

An Organization Study Report of
BLUE STAR

Submitted by
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USN-1CR19MBA06

Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirement for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under Guidance of

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CERTIFICATE BY THE INSTITUTION

This is to certify that **Mr. AJAY JAYARAMAN** bearing **USN 1CR19MBA06** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **BLUESTAR** is prepared by him under the guidance of **Mrs. Sabeha Mufti**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.

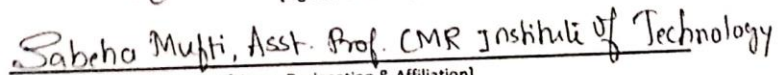

Signature of the
Guide



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Internal Examiner:  30/9/2020.
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External Examiner:  30/9/2020
[Signature & Date]


[Name, Designation & Affiliation]

Affiliated to Visvesvaraya Technological University, Approved by AICTE New Delhi,
Accredited by NBA New Delhi, Recognised by Government of Karnataka

DECLARATION

I, **Mr. Ajay Jayaraman** bearing **USN: 1CR19MBA06**, hereby declare that the Organization Study conducted at **BLUE STAR LIMITED** is record of independent work carried out by me under the guidance of **Prof. Sabeha Mufti** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru.

I also declare that this organisation study report is towards the partial of the university regulation for the award of degree of **Master of Business Administration by Visvesvaraya Technological University, Belagavi.**

I have undergone an organization study for a period of four weeks. I further declare that this organisation study report is based on the original study undertaken by me and not been submitted for the award of any degree/diploma from any other University/Institution.

Disclaimer

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Place: Bengaluru

Signature of the Student

Date: 28-09-2020

USN: 1CR19MBA06

ACKNOWLEDGEMENT

I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

I would like to express my sincere thanks to **Dr. Sanjay Jain**, Principal of CMR Institute of Technology, Bengaluru for his valuable support and guidance throughout the course of organization study.

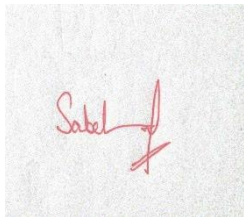
I am grateful to **Prof. Sandeep Kumar M**, HOD of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant motivation and inspiration.

I thank my Internal Guide, **Ms Sabeha Mufti** Professor of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant guidance and support throughout the organization study.

Mr Ajay Jayaraman
USN:1CR19MBA06

WEEKLY PROGRESS REPORT

Student Name	Mr. Ajay Jayaraman
USN	1CR19MBA06
Title of the Study	An Organisation Study on BLUE STAR LIMITED
Organization	BLUE STAR LIMITED
WEEK-1	
Duration (Start date - End date)	6.8.2020 - 12.8.2020
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
WEEK-2	
Duration (Start date - End date)	13.8.2020 - 18.8.2020
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
WEEK-3	
Duration (Start date - End date)	19.8.2020 - 26.8.2020
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
WEEK-4	
Duration (Start date - End date)	27.8.2020 - 30.8.2020
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography



Signature of the Guide



Signature of the Student

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Executive Summary

Blue star deals with HVAC system i.e HVAC stands for Heating, Ventilating, and Air Conditioning, and HVAC systems are, effectively, everything from your air conditioner at home to the large systems used in industrial complexes and apartment blocks. A good HVAC system aims to provide thermal control and indoor comfort, and one that is designed using the principles of thermodynamics, fluid mechanics, and heat transfer.

HVAC refers to the different systems used for moving air between indoor and outdoor areas, along with heating and cooling both residential and commercial buildings. They are the systems that keep you warm and cozy in the winter and feeling cool and fresh in the summer. They also are the systems that filter and clean indoor air to keep you healthy and maintain humidity levels at optimal comfort levels.

The big air conditioner boxes that you might see on top of apartment blocks or offices are examples of (the visible part of) HVAC systems. They're typically deployed in large industrial buildings, skyscrapers, apartment blocks, and large interior environments. They're also an essential component of environments where there are health regulations requiring that temperature and humidity be kept at certain levels, using air taken from outside.

CHAPTER: 1



INTRODUCTION :

- Blue Star is India's leading air conditioning and commercial refrigeration company, with an annual revenue of over ₹5200 crores (over US\$ 750 million), a network of 33 offices, 5 modern manufacturing facilities, 2800 employees, and 3600 channel partners. The Company has 5500 stores for room ACs, packaged air conditioners, chillers, cold rooms as well as refrigeration products and systems, along with 765 service associates reaching out to customers in over 800 towns. Blue Star's integrated business model of a manufacturer, contractor and after-sales service provider enables it to offer an end-to-end solution to its customers, which has proved to be a significant differentiator in the market place. In fact, every third commercial building in India has a Blue Star product installed.
- The Company fulfills the cooling requirements of a large number of corporate, commercial as well as residential customers. Blue Star has also forayed into the residential water purifiers business with a stylish and differentiated range including India's first RO+UV Hot & Cold water purifier; as well as the air purifiers and air coolers businesses. The Company also offers expertise in allied contracting activities such as electrical, plumbing, fire-fighting and industrial projects, in order to offer turnkey solutions, apart from execution of specialised industrial projects.
- Blue Star's other businesses include marketing and maintenance of imported professional electronics and industrial products and systems, which is handled by a wholly owned subsidiary of the Company called Blue Star Engineering & Electronics Ltd.
- The Company has manufacturing facilities at Dadra, Himachal, Wada and Ahmedabad, which use modern, state-of-the-art manufacturing equipment to ensure that the products have consistent quality and reliability. The Company has a manufacturing footprint of about 1 lakh sq m, with the mainstay of product development and R&D being energy-efficiency, coupled with eco-friendly and sustainable products.

HISTORY

- **1943** - Blue Star was founded in 1943 by Mohan T Advani, an entrepreneur of exemplary vision and drive. The Company began as a modest 3-member team engaged in reconditioning of air conditioners and refrigerators.
- **1943-46** - Within three years after inauguration, the Company obtained the sole agency of US-based Melchoir Armstrong Dessau Company and several other companies manufacturing air conditioning and refrigeration equipment. Shortly after, the Company was selected by Worthington, the US leader in air conditioning, as its India based partner - these were the first of numerous foreign associations to follow. An expanding Blue Star then ventured into the manufacture of ice candy machines and bottle coolers, and also began the design and execution of central air conditioning projects. This was followed by the manufacture of water coolers.
- **1949** - The proprietorship company set its sights on larger expansions, took on shareholders and became Blue Star Engineering Company Private Limited. After this, it witnessed constant and profitable growth, expanding into new product lines, and in a big move, also began exporting to Dubai.
- **1960** - During these years, a team of dedicated professionals further grew the company. Employee strength crossed the 1000 mark and the company went public in 1969 to become Blue Star Limited, as it continues to be called today.
- **1970** - In 1970, the company took up the all-India distributorship of Hewlett-Packard products. In addition, a series of prestigious projects were entrusted to Blue Star – skyscrapers such as Air India Building, Express Towers, the Oberoi Hotel in Mumbai, as well as several others. Revenues touched the ₹10 crore mark and staff strength doubled to exceed 2000.
- **1978** - The company began building upon existing overseas presence. Blue Star set up a joint venture with Al Shirawi in Dubai and went on to execute some outstanding projects in Syria, Iraq and Saudi Arabia. To complement its air conditioning projects and undertake turnkey industrial projects, an Industrial Division was set up in 1978.
- **1984** - Ashok M Advani and Suneel M Advani, the sons of Mohan T Advani, took over the reins of the company, after spending nearly 15 years within the company steadily climbing up the ladder. A renewed thrust was placed on the company's core business areas – air conditioning and refrigeration, and distribution of professional electronics equipment – and the company emerged a market leader in these focus areas.

- **1990** - India entered an era of economic liberalisation and witnessed an upsurge in competition as the dynamic business scenario attracted the world's most forward-looking corporations. It was time to relook at existing business competencies, re-engineer those that were obsolete and forge ahead in acquiring new business competencies. Blue Star rose to the challenge and expansion continued unabated.
- **1997** - In keeping with this focus, an advanced manufacturing facility was set up at Dadra, in technical collaboration with Rheem, USA, to enhance manufacturing competency. Today, it bears the distinction of being regarded as a state-of-the-art plant India-wide. The dealer network was strengthened and expanded to bring products within easy reach of every customer across India.
- **2000** - The software unit was spun off into a separate company, Blue Star Infotech Ltd, the export of air conditioning products from the Dadra factory began and contract manufacturing for local and foreign brands commenced. A new corporate vision was developed – ‘To deliver a world-class customer experience’.
- **2002-03** - Blue Star crossed the ₹500 crore milestone in 2000 and the ₹600 crore milestone in 2002-03. With the boom in construction activity and increased infrastructure investments, the company leveraged its leadership position to grow aggressively. In the following three years, the company nearly doubled its revenue, clocking ₹1,178 crores in 2005-06.
- **2008** - The company ventured into the electrical contracting business, offering customers mechanical, electrical and plumbing (MEP) services. From a logistical and technological perspective, this move was facilitated by the company's acquisition of Bangalore-based Naseer Electricals Private Limited.
- **2010** - Blue Star strengthened its electro-mechanical projects business through the strategic acquisition of D S Gupta Construction Private Limited, the largest independent plumbing and fire-fighting contracting company in India. This move fortified Blue Star's position, placing it among India's leading companies in the MEP field.
- **2011-15** - Blue Star was witnessing a significant demand from the residential segment given the higher disposable income and the growing middle class who are upwardly mobile and seek comfort. The company significantly altered its marketing mix, launching a contemporary and stylish range of split air conditioners to appeal to home consumers, as well as distribution through home appliance retail outlets and enhanced advertising budgets. This foray met with resounding success and Blue Star's room air conditioners sales

grew considerably, despite almost flat sales growth in the overall room air conditioners industry.

- **2015** - Blue Star crossed the ₹3,000 crore revenue milestone in 2015. The company identified a new value proposition of 'Nobody Cools Better' which highlights the unmatched expertise, experience and deep understanding of the science of cooling that Blue Star offers to its customers. In 2015, the PE&IS business of the company was transferred to a separate subsidiary called Blue Star Engineering & Electronics in April 2015. The PE&IS business is distinctly different from the air conditioning and refrigeration businesses of the company with minimal business synergy between the two. This independent identity along with specialised resources will enable the business to maximise its full potential. Blue Star has proven that an Indian manufacturer could develop the technology and build a product that meets global standards. Today, Blue Star's room air conditioners are available in 3,500 outlets in over 500 locations spread across the length and breadth of India, via exclusive and multi-brand sales and service air conditioning dealers, retail showrooms and modern trade. The company has also built up a strong installation and service franchise network to support the retailers. It is also working on identifying and developing new opportunities in markets such as the Middle East, North Africa, SAARC and ASEAN regions. This focus will significantly enhance the Blue Star brand beyond India while providing growth opportunities for its businesses, and will go a long way in establishing Blue Star as a true global player.
- **2017** - In FY17 Blue Star pioneered Precision Inverter ACs with 'Precision Cooling Technology' where the temperature can be set in decimal points. With the objective of further expanding its International footprint, Blue Star Limited formed a wholly owned subsidiary company, Blue Star International FZCO, with effect from April 18, 2017, headquartered in Dubai, UAE that manages the Global Products Sales Division and Global Projects Division including the Joint Ventures for the Company in Qatar, Malaysia and Oman.
- **2018** - 2018 marks the Platinum Jubilee Year for Blue Star as the Company will be completing 75 years on September 27, 2018. With an annual revenue of ₹4600 crores in 2018, the Company has extended its reach with 2900 channel partners, 5000 stores for room ACs, packaged air conditioners, chillers, cold rooms as well as refrigeration products and systems, along with 765 service associates reaching out to customers in over 800 towns.

CHAPTER: 2

NATURE OF BLUE STAR:

We are a leading global Air-Conditioning & Refrigeration company with substantial competence in, and revenues from 3 streams of businesses:

- Air Conditioning
- Commercial Refrigeration
- HVAC & MEP Projects Business

The company has presence across 18 countries in the Middle East, Africa, SAARC and ASEAN regions through its products distribution business and joint venture companies.

We are a customer-focused organization, deliberately tuned a deliver a world-class experience to corporate and commercial customers. As specialists, we serve our customers with differentiated products, expert solutions and value added services.

Technical, engineering and contracting expertise give us our competitive edge, and technical manpower constitutes our key resource. We will continue to recruit and retain employees and business partners who relate to our customer oriented, specialist/expert culture. We will make Blue Star the employer of choice in our industry for we recognise that happy employees make happy customers.

Our “Values and Beliefs” and “Corporate Purpose” defines our responsibilities to our stakeholders; customers, employees, shareholders, business partners and society. Delivering a world – class experience and adhering to our Corporate Values constitute the two pillars of the Blue Star Way. We will make conscious efforts to align our employees and business partners with this Blue Star way.

We will strive to win the trust and admiration of all our stakeholders by sharing with them the fruits of business success.



VISION

- To deliver a world class customer experience.
- Focus on profitable company growth.
- Be a company that is a pleasure to do business with.
- Work in a boundary – less manner between divisions to provide best solutions to customers.
- Win our people’s hearts and minds.
- Place the company’s interest above one’s own.
- Encourage innovation, creativity and experimentation in what we do.
- Build an extended organisation of committed business partners.
- Be a good corporate citizen.



The Blue Star Way (Mission):

THE BLUE STAR WAY

- Be a company that is a pleasure to do business with.
- Win our people's hearts and minds.
- Continuously improve shareholder value.
- Give primacy to meritocracy and professional management.
- Place the Company's interest above one's own.
- Conduct business with personal integrity and ethics.
- Treat business partners as respected members of our organisation.
- Encourage learning, experimentation and innovation in what we do.
- Ensure high standards of corporate governance.
- Work in a boundary-less manner between various functions to provide the best solutions to customers.
- Be a good corporate citizen.



- Be a good corporate citizen.
- Work in a boundary-less manner between various functions to provide the best solutions to customers.



YEAR	Event
2019	Blue Star expands operations in the Middle East, inaugurates a new office and state-of-the-art flagship showroom in Dubai (Blue Star Systems & Solutions L.L.C) - B.S.S.S.L
2018	Blue Star embarks on its Platinum Jubilee Year.
2018	Total Income crosses Rs 4600 crores.
2017	Blue Star receives its first patent for a unique Vacuum Breaker Assembly for deep freezers.
2017	Blue Star forays into Engineering Facility Management.
2017	The Company sets up a wholly owned subsidiary, Blue Star International FZCO, in Dubai Airport Freezone, UAE to consolidate its international business ownership.
2017	Total income crosses Rs 4,000 crores.
2016	Blue Star expands its product portfolio to water purifiers, air purifiers and air coolers.
2016	The Company forays into professional kitchen equipment and healthcare refrigeration.
2015	Total income crosses Rs 3,000 crores.
2015	Blue Star enters into JV with W J Towell & Co LLC; forms Blue Star Oman Electro-Mechanical Company LLC.
2015	Professional Electronics & Industrial Systems business of the Company transferred to a separate subsidiary named Blue Star Engineering & Electronics.

2015	International Business Group was formed, comprising Global Product Sales and International Projects, with a focus on increasing the Company's global footprint.
2013	Blue Star celebrates its 70th Anniversary.
2012	Blue Star celebrates Birth Centennial of Founder, Mohan T Advani.
2011	Blue Star forays into the residential air conditioning segment.
2010	The Company acquires D S Gupta Construction, the largest independent Indian plumbing & firefighting contractor. Thereby fortifying Blue Star's integrated mechanical, electrical and plumbing & firefighting (MEP) contract offerings.
2008	Blue Star powers into Building Electrification by acquiring Naseer Electricals, a leading electrical contractor.
2008	Total income crosses Rs 2,000 crores.
2007	Formation of Blue Star Qatar, headquartered at Doha, to handle central air conditioning and MEP contracts in the Middle East for residential, commercial and industrial purposes.
2007	Blue Star sets up its 5th factory at Wada in Thane district.
2006	Total income crosses the Rs 1,000 crores mark.
2006	Blue Star opts for a 5 for 1 stock split.
2005	Blue Star sets up factory at Kala Amb in Himachal Pradesh.
2003	Blue Star exits Yokogawa JV.
2001	Total income crosses Rs 500 crores. Export of air conditioning products begins.
2000	International Software business spun off to form Blue Star Infotech. Gets listed on stock exchange.
1999	Blue Star exits from industrial projects business.
1998	Major thrust on dealerization and brand building begins.

1997	Dadra plant inaugurated.
1995	Blue Star exits from HP India JV.
1993	Formation of Arab Malaysian Blue Star JV in Malaysia.
1993	Blue Star celebrates its 50th Anniversary.
1992	Total income crosses Rs 200 crores.
1992	Blue Star exits from Motorola JV.
1990	Gandhinagar factory closes.
1989	JV with Hewlett-Packard and Motorola begins.
1988	Blue Star becomes India's largest central air conditioning company.
1988	Manufacturing collaboration with Mitsubishi commences.
1988	Assembly of personal computers under the brand name 'Quantum' begins.
1987	Yokogawa Blue Star JV formed.
1987	Gandhinagar factory set up for EPABX systems.
1986	Total income crosses Rs 100 crores.
1985	Manufacturing of centrifugal packaged chillers commences at Thane plant.
1984	York technology collaboration begins.
1983	International Software Division inaugurated in Seepz.
1980-86	Major AC and R projects executed in the Middle East.
1980	Bharuch factory set up.
1978	Industrial Division commences activity.
1977	Hitachi Medical Equipment distributorship begins.
1977	Middle East thrust begins. Joint Venture (JV) with Al Shirawi in Dubai.

1974	Water Cooler manufacturing license granted to Yusuf Alghanim, Kuwait.
1972	Total income crosses Rs 10 crores. Employment crosses 2,000.
1972	First skyscrapers of Mumbai – Air India Building, Express Towers and Oberoi Hotel set-up – all air conditioned by Blue Star.
1970	Hewlett-Packard distributorship commences.
1969	Factory moves from Colaba in Mumbai to Thane.
1965	Techniglas Pvt Ltd set up to manufacture insulation material.
1964	Total employment crosses 1,000.
1962	GDR Machine Tools distributorship begins.
1960	Total income crosses the Rs 1 crore mark.
1957	Perkin-Elmer tie-up marks the start of the electronics business. GDR business machines agency commences.
1955	GDR Testing machines distributorship begins.
1954	Blue Star selected as distributor for Honeywell.
1949	Proprietorship converted to Private Limited Companies.
1948	Manufacturing of water coolers commences.
1947	Worthington selects Blue Star as Indian partner. Manufacturing of ice candy machines and bottle coolers begins. Central air conditioning system design and execution begins.
1946	Blue Star secures Melchior Armstrong Dessau agency.
1943	Mohan T Advani establishes Blue Star Engineering Company as a proprietary firm.

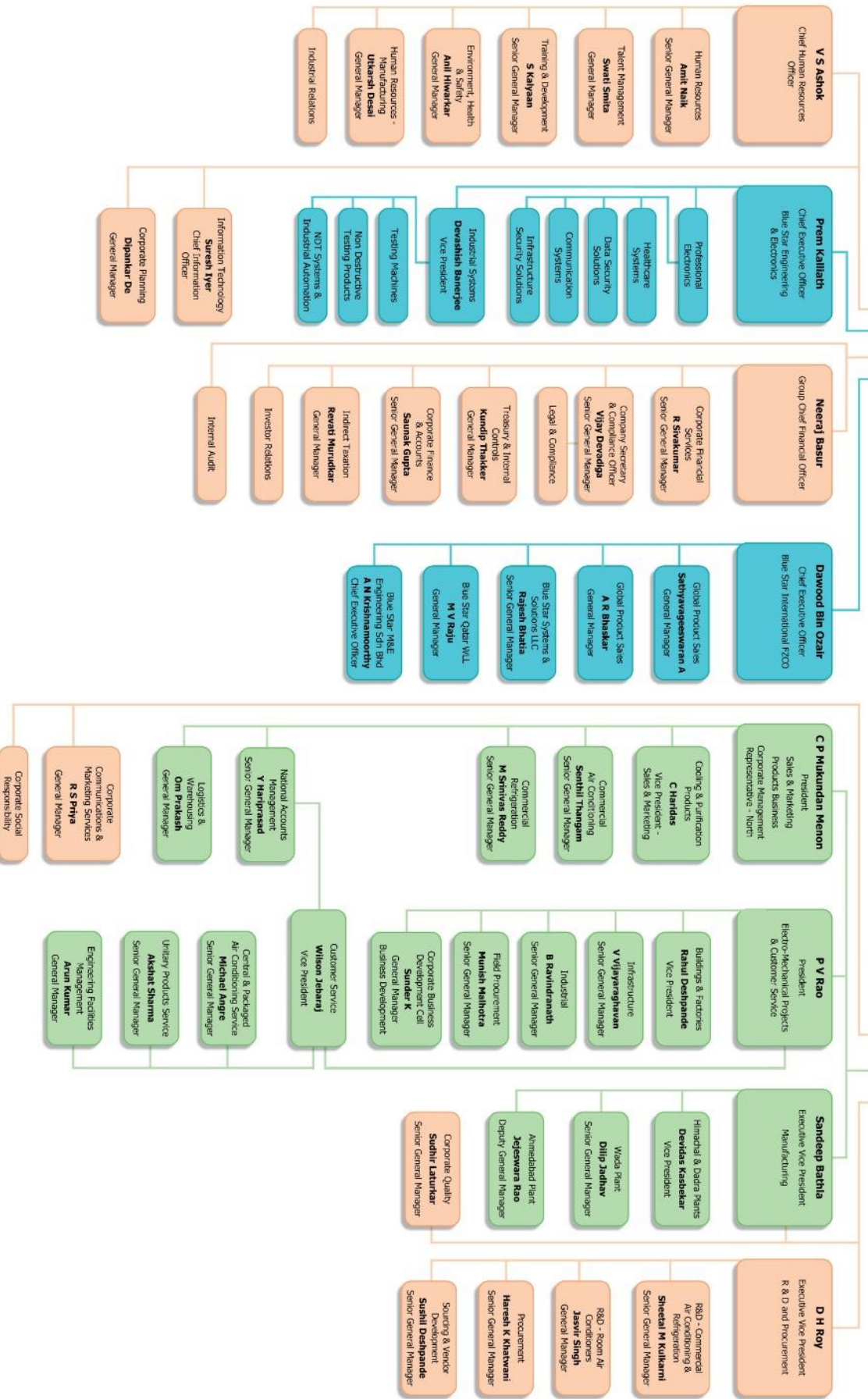
ORGANISATION CHART

Jan 23, 2020

BOARD OF DIRECTORS

Vir S Advani
Vice Chairman & Managing Director

B. Thiagarajan
Managing Director



PRODUCT PROFILE

- Blue Star offers one of India's widest range of air conditioning and commercial refrigeration products, as well as a comprehensive range of air purifiers, water purifiers, air coolers, cold storages and specialty products.
- The diverse air conditioning product range serves both commercial and residential segments, and includes a solution for every need. Blue Star serves homes through precision inverter, split and window ACs. Commercial complexes and condominiums are served through a wide range of state-of-the-art VRFs and ducted systems. Showrooms, offices and ATMs use the Company's commercial solutions including a range of standard split ACs as well as mega split, cassette, and verticool ACs. Blue Star's chillers adorn landmark buildings and mega structures such as airports, malls, hospitals and industrial establishments.
- The Company's commercial refrigeration solutions include water coolers, bottled water dispensers and deep freezers, besides modular cold rooms and ripening chambers. Blue Star's portfolio also offers medical and retail refrigeration equipment, as well as speciality solutions such as mortuary chambers.
- Blue Star's AC&R range has been further augmented recently by the launch of product categories such as water purifiers, air purifiers and air coolers, each a complete range of technologically advanced solutions. The Company's Water Purifiers use RO+UV technology and a 3-stage filtration process along with unique features such as cold and hot water, touchscreen, speech assist and electronic dispensing to deliver absolutely safe and pure drinking water. The range also includes India's first hot & cold RO+UV water purifier.
- Air pollution has been a subject of focus recently, and interestingly indoor air quality is worse than the air outdoors in many cases due to closed environments that trap pollutants and micro-organisms. Blue Star's range of elegant and contemporary Air Purifiers packed with advanced features such as SensAir and nanoe™ or Plasma technologies, supported by a multi-stage filtration process, helps keep the air in homes pure, clean and healthy.
- Further the Company also rolled out its new innovative models: AC with in-built air purifier, which cools and purifies the air in the room at the same time; and next-gen Wi-Fi-enabled 5-star inverter split AC, which can be operated through voice commands in both English and Hindi by using an appropriate interface device.

- The Company's Windus range of Air Coolers furthers its cooling expertise. This sleek and stylish but affordable assortment of products incorporates smart features that are very useful in cooling spaces, especially in dry climatic regions that require moisture retention.



Products :

1. CENTRAL AIRCONDITION

The building blocks of Blue Star's solutions are its products. The most comprehensive range of air-conditioning products in the country. A wide range of models are available in each product category to ensure that the air-conditioning system design is implemented without any compromise. All products have been designed on the energy-efficiency platform, and offer a host of advanced features

2. Room air conditioners

By being an expert in the area of central air-conditioning, it also helps us understand the cooling requirements of a diverse range of applications. This expertise, knowledge and the skills have helped us to have some of the most technologically advanced and energy efficient air-conditioning solutions for small spaces.

3. Commercial Refrigeration

Having been the leaders in commercial refrigeration, we have a wide range of products catering to various small and large scale industries

4. Cold storages

Blue Star's Cold Storage Division offers us a wide range of cooling and preservation solutions. Solutions tailored made to suit any industry that requires storage of perishable produce over extended periods of time without suffering any loss of quality – be it in look, feel, touch, taste or chemical composition. Industries that find Blue Star's cold storage solutions enormously useful include the agriculture sector including horticulture and floriculture units, manufacturers of fresh produce of any kind, food processing units, pharmaceutical industries, seafood and other similar industries, as well as the dairy and hospitality sectors, including hotels, restaurants, and eateries.

5. Specialty Cooling Products

Blue Star has developed specialized products for process applications, IT/ITES, telecom and the dairy industry. It has diverse experience and have a deep understanding of the demands on air-conditioning and refrigeration in each industry. This knowledge and domain expertise has helped in designing and manufacturing a range of specialized products which ensure that critical applications work seamlessly.

MARKETING ACTIVITIES AND MANAGEMENT IN BLUE STAR

EXPORTS

- Blue Star has been exporting its products to the Middle East for over two decades. Blue Star products have stood the test of time in some of the most difficult climatic conditions in the world such as UAE, Qatar, Bahrain, Oman and Kuwait.
- On offer it has a comprehensive range of products such as chillers with screw and hermetic scroll compressors, a wide range of air handling and fan coil units, duct able packaged and duct able split air conditioners including the heat pump versions.
- Blue Star also offers unitary products such as window and split air conditioners, deep freezers, cold rooms, water coolers and specialized air conditioners for precision control applications, Variable Refrigerant Flow (VRF) Systems with digital scroll technology and process chillers with frequency modulation.
- These world-class products are manufactured at our state-of-the- art manufacturing facilities in India. All the manufacturing facilities are ISO 9001: 2000 certified, and are powered through integrated Enterprise Resource Planning (ERP) software. Moreover, most of the products go through stringent tests on reliability and performance in our test labs.

SUPPLY CHAIN MANAGEMENT

- Rapid growth coupled with volatility of input costs necessitated an agile and adaptable supply chain.
- The Blue Star focused on both the efficiency and responsiveness of all aspects of the supply chain by improving all round execution capability.
- A combination of short term and long term view along with the support of business associates helped the Company tide over the uncertainty and turbulence of increasing input costs.
- The supply chain adequately met the increased demands of the market place supporting greater

CHANNEL DEVELOPMENT

- Blue Star has around 180 systems dealers who exclusively deal in the Company's systems businesses consisting of packaged air conditioning and cold rooms.
- These dealers are provided technical expertise, installation and service competence of a high order.
- On the other hand, room air conditioners and refrigeration products, which are simple to install, are sold through a larger network of approximately 600 dealers.
- Most of them deal exclusively with Blue Star products in the HVAC domain. A few are multi-brand, multi- product dealers.
- The Company has established a Channel Management Centre to oversee the policy framework, certification and development of dealers and also put in place a Training Department for training channel partners.
- During the year, the Company implemented a number of initiatives in order to strengthen the competence of the dealer channels and make them more robust.
- A Management Development Program (MDP) for systems dealers was held to impart the essentials of managing a business professionally.
- Systems dealers were also put through a Sales Management training programme in order to enhance their sales competence.



ACHIEVEMENTS/AWARDS RECEIVED BY BLUESTAR:

- Blue Star wins ‘The Best Governed Company’ award at the ‘19th ICSI National Awards for Excellence in Corporate Governance’

Place : Mumbai

Date : 1/20/2020

- Blue Star expands its range of stylish and differentiated water purifiers; to make deep inroads across 100 towns in the country

Place : Bengaluru

Date : 7/20/2017

- Blue Star expands its range of stylish and differentiated water purifiers with an innovative Immuno Boost Technology; to target 3500 retail outlets in FY19

Place : Bengaluru

Date : 5/30/2018

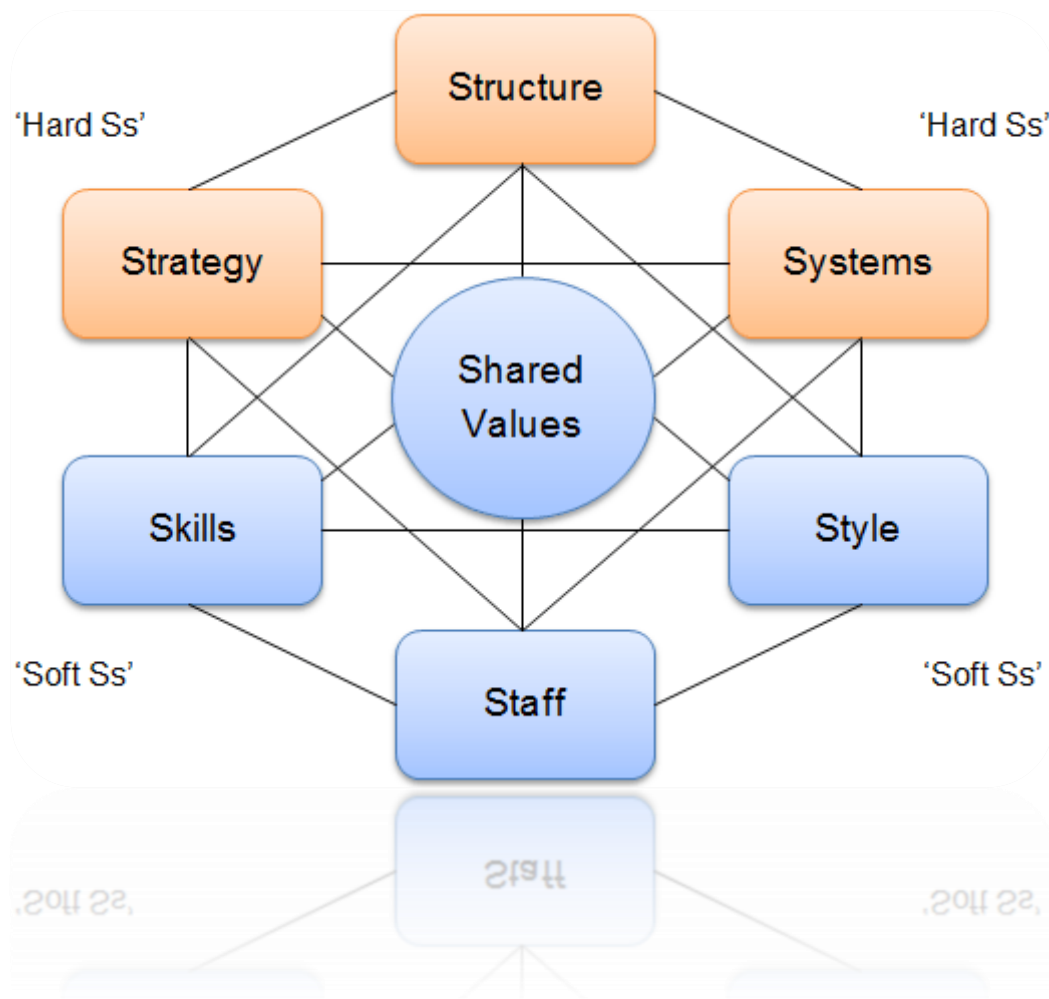
- Blue Star and Eureka Forbes collaborate to launch water coolers with in-built purification

Place : Chennai

Date : 12/29/2014

CHAPTER: 3

MCKINSEY'S 7'S MODEL:



1.STRATEGY:

Blue Star business strategy is mainly based on market leadership, i.e. replicating innovations made by market leaders in terms of introducing new products and/or adding innovative features to new products. Blue Star's major competitor, Carrier can be specified as company, Blue Star mainly replicates from. Moreover, Blue Star's business strategy is based upon scanning and utilising opportunities in the market and new product development on a regular basis.

- **GLOBAL EXPANSION**
- **CUSTOMER SERVICE**
- **R&D**

BLUE STAR'S PRESTIGIOUS INSTALLATIONS IN THE MIDDLE EAST



Al Saad Tower,
Qatar



American School,
Dubai



Al Dafna West Bay,
Qatar

STANDARD CUSTOMER SERVICES

At Blue Star, you will find a wide spectrum of Service Solutions to meet all your requirements. Apart from these Standard Maintenance solutions, we also offer premium value added services for your critical needs.

➤ **RISK PROTECTION CONTRACT:**

This comprehensive contract includes all labour, spares and consumables. It covers routine preventive maintenance and attending to breakdowns.

➤ **LABOUR MAINTENANCE CONTRACT:**

This contract includes labour only for routine preventive maintenance and attending to breakdowns. Spares and consumables are separately charged for.

➤ **OPERATING CONTRACTS:**

This is a pure labour contract. The operators are stationed for single, double, round the clock or 365 days shift, depending on the need. They regularly monitor operating status.

2.STRUCTURE:

SENIOR MANAGEMENT

Ashok M Advani	Chairman Emeritus
Suneel M Advani	Chairman Emeritus
Vir S Advani	Vice Chairman & Managing Director
B Thiagarajan	Managing Director
C P Mukundan Menon	President - Sales & Marketing, Product Business & Corporate Management Representative
P V Rao	President - Electro-Mechanical Projects & Customer Service
V S Ashok	Chief Human Resources Officer
Neeraj Basur	Group Chief Financial Officer
Sandeep Bathla	Executive Vice President - Manufacturing
D H Roy	Executive Vice President - R&D and Procurement
Rahul Deshpande	Vice President - Electro-Mechanical Projects (Buildings & Factories)
C Haridas	Vice President - Sales & Marketing - Cooling & Purification Products
Suresh Iyer	Chief Information Officer
Wilson Jebaraj	Vice President - Customer Service Group
Ajay Sharma	Head - Water Purifiers
Vijay Devadiga	Company Secretary and Compliance Officer
Subsidiary Companies	
Dawood Bin Ozair	Chief Executive Officer, Blue Star International FZCO
Prem Kalliath	Chief Executive Officer, Blue Star Engineering & Electronics Ltd

3. SYSTEMS:

- Blue Star's long-term growth prospects depend on smooth running of a wide range of systems. These include employee recruitment and selection system, team development and orientation system, transaction processing systems, customer relationship management system, business intelligence system, knowledge management system and others.
- Blue Star conducts regular evaluation of its processes and systems to find and use opportunities for improvements with positive implications on the bottom line. The firm has several important systems in place within the organization. These deal primarily with product knowledge, and product development.

4. STYLE:

- The style for the organization is defined as innovative, flexible and team orientated.
- Management style of BLUE STAR is top to down as per the organizational structure.
- Participative style of management has resulted in the development of committed and motivated work force, which is ready to meet the challenges of the future.
- As One Company, meaningful and accelerated learning opportunities are provided to staff to contribute to the greater good of Blue Star.

5. STAFF:

- There strong team of professionals is among the youngest in the country, and consists of some of the most dynamic, motivated and qualified individuals to be found anywhere in the world. First-rate management graduates, highly trained engineers, top-notch financial analysts and razor sharp accountants— we have on our rolls some of the brightest minds in the business.

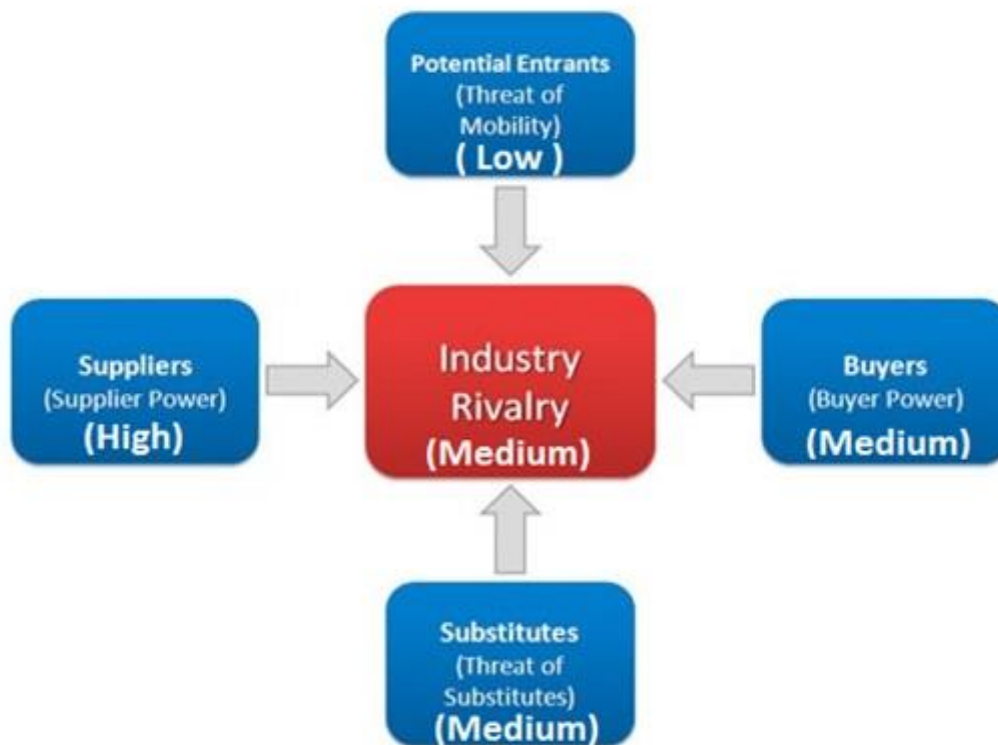
6.SKILL:

- Skill is what the company does best; the distinctive capabilities and competencies that reside in the organization.
 - a) Accounting skill
 - b) Technical skill
- Committed to excellence in quality.
- Focused on creation and enhancement of stakeholder value.
- Responsive to evolving business needs and challenges.
- Dedicated to uphold the core values of the Group.
- It is this skill and initiative of our work force that sets us apart from our peers in today's knowledge-driven economy.

7.SHARED VALUES:

- Shared values are what engender trust. Values are the identity by which a company is known throughout its business areas. These values must be explicitly stated as both corporate objectives and individual values.
- Shared values are the stated objective of the BLUE STAR
- They value the trust of shareholders, and keep their interests paramount in every business decision they make, every choice they exercise
- They possess no greater asset than the quality of our human capital and no greater priority than the retention, growth and well-being of our vast pool of human talent
- They rethink every business process, product and service from the standpoint of the consumer –so as to exceed expectations at every touchpoint
- They believe in excellence of execution—in large, complex projects as much as small everyday tasks. If something is worth doing, it is worth doing well.

Porter's Five Forces Analysis:



The threat of the entry of new competitors:

The threat of new entrants entering the market and stealing market share is low to moderate. New brands can enter on a smaller scale but then they will not have any major effect on the business of BLUE STAR. There are several players in the Air Conditioning, most small players. If a new brand enters the market, it will take it's time, efforts as well as investment to grow into a large brand and grab a large market share. Apart from infrastructure and human resources, innovation and strategy can also be time consuming and requiring major investment. Marketing is also a major cost apart from operations. The barriers to entry are low but there are still some major barriers in the way of becoming a large and well known brand. So, all these factors minimize the threat from new players keeping it low to moderate.

The threat of substitute products or services:

The threat from substitute products for Blue Star is low. There are several factors that moderate this threat. One of them is brand image. Through years Blue Star has built a reliable brand image where the level of trust between the customers and the brand is high. Its affordable pricing strategy and customer service also moderate the threat from substitute products. However, the most important factor is the availability of the large range of products under one roof. Hardly one of the competitors offers such a wide range of products. Based on all these factors including the popularity of Blue Star and its products, the threat from Blue Star gets minimized.

The bargaining power of customers (buyers):

While the bargaining power of individual buyers is insignificant in case of Blue Star, as a group they hold some significant clout which is why there is so much focus on attracting and retaining the customers. Customers across all the industries have grown more empowered in the 21st century. Apart from increased competition, technological growth has brought this change about. The balance is now tilted in the favour of the customers. Blue Star also focuses heavily on marketing and promotion. While its pricing strategy is made to suit the customers' pocket, it has also focused on digital marketing and ecommerce for a better shopping experience. Overall, the bargaining power of the buyers can be understood as low to moderate. The factors that moderate the bargaining power of the buyers are the low prices, good quality of Blue Star products and the marketing strategy of Blue Star.

The bargaining power of suppliers:

The suppliers have medium bargaining power as they are facing huge competition among themselves. Compliance to the government regulations and providing the customers with technically better product at a lesser price is the main reason of the competition in the AC market. Another reason for the medium impact of the "bargaining power of the suppliers" are regulations, which constrain the cooling capacity of the product. Compliance to these regulations increases the technical specifications and affects the product cost.

Increase in global warming and bad weather conditions are ending up in increasing consumer base for the AC market. Rapid Urbanization in developing nations in Asia, South America, and Middle East among other countries is pushing to the growth of the AC market. Construction of green buildings and smart cities is another positively impacting factor which increases the growth of the market and stabilizes the bargaining power of the supplier as medium.

The intensity of competitive rivalry within the Industry:

Rivals do exist in the industry and hence Blue Star industry compete with them at individual basis. It is important for the corporation on implicit needs and the customers' expectations for strengthening the differentiation. It is necessary for the corporation to increase the switching cost to develop good customer relationship. The corporation must spend more in R&D to open new doors for the company and look more for mergers and acquisition to reduce the competition in the industry.

CHAPTER: 4

SWOT ANALYSIS:

- This comprehensive SWOT profile of Blue Star Limited provides you an in-depth strategic analysis of the company's businesses and operations. The profile has been compiled by to bring to you a clear and an unbiased view of the company's key strengths and weaknesses and the potential opportunities and threats. The profile helps you formulate strategies that augment your business by enabling you to understand your partners, customers and competitors better.
- This company report forms part of its 'Profile on Demand' service ,covering over 50,000 of the worlds leading companies. Once purchased its highly qualified team of company analyst will comprehensively research and author a full financial and strategic analysis of Blue Star Limited including a detailed SWOT analysis, and deliver this direct to you in pdf format within two business days.(excluding weekends)

The profile contains critical company information including,

- Business description A detailed description of the companys operations and business divisions.
- Corporate strategy Analysts summarization of the companys business strategy.
- SWOT Analysis A detailed analysis of the companys strengths, weakness, opportunities and threats.
- Company history Progression of key events associated with the company.
- Major products and services A list of major products, services and brands of the company.
- Key competitors A list of key competitors to the company.
- Key employees A list of the key executives of the company.
- Executive biographies A brief Summary of the executives employment history.
- Key operational heads A list of personnel heading key departments/functions.
- Important locations and subsidiaries A list and contact details of key locations and subsidiaries of the company.
- Detailed financial ratios for the past five years The latest financial ratios derived from the annual financial statements published by the company with 5 years history.

- Interim ratios for the last five interim periods The latest financial ratios derived from the quarterly/semi-annual financial statements published by the company for 5 interims history.

Key benefits of buying this profile include,

- You get detailed information about the company and its operations to identify potential customers and suppliers.
- The profile analyzes the company's business structure, operations, major products and services, prospects, locations and subsidiaries, key executives and their biographies and key competitors.
- Understand and respond to your competitors' business structure and strategies, and capitalize on their weaknesses. Stay up to date on the major developments affecting the company.
- The company's core strengths and weaknesses and areas of development or decline are analyzed and presented in the profile objectively. Recent developments in the company covered in the profile help you track important events.
- Equip yourself with information that enables you to sharpen your strategies and transform your operations profitably.
- Opportunities that the company can explore and exploit are sized up and its growth potential assessed in the profile. Competitive and/or technological threats are highlighted.
- Scout for potential investments and acquisition targets, with detailed insight into the companies strategic, financial and operational performance.
- Financial ratio presented for major public companies in the profile include the revenue trends, profitability, growth, margins and returns, liquidity and leverage, financial position and efficiency ratios.
- Gain key insights into the company for academic or business research.
- Key elements such as SWOT analysis, corporate strategy and financial ratios and charts are incorporated in the profile to assist your academic or business research needs.

- **Blue Star Ltd.** Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Blue Star Ltd. and its competitors. This provides our Clients with a clear understanding of Blue Star Ltd. position in the Building Products and Construction Materials Industry.
- The report contains detailed information about Blue Star Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for Blue Star Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The Blue Star Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes Blue Star Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Blue Star Ltd. business.

Financial Statement Analysis:

BlueStar Ltd Consolidated Balance Sheet

Standalone Balance Sheet	----- in Rs. Cr. -----				
	Mar '20	Mar '19	Mar '18	Mar '17	Mar '16
	12 mths	12 mths	12 mths	12 mths	12 mths
Sources Of Funds					
Total Share Capital	19.26	19.26	19.20	19.11	17.99
Equity Share Capital	19.26	19.26	19.20	19.11	17.99
Share Application Money	0.00	0.00	0.00	0.00	172.57
Reserves	830.43	941.74	929.05	898.65	655.71
Networth	849.69	961.00	948.25	917.76	846.27
Secured Loans	490.92	165.72	135.11	99.23	115.86
Unsecured Loans	0.00	198.70	184.14	50.00	169.81
Total Debt	490.92	364.42	319.25	149.23	285.67
Total Liabilities	1,340.61	1,325.42	1,267.50	1,066.99	1,131.94
	Mar '20	Mar '19	Mar '18	Mar '17	Mar '16
	12 mths	12 mths	12 mths	12 mths	12 mths
Application Of Funds					
Gross Block	563.79	471.35	419.48	361.63	511.76
Less: Accum. Depreciation	157.68	112.02	72.49	42.34	283.85
Net Block	406.11	359.33	346.99	319.29	227.91
Capital Work in Progress	67.76	41.05	25.31	33.61	0.00
Investments	220.88	220.88	220.26	215.08	454.09
Inventories	849.65	857.75	1,002.07	580.45	515.48
Sundry Debtors	745.83	1,015.95	809.55	812.76	712.67
Cash and Bank Balance	225.97	27.41	65.08	78.00	42.46
Total Current Assets	1,821.45	1,901.11	1,876.70	1,471.21	1,270.61
Loans and Advances	797.55	717.29	729.55	580.67	602.65
Total CA, Loans & Advances	2,619.00	2,618.40	2,606.25	2,051.88	1,873.26
Current Liabilities	1,906.82	1,826.65	1,866.95	1,507.31	1,400.62
Provisions	66.32	87.59	64.36	45.56	39.02
Total CL & Provisions	1,973.14	1,914.24	1,931.31	1,552.87	1,439.64
Net Current Assets	645.86	704.16	674.94	499.01	433.62
Total Assets	1,340.61	1,325.42	1,267.50	1,066.99	1,115.62

BlueStar Ltd Consolidated Profit & Loss A/c

Standalone Profit & Loss account	----- in Rs. Cr. -----				
	Mar '20	Mar '19	Mar '18	Mar '17	Mar '16
	12 mths	12 mths	12 mths	12 mths	12 mths
Income					
Sales Turnover	4,786.49	4,783.70	4,312.19	4,167.85	3,563.30
Excise Duty	0.00	0.00	9.18	37.00	31.79
Net Sales	4,786.49	4,783.70	4,303.01	4,130.85	3,531.51
Other Income	67.67	-6.23	32.40	13.13	45.95
Stock Adjustments	-0.53	-166.99	235.38	21.09	61.29
Total Income	4,853.63	4,610.48	4,570.79	4,165.07	3,638.75
Expenditure					
Raw Materials	2,341.73	2,198.59	2,458.89	2,200.20	1,894.10
Power & Fuel Cost	17.47	17.13	17.20	16.62	17.00
Employee Cost	414.95	372.69	358.77	309.78	324.04
Other Manufacturing Expenses	1,277.96	1,244.60	992.03	742.43	606.77
Selling and Admin Expenses	81.75	52.93	59.70	110.35	62.83
Miscellaneous Expenses	437.12	433.48	421.45	551.83	495.44
Total Expenses	4,570.98	4,319.42	4,308.04	3,931.21	3,400.18
	Mar '20	Mar '19	Mar '18	Mar '17	Mar '16
	12 mths	12 mths	12 mths	12 mths	12 mths
Operating Profit	214.98	297.29	230.35	220.73	192.62
PBDIT	282.65	291.06	262.75	233.86	238.57
Interest	32.37	44.92	22.88	30.61	35.71
PBDT	250.28	246.14	239.87	203.25	202.86
Depreciation	84.34	69.18	60.57	54.97	54.28
Profit Before Tax	165.94	176.96	179.30	148.28	148.58
PBT (Post Extra-ord Items)	165.94	176.96	179.30	148.28	148.58
Tax	46.80	58.06	48.68	36.31	25.81
Reported Net Profit	120.87	121.79	132.21	111.97	122.77
Total Value Addition	2,229.25	2,120.83	1,849.15	1,731.01	1,506.07
Equity Dividend	192.62	96.20	71.82	0.00	61.97
Corporate Dividend Tax	33.55	19.77	14.65	0.00	12.62
Per share data (annualised)					
Shares in issue (lakhs)	963.14	963.14	960.00	955.70	899.51
Earning Per Share (Rs)	12.55	12.65	13.77	11.72	13.65
Equity Dividend (%)	500.00	500.00	500.00	375.00	325.00
Book Value (Rs)	88.22	99.78	98.78	96.03	74.90

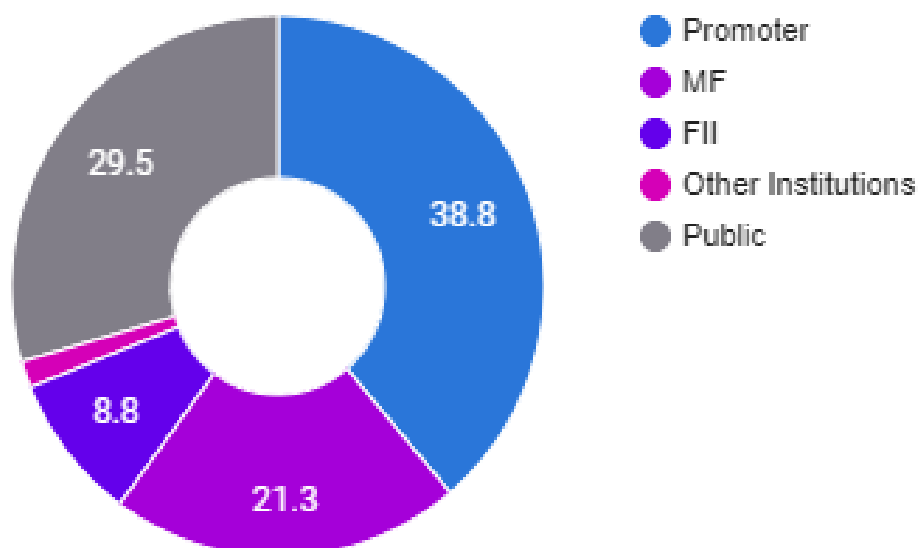
BlueStar Ltd Consolidated Key Financial Ratios

Investment Valuation Ratios	Mar '20	Mar '19	Mar '18	Mar '17	Mar '16
Face Value	2.00	2.00	2.00	2.00	2.00
Dividend Per Share	--	--	--	--	--
Operating Profit Per Share (Rs)	29.36	35.98	27.70	23.27	27.43
Net Operating Profit Per Share (Rs)	556.53	543.52	483.23	458.85	425.76
Free Reserves Per Share (Rs)	--	--	--	--	--
Bonus in Equity Capital	69.10	69.10	69.32	69.64	73.95
Profitability Ratios					
Operating Profit Margin(%)	5.27	6.61	5.73	5.07	6.44
Profit Before Interest And Tax Margin(%)	3.60	5.16	4.34	3.67	4.91
Gross Profit Margin(%)	3.63	5.18	4.35	3.69	4.95
Cash Profit Margin(%)	4.30	5.34	4.39	4.15	5.43
Adjusted Cash Margin(%)	4.30	5.34	4.39	4.15	5.43
Net Profit Margin(%)	2.67	3.63	3.10	2.80	2.73
Adjusted Net Profit Margin(%)	2.65	3.61	3.09	2.79	2.71
Return On Capital Employed(%)	19.45	24.33	18.83	17.97	22.07
Return On Net Worth(%)	18.30	21.76	18.16	16.25	16.62
Adjusted Return on Net Worth(%)	18.49	23.64	17.77	16.10	24.19
Return on Assets Excluding Revaluations	81.47	90.84	82.73	79.35	70.20
Return on Assets Including Revaluations	81.47	90.84	82.73	79.35	70.20
Return on Long Term Funds(%)	28.85	33.60	26.75	22.50	33.80
Liquidity And Solvency Ratios					
Current Ratio	0.97	1.10	1.07	1.13	0.90
Quick Ratio	0.89	0.90	0.81	0.92	0.89
Debt Equity Ratio	0.57	0.39	0.47	0.29	0.58
Long Term Debt Equity Ratio	0.06	0.01	0.03	0.03	0.03
Debt Coverage Ratios					
Interest Cover	8.13	6.19	7.62	10.75	5.08
Total Debt to Owners Fund	0.57	0.39	0.47	0.29	0.58
Financial Charges Coverage Ratio	11.11	7.75	9.84	14.47	6.41
Financial Charges Coverage Ratio Post Tax	8.85	6.53	8.23	12.29	4.75
Management Efficiency Ratios					
Inventory Turnover Ratio	6.16	6.02	4.57	7.43	7.16
Debtors Turnover Ratio	5.50	5.08	4.91	5.07	4.83
Investments Turnover Ratio	4.35	6.02	4.57	7.43	7.16
Fixed Assets Turnover Ratio	11.76	11.05	11.14	12.22	12.03

BlueStar Ltd Consolidated Cash Flow

Blue Star		BS				
Consolidated Cash Flow		----- in Rs. Cr. -----				
	Mar '20	Mar '19	Mar '18	Mar '17	Mar '16	
	12 mths	12 mths	12 mths	12 mths	12 mths	
Net Profit Before Tax	205.99	251.14	195.57	158.63	106.66	
Net Cash From Operating Activities	457.42	263.36	18.87	158.52	256.74	
Net Cash (used in)/from Investing Activities	-88.23	-69.82	-88.32	69.44	-65.17	
Net Cash (used in)/from Financing Activities	-166.90	-180.79	51.39	-203.05	-194.90	
Net (decrease)/increase In Cash and Cash Equivalents	202.29	12.75	-18.06	24.91	-3.31	
Opening Cash & Cash Equivalents	83.86	71.11	89.17	14.89	18.20	
Closing Cash & Cash Equivalents	286.15	83.86	71.11	39.80	14.89	

Shareholding Summary For Blue Star Ltd.



Research & Development

Blue Star offers complete engineered products and solutions with differentiated features. With the extent of climatic conditions varying across the nation, our products are designed to suit the specific local conditions. Considering the shortfall of Electricity supply, all the products are designed for energy efficiency. Blue Star products are most preferred in the domestic market because of energy efficiency features. In the offer, they are widest range of products for varying applications. This is possible due to extensive research and development that goes behind the products.

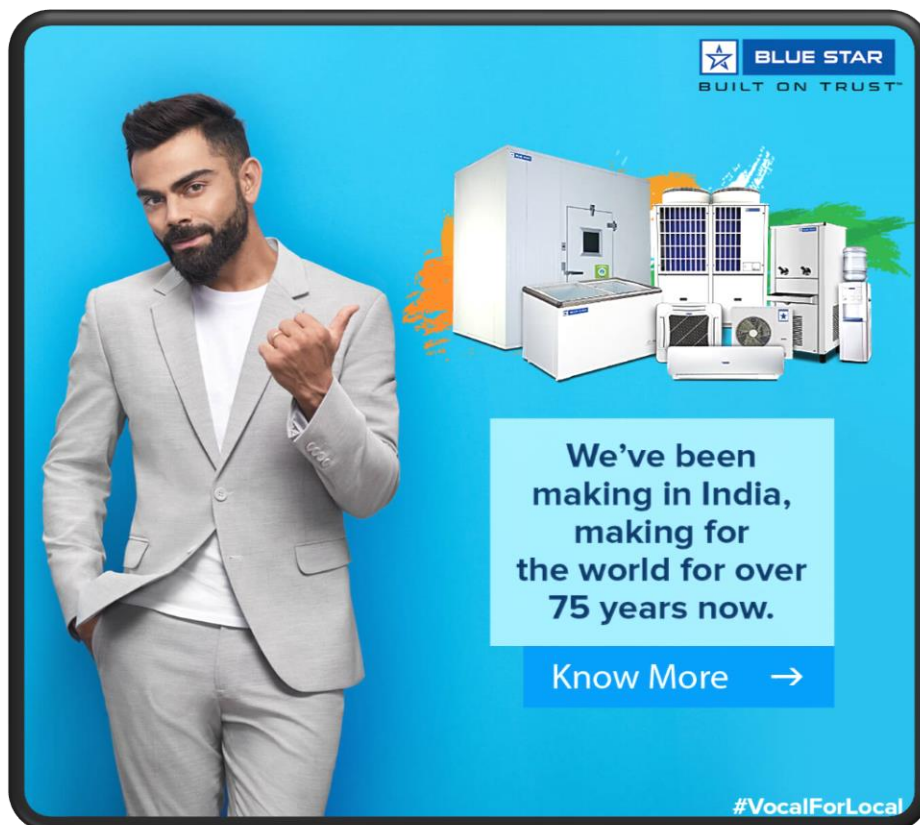
All our factories are equipped with robust R&D facilities and a lot of importance is given towards continuous up gradation. Currently R&D team constitutes nearly 20% of the manufacturing division work force. This is a testimony to the significance that R&D has in the product development process at Blue Star. R&D team is encouraged to update with the latest techniques and processes in the field and thus are sent to various exhibitions / site visits across the globe. Consultants from various industries are also hired for specific industrial design projects.

Blue Star also believes in associating itself with leading global organizations that have done path breaking work in the field of innovations. The company also has tie-ups with reputed companies for knowledge sharing and technical institutions like IIT, Mumbai, where individual projects are executed. R&D at Blue Star also handles customer specific requirements, which require tremendous amount of expertise in that particular domain. Software that R&D team has deployed and which is used on a regular basis - Pro- Engineer, Solid Edge, AutoCAD, Pro Mechanics, R&R, HTRI, Mechanical Desktop, Rhino, Alias, CATIA, IDEAS, Solid Works, Patran, Hypermesh, Femap, Ansys, Nastran, Fluent, Flow Mechanica and Moldflow. Software packages including those for system design, air handling unit selection and heat exchanger optimization.

BUSINESS ASSOCIATES

In keeping with its win-win approach, Blue Star treats its vendors as not just suppliers, but as business partners and tries to build long term associations that are profitable both to the suppliers and to Blue Star. In line with this thought, Blue Star has entered into long term arrangements with its key suppliers, many of whom are world leaders. For instance, Blue Star sources its Switchgears from Siemens, Compressors from Danfoss of Netherlands and Refrigerant from DuPont. General Electric Corp of USA provides Motors, while Hanbell of Taiwan supplies Screw Compressors. Copeland of USA assists in System Design.

Over the years, Blue Star has built a strong network of suppliers around it. Not only that, the company also helps in the development of its smaller suppliers by providing various business related and technical inputs to them. For instance, since the vendors are also manufacturers, they will benefit from some of the good manufacturing practices that Blue Star adopts. Blue Star has educated a number of small vendors on the importance of ISO certification and encouraged them to get certified within a certain time period. This approach has greatly boosted the morale of vendors and firmly bonded them with Blue Star. Also, it ensures that the suppliers walk side-by-side with Blue Star on the path to growth.



The advertisement features a man in a light grey suit pointing towards the right. To his right, there is a collection of Blue Star appliances including a large industrial unit, a water purifier, a water dispenser, and a washing machine. The Blue Star logo and tagline 'BUILT ON TRUST' are in the top right corner. A text box in the center reads: 'We've been making in India, making for the world for over 75 years now.' Below this is a 'Know More →' button. The hashtag #VocalForLocal is in the bottom right corner.

CHAPTER: 5

Learning Experience

After writing this report I have understood how Blue Star industry have come up in such a highly competitive market like in India and also they were able to establish their name in international market as well. I've also learnt that the various products that the company produce are used under different conditions in large/small scale industries. I got an in depth idea about their history , mission ,vision etc. Also an industry that's over Rs. 12,000 crores can be the opportunity to meet your ambitious career goals.

Reference:

Internet web site: www.bluestarindia.com

