



**BLUE STAR**

Blue Star Limited  
Kasturi Buildings,  
Mohan T Advani Chowk,  
Jamshedji Tata Road,  
Mumbai 400 020, India.  
Tel : +91 22 6665 4000  
Fax : +91 22 6665 4152  
www.bluestarindia.com

December 30, 2014

**The Chief Manager - Surveillance  
National Stock Exchange of India Ltd.  
Mumbai.**

Dear Sir,

**Sub: Confirmation/ Information on published news**

This refers to your letter no. NSE/CM/Surveillance/R-1721 dated December 30<sup>th</sup> 2014.

In this connection, we wish to confirm as follows :

- 1.0 We have seen the news item which appeared in the " Business Line" dated December 30, 2014 captioned " Blue Star, Eureka Forbes launch cooler range ". However, we think the price of our company stock movement may not be related to the above news item.
- 2.0 To your specific queries, we also wish to clarify as follows :
- 2.1 The said news item is routine business operational information regarding extension of a product range already being manufactured and marketed by Blue Star. As you may be aware Blue Star is the leader in Water Coolers for many decades and traditionally the customers have been using water purifiers such as Aquaguard of Eureka Forbes in the inlet line and the same was mounted outside the water coolers. Such a design does not deliver pure water. Therefore, since December 2006, Eureka Forbes has been buying Water Coolers from Blue Star and fixed purifiers in the outlet instead of inlet, and marketed the product under their brand name. The same product is being launched by Blue Star also now. In other words, the Water Coolers that are being manufactured and marketed by Blue Star will incorporate Eureka Forbes Aquaguard Water Purifier in the outlet. This is nothing but a product extension. Further the relationship between Blue Star and Eureka Forbes is "Buyer-Seller" in nature.

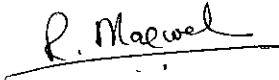
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2.2 We do not think it is stock price sensitive information and it is rather a routine product line extension information for educating the consumers.

We hope the above clarifies the matter. Please be assured that Blue Star is a company with highest standards of Corporate Governance and will comply with the provisions of the Listing Agreement as in the past.

Very truly yours,  
For **BLUE STAR LIMITED**



(RASHMI H. MARWAH)

for

**SANGAMESHWAR IYER**  
**COMPANY SECRETARY**