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Blue Star launches energy- labelled ACs

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Chennai, Jan 25: Air-conditioning and refrigeration major Blue Star has launched new series of energy-labelled (star-rated) air conditioners. The air conditioners will be available in a widerange of 2-,3-, and 5-star ratings and in multiple capacities.

The Bureau of Energy Efficiency has made energy-labelling mandatory effective from January 7, 2010. Considering the tremendous power-saving that star-rated machines offer, Blue Star has been promoting star-rated products for nearly two years.

BThiagarajan, president, air-conditioning and refrigeration products group, Blue Star, said, "We are happy to see that the legislation of making star-rated room air-conditioners mandatory has finally been implemented. Blue Star has been committed to the cause of saving energy and conserving the environment."

Energy savings is expected to be a minimum 12% for 2-star and goes up to 25% in the case of 5-star.

Apart from being energy-efficient, the air-conditioners offer a slew of features such as high-efficiency filters, blue-fin coils, 4-way oscillating louvres and fuzzy logic