

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: 07.10.2016

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

The Secretary

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

The Company Secretary

Emami 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


Authorized Signatory

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

Place: Kolkata

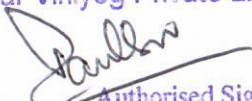
Encl: a/a

October /002/2016-17

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(1) 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										
Date of reporting				07.10.2016										
Name of the promoter or PAC on whose shares encumbrance has been created /released/invoked				Diwakar Viniyog Private Limited										
Details of the creation/invocation/release of encumbrance:														
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 (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		Number	% of Total share capital
											Lender	Trustee		
Diwakar Viniyog Private Limited	33,328,812	14.6844	10,776,390	4.7480	CREATION	05/10/2016	PLEDGE	Third Party Pledge	614,000	0.2705	RBL Bank Limited	IDBI Trusteeship Services Ltd.	11,390,390	5.0185
Suntrack Commerce Private Limited	32,693,941	14.4047	13,934,667	6.1395	CREATION	05/10/2016	PLEDGE	Third Party Pledge	590,000	0.2599	Tata Capital Financial Services Limited	IDBI Trusteeship Services Ltd.	14,524,667	6.3994
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



Authorised Signatory

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

Place: Kolkata

Date: 07.10.2016

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(1) 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 of 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 VARDHAN AGARWAL	536439	0.2364	0.2364	-	-	-	-	-	-	-	-	-	-
VIHAN VARDHAN AGARWAL	536000	0.2362	0.2362	-	-	-	-	-	-	-	-	-	-
ADVAY GOENKA	502000	0.2212	0.2212	-	-	-	-	-	-	-	-	-	-



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

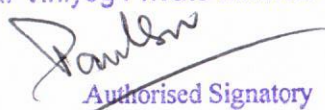


VIDULA AGARWAL	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
JAYANT GOENKA	232127	0.1023	0.1023	-	-	-	-	-	-	-	-	-	-
RASHMI GOENKA	208200	0.0917	0.0917	-	-	-	-	-	-	-	-	-	-
SANTOSH GOENKA	193560	0.0853	0.0853	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA	191250	0.0843	0.0843	-	-	-	-	-	-	-	-	-	-
RACHANA GOENKA	173850	0.0766	0.0766	-	-	-	-	-	-	-	-	-	-
SMRITI AGARWAL	167000	0.0736	0.0736	-	-	-	-	-	-	-	-	-	-
RICHA AGARWAL	158861	0.0700	0.0700	-	-	-	-	-	-	-	-	-	-
JYOTI GOENKA	157700	0.0695	0.0695	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA	140450	0.0619	0.0619	-	-	-	-	-	-	-	-	-	-
RACHNA BAGARIA	135000	0.0595	0.0595	-	-	-	-	-	-	-	-	-	-
YOGESH GOENKA	122700	0.0541	0.0541	-	-	-	-	-	-	-	-	-	-
REHA GOENKA	120000	0.0529	0.0529	-	-	-	-	-	-	-	-	-	-
PUJA GOENKA	114699	0.0505	0.0505	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL, KARTA(HUF)	102139	0.0450	0.0450	-	-	-	-	-	-	-	-	-	-
HARSH VARDHAN AGARWAL, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
MANISH GOENKA, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA	95000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-



EMAMI HIGH RISE PRIVATE LIMITED	13077533	5.7618	5.7618	750000	0.3304	-	-	-	-	-	-	-	750000	0.3304
TMT VINIYOGAN LIMITED	4956580	2.1838	2.1838	1242000	0.5472	-	-	-	-	-	-	-	1242000	0.5472
EMAMI PAPER MILLS LTD	466500	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-
EPL SECURITIES LTD	42000	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-
EMAMI FRANK ROSS LIMITED	5000	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	4015748	1.7693	1.7693	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	50000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-

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Place: Kolkata

Date: 07.10.2016