



BLUE STAR INFOTECH LIMITED

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May 31st, 2013

**The Manager
Listing Department
The National Stock Exchange of India Ltd.
'Exchange Plaza', C-1, Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051**

Dear Sir,

Ref: Stock Code: 532346

**Sub: Intimation of Press Release under Clause 36 of the Listing Agreement and SEBI
(Prohibition Of Insider Trading) Regulations, 1992**

Please find herewith a copy of the Press Release of our company with respect to the
Company's proposed strategic alliance and investment in Activecubes Solutions India Pvt. Ltd.
Our company intends to issue this press release today.

Kindly take the same on record and acknowledge its receipt.

Thanking you,

Yours faithfully,

For **Blue Star Infotech Ltd.**

V. Sudarshan

Chief Financial Officer and Company Secretary

Enclosures: As stated above



Blue Star Infotech to make strategic investment in Activecubes

Poised to address the \$13.8 billion Business Intelligence and Analytics market; marks the initiation of inorganic growth in FY 13-14

MUMBAI, INDIA — MAY 31, 2013 — Blue Star Infotech Limited, the global software services and solutions provider, today announced that it has entered into definitive agreements for a strategic alliance and investment in the equity of **Activecubes Solutions India Pvt. Ltd.**, a global firm operating in the Decision Management Space. Activecubes is a leading provider of Business Intelligence and Analytics solutions.

Emerging technologies such as BI/ Analytics and mobility are a key component of the company's strategic focus areas for growth in the near future and this alliance will enable Blue Star Infotech to strengthen its foothold in this space. Being a cash rich company, Blue Star Infotech plans to enhance its capabilities through the inorganic route and investment in Activecubes is a step towards that growth path.

Both Blue Star Infotech and Activecubes have a strong presence in the US, with significant areas of synergy and leverage.

Commenting on the strategic alliance **Mr Sunil Bhatia, CEO & MD, Blue Star Infotech** said, "Business Intelligence and Analytics is one of our key focus areas and we see great potential in this space. Activecubes is a very prominent player and has been recognised through multiple awards like Red Herring Global Top 100, India Innovation Award, Karnataka STPI Award, etc. Leveraging their specialized expertise in the sector will further strengthen our business. This association will help our clients in not only deriving business efficiencies, but also revenue enhancement through custom offerings based on studying customer behaviour and market trends."

Rajesh Varrier, CEO, Activecubes said on the occasion, "Our association with Blue Star Infotech will help us broaden our activity spectrum. The synergy between both the companies will help us enhance our expertise in BI and Analytics and will boost our vision of being the best in providing competitive advantage to the client through the use of analytics. Our clients will benefit from Blue Star Infotech's broad range of service offerings. Also, the size of the overall team, access to knowledge pools and other resources would increase manifold."

Creating Value from this partnership between Blue Star Infotech and Activecubes

- **Complements Blue Star Infotech's focus on Product Engineering, Travel & Hospitality and Health Care verticals:**

The association with Activecubes will enhance Blue Star Infotech's capabilities in BI and Analytics sector with a focus on these verticals.

- **Cross-selling and Up-scaling:** This initiative presents the opportunity to cross sell Blue Star Infotech's solutions to Activecubes customers. It also paves the way for account mining and increases the overall management bandwidth.
- **Strong customer relationships of Blue Star Infotech:** Activecubes will benefit from Blue Star Infotech's strong customer relationships in Product Engineering and Travel and Hospitality Industry. The company will also gain from Blue Star Infotech's broad spectrum of offerings such as Application Development and Management, Product Engineering, Package Implementation, Testing, Mobility and Cloud Computing.
- **Integration of services and operations:** Activecubes and Blue Star Infotech will work towards creating a combined BI and Analytics practice. This will enable it to provide comprehensive service offerings to clients globally.

About Blue Star Infotech Ltd.

Part of the well-known Blue Star Group, Blue Star Infotech Ltd. is a global provider of IT solutions and services with operations in USA, Europe, India and Singapore. The company caters to the IT and software R&D needs of enterprises globally, and offers a broad spectrum of services ranging from Application Development and Management, Product Engineering, Package Implementation and Testing to new age solutions such as Analytics/Business Intelligence, Mobility and Cloud Computing. Blue Star Infotech's mission is to help global enterprises derive measurable business outcomes through the effective use and adoption of information technology.

The company has worked with leaders in various industries such as Manufacturing, Travel and Hospitality, Hi-tech, Media & Entertainment and Healthcare and enabled them to effectively align IT to business objectives while dealing with challenges faced due to globalization and consolidation. Blue Star Infotech is a public company listed on the Bombay and National Stock exchanges of India.

Blue Star Infotech has well-established relationships with leading technology companies such as HP, Microsoft, Oracle, SAS, IBM, QlikView and Data Systems International. It services its global clientele through a Global Delivery Network which spans India (Mumbai and Bangalore), USA (Milwaukee, WI) and Singapore.

About Activecubes

Activecubes is a global firm providing Business Intelligence and Analytics services. Incepted in 2007, Activecubes believes in empowering its clients with intelligence to make the best decisions.

By leveraging proven global service delivery methodologies, Activecubes provides solutions to global clients across financial services, consumer packaged goods, retail, telecom and health care. Activecubes' services span key areas like sales, marketing, supply chain, operations, and risk management.

Forward looking statements

We have disclosed forward-looking information so that investors can comprehend the Company's prospects and make informed investment decisions. This release and other written and oral statements that we make periodically contain such forward-looking statements that set out anticipated results based on the Management's plans and assumptions. We have tried, wherever possible, to qualify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words and terms of similar substance in connection with any discussion of future operating or financial performance.

We do not guarantee that any forward-looking statement will be realised, although we believe we have been diligent and prudent in our plan and assumptions. The achievement of future results is subject to risk, uncertainties and validity of inaccurate assumptions. Should any known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, our actual results could vary materially from those anticipated, estimated or projected. Investors should bear this in mind as they consider forward-looking statements. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

For more information, please contact:

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