BLUE BLENDS (INDIA) LIMITED

CIN : L17120MH1981PLC023900

JBF House, 2nd Floor,
Old Post Office Lane,
Kalbadevi Road,
Mumbai - 400 002. (India)

BBIL/ 04th June, 2015

To,
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra Kurla Complex
Bandra (E), Mumbai-400 051

Dear Sir/Ma'am,

Sub: Code of Conduct under SEBI (Prohibition of Insider Trading) Regulations, 2015

Ref: 1) SEBI Circular no. CIR/ISD/01/2015, dated 11.05.2015

2) Symbol: Blueblends

In terms of Regulation 8 of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regualtions, 2015 and SEBI Circular referred above, we confirm that the company has formulated and adopted the Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information. The Code has been uploaded on the website of the Company and the same is enclosed herewith.

Further, pursuant to Regualtion 9 of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015, the Company has adopted the Code of Internal Procedures and conduct for Regulating, Monitoring and Report of trading by insiders.

I request you to take the same on record.

Thanking you,

Yours faithfully,
For, **Blue Blends (India) Ltd.**

Archana Dubey
Company Secretary

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Email : blueblends.ho@gmail.com / blueblends@yahoo.com • Website : www.blueblends.com

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CODE OF PRACTICES AND PROCEDURES FOR FAIR DISCLOSURES OF UNPUBLISHED PRICE SENSITIVE INFORMATION

(Under Regualtion 8(1) of SEBI (Prohibition of Insider Trading) Regulations, 2015)

Introduction:

In order to comply with the mandatory requirement of the regualtions notified by SEBI on 15.01.2015 to be effective from 15.05.2015, it is necessary to formulate a specific Code of Fair Disclosure for Blue Blends (India) Ltd. for use by its Promoters, Directors, Officers, Employees, and Connected Persons.

These Documents embody the Code of Practices and Procedures for Fair Disclosure of Unpublised Price Sensitive Information (UPSI) to be adopted by the Company and followed by its Directors, KMP, Senior Management Level, all executives in Finance and Secretarial Dept. and Connected Persons. The Code seems to ensure timely, fair and adequate dsiclosure of Price Sensitive Information to the Investor Community by the company to enable them to take informed investment decisions with regard to the Company's Securities.

CODE OF FAIR DICLOSURE OF UPSI (UNPUBLISHED PRICE SENSITIVE INFORMATION)

The Board of Directors of Blue Blends (India) ltd. has always thrived to conduct its business in fair and transparent manner with a view to protect the interest of all the stakeholders in the Company. Towards achieving this objective the company and the members of the Board, KMP (Key Managerial Persons, i.e. MD, CEO, CFO and Company Secretary), Senior Officers, Executives in Finance and Secretarial Department and Connected Persons shall adhere to the following principles of Fair Disclosure of Unpublised Price Sensitive Information in letter as well as in spirit.

1. The Company shall ensure prompt public disclosure of UPSI that would impact price discovery no sooner than credible and concrete inforamation comes into being, in order to make such information generally available.
2. The Company shall ensure Uniform and Universal dissemination of UPSI to avoid selective disclosure

3. The Company Secretary/Compliance Officer of the Company shall act as the Chief Investor Relations Officer to deal with dissemination of information and disclosure of UPSI.
4. The Company shall make prompt dissemination of publised price sensitive information that gets disclosed selectively, inadvertently or otherwise to make such information generally available.
5. The Company shall provide appropriate and fair response to queries on news reports and requests for verification of market rumours by regulatory authorities.
6. The Company will ensure that information shared with analysts and research personnel, if any is not UPSI.
7. The Company shall develop and follow best practices to make transcripts of records of proceedings of meetings with analysts and other investor relations conferences on the official website to ensure official confirmation and documentation of disclosures made.
8. The Company shall hanlde all UPSI on a need to know basis.

The Board of Directors may stipulate further guidelines, procedures and rules, from time to time, to ensure fair disclosure of UPSI.

This code shall be publised on the official website of the Company for which necessary steps will be taken by the Company Secretary.

This code has been adopted by the Board of Directors of Blue Blends (India) Ltd. and subsequent modification(s) and amendment(s) to SEBI (Prohitbition of Insider Trading) Regulations, 2015 shall automatically apply to this code.