

**HERALD COMMERCE LTD.**

**10, Princep Street**  
**2<sup>nd</sup> Floor, Kolkata 700 072**  
**Phone : 033-2225-6851, 3292 5520**  
**Fax : (033) 2237 -9053**  
**E-Mail : [info@heraldcommerce.com](mailto:info@heraldcommerce.com)**  
**Website : [www.heraldcommerce.com](http://www.heraldcommerce.com)**

To  
 The Secretary,  
 M/s. Blue Chip India Limited,  
 10, Princep Street,  
 Kolkata - 700 072.

**Sub: Disclosure under provision of regulation 7 (1) of SEBI (Substantial Acquisition of Shares and Takeover) Regulation, 1997**

Dear Sir,

In terms of the above regulations, we hereby disclose the details of share acquired.

Name of the Target company	BLUE CHIP INDIA LTD.
Date of reporting	29.9.2010
Names of the stock exchanges where the share of the target company are listed	CALCUTTA,BSE,NSE

Names of the acquisition and PACs with them	<b>ACQUIRER</b> HERALD COMMERCE LTD.	
	<b>PAC</b>	No of Shares %
	1. SILICON VALLY INFOTECH LTD.	330148 0.60%
	2. ARIHANT LTD.	2 0.00%
	3. LALITA JAIN	179600 0.32%
	4. BAHUBALI PROPERTIES LTD.	2220510 4.02%
		<u>2730260 4.94%</u>
Details of acquisition as follows :	No. of Shares	% w.r.t. total paid up capital of target company
(a) Share/ Voting rights (VR) of the acquirer before acquisition	2730260	4.94%
(b) Share/Voting rights acquired	120373	0.22%
(c) Share /VR of the acquirer after acquisition	2850633	5.16%
Mode of acquisition (e.g open market/ public issue rights issue /preferential allotment/ inter se transfer etc.).	OPEN MARKET	
Date of Acquisition of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	29.09.2010	
Paid up capital / total voting capital of the target company before the said acquisition	Rs. 110608680/-	
Paid up capital / total voting capital of the target company after the said acquisition	Rs. 110608680/-	

Contd ... 2

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“ 2 “

For Herald Commerce Limited

*Manoj Sarangi*

(Director)

Place : Kolkata

Date: 01/10/2010

C.C. to :

The Department of Corporate Services  
Bombay Stock Exchange Limited  
25, Phiroze Jeejeebhoy Towers, Dalal Street,  
Mumbai – 400 001.

The Secretary  
The Calcutta Stock Exchange Association Limited  
7, Lyons Range, Kolkata – 700 001.

The Secretary  
National Stock Exchange Limited  
Plot No.C/1, “G” Block,  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051.