

FORM C
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
Regulation 13 (3) and (6)

Name, PAN no. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Receipt of allotment of shares/sale of shares formal Receipt of allotment of shares/sale of shares - specify	Date of intimation to company	Mode of acquisition on (market purchase/public rights/preferential or other etc.)	No. & % of shares/voting rights post-acquisition/sale	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sale quantity	Sale value (Rs.)
Shri Aditya Vardhan Agarwal PAN No. ADAPAD465A 118 SOUTHERN AVENUE, KOLKATA, 700029, West Bengal, INDIA	400000	6666 & 0.03%	Acquisition of shares	23.03.2011	Inter se Transfer of shares amongst the group u/r 3(1)(e)(i) through off market transactions on 22.3.2011	46666 & 0.19	NA	NA	6666	NA*	NA	NA

Place: Kolkata
 Date: 23.03.2011

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* By way of Gift

FORM C
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
Regulation 13 (3) and (6)
Regulation 13(3) - Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN no. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Receipt of allotment of shares/sale of shares formal Receipt of allotment advice/acquisition of shares/sale of shares - specify	Date of intimation to company	Made of acquisition on (market purchase/preferential offer etc.)	No. & % of shares/voting rights post-acquisition/sale	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sale quantity	Sale value (Rs.)
Shri Harsh Vardhan Agarwal PAN No. ADBPA0977F 118 SOUTHERN AVENUE, KOLKATA, 700029, West Bengal, INDIA	26666	6667 & 0.03%	Acquisition of shares	23.03.2011	Inter se Transfer of shares amongst the group u/r 3(1)(e)(i) through off market transactions on 22.3.2011	33333 & 0.14%	NA	NA	6667	NA*	NA	NA

Place: Kolkata
 Date: 23.03.2011

* By way of Gift

FORM A
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
Regulation 13 (1) and (6)
Regulation 13(3) - Details of acquisition of 5% of more shares in a Listed Company

Name, PAN no. & address of shareholder/s	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Date of receipt of allotment advice/Date of acquisition of shares/sale of shares.	Date of intimation to company	Mode of acquisition on (market purchase/public rights/preferential offer etc.)	Shareholding subsequent to acquisition.	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value
Shri Abhishek Agarwal PAN No. ADHPAL442L 118 SOUTHERN AVENUE, KOLKATA, 700028, West Bengal, INDIA	Nil	1333 & 0.01%	22.3.2011 Acquisition of shares	23.03.2011	Inter se Transfer of shares amongst the group u/r 3(1)(e)(i) through off market transactions on 22.3.2011	1333 & 0.01%	NA	N/A	1333	NA*

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Name, PAN no. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Receipt of allotment of shares/sale of shares formal Receipt of allotment advice/acquisition of shares/sale of shares - specify	Date of intimation to company	Mode of acquisition (market purchase/publicly rights/preferential offer etc.)	No. & % of shares/voting rights post-acquisition/sale	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sale quantity	Sale value (Rs.)
Smt. Usha Agarwal PAN No. ADAPABD46K 118 SOUTHERN AVENUE, KOLKATA, 700029, West Bengal, INDIA	275	3667 & 0.02%	Acquisition of shares	23.03.2011	Inter se Transfer of shares amongst the group w/r. 3(1)(e)(i) through off market transactions on 22.3.2011	3942 & 0.02%	NA	NA	3667	NA*	NA	NA

Place: Kolkata
 Date: 23.03.2011

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Regulation 13 (1) and (6)

Name, PAN no. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/ sold	Date of receipt of allotment advice/ Date of acquisition of shares/sale of shares	Date of Intimation to company	Made of acquisition on purchase/public/rights/ preferential offer etc.)	Shareholding subsequent to acquisition	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value
Emami Endave Makers Pvt. Ltd. PAN No. AABCEB702H 687 ANANDPUR, E. M. BYPASS KOLKATA - West Bengal Place: Kolkata	NIL	1411000 5.81%	21.03.2011 Acquisition of Shares	22.03.2011	Inter se Transfer of shares amongst the group u/r. 3(1)(e)(i) through off market transactions on 21.3.2011	1411000 5.81%	NA	NA	1411000	Rs.668202

Date: 22.03.2011

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FORM A
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

Regulation 13(1) - Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN no. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Date of receipt of allotment advice/ Date of acquisition of shares/sale of shares.	Date of intimation to company	Mode of acquisition on (market purchase/public rights/preferential offer etc.)	Shareholding subsequent to acquisition.	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value
Emami Highrise Pvt. Ltd. PAN No. AABCE8699P 687 ANANDPUR, E. M. BYPASS KOLKATA West Bengal	NIL	1392000 5.73%	21.03.2011 Acquisition of Shares	22.03.2011	Inter se Transfer of shares amongst the group u/r. 3(1)(e)(i) through off market transactions on 21.3.2011	1392000 5.73%	NA	NA	1392000	Rs. 649662

Place: Kolkata

Date: 22.03.2011



FORM C
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

Regulation 13(3) - Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN no. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Receipt of allotment of shares/sale of shares - specify	Date of intimation to company	Mode of acquisition (market purchase/preference offer etc.)	No. & % of shares/voting rights post-acquisition/sale	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value (Rs.)	Sale quantity	Sale value (Rs.)
Bhanu Vyapkar Pvt. Ltd. PAN No. AABC81334Q												
587 ANANDPUR, E. M. BYPASS, 6 TH FLOOR KOLKATA West Bengal Place: Kolkata	3432899	63000 0.26%	Acquisition of Shares	22.03.2011	Inter se Transfer of shares amongst the group u/r 3(1)(e)(i) through off market transactions on 21.3.2011	3495899 14.38%	NA	NA	63000	29403	NA	NA

Date: 22.03.2011



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Shri Madan Lal Agarwal PAN NO. ACYPA90585 118 SOUTHERN AVENUE, KOLKATA, 700029, West Bengal, INDIA	16666	13333 & 0.05%	Sale of shares	23.03.2011	Inter se Transfer of shares amongst the group u/r 3(1)(e)(i) through off market transactions on 22.3.2011	3333 & 0.01%	NA	NA	NA	NA	13333	NA*

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Name, PAN no. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Receipt of allotment advice/acquisition of shares/sale of shares for/against allotment	Date of intimation to company	Mode of acquisition (market purchase/publicly rights/preferential offer etc.)	No. & % of shares/voting rights post-acquisition/sale	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sale quantity	Sale value (Rs.)
Smt. Kusum Agarwal PAN No. ACPMPA5029R 118 SOUTHERN AVENUE, KOLKATA, 700028, West Bengal, INDIA.	7265	5000 & 0.02%	Sale of shares	23.08.2011	Inter se Transfer of shares amongst the group u/r 3(1)(e)(i) through off market transactions on 22.3.2011	2266 shares & 0.01%	NA	NA	NA	NA	5000	NA*

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 Date: 23.03.2011

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Suraj Vihyog Pvt. Ltd. PAN No. AAHCS97991												
687 AMANDPUR, E. M. BYPASS, 6 TH FLOOR KOLKATA West Bengal Place: Kolkata	3443491	2149000 8.84%	Sale of Shares	22.03.2011	Inter se Transfer of shares amongst the group u/r. 3(1)(e)(f) through off market transactions on 21.3.2011	1294491 5.33%	NA	NA	NA	NA	2149000	1802963

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Bhanu Vyapaar Pvt. Ltd. PAN No. AACB1334Q 687 ANANDPUR, E. M. BYPASS, 6 TH FLOOR KOLKATA West Bengal Place: Kolkata	3495899	717000 2.95%	Sale of Shares	22.03.2011	Inter se Transfer of shares amongst the group u/r 3(1)(e)(i) through off market transactions on 21.3.2011	2778899 11.44%	NA	N/A	NA	NA	717000	344304

Date: 22.03.2011

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