

Diwakar Viniyog Private Limited

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

CIN : U24246WB1984PTC037090

Regd. Office :
687, Anandapur, E. M. Bypass, 2nd Floor
Kolkata - 700 107 Phone : 6613 6264
E-mail : panemamics @emamigroup.com
Fax : 6613 6243

Date: 24.10.2016

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

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

Dear Sir,

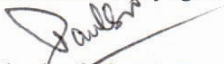
Sub: Disclosure under Regulation 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Please find enclosed herewith Disclosure in terms of Regulation 31(2) 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


Authorized Signatory

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

Place: Kolkata

Encl: a/a

The Secretary

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

The Company Secretary

Emami Limited
687, Anandapur
EM Bypass
Kolkata - 700 107

October 003/2016-17

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(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company (TC)		EMAMI LIMITED												
Names of the Stock Exchanges where the shares of the target company are listed		NATIONAL STOCK EXCHANGE OF INDIA LIMITED BSE LIMITED AND THE CALCUTTA STOCK EXCHANGE LIMITED												
Name of the promoter or PAC on whose shares encumbrance has been created / released / invoked		Diwakar Viniyog Private Limited												
Date of reporting		24.10.2016												
Details of the creation/invocation/release of encumbrance:		Details of events pertaining to encumbrance (3)												
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/ lien/ non disposal undertaking / others)	Reason for encumbrance	Number	% of share capital	Name of the entity in whose favor 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	Lender	Trustee									
Diwakar Viniyog Private Limited	33,328,812	11,390,390	5.0185	Release	20/10/2016	PLEDGE	Third Party Pledge	100,000	0.0441	ICICI Prudential Asset Management Company Ltd	IDBI Trusteeship Services Ltd.	11,290,390	4.9744	
OTHERS	Names of the Promoters, their Shareholdings in the Company alongwith their Pledged shareholding is attached and marked as Annexure "A"													

Diwakar Viniyog Private Limited

On Behalf of himself, Promoter & Sponsor Group Persons/ Persons Acting in Concert
Place: Kolkata
Date: 24.10.2016

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(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 total share capital	% w.r.t diluted share capital (*)	No. of shares	% of total share capital	Type of event (creation /release /invocation)	Date creation/ invocation release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking /others)	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered	No. of Shares	% of Total share capital	
PRITI SUREKA	4950000	2.1809	2.1809	-	-	-	-	-	-	-	-	-	-	
ADITYA VARDHAN AGARWAL	1319334	0.5813	0.5813	-	-	-	-	-	-	-	-	-	-	
USHA AGARWAL	911548	0.4016	0.4016	-	-	-	-	-	-	-	-	-	-	
RAJKUMAR GOENKA	794750	0.3502	0.3502	-	-	-	-	-	-	-	-	-	-	
RADHESHYAM AGARWAL	769500	0.3390	0.3390	-	-	-	-	-	-	-	-	-	-	
ROHIN RAJ SUREKA	750000	0.3304	0.3304	-	-	-	-	-	-	-	-	-	-	
HARSHA VARDHAN AGARWAL	585133	0.2578	0.2578	-	-	-	-	-	-	-	-	-	-	
SASWAT GOENKA	565000	0.2489	0.2489	-	-	-	-	-	-	-	-	-	-	
SACHIN GOENKA	538000	0.2370	0.2370	-	-	-	-	-	-	-	-	-	-	
VIBHASH AGARWAL	536439	0.2364	0.2364	-	-	-	-	-	-	-	-	-	-	
VIHAN AGARWAL	536000	0.2362	0.2362	-	-	-	-	-	-	-	-	-	-	
ADVAY GOENKA	502000	0.2212	0.2212	-	-	-	-	-	-	-	-	-	-	



RITU GOENKA	477465	0.2104	0.2104	0.2104	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEENA GOENKA	461310	0.2032	0.2032	0.2032	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RADHESHYAM GOENKA	378638	0.1668	0.1668	0.1668	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	320850	0.1414	0.1414	0.1414	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOBHNA AGARWAL	315000	0.1388	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JYOTI AGARWAL	315000	0.1388	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DEVARSH GOENKA	303875	0.1339	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
REYANSH GOENKA	303875	0.1339	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AVISHI SUREKA	300000	0.1322	0.1322	0.1322	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SHRUTI GOENKA	298065	0.1313	0.1313	0.1313	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDU GOENKA	294410	0.1297	0.1297	0.1297	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DARSH GOENKA	282500	0.1245	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MANAN GOENKA	282500	0.1245	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIKUNJ GOENKA	282500	0.1245	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAROJ GOENKA	269620	0.1188	0.1188	0.1188	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MANSI AGARWAL	261000	0.1150	0.1150	0.1150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIMISHA GOENKA	247000	0.1088	0.1088	0.1088	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MANISH GOENKA	246098	0.1084	0.1084	0.1084	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SHREYA GOENKA	240000	0.1057	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VIDISHA AGARWAL	240000	0.1057	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



EMAMI MAKERS LIMITED	ENCLAVE PRIVATE LIMITED	13459583	5.9302	5.9302	5.9302	750000	0.3304	-	-	-	-	-	-	-	-	-	-	750000	0.3304
SURAJ VINIYOG LIMITED	PRIVATE	13100311	5.7719	5.7719	5.7719	2591000	1.1416	-	-	-	-	-	-	-	-	-	-	2591000	1.1416
EMAMI PRIVATE LIMITED	HIGH RISE	13077533	5.7618	5.7618	5.7618	750000	0.3304	-	-	-	-	-	-	-	-	-	-	750000	0.3304
TMT LIMITED	VINIYOGAN	4956580	2.1838	2.1838	2.1838	1242000	0.5472	-	-	-	-	-	-	-	-	-	-	1242000	0.5472
EMAMI PAPER MILLS LTD		466500	0.2055	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EPL SECURITIES LTD		42000	0.0185	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EMAMI LIMITED	FRANK ROSS	5000	0.0022	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA		4015748	1.7693	1.7693	1.7693	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA		50000	0.0220	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Suraj Viniyog Private Limited


Authorised Signatory

On behalf of himself, Promoter & Promoter Group Persons/Persons Acting in Concert
Place: Kolkata
Date: 24.10.2016