

FM/CS/2019/227

February 19, 2019

Mr. A.K.Joshi  
Vice President (Legal) & Company Secretary,  
Emami Limited,  
Emami Tower, 687 Anandapur, EM Bypass,  
Kolkata 700107,  
West Bengal.

Dear Sir,

**Sub: Reporting under Regulation 29(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011**

We wish to inform you that SBI Mutual Fund under its various schemes has acquired shares of your Company resulting to acquisition of above 5% of the paid-up share capital of your Company. Pursuant to Regulation 29(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011, please find enclosed report detailing our holding in your Company.

The holding of SBI Mutual Fund, under its various schemes, as at close of business hours on February 18, 2019 was 23,460,013 shares which is 5.1681% of the paid-up share capital of your Company.

Thanking you,

Yours faithfully,

**For SBI Funds Management Private Limited**

  
**Vinaya Datar**  
**Head – Compliance & Company Secretary**

Encl: As above

c.c. 1. National Stock Exchange of India Limited  
Listing Department  
Exchange Plaza  
Plot no. C/1, G Block  
Bandra-Kurla Complex  
Bandra (East)  
Mumbai - 400 051

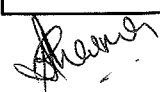
2. General Manager  
Department of Corporate Services  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400 001


Trustee: **SBI Mutual Fund Trustee Company Private Limited** (CIN: U65991MH2003PTC138496)

9th Floor, Crescenzo, Plot C-38 & 39, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051.  
Tel.: +91 22 61793000 | Fax: +91 22 67425687-91 | Website: www.sbimf.com

**Part-A- Details of the Acquisition**

Name of the Target Company (TC)	EMAMI LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	SBI MUTUAL FUND under its various schemes		
Whether the acquirer belongs to Promoter/Promoter group	N.A.		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Ltd & National Stock Exchange of India Ltd		
Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
<b>Before the acquisition under consideration, holding of acquirer along with PACs of :</b>			
a) Shares carrying voting rights	3,100,000	0.6829%	NA
b) Share in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	NA	NA	NA
c) Voting rights (VR) otherwise than by equity shares	NA	NA	NA
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	NA	NA	NA
<b>e) Total (a+b+c+d)</b>	<b>3,100,000</b>	<b>0.6829%</b>	<b>NA</b>
<b>Details of acquisition (Details of acquisition mentioned in the Annexure)</b>			
a) Shares carrying voting rights acquired	20,360,013	4.4852%	NA
b) VRs acquired otherwise than by equity shares	NA	NA	NA
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	NA	NA	NA
d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	NA	NA	NA
<b>e) Total (a+b+c+d)</b>	<b>20,360,013</b>	<b>4.4852%</b>	<b>NA</b>
<b>After the acquisition, holding of acquirer alongwith PACs of :</b>			
a) Shares carrying voting rights	23,460,013	5.1681%	NA
b) VRs otherwise than by equity shares	NA	NA	NA
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	NA	NA	NA
d) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others) Shares pledged with the acquirer	NA	NA	NA
<b>d) Total (a+b+c+d)</b>	<b>23,460,013</b>	<b>5.1681%</b>	<b>NA</b>
Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Market Purchase		
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Equity shares		
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	Acquired 20,360,013 shares on 18-Feb-2019		
Equity share capital / total voting capital of the TC before the said acquisition	Rs. 453,935,238/-, which consists of 453,935,238 equity shares of Re.1/- each.		
Equity share capital/ total voting capital of the TC after the said acquisition	Rs. 453,935,238/-, which consists of 453,935,238 equity shares of Re.1/- each.		
Total diluted share/voting capital of the TC after the said acquisition	NA		


  
Raviprakash Sharma  
Dealer

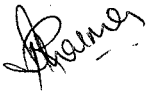

  
Aparna Nirgude  
Executive Director & Chief Risk Officer

Place: Mumbai  
Date: 19-Feb-2019

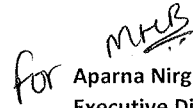
**Note:**

- (\*) Total share capital/ voting to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the Listing Agreement.  
(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.  
(\*\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

Annexure						
Scheme	Share holding before Acquisition		Shares acquired on 18-Feb-2019		Share holding after Acquisition	
	No of Shares	% holding of Eq Capital	No of Shares	% holding of Eq Capital	No of Shares	% holding of Eq Capital
SBI Magnum Taxgain Scheme	1,900,000	0.4186%	1,972,000	0.4344%	3,872,000	0.8530%
SBI Equity Hybrid Fund	0	0.0000%	10,986,813	2.4203%	10,986,813	2.4203%
SBI Consumption Opportunities Fund	500,000	0.1101%	563,000	0.1240%	1,063,000	0.2342%
SBI Contra Fund	0	0.0000%	815,000	0.1795%	815,000	0.1795%
SBI Focused Equity Fund	0	0.0000%	3,000,000	0.6609%	3,000,000	0.6609%
SBI Magnum Multicap Fund	0	0.0000%	1,690,000	0.3723%	1,690,000	0.3723%
SBI Smallcap Fund	700,000	0.1542%	600,000	0.1322%	1,300,000	0.2864%
SBI Equity Opportunities Fund - Series I	0	0.0000%	18,500	0.0041%	18,500	0.0041%
SBI Equity Savings Fund	0	0.0000%	620,000	0.1366%	620,000	0.1366%
SBI Equity Opportunities Fund - Series IV	0	0.0000%	9,700	0.0021%	9,700	0.0021%
SBI Resurgent India Opportunities Scheme	0	0.0000%	85,000	0.0187%	85,000	0.0187%
<b>Total</b>	<b>3,100,000</b>	<b>0.68%</b>	<b>20,360,013</b>	<b>4.4852%</b>	<b>23,460,013</b>	<b>5.1681%</b>



Raviprakash Sharma  
Dealer



Aparna Nirgude  
Executive Director & Chief Risk Officer

