

Diwakar Viniyog Private Limited

(FORMERLY : HI-UP COSMETICS & TOILETRIES PVT. LTD.)

CIN : U24246WB1984PTC037090

Regd. Office :
687, Anandapur, E. M. Bypass, 2nd Floor
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Date: 16.05.2019

The Secretary

National Stock Exchange of India Limited
Exchange Plaza
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra(E)
Mumbai - 400 051

The Secretary

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

The Secretary

The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata - 700 001

The Company Secretary

Enami Limited
687, Anandapur
EM Bypass
Kolkata - 700 107

Dear Sir,

Sub: Disclosure under Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Please find enclosed herewith disclosure in terms of Regulation 31(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This is for your information & record.

Thanking you,

Yours faithfully,
for Diwakar Viniyog Private Limited


Director/Authorized Signatory



On Behalf of himself, Promoter & Promoter Group Persons/ Persons Acting in Concert

Place: Kolkata

Encl: a/a

Disclosure by the Promoter (s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation-of-encumbrance/release of encumbrance, in terms of Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company (TC)	Emami Limited National Stock Exchange of India Limited BSE Ltd. The Calcutta Stock Exchange Limited 16.05.2019
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked	Diwakar Viniyog Private Limited

Name of the Promoter (s) or PACs with him(*)	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Type of Event	Date of creation/release/ invocation	Type of Encumbrance (Pledge/Lein/ Non disposal/Undertaking/ Others)	Reason for encumbrance	Number	% of	Name of the entity in whose favour shares encumbered	Post event holding of encumbered shares (creation (2)+(3) / release [(2)-(3)] / invocation [(2)-(3)])	
	Number	% of total Share Capital	Number	% of total Share Capital								Number	% of Total share capital
Bhanu Vyapaar Private Limited	51,045,902	11.2452	42,125,838	9.2801	Pledge	08.05.2019	Creation	Third Party Pledge	550,000	0.1212	Kotal Mahindra Investments Ltd (Lender)	42,675,838	9.4013
Bhanu Vyapaar Private Limited	51,045,902	11.2452	42,675,838	9.4013	Pledge	08.05.2019	Creation	Third Party Pledge	300,000	0.0661	IIFL wealth Management Ltd (Lender)	42,975,838	9.4674
Bhanu Vyapaar Private Limited	51,045,902	11.2452	42,975,838	9.4674	Pledge	10.05.2019	Creation	Collateral Pledge	247,000	0.0544	Bajaj Finance Ltd (Lender)	43,222,838	9.5218
Diwakar Viniyog Private Limited	58,633,849	12.9168	30,899,194	6.8070	Pledge	08.05.2019	Creation	Third Party Pledge	240,000	0.0529	Axis Trustee Services Ltd (Trustee) HDFC Asset Management Company Limited (Lender)	31,139,194	6.8598
Diwakar Viniyog Private Limited	58,633,849	12.9168	31,139,194	6.8598	Pledge	10.05.2019	Creation	Third Party Pledge	291,000	0.0641	Tata Capital Financial Services Ltd (Lender)	31,430,194	6.9239
Suntrack Commerce Private Limited	58,234,107	12.8287	29,086,780	6.4077	Pledge	10.05.2019	Creation	Third Party Pledge	212,000	0.0467	Catalyst Trusteeship Ltd (Trustee) Tata Capital Financial services Ltd (Lender)	29,298,780	6.4544
Raviraj Viniyog Private Limited	25,096,984	5.5288	11,713,000	2.5803	Pledge	02.05.2019	Creation	Third Party Pledge	100,000	0.0220	Axis Trustee Services Ltd (Trustee) HDFC Asset Management Company Limited (Lender)	11,813,000	2.6024
Raviraj Viniyog Private Limited	25,096,984	5.5288	11,813,000	2.6024	Pledge	14.05.2019	Creation	Third Party Pledge	25,000	0.0055	Axis Trustee Services Ltd (Trustee) HDFC Asset Management Company Limited (Lender)	11,838,000	2.6079
Suraj Viniyog Private Limited	23,645,848	5.2091	3,946,000	0.8693	Pledge	09.05.2019	Creation	Third Party Pledge	20,000	0.0044	Axis Trustee Services Ltd (Trustee) Axis Mutual Fund (Lender)	3,966,000	0.8737

For DIWAKAR VINIYOG PRIVATE LIMITED

[Signature]
Director / Authorised Signatory

Name of the Promoter (s) or PACs with him(*)	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares (creation (2)+(3)) / release [(2)-(3)] / invocation [(2)-(3)]	
	Number	% of total Share Capital	Number	% of total Share Capital	Type of Event	Date of creation/release/ invocation	Type of Encumbrance (Pledge/Len/ Non disposal/Undertaking/ Others)	Reason for encumbrance	Number	% of	Name of the entity in whose favour shares encumbered	Number	% of Total share capital
Suraj Vinayog Private Limited	23,645,848	5.2091	3,966,000	0.8737	Pledge	10.05.2019	Creation	Third Party Pledge	51,000	0.0112	Axis Trustee Services Ltd (Trustee) Invesco Asset management (India) Pvt Ltd (Lender)	4,017,000	0.8849
Prabhakar Vinayog Private Limited	24,131,492	5.3161	9,409,000	2.0728	Pledge	14.05.2019	Creation	Third Party Pledge	150,000	0.0330	ICICI Bank Limited (Lender)	9,559,000	2.1058

On Behalf of himself, Promoter & Promoter Group Persons/ Persons Acting in Concert

Place: Kolkata

Date: 16.05.2019

For **DIWAKAR VINIYOG PRIVATE LIMITED**


Director / Authorised Signatory

DISCLOSURE BY THE PROMOTER (S) TO THE STOCK EXCHANGES AND TO THE TARGET COMPANY FOR ENCUMBRANCE OF SHARES / INVOCATION OF ENCUMBRANCE/RELEASE OF ENCUMBRANCE, IN TERMS OF REGULATION 31(I) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

Name of the Promoter (s) or PACs with him(**)	Promoter holding in the target company (1)			Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)					Post event holding of encumbered shares (creation (2)+(3)) / release [(2)-(3)] / invocation [(2)-(3)]	
	No. of Shares	% of	% w.r.t diluted share capital (*)	No. of Shares	% of total share capital	Type of event (creation /release /invocation)	Date of creation/ invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking /others)	No. of shares	% of total share capital	No. of Shares	% of Total share capital
PRITI A SUREKA	11,609,702	2.5576	2.5576	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL	134,668	0.0297	0.0297	-	-	-	-	-	-	-	-	-
USHA AGARWAL	173,096	0.0381	0.0381	-	-	-	-	-	-	-	-	-
RAJ KUMAR GOENKA	297,964	0.0656	0.0656	-	-	-	-	-	-	-	-	-
RADHE SHYAM AGARWAL	195,000	0.0430	0.0430	-	-	-	-	-	-	-	-	-
ROHIN RAJ SUREKA	3,500,000	0.7710	0.7710	-	-	-	-	-	-	-	-	-
HAIRSHA VARDHAN AGARWAL	110,266	0.0243	0.0243	-	-	-	-	-	-	-	-	-
SASWAT GOENKA	580,000	0.1278	0.1278	-	-	-	-	-	-	-	-	-
SACHIN GOENKA	717,000	0.1580	0.1580	-	-	-	-	-	-	-	-	-
VIBHASH AGARWAL	573,478	0.1263	0.1263	-	-	-	-	-	-	-	-	-
VIHAN AGARWAL	172,000	0.0379	0.0379	-	-	-	-	-	-	-	-	-

SUNIL KUMAR VINIYOG PRIVATE LIMITED



Director / Authorised Signatory

Name of the Promoter (s) or PACs with him(**)	Promoter holding in the target company (1)			Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)						Post event holding of encumbered shares [creation (2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]	
	No. of Shares	% of	% w.r.t diluted share capital (*)	No. of Shares	% of total share capital	Type of event (creation /release /invocation)	Date of creation/ invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking /others)	No. of shares	% of total share capital	No. of Shares	% of Total share capital	
ADVAY GOENKA	554,000	0.1220	0.1220	-	-	-	-	-	-	-	-	-	
RITU GOENKA	454,930	0.1002	0.1002	-	-	-	-	-	-	-	-	-	
RADHE SHYAM GOENKA	392,076	0.0864	0.0864	-	-	-	-	-	-	-	-	-	
CHIKKY GOENKA	371,700	0.0819	0.0819	-	-	-	-	-	-	-	-	-	
SOBHNA AGARWAL	630,000	0.1388	0.1388	-	-	-	-	-	-	-	-	-	
JYOTI AGARWAL	488,000	0.1075	0.1075	-	-	-	-	-	-	-	-	-	
DEVARSH GOENKA	407,750	0.0898	0.0898	-	-	-	-	-	-	-	-	-	
REYANSH GOENKA	407,750	0.0898	0.0898	-	-	-	-	-	-	-	-	-	
AVISHI SUREKA	1,400,000	0.3084	0.3084	-	-	-	-	-	-	-	-	-	
SHRUTI GOENKA	196,130	0.0432	0.0432	-	-	-	-	-	-	-	-	-	
INDI GOENKA	269,700	0.0594	0.0594	-	-	-	-	-	-	-	-	-	
DAKSH GOENKA	565,000	0.1245	0.1245	-	-	-	-	-	-	-	-	-	

For: DIWAKAR VINIYOG PRIVATE LIMITED


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	No. of Shares	% of	% w.r.t diluted share capital (*)	No. of Shares	% of total share capital	Type of event (creation / release / invocation)	Date of creation/ invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking /others)	No. of shares	% of total share capital	No. of Shares	% of Total share capital	
MANAN GOENKA	565,000	0.1245	0.1245	-	-	-	-	-	-	-	-	-	
NIKUNJ GOENKA	265,000	0.0584	0.0584	-	-	-	-	-	-	-	-	-	
SAROJ GOENKA	215,240	0.0474	0.0474	-	-	-	-	-	-	-	-	-	
MANSI AGARWAL	150,000	0.0330	0.0330	-	-	-	-	-	-	-	-	-	
NIMISHA GOENKA	244,000	0.0538	0.0538	-	-	-	-	-	-	-	-	-	
MANISH GOENKA	142,196	0.0313	0.0313	-	-	-	-	-	-	-	-	-	
SHREYA GOENKA	230,000	0.0507	0.0507	-	-	-	-	-	-	-	-	-	
VIDISHREE AGARWAL	80,000	0.0176	0.0176	-	-	-	-	-	-	-	-	-	
VIDULA AGARWAL	80,000	0.0176	0.0176	-	-	-	-	-	-	-	-	-	
JAYANT GOENKA	156,254	0.0344	0.0344	-	-	-	-	-	-	-	-	-	
RASHMI GOENKA	121,400	0.0267	0.0267	-	-	-	-	-	-	-	-	-	
SANTOSH GOENKA	115,640	0.0255	0.0255	-	-	-	-	-	-	-	-	-	
SUSHIL KUMAR GOENKA	109,900	0.0242	0.0242	-	-	-	-	-	-	-	-	-	

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	No. of Shares	% of	% w.r.t diluted share capital (*)	No. of Shares	% of total share capital	Type of event (creation / release / invocation)	Date of creation / invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking / others)	No. of shares	% of total share capital	No. of Shares	% of Total share capital
RACHANA GOENKA	317,700	0.0700	0.0700	-	-	-	-	-	-	-	-	-
RICHA AGARWAL	91,722	0.0202	0.0202	-	-	-	-	-	-	-	-	-
JYOTI GOENKA	48,776	0.0107	0.0107	-	-	-	-	-	-	-	-	-
MOHAN GOENKA	61,900	0.0136	0.0136	-	-	-	-	-	-	-	-	-
RACHNA BAGARIA	270,000	0.0595	0.0595	-	-	-	-	-	-	-	-	-
YOGESH GOENKA	245,400	0.0541	0.0541	-	-	-	-	-	-	-	-	-
REHA GOENKA	240,000	0.0529	0.0529	-	-	-	-	-	-	-	-	-
PUJA GOENKA	169,398	0.0373	0.0373	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL, KARTA(HUF)	204,278	0.0450	0.0450	-	-	-	-	-	-	-	-	-
HARSH VARDHAN AGARWAL, KARTA (HUF)	172,000	0.0379	0.0379	-	-	-	-	-	-	-	-	-
MOHAN GOENKA, KARTA (HUF)	174,000	0.0383	0.0383	-	-	-	-	-	-	-	-	-
MANISH GOENKA, KARTA (HUF)	174,000	0.0383	0.0383	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA, KARTA (HUF)	174,000	0.0383	0.0383	-	-	-	-	-	-	-	-	-

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	No. of Shares	% of	% w.r.t diluted share capital (*)	No. of Shares	% of total share capital	Type of event (creation /release /invocation)	Date of creation/ invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking /others)	No. of shares	% of total share capital	No. of Shares	% of Total share capital	
PRASHANT GOENKA	190,000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	
ASHISH GOENKA	130,000	0.0286	0.0286	-	-	-	-	-	-	-	-	-	
LAXMI DEVI BAJORIA	143,000	0.0315	0.0315	-	-	-	-	-	-	-	-	-	
PRASHANT GOENKA, KARTA (HUF)	74,000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	
JAYANT GOENKA, KARTA (HUF)	74,000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	
ASHISH GOENKA, KARTA (HUF)	74,000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	
MADAN LAL AGARWAL	60,000	0.0132	0.0132	-	-	-	-	-	-	-	-	-	
PRADEEP AGARWAL	31,150	0.0069	0.0069	-	-	-	-	-	-	-	-	-	
KUSUM AGARWAL	37,800	0.0083	0.0083	-	-	-	-	-	-	-	-	-	
DIVYA AGARWAL	26,000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	
SANGITA AGARWAL	26,000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	

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SHUBHAM AGARWAL	24,460	0.0054	0.0054	-	-	-	-	-	-	-	-	-
ABHISHEK AGARWAL	24,000	0.0053	0.0053	-	-	-	-	-	-	-	-	-
DHIRAJ AGARWAL	16,750	0.0037	0.0037	-	-	-	-	-	-	-	-	-
VISHAL AGARWAL	8,200	0.0018	0.0018	-	-	-	-	-	-	-	-	-
SUMANGAL AGARWAL	8,200	0.0018	0.0018	-	-	-	-	-	-	-	-	-
TMT VINIYOGAN PRIVATE LIMITED	9,033,160	1.9900	1.9900	-	-	-	-	-	-	1,668,000	0.3595	-
EMAMI PAPER MILLS LTD	933,000	0.2055	0.2055	-	-	-	-	-	-	-	-	-
EPL SECURITIES LTD	84,000	0.0185	0.0185	-	-	-	-	-	-	-	-	-
EMAMI FRANK ROSS LIMITED	10,000	0.0022	0.0022	-	-	-	-	-	-	-	-	-
AMITABH GOENKA, KARTA (HUF)	74,000	0.0163	0.0163	-	-	-	-	-	-	-	-	-
SMRITI AGARWAL	334,000	0.0736	0.0736	-	-	-	-	-	-	51,000	0.0112	-
AMITABH GOENKA	3,571,496	0.7868	0.7868	-	-	-	-	-	-	3,137,700	0.6912	-

On behalf of himself, Promoter & Promoter Group Persons/Persons Acting in Concert

Place: Kolkata

Date: 16.05.2019

For **DIWAKAR VINIYOG PRIVATE LIMITED**



Director / Authorised Signatory