

# Diwakar Viniyog Private Limited

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

CIN : U24246WB1984PTC037090

Regd. Office :  
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Date: 13.12.2019

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

Emami Limited  
687, Anandapur  
EM Bypass  
Kolkata - 700 107

Dear Sir,

**Sub: Disclosure under Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 along with the Disclosure of reason for encumbrance**

Please find enclosed herewith disclosure in terms of Regulation 31(1) and 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.


Further, Pursuant to the SEBI Circular no. SEBI/HO/CFO/DCRI/CIR/P/2019/90 dated August 07, 2019, we are enclosing disclosure of reasons for encumbrance by the promoters and promoter group in respect of shares of Emami Limited.

The same may please be taken on record and suitably disseminated to all concerned.

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 Release of shares, in terms of Regulation 31(1) &amp; 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company (TC)	Enam Limited
Names of the Stock Exchanges where the shares of the target company are listed	National Stock Exchange of India Limited BSE Ltd. The Calcutta Stock Exchange Limited
Date of reporting	13.12.2019
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked	Diwakar Viniyog Private Limited

## Details of the creation/investitions/release of encumbrance:

Name of the Promoter (s) or PACs with him(*)	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Type of event (creation / release / invocation)	Date of creation/ release/ invocation of encumbrance	Type of Encumbrance (Pledge/Len/ Non disposal/Undertaking /Others)	Reason for encumbrance	Number	% of share capital	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	4,37,65,902	9.6414	2,64,62,162	5.8295	Release	05.12.2019	Release of pledged shares	Release of additional securities as per agreement with lender	2,50,000	0.0551	Bajaj Finance Ltd. (Lender)	2,62,12,162	5.7744
Prabhakar Viniyog Limited	2,04,91,492	4.5142	1,52,47,136	3.3589	Release	10.12.2019	Release of pledged shares	Release of additional securities as per agreement with lender	20,00,000	0.4406	ICICI Bank Ltd	1,32,47,136	2.9183
Diwakar Viniyog Private Limited	4,95,33,849	10.9121	4,18,01,383	9.2087	Creation	11.12.2019	Pledge	Pledge of additional securities as per agreement with lender	1,00,000	0.0220	Deutsche Investments India Pvt. Ltd. (Lender)	4,19,01,383	9.2307

**For DIWAKAR VINIYOG PRIVATE LIMITED**

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

Place: Kolkata

Date: 13.12.2019

Director / Authorised Signatory

## Annexure "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) &amp; 31(2) 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	Date of creation/ invocation release of encumbrance	Type of event (creation /release /invocation)	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	1,16,09,702	2.5576	2.5576	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL	1,34,668	0.0297	0.0297	-	-	-	-	-	-	-	-	-
USHA AGARWAL	1,73,096	0.0381	0.0381	-	-	-	-	-	-	-	-	-
RAJ KUMAR GOENKA	2,97,964	0.0656	0.0656	-	-	-	-	-	-	-	-	-
RADHE SHYAM AGARWAL	1,95,000	0.0430	0.0430	-	-	-	-	-	-	-	-	-
ROHIN RAJ SUREKA	35,00,000	0.7710	0.7710	-	-	-	-	-	-	-	-	-
HARSHA VARDHAN AGARWAL	1,10,266	0.0243	0.0243	-	-	-	-	-	-	-	-	-
SASWAT GOENKA	5,80,000	0.1278	0.1278	-	-	-	-	-	-	-	-	-
SACHIN GOENKA	7,17,000	0.1580	0.1580	-	-	-	-	-	-	-	-	-
VIBHASH VARDHAN AGARWAL	5,73,478	0.1263	0.1263	-	-	-	-	-	-	-	-	-
VIHAN VARDHAN AGARWAL	1,72,000	0.0379	0.0379	-	-	-	-	-	-	-	-	-
ADVAY GOENKA	5,54,000	0.1220	0.1220	-	-	-	-	-	-	-	-	-
RITU GOENKA	4,54,930	0.1002	0.1002	-	-	-	-	-	-	-	-	-
RADHE SHYAM GOENKA	3,92,076	0.0864	0.0864	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	3,71,700	0.0819	0.0819	-	-	-	-	-	-	-	-	-
SOBHNA AGARWAL	6,30,000	0.1388	0.1388	-	-	-	-	-	-	-	-	-

For DIWAKAR 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
JYOTI AGARWAL	4,88,000	0.1075	0.1075	-	-	-	-	-	-	-	-	-
DEVARSH GOENKA	4,07,750	0.0898	0.0898	-	-	-	-	-	-	-	-	-
REYANSH GOENKA	4,07,750	0.0898	0.0898	-	-	-	-	-	-	-	-	-
AVISHI SUREKA	14,00,000	0.3084	0.3084	-	-	-	-	-	-	-	-	-
SHRUTI GOENKA	1,96,130	0.0432	0.0432	-	-	-	-	-	-	-	-	-
INDU GOENKA	2,69,700	0.0594	0.0594	-	-	-	-	-	-	-	-	-
DARSH GOENKA	5,65,000	0.1245	0.1245	-	-	-	-	-	-	-	-	-
MANAN GOENKA	5,65,000	0.1245	0.1245	-	-	-	-	-	-	-	-	-
NIKUNJ GOENKA	2,65,000	0.0584	0.0584	-	-	-	-	-	-	-	-	-
SAROJ GOENKA	2,15,240	0.0474	0.0474	-	-	-	-	-	-	-	-	-
MANSI AGARWAL	1,50,000	0.0330	0.0330	-	-	-	-	-	-	-	-	-
NIMISHA GOENKA	2,44,000	0.0538	0.0538	-	-	-	-	-	-	-	-	-
MANISH GOENKA	1,42,196	0.0313	0.0313	-	-	-	-	-	-	-	-	-
SHREYA GOENKA	2,30,000	0.0507	0.0507	-	-	-	-	-	-	-	-	-
VIDISHREE AGARWAL	80,000	0.0176	0.0176	-	-	-	-	-	-	-	-	-
VIDULA AGARWAL	80,000	0.0176	0.0176	-	-	-	-	-	-	-	-	-

For DIWAKAR VINYOG PRIVATE LIMITED



Director / Authorised Signatory

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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/ 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
JAYANTI GOENKA	1,56,254	0.0344	0.0344	-	-	-	-	-	-	-	-	-
RASHMI GOENKA	1,21,400	0.0267	0.0267	-	-	-	-	-	-	-	-	-
SANTOSH GOENKA	1,15,640	0.0255	0.0255	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA	1,09,900	0.0242	0.0242	-	-	-	-	-	-	-	-	-
RACHANA GOENKA	3,17,700	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	2,70,000	0.0595	0.0595	-	-	-	-	-	-	-	-	-
YOGESH GOENKA	2,45,400	0.0541	0.0541	-	-	-	-	-	-	-	-	-
REHA GOENKA	2,40,000	0.0529	0.0529	-	-	-	-	-	-	-	-	-
PUJA GOENKA	1,69,398	0.0373	0.0373	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL, KARTA(HUF)	2,04,278	0.0450	0.0450	-	-	-	-	-	-	-	-	-
HARSH VARDHAN AGARWAL, KARTA (HUF)	1,72,000	0.0379	0.0379	-	-	-	-	-	-	-	-	-
MOHAN GOENKA, KARTA (HUF)	1,74,000	0.0383	0.0383	-	-	-	-	-	-	-	-	-
MANISH GOENKA, KARTA (HUF)	1,74,000	0.0383	0.0383	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA, KARTA (HUF)	1,74,000	0.0383	0.0383	-	-	-	-	-	-	-	-	-

For DIWAKAR VINIYOG PRIVATE LIMITED



Director / Authorised Signatory

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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 disposing undertaking /others)	No. of shares	% of total share capital	No. of Shares	% of Total share capital
PRASHANT GOENKA	1,90,000	0.0419	0.0419	-	-	-	-	-	-	-	-	-
ASHISH GOENKA	1,30,000	0.0286	0.0286	-	-	-	-	-	-	-	-	-
LAXMI DEVI BAJORIA	1,43,000	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	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-

For DIWAKAR 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 [(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
SUMANGAL AGARWAL	8,200	0.0018	0.0018	-	-	-	-	-	-	-	-	-
SURAJ VINIYOG PRIVATE LIMITED	2,00,05,848	4.4072	4.4072	1,58,15,863	3.4842	-	-	-	-	1,58,15,863	3.4842	
TMT VINIYOGAN LIMITED	30,33,160	0.6682	0.6682	16,68,000	0.3675	-	-	-	-	16,68,000	0.3675	
RAVIKAR VINIYOG PRIVATE LIMITED	2,14,56,984	4.7269	4.7269	1,62,49,000	3.5796	-	-	-	-	1,62,49,000	3.5796	
SUNTRACK PRIVATE LIMITED	4,91,34,107	10.8240	10.8240	4,32,69,487	9.5321	-	-	-	-	4,32,69,487	9.5321	
EMAMI PAPER MILLS LTD	9,33,000	0.2055	0.2055	-	-	-	-	-	-	-	-	
EMAMI CAPITAL MARKETS LTD	84,000	0.0185	0.0185	-	-	-	-	-	-	-	-	
EMAMI FRANK ROSS LIMITED	10,000	0.0022	0.0022	-	-	-	-	-	-	-	-	
AMITABH GOENKA	5,71,496	0.1259	0.1259	-	-	-	-	-	-	-	-	
SMRITI AGARWAL	3,34,000	0.0736	0.0736	-	-	-	-	-	-	1,10,000	0.0242	
AMITABH GOENKA, KARTA (HUJ)	74,000	0.0163	0.0163	-	-	-	-	-	-	-	-	
On behalf of himself, Promoter & Promoter Group Persons/Persons Acting in Concert												
Place: Kolkata												
Date: 13.12.2019												


For DIWAKAR VINIYOG PRIVATE LIMITED

Director / Authorised Signatory

## Annexure - II

Name of listed company	EMAMI LIMITED
Name of the recognised stock exchanges where the shares of the company are listed	The National Stock Exchange of India Ltd. BSE Limited The Calcutta Stock Exchange Limited
Name of the promoter(s) / PACs whose shares have been encumbered	Diwakar Viniyog Private Limited
Total promoter shareholding in the listed company	No. of shares - 239393412 % of total share capital - 52.74%
Encumbered shares as a % of promoter shareholding	66.1977
Whether encumbered share is 50% or more of promoter shareholding	YES
Whether encumbered share is 20% or more of total share capital	YES

Signature of Authorised Signatory:

Place: Kolkata

Date: 13/12/2019



DETAILS OF ALL EXISTING EVENTS / AGREEMENTS PERTAINING TO ENCUMBRANCES													
Encumbrance 1 (Date of creation of encumbrance: _____)	Type of encumbrance (pledge, lien, negative lien, non-disposal undertaking etc. or any other covenant, transaction, condition or arrangement in the nature of encumbrance)	No. and % of shares encumbered		Name of the entity in whose favour shares encumbered (X)	Whether the entity X is a scheduled commercial bank, public financial institution, NBFC or housing finance company? If No, provide the nature of the business of the entity. (YES/NO)	Names of all other entities in the agreement		Whether the encumbrance is relating to any debt instruments viz. debenture, commercial paper, certificate of deposit etc.? If yes, provide details about the instrument, including credit rating (YES/NO) If yes, 1. Name of the issuer 2. Details of the debt instrument 3. Whether the debt instrument is listed on stock exchanges? 4. Credit rating of the debt instrument 5. ISIN of the instrument	Value of shares on the date of event / agreement (A) (Rupees in Crores)	Amount involved against which shares have been encumbered (B) (Rupees in Crores)	Ratio of A / B	End use of Money Borrowed amount to be utilized for what purpose – (a) Personal use by promoters and PACs (b) For the benefit of listed company Provide details including amount, purpose of raising money by listed company, schedule for utilization of amount, repayment schedule etc. (a) Any other reason (please specify)	Remarks
		No. of Shares	% of total share capital			Listed company and its group companies (if any) 1)	Other entities (if any) 1)						
11.12.2019	Pledge	100000	0.0220	Deutsche Investments India Pvt. Ltd. (Lender)	Yes, NBFC	Bhanu Vyapaar Private Ltd (Borrower) & Diwakar Viniyog Private Ltd. (Pledgor)	No	3.02	1.51	2	Repayment of Loan	Pledge of Additional Shares for existing Loan	

For DIWAKAR VINIYOG PRIVATE LIMITED

Director / Authorised Signatory