

## **PRESS RELEASE**

### **Blue Star launches new range of star-rated room airconditioners**

Airconditioning and commercial refrigeration major, Blue Star, has launched a new range of energy labeled (star-rated) room airconditioners. These airconditioners will be available in a wide range of 2, 3 & 5 star ratings and in multiple capacities of 1.0, 1.5 and 2.0 TR.

The Bureau of Energy Efficiency (Ministry of Power, Govt of India) has made 'Energy labeling' (star-rating) mandatory with effect from January 7, 2010. Considering the tremendous power savings that star-rated machines offer, Blue Star has been promoting star-rated products for nearly two years now and is one of the few companies who have taken a lead in this area. With the legislation finally getting implemented, Blue Star has spruced up its product portfolio and has launched a comprehensive range of star-rated window and wall mounted split airconditioners to meet a wide range of requirements.

The 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, these airconditioners offer several attractive features such as high efficiency filters, blue fin coils, 4-way oscillating louvres and fuzzy logic, amongst others.

Speaking to the Press at a conference held in Chennai, B Thiagarajan, President, Airconditioning & Refrigeration Products Group, Blue Star Limited said "We are happy to see that the legislation of making star-rated room airconditioners mandatory has finally been implemented. Blue Star has been committed to the cause of saving energy and conserving the environment. All our products are designed on an energy-efficiency

platform and we have been pioneers in introducing breakthrough energy saving products. In the room airconditioners business, we offer a spectrum of benefits such as differentiated products, dedicated channel partners and superior service, which has helped us outperform the market rate over the last several years. I am confident that our new range of star-rated energy efficient room airconditioners will enable us to further strengthen our position in the room airconditioners segment”

Place : Chennai

Date : January 25, 2010

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