

Blue Star Limited
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www.bluestarindia.com

BSE Ltd. Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 BSE Scrip Code: 500067	National Stock Exchange of India Ltd. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051 NSE Symbol : BLUESTARCO
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August 14, 2019

Dear Sir,

Sub: Investors' Presentation – Q1FY20

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, we are enclosing herewith the Investors' Presentation for Q1FY20.

Pursuant to Regulation 46 (2) (o) of the Listing Regulations, the aforesaid information is also being made available on the website of the Company i.e. www.bluestarindia.com

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


Vijay Devadiga
Company Secretary



Encl: a/a

Z:\(01) Blue Star Limited\2019-20\Stock Exchange Compliances\Regulation 30 - Information and Updates\Investor Update\Investor Presentation\Q1FY20



BLUE STAR

Blue Star Limited

Investor Presentation

August 14, 2019

- India's leading air-conditioning, commercial refrigeration company and MEP contracting company
- Total Revenue from Operations: ~ Rs. 5200 crores
- Employee Strength: ~ 2800
- Network of 32 offices; ~ 3600 channel partners
- Presence in 19 international markets in the Middle East, Africa and South Asia
- 5 modern manufacturing facilities
- Comprehensive solutions for corporate, commercial and residential customers

Blue Star – Vision & Credo



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



Rumjhum Chatterjee
Independent Director



Anil Harish
Independent Director



Arvind K Singhal
Independent Director



Rajiv R Lulla
Non-Executive Director



Sunaina Murthy
Non-Executive Director



Dinesh Vaswani
Non-Executive Director

A blue-tinted photograph showing the silhouettes of several business professionals standing in a modern office. They are positioned in front of large windows that offer a panoramic view of a city skyline at night. The office floor is highly reflective, mirroring the silhouettes of the people. The overall atmosphere is professional and contemporary.

Business Segments



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

Electro-Mechanical Projects

- Design, engineer and execution of MEP projects in buildings, factories and infrastructure (Metros & Airports) 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
- Awarded 'MEP Contractor of the year' in Sep 2018 (fourth year in a row)

Commercial Air Conditioning Systems



- Complete range of energy-efficient Packaged air conditioners and Ducted split air conditioners
- Innovative new range of Inverter ducted system
- VRF V Plus, the fifth generation VRF is launched which is ' 100% Inverter-based VRF system with higher output capacity and efficiency
- VRF IV S , Side Discharge Inverter-based VRF system for medium sized commercial applications.
- Highly Energy Efficient Water Cooled VRF
- Highly Channelized Business – 460 dealers in 160 towns



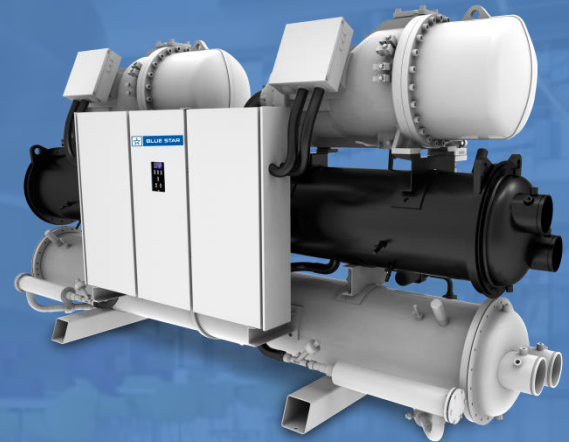
Commercial Air Conditioning Systems



- Highly efficient Oil Free chillers

Mix and Match Configured Series-Screw chillers

- Energy-efficient Inverter scroll chillers
- Process chillers for industrial and non-comfort cooling applications
- Wide range of Centrifugal Chillers



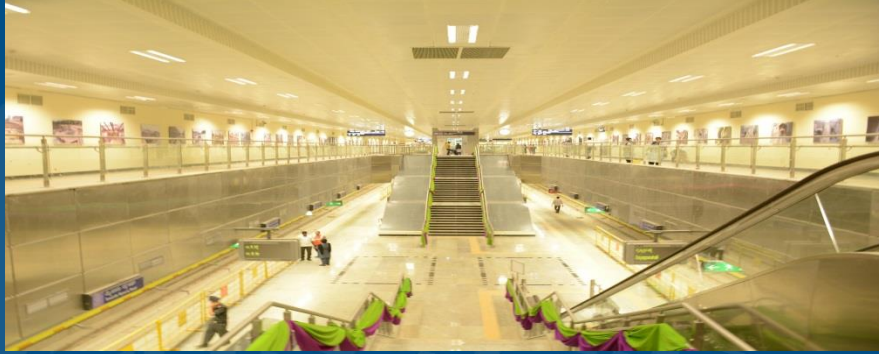
- India's largest air conditioning and refrigeration service provider, maintaining around 2 million tonnes of air conditioning and refrigeration equipment. Service reach to more than 4000 towns handling > 1.2 million service calls a year
- Runs an excellence programme titled "Gold Standard service". Same day installation and response time of 3 hours and turnaround time of 18 hours.
- ISO 9001-2015 certified.
- Recognised as "Leader in Customer Management" during Business Excellence Star Recognition by CII in Sep 2018
- Forayed into Engineering Facility Management which covers a wide repertoire of operation and maintenance services for electro-mechanical utilities

- Headquartered and managed by the Company's wholly owned subsidiary at Dubai
- Offers Air Conditioning and Refrigeration products, after-sales service as well as system integration in global markets.
- Product portfolio includes Unitary products, DX Commercial, refrigeration and Applied systems products.
- Focus on building a larger international footprint by enhancing reach of distributors, channel associates.
- International projects managed by the Company's international joint ventures in Qatar and Malaysia.
- State-of-the-art exclusive showroom was inaugurated at Dubai on April 15th 2019. Displays a complete range of our latest energy efficient products for the Middle East.

Market Opportunity

- The HVAC market in India is forecast to reach US\$ 5.9 billion by 2024
- Government propelled infrastructure investments is expected to drive growth in medium term.
- Sectors like Metros Rail, Healthcare, Education, Airports, Light industrial projects and commercial offices would see significant capital expenditure.
- Infrastructure investments in tier-2/3/4 cities like shopping malls, retail complexes, airports will further push growth.

Some of our prestigious projects



Bangalore Metro



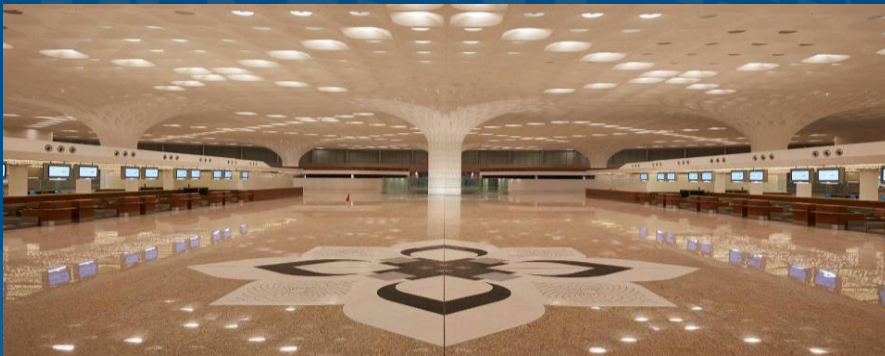
GIFT City



Tata Power - HT Substation



Tata Steel



Chhatrapati Shivaji International Airport-T2



Parliament House

Some of our prestigious international projects



China Centre, Seeb, Oman



Al Dafna West Bay, Doha



Kuala Lumpur Grand Hyatt , Malaysia



Polonnaruwa Auditorium, Sri Lanka



Qatar University, Qatar



Lexus Car Show room, DFC, Dubai

Segment II Unitary Products



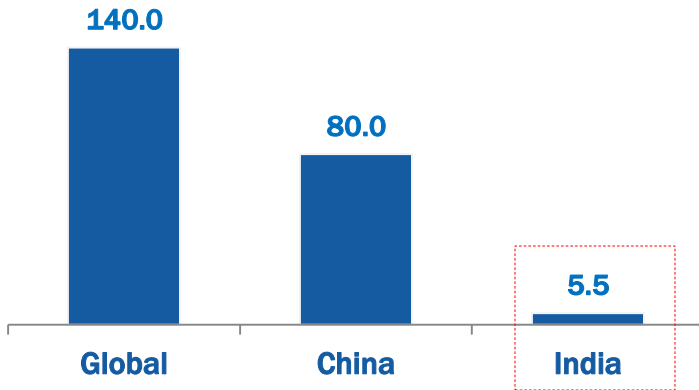
Room Air Conditioners

- Installed base of over two million units
- Products available in 4800 outlets in more than 650 locations across the country
- Focus on inverter technology and energy efficient products
- 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, durability & stability of the product make our product widely accepted

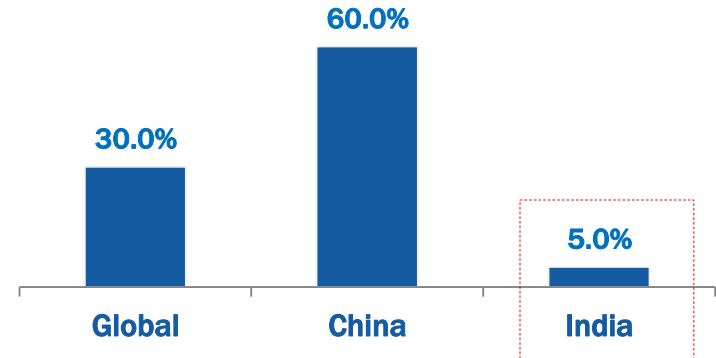


Low penetrated market and growing middle class purchasing power offer immense opportunity for growth...

Market Size (Units in millions) - FY 19

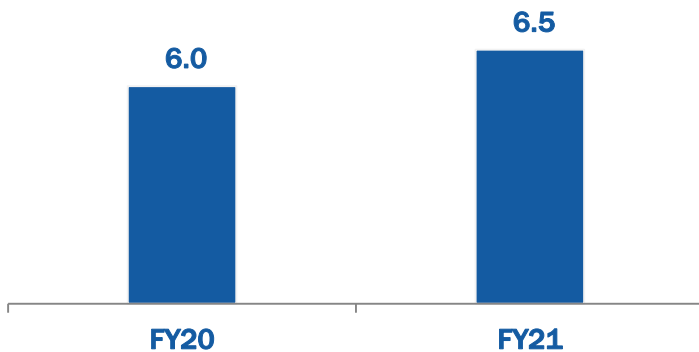


Penetration % - FY 19

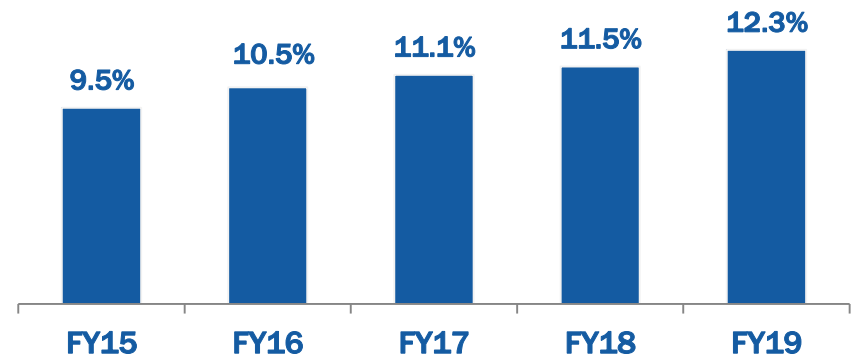


Future Growth

Market Size (Units in millions)



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



Water Purifiers

- Offers a comprehensive range of stylish value for money as well as premium and differentiated range of RO+UV+UF products across price points from Rs 7,900 to Rs 46,900
- Unique features such as cold and hot water, filter change alerts, aqua taste boosters and electronic dispensing
- Available in over 150 towns with ~200 channel partners and 2800 retail points
- Won the Water Digest Awards 2019 for 'Best Domestic RO+UV Purifier' in the country for the third time in a row



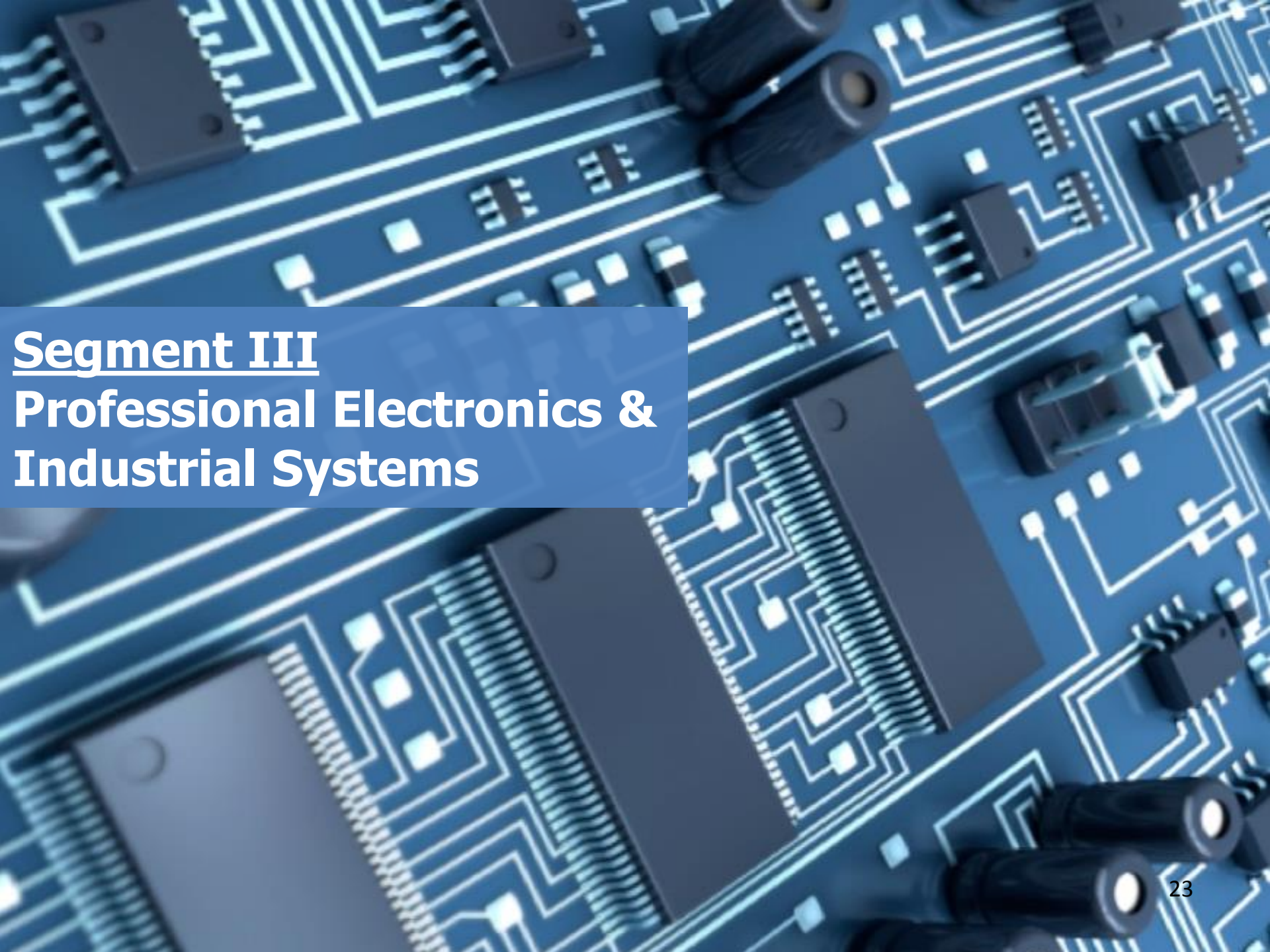
Manufacturing Facilities

- 5 state-of-the-art, automated factories located at:
 - Dadra
 - Himachal (2 facilities)
 - Wada
 - Ahmedabad

Manufacturing Facilities

- Specialise in manufacturing a variety of highly engineered and custom-built products
- Manufacturing footprint of 1 lakh sq. m.
- Over 1125 SKUs manufactured across 21 assembly lines
- Lean manufacturing and world-class practices
- Wada factory certified as 'Green factory' – Gold category certification from IGBC

- High level of product development and testing capabilities with several patents for new breakthrough products
- Department of Scientific & Industrial Research approved
- Lab certification programme for facility upgradation
- Enhanced capability in reliability and electronics for digital and smart products
- In-house capacity for testing and certification for safety compliance
- Consistent investment in R&D to enhance company's product offerings and technical capabilities



Segment III
**Professional Electronics &
Industrial Systems**

Professional Electronics & Industrial Systems



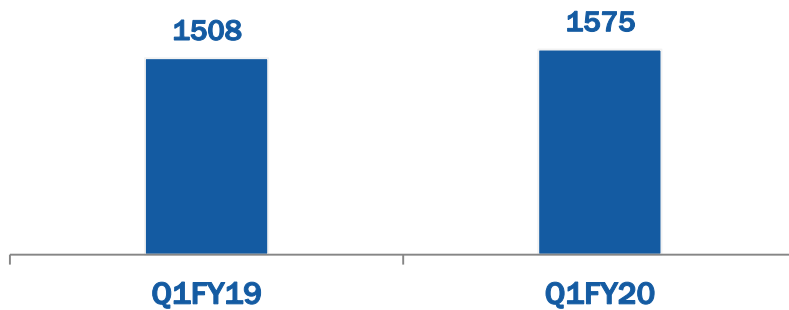
- Managed by the Company's wholly owned subsidiary, Blue Star Engineering & Electronics Ltd
- Lines of Business include:
 - Healthcare Systems: MRI & CT Scanner
 - Data Security Solutions: Payment HSM, PKI, Encryption
 - Infra Security System: Video Surveillance, Traffic Management
 - Communication Systems: Satellite Test Equipment, Radio Frequency recorders
 - Testing Machines: UTM, Hardness Testers, Chambers
 - NDT Systems & Industrial Automation: Ultrasonic, Eddy Current Systems, X-Ray, MPI, Bagging, Truck Loading
 - NDT Products: Ultrasonic, RVI, X-Ray, CT, CR, Metrology
 - Industrial Products: Pumps, Valves, Filters, Analysers
- Evolved from being only a distributor of leading global manufacturers to a high end system integrator and value-added reseller

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 across the middle of the image, containing the text "Financial Performance".

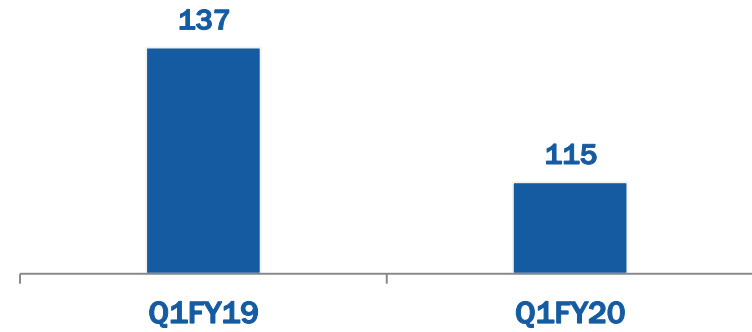
Financial Performance

Financial Performance – Q1FY20

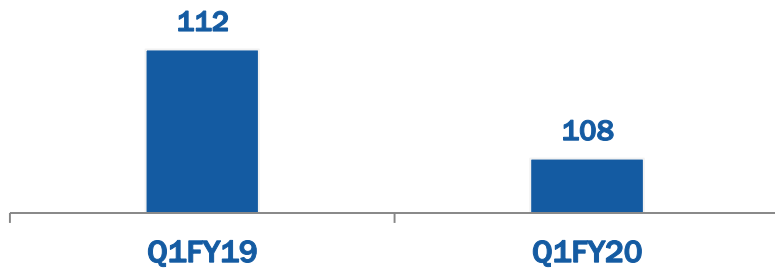
Revenue (Rs Cr)



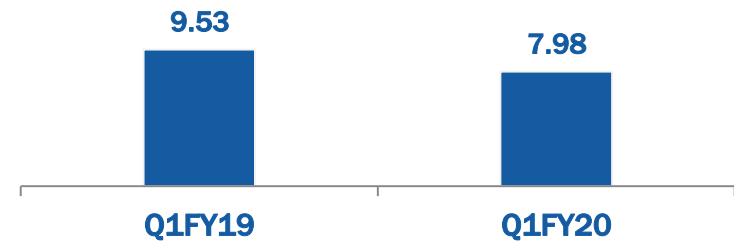
EBITDA (Rs Cr)



PBT (Before exceptional items) (Rs Cr)



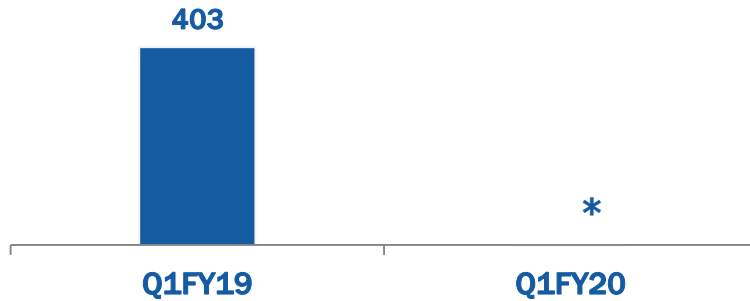
Earnings per share (EPS)* (Rs)



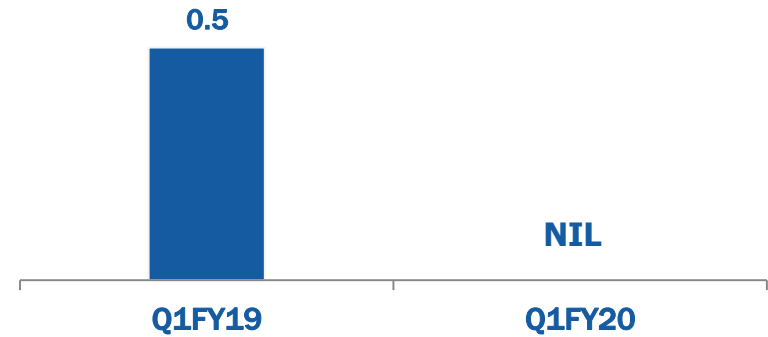
**Not annualized*

Balance Sheet indicators – Q1FY20

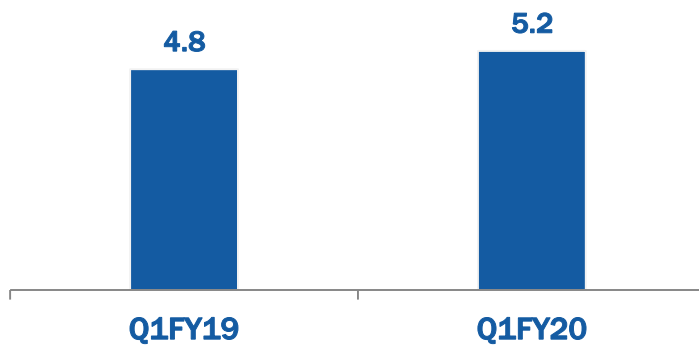
Net Borrowing (Rs Cr)



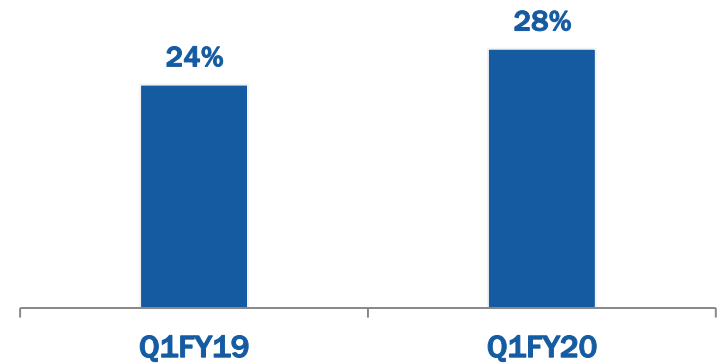
Debt / Equity (times)



Capital Turnover (times)



Return on Capital Employed (%)

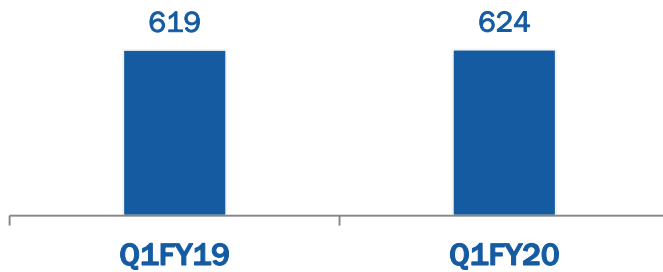


**Net positive cash balance*

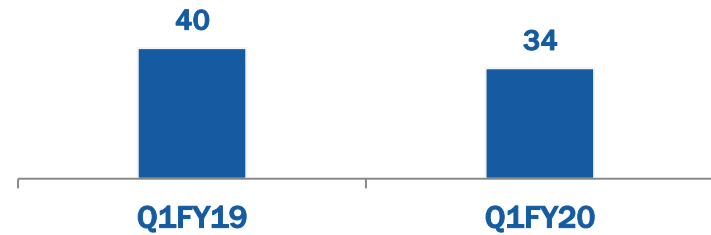
Segment 1: EMP and Commercial Air-Conditioning systems



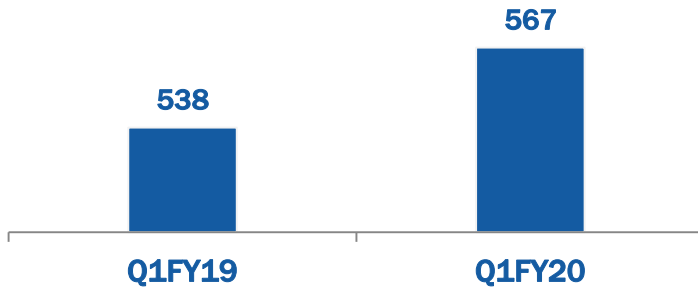
Segment Revenue (Rs Cr)



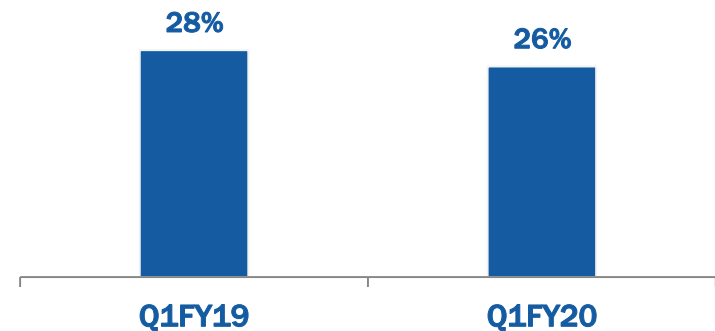
Segment Results (Rs Cr)



Capital Employed (Rs Cr)



Return on Capital Employed (%)

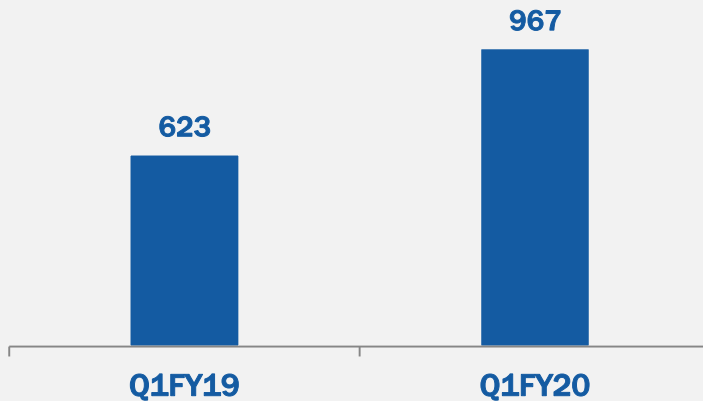


Blue Star continued to maintain its dominant position in integrated MEP space.

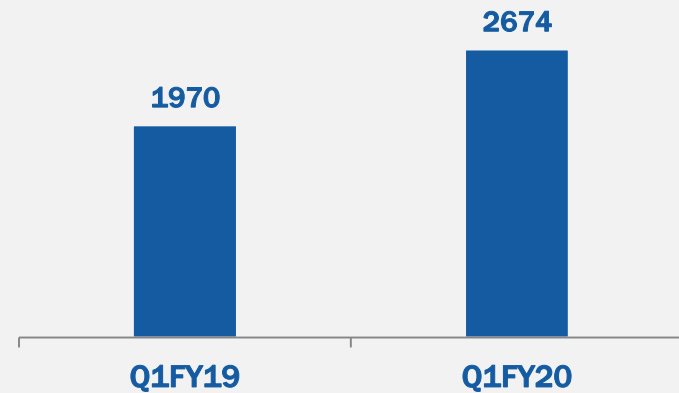
Segment 1: EMP and Commercial Air-Conditioning systems



**Orders Booked
(Rs Cr)**

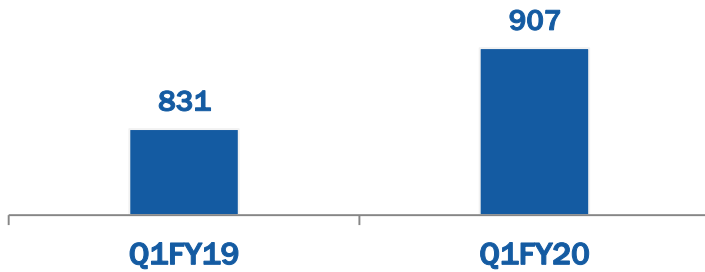


**Carry forward Orders
(Rs Cr)**

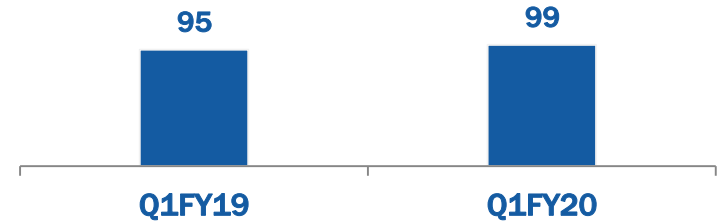


Segment 2: Unitary Products

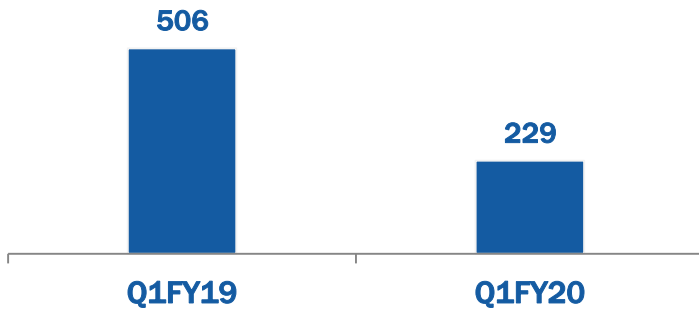
Segment Revenue (Rs Cr)



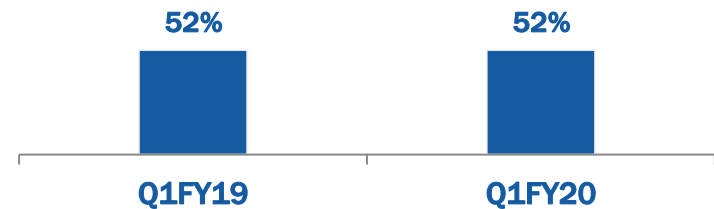
Segment Results (Rs. Cr)



Capital Employed (Rs Cr)



Return on Capital Employed (%)





Thank you