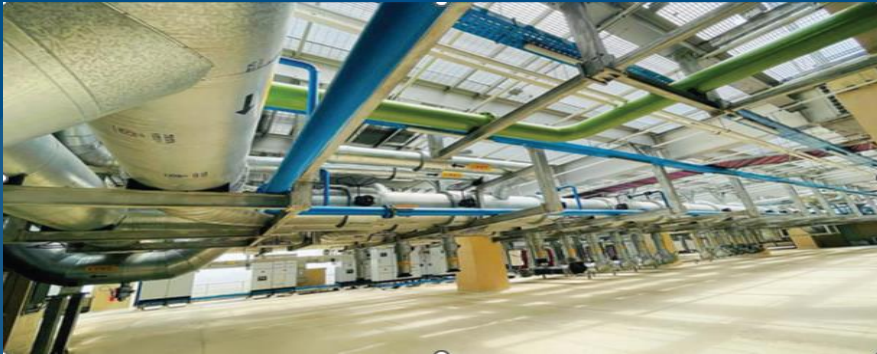


- India's largest air conditioning and refrigeration service provider
- Maintaining around 2 million tonnes of air conditioning and refrigeration equipment
- Backed by our value proposition "Gold Standard service delivery", we extensively expanded our service reach to Tier 2, 3 & 4 towns and are currently handling 3900 towns with > 1.2 million service calls a year
- Focus on Same day installation for 90% jobs; response time of 3 hours and turnaround time of 18 hours
- State of the art 'Remote Monitoring Centre' at Thane
- ISO 9001-2015 and ISO 45001 certified
- Accreditations from TAB, NEBB, CMVP, IAQ and NADCA

- The Company's wholly owned subsidiary, Blue Star International FZCO at Dubai Airport Free Zone (DAFZA) Dubai manages businesses in the Middle East, Africa, ASEAN and SAARC regions
- Focus on building a larger international footprint by appointing new distributors and going deeper with current distributors into the market.
- A state of the art showroom at Dubai displaying the latest developments on product lines manufactured by Blue Star
- International projects at Qatar managed by a subsidiary of the company 'Blue Star Qatar'
- International projects in Malaysia managed by the company's Joint Venture at Malaysia under the management of Blue Star
- Formed new subsidiaries in the United States, Europe and Uganda to pursue opportunities there



# Some of our prestigious projects



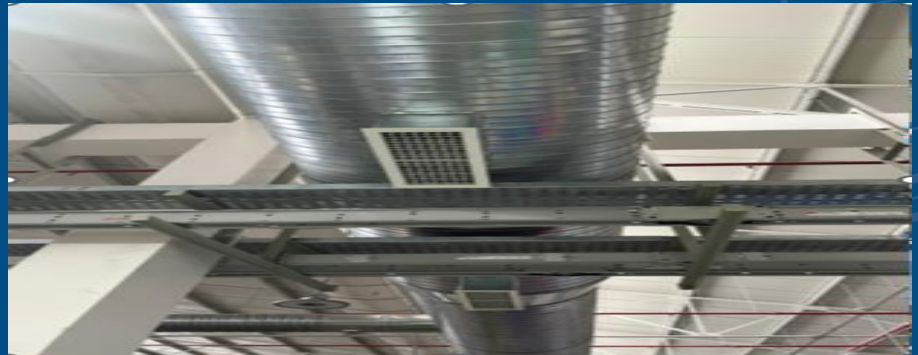
Yotta Data Centre - Noida



Wistron Infocomm - Bengaluru



Bangalore Metro Rail Corporation



Freudenberg Plant - Punjab



Jockey Factory - Cuttack



Hines Group



# Some of our prestigious international projects



Al Wasl Shopping Centre - Dubai



Vox Cinema - Dubai



Al Bayt International Stadium



Al Salam - Dubai



PAVILLION 2, BUKIT JALIL MALL, Malaysia



Bowyer Wick Office & Warehouse



## Segment II Unitary Products



# Room Air Conditioners

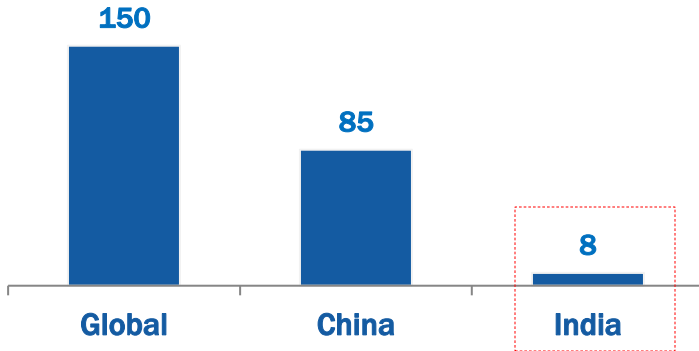
- Wide range of highly-affordable split ACs offering state-of-the-art features and premium build quality
- Installed base of over two million units.
- Products available in 8000 outlets in more than 650 locations across the country.
- Focus on inverter technology, energy efficient products and ACs with purification technologies.
- 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



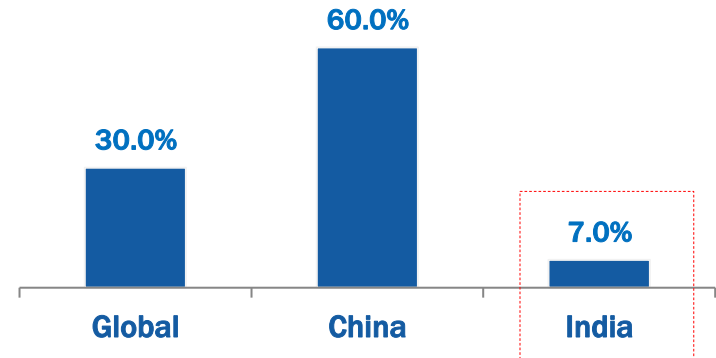


# Low penetrated market and growing middle class purchasing power offer immense opportunity for growth...

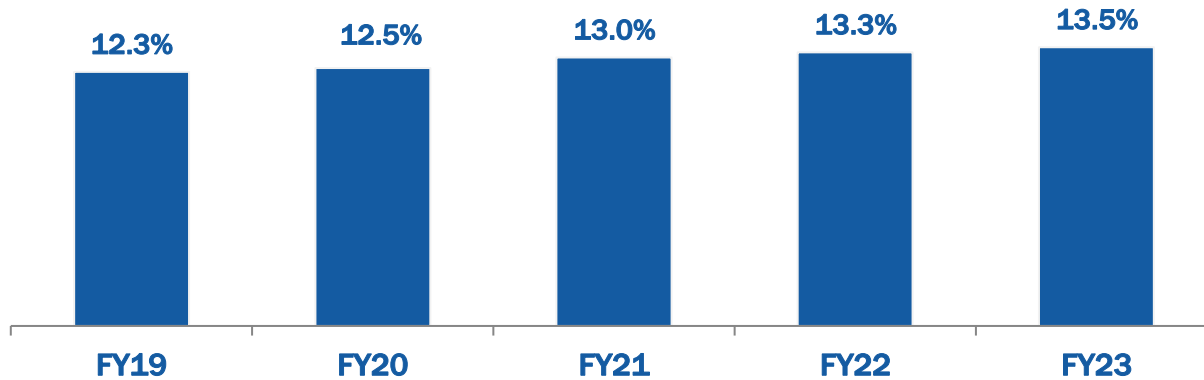
Market Size (Units in millions) - FY23



Penetration % - FY23



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
  - Visi Coolers/Freezers
  - Storage Water Coolers/Dispensers
  - Bottled Water Dispensers
  - Ice Cubers/Flakers
  - Cold Rooms
  - Commercial Kitchen Refrigeration
  - Medical Refrigeration
  - Supermarket Refrigeration





# State-of-the-Art Manufacturing Facilities



Himachal Pradesh 2



Himachal Pradesh 1



Ahmedabad



Dadra



Wada

New world-class manufacturing facility for Room ACs at Sri City under Blue Star Climatech Limited, a wholly owned subsidiary commenced commercial production in FY23



Bird's eye view of the Sri City Plant

Second plant at Wada commenced commercial production in FY23

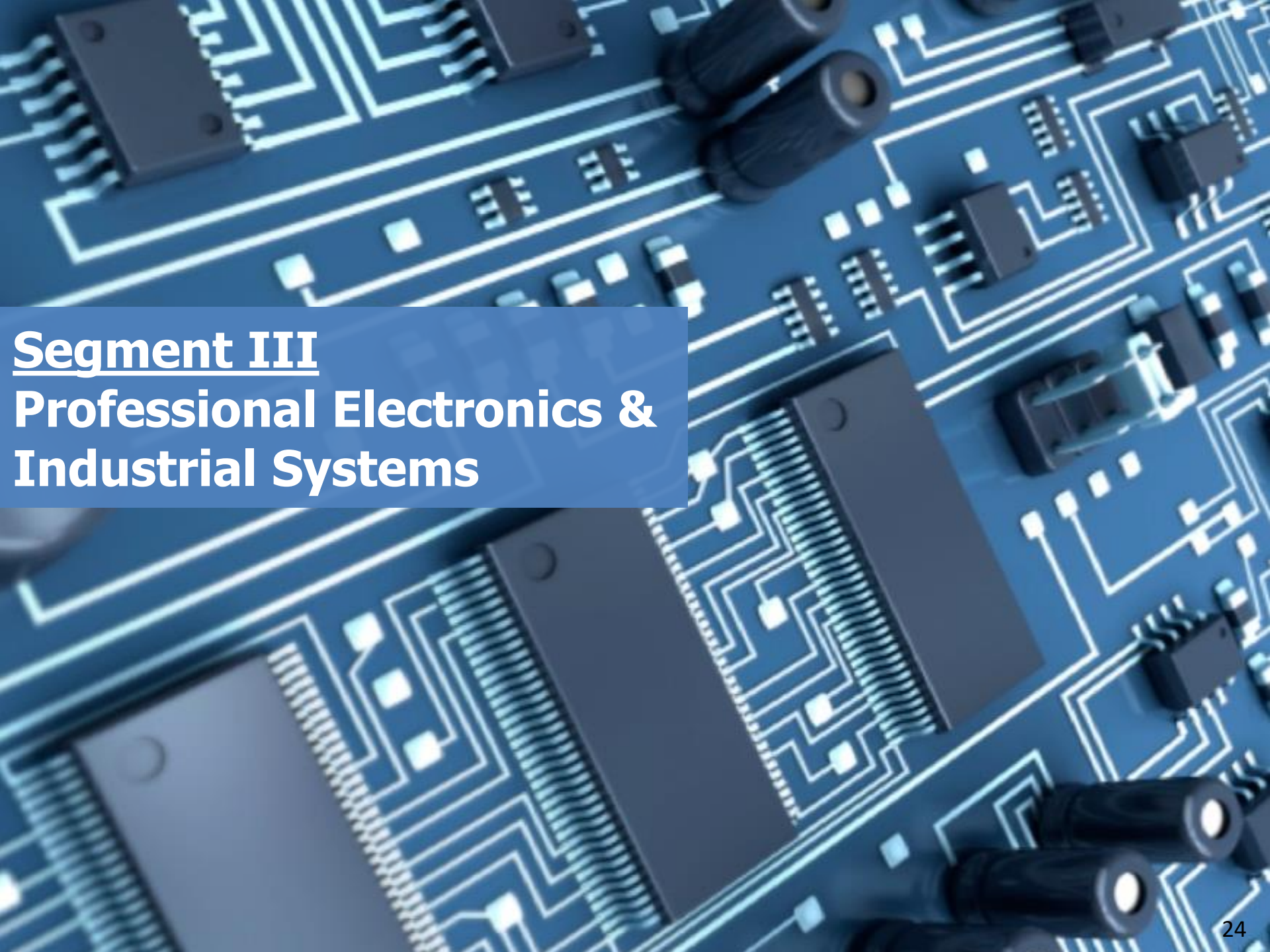
- Specialise in manufacturing a variety of highly engineered and custom-built products.
- Manufacturing footprint of 1.3 lakh square meter.
- Over 300 models manufactured across 25 product lines.
- Lean manufacturing and world-class practices.
- Green Building initiative - Wada factory certified 'Green factory' – Gold category from IGBC and Solar plant installed at Dadra.
- Intelligent I-Factory through application of Industry 4.0 for Real-time monitoring of assets to improve overall equipment effectiveness, Utility & Energy.
- Successful implementation of Manufacturing excellence program, Blue star has now embarked upon complete process improvement



- Automation of processes using robots and Cobots
- Using Product Life Cycle Management to improve New product Introduction process
- Improved efficiency of operations through Digital Work Instruction, Augmented reality, Auto guided vehicle, Additive manufacturing, Poka Yoke, e QMS, Automatic storage & retrieval system
- Usage of new edge techniques like Advance Planning & Scheduling, Business process Continuity, Virtual factory 3D simulation modelling, 3D plant layout, Predictive analytics
- Product monitoring & traceability through QR Code, logistic monitoring through specially designed sensors and remote monitoring of products like chillers
- Manufacturing factories are ISO 9001-2015 & ISO 45001:2018 certified by TUV Nord

- Consistent investment in R&D to enhance company's product offerings and technical capabilities
- Focus on energy efficient and sustainable products and technologies
- Cost innovation through Total Cost Management and Design to Value, initiative for highly affordable air conditioners
- High level of product development and testing capabilities with several patents for new breakthrough products
- Enhanced electronics design capability for variable speed products and smart controllers
- NABL (ISO-17025) accredited laboratories for performance testing of products
- NABL (ISO-17025) accredited reliability and safety test facilities
- Launched the Ashok M Advani Innovation Mission to fast-track R&D and innovation programs supported by Innovation Centres in India and under the newly incorporated subsidiary at Japan





**Segment III**  
**Professional Electronics &  
Industrial Systems**



# Professional Electronics & Industrial Systems



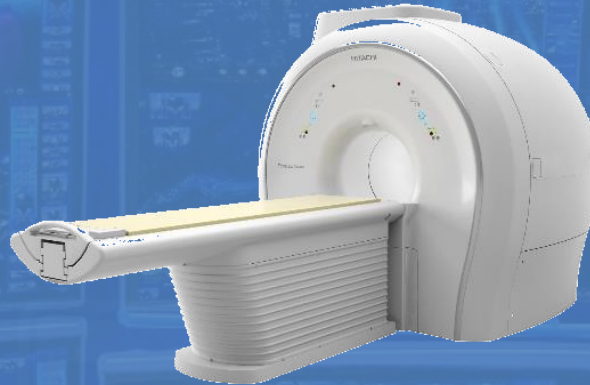
- Managed by the Company's wholly owned subsidiary, Blue Star Engineering & Electronics Ltd
- Bringing world class technology led solutions to customers across a wide range of industries
- Evolved from being only a distributor of leading global manufacturers to a high-end system integrator and value-added reseller
- Recognized as a gateway for advance technologies in India
- Offerings across diverse industry segments including –
  - Advanced Technology Products
  - Turnkey Engineering Solutions
  - Customized Testing Products
  - Value-added services

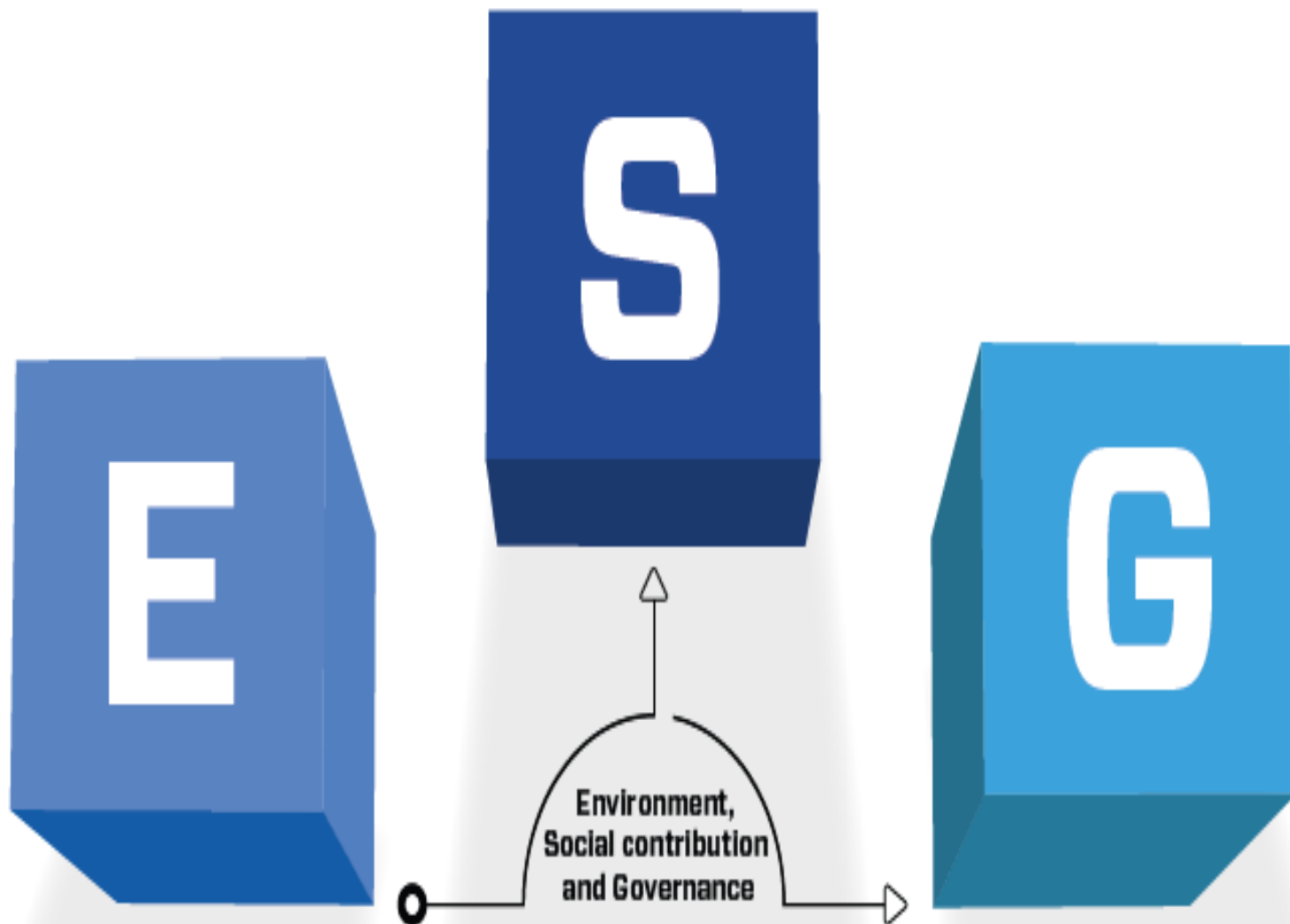




# Professional Electronics & Industrial Systems

- Lines of Business include:
  - MedTech Solutions
  - Data Security Solutions
  - Industrial Solutions
    - Non-Destructive Testing Solutions
    - Material Testing Systems
    - Warehouse Automation
    - Metrology Solutions







# ESG Principles Embedded in Blue Star's Business Practices



BLUE STAR

## ENVIRONMENT



- Industry leader in energy-efficiency for Room ACs, Deep Freezers and Screw Chillers with VFDs
- Number 1 in E-Waste compliance in the Room AC industry
- Focused initiatives for reducing energy and water consumption
- Focus on Circular Economy initiatives
- Founding member of the Indian Green Building Council

## SOCIAL



- Committed towards having a diverse and inclusive workforce
- Focused initiatives on skill development and sustainable development projects
- Philanthropic initiatives in the areas of education and healthcare
- Leading AC&R training partner for multiple institutes and corporates
- Committed to highest standards of safety practices for employees and business partners

## GOVERNANCE



- Well-enumerated Code of Conduct, Whistle Blower Mechanism and a Governance, Risk and Compliance policy
- Integrated Vigil Mechanism Framework; all Governance pillars integrated with each other
- Balanced and diverse Board with an optimum mix of Executive & Non-Executive Directors

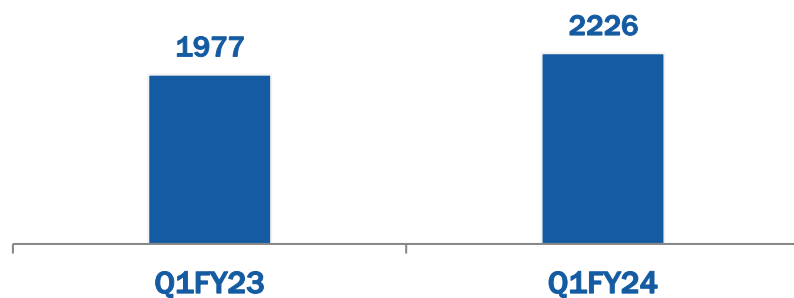
The image features a group of business professionals in silhouette, standing in a modern office with large windows overlooking a city skyline at night. The scene is bathed in a blue light, and the silhouettes of the people are reflected on the glossy floor. A semi-transparent blue banner is overlaid on the image, containing the text 'Financial Performance Q1FY24'.

# Financial Performance Q1FY24

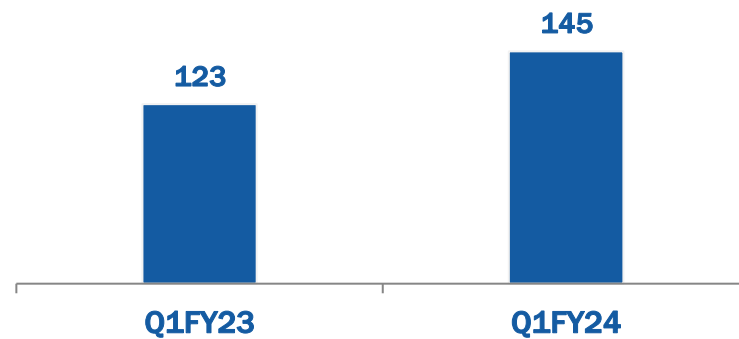


# Financial Performance – Q1FY24

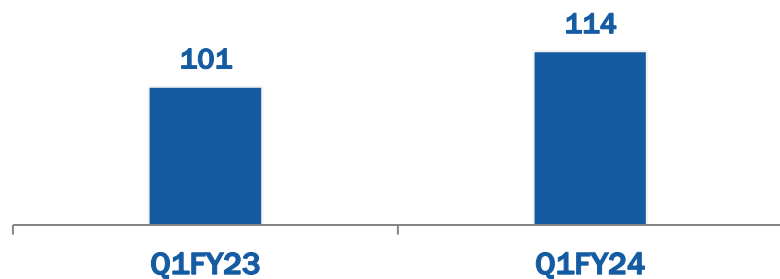
Revenue (Rs Cr)



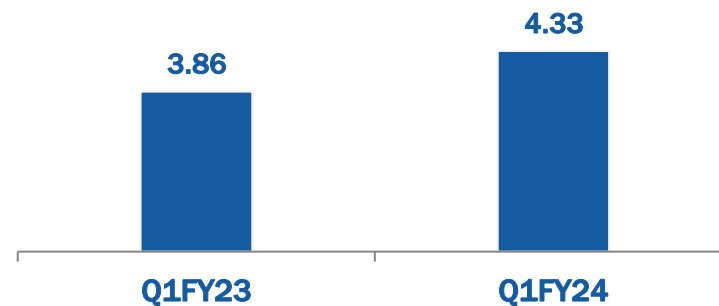
EBITDA (Rs Cr)



Profit before tax (Rs Cr)



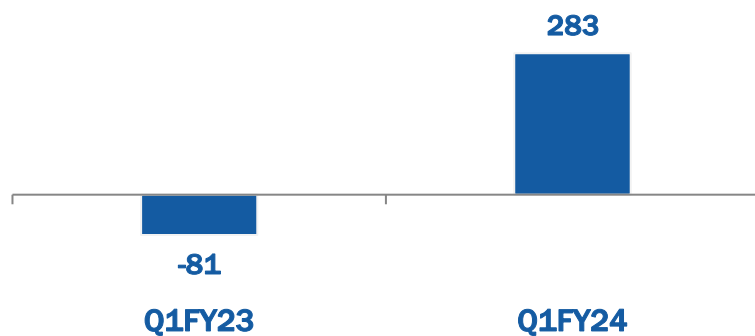
Earnings per share (EPS)\* (Rs)



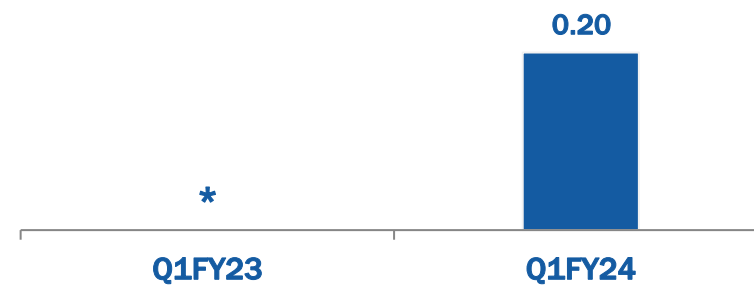
\*Not Annualized

# Balance Sheet indicators – Q1FY24

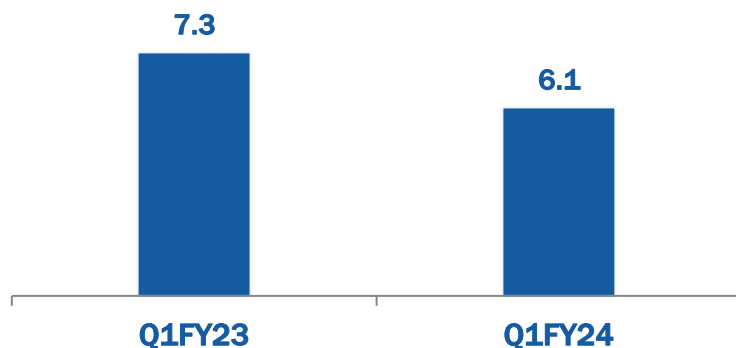
### Net Borrowing (Rs Cr)



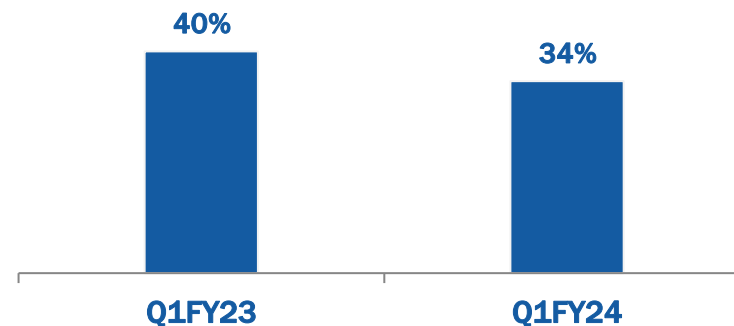
### Net Debt / Equity (times)



### Capital Turns (times)



### Return on Capital Employed (%)

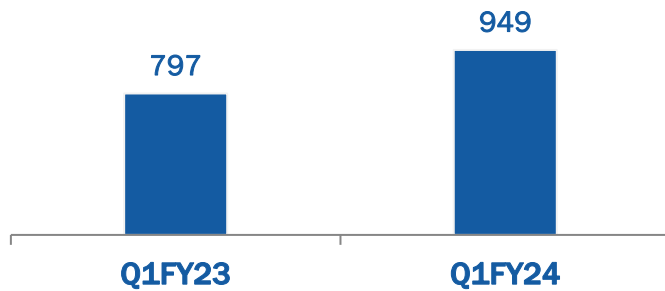


\*Net Positive Cash Position

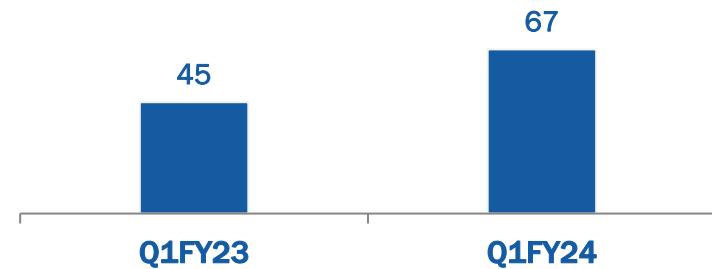


# Segment 1: EMP and Commercial Air-Conditioning systems

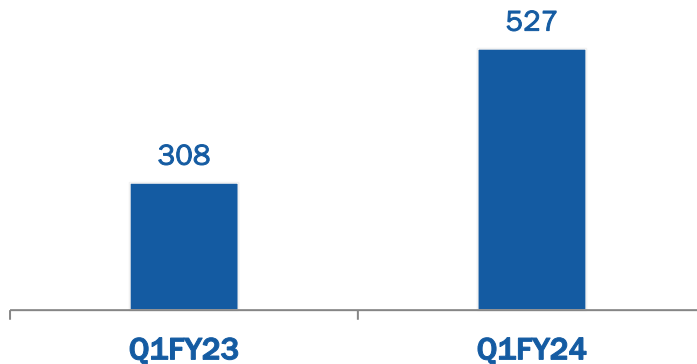
Segment Revenue (Rs Cr)



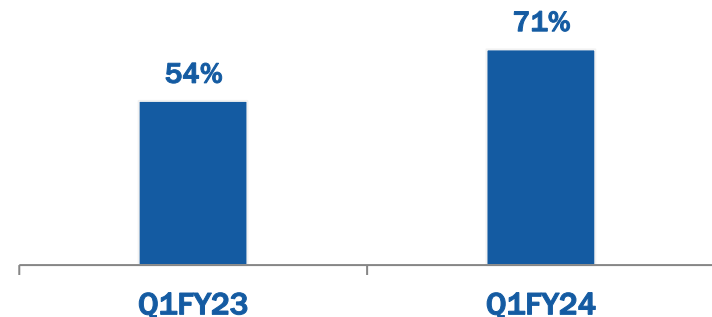
Segment Result (Rs Cr)



Capital Employed (Rs Cr)

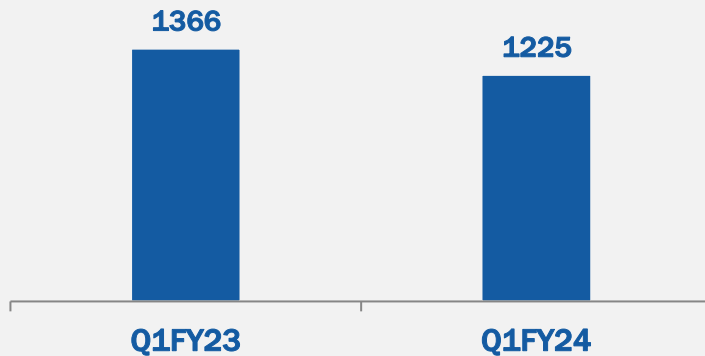


Return on Capital Employed (%)

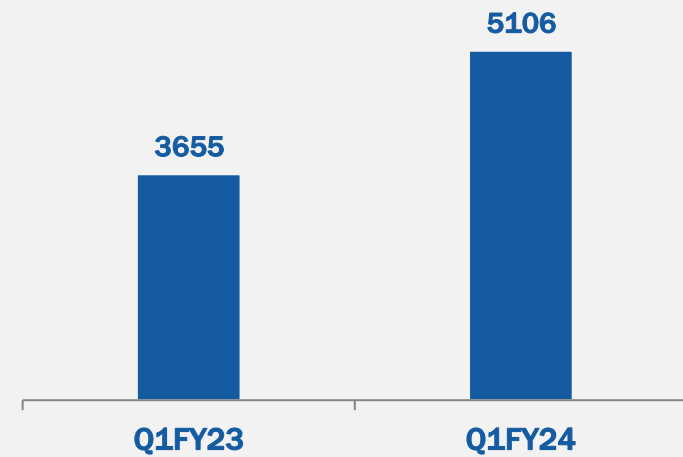


# Segment 1: EMP and Commercial Air-Conditioning systems

**Orders Booked  
(Rs Cr)**



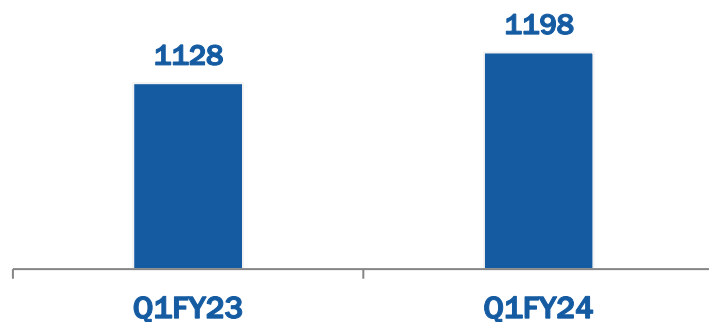
**Carried forward Orders  
(Rs Cr)**



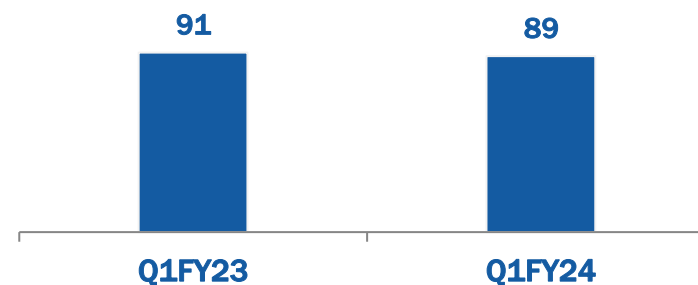


# Segment 2: Unitary Products

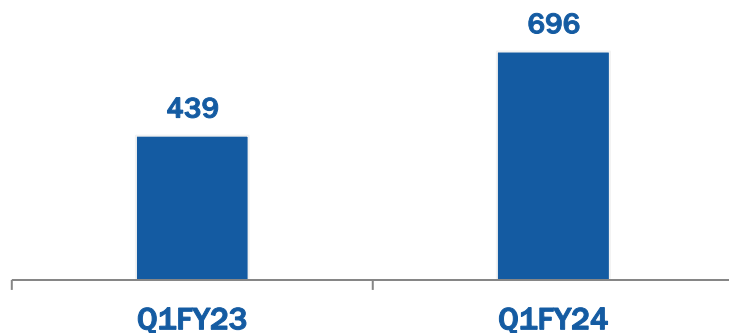
Segment Revenue (Rs Cr)



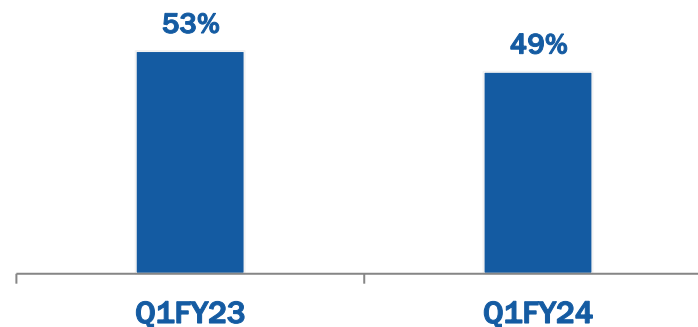
Segment Result (Rs. Cr)



Capital Employed (Rs Cr)

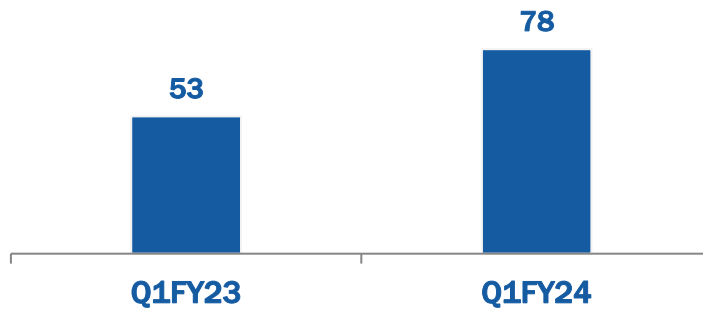


Return on Capital Employed (%)

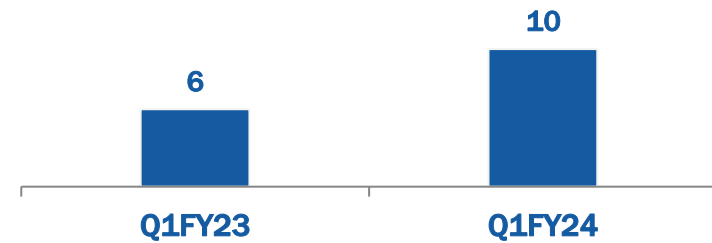


# Segment 3: Professional Electronics & Industrial Systems

Segment Revenue (Rs Cr)



Segment Result (Rs. Cr)







# Thank you