

**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)**

Date : 14-08-2010

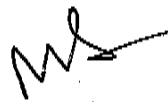
To the secretary  
 Bluechip India Limited  
 10, Princep Street  
 Kolkata - 700 072

**Sub: Disclosure under the provision of regulation 7(1) of SEBI (Substantial Acquisition of shares and Takeover) Regulations, 1997.**

Dear Sir,

**IN TERMS OF ABOVE REGULATIONS, WE HEREBY DISCLOSE THE REVISED DETAILS OF SHARES ACCUIRED:**

Name of Target company : <b>BLUCHIP INDIA LTD.</b>	
Date of reporting : 14/08/2010	
Name of stock Exchanges where share of target company are listed.: CSE, BSE & NSE	
<b>NAME OF THE TARGET COMPANY:</b>	<b>BLUE CHIP INDIA LTD</b>
Name of the acquirer and PAC with the acquirer	<u>ACQUIRER</u> 1. HERALD COMMERCE LTD.  <u>PAC</u> 2. SILICON VALLEY INFOTECH LTD. 3. ARIHANT LTD. 4. LALITA JAIN 5. BAHUBALI PROPERTIES LTD.



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Details of the acquisition as follows	Number of Shares.	% w.r.t. to total paid up capital of Target Company
(a) Share/ Voting right (VR) before acquisition under consideration	1. 2	0.00
	2. 330148	0.60
	3. 2	0.00
	4. 179600	0.32
	5. 1762470	3.19
	[Total:] 2272222	4.11
(b) share/ voting rights acquired	1. 702225	1.26
(c) Share /VR after acquisition	1. 702227	1.26
	2. 330148	0.60
	3. 2	0.00
	4. 179600	0.32
	5. 1762470	3.19
	[Total:] 2974447	5.37
Mode of acquisition (e.g open market/ public issue/right issue/ preferential allotment/inter se transfer etc.)	Open Market	
Date of acquisition of share/VR or date of receipt of intimation of allotment of share, which ever is applicable	14/08/2010	
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 /-	

Thanking you,

Yours faithfully

For, Herald Commerce Ltd.

*Manoj Saxena*

Director.