



बामर लॉरी एंड कं लिमिटेड
(भारत सरकार का एक प्रतिकार)
Balmer Lawrie & Co. Ltd.
(A Government of India Enterprise)

IMPORTANT COMMUNICATION TO SHAREHOLDERS

Dear Shareholder,

Sub.: Green Initiative in Corporate Governance and Electronic Communication

The Ministry of Corporate Affairs ("MCA") vide its circular no. 17/95/2011 dated 21 April, 2011 and 29 April, 2011 has undertaken "Green Initiative in the Corporate Governance" and has stipulated that a company would be in compliance with Section 53 of the Companies Act, 1956, if the company serves its notice/documents to Shareholders through electronic mode, at the e-mail address provided by them to the company.

In view of the above, your Company proposes to send its documents, including Notices of General Meetings, Annual Reports & Accounts comprising Balance Sheet, Profit & Loss Account, Directors' Report and Auditors' Report, Disclosures under Section 302 of the Companies Act, 1956 and other communications in electronic form henceforth, to its Shareholders.

We, therefore, request and encourage you to register your e-mail address -- at which you would desire the documents to be mailed to you -- with your Depository Participant / the Company either by returning the form enclosed separately, duly filled in and signed to Link Intime India Pvt. Ltd. 59C, Chowringhee Road, 3rd Floor, Kolkata – 700 020 or by way of sending a scanned copy thereof by e-mail to kolkata@linkintime.co.in at the earliest, so that in future all the requisite documents, as stated above, can be sent to you at your registered e-mail address. Please be informed that these documents will also be available on the Company's website, at www.balmerlawrie.com.

In case you wish to continue to receive the said documents in physical mode kindly send us your request at the aforesaid address, quoting full details of your Registered Folio No./DP Id & Client Id and name of the first holder, at the earliest.

We appreciate the "Green Initiative" taken by the MCA and trust that you would also help in implementing the e-governance initiatives of the Government.

Thanking you,

Yours faithfully,
Balmer Lawrie & Co. Ltd.

Amit Ghosh
Company Secretary

Place : Kolkata

Date : 11 August 2011

Please use the Pro-forma captioned "e-mail updation" – which is being sent with this Annual Report – to intimate your e-mail id.