

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
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Date: 28.11.2016

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,

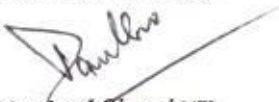
Sub: Disclosure under Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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

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				28.11.2016										
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:					Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares {creation (2)+(3)} / release [(2)-(3)] / invocation [(2)-(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		Number	% of Total share capital
	Number	% of total share capital	Number	% of total share capital							Lender	Trustee		
Diwakar Viniyog Private Limited	33,749,387	14.8697	12,159,890	5.3575	PLEDGE	25/11/2016	Pledge	Third Party Pledge	32,000	0.0141	Kotak Mahindra Investments Limited.	-	12,191,890	5.3716

Diwakar Viniyog Private Limited

 Authorized Signatory

On Behalf of himself, Promoter & Promoter Group Persons/ Persons Acting in Concert
 Place: Kolkata
 Date: 28.11.2016

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	4810000	2.1192	2.1192	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL	1232334	0.5430	0.5430	-	-	-	-	-	-	-	-	-	-
USHA AGARWAL	836548	0.3686	0.3686	-	-	-	-	-	-	-	-	-	-
RAJKUMAR GOENKA	712750	0.3140	0.3140	-	-	-	-	-	-	-	-	-	-
RADHESHYAM AGARWAL	439500	0.1936	0.1936	-	-	-	-	-	-	-	-	-	-
ROHIN RAJ SUREKA	750000	0.3304	0.3304	-	-	-	-	-	-	-	-	-	-
HARSHA VARDHAN AGARWAL	535133	0.2358	0.2358	-	-	-	-	-	-	-	-	-	-
SASWAT GOENKA	565000	0.2489	0.2489	-	-	-	-	-	-	-	-	-	-
SACHIN GOENKA	534500	0.2355	0.2355	-	-	-	-	-	-	-	-	-	-
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	452465	0.1994	0.1994	-	-	-	-	-	-	-	-	-	-
MEENA GOENKA	61232	0.0270	0.0270	-	-	-	-	-	-	-	-	-	-
RADHESHYAM GOENKA	378638	0.1668	0.1668	-	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	305850	0.1348	0.1348	-	-	-	-	-	-	-	-	-	-
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	273065	0.1203	0.1203	-	-	-	-	-	-	-	-	-	-
INDU GOENKA	459850	0.2026	0.2026	-	-	-	-	-	-	-	-	-	-
DARSH GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-
MANAN GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-
NIKUNJ GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-
SAROJ GOENKA	482620	0.2126	0.2126	-	-	-	-	-	-	-	-	-	-
MANSI AGARWAL	225000	0.0991	0.0991	-	-	-	-	-	-	-	-	-	-
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	185700	0.0818	0.0818	-	-	-	-	-	-	-	-	-	-
SANTOSH GOENKA	198120	0.0873	0.0873	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA	179250	0.0790	0.0790	-	-	-	-	-	-	-	-	-	-
RACHANA GOENKA	158850	0.0700	0.0700	-	-	-	-	-	-	-	-	-	-
SMRITI AGARWAL	167000	0.0736	0.0736	-	-	-	-	-	-	-	-	-	-
RICHA AGARWAL	145861	0.0643	0.0643	-	-	-	-	-	-	-	-	-	-
JYOTI GOENKA	124388	0.0548	0.0548	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA	130950	0.0577	0.0577	-	-	-	-	-	-	-	-	-	-
RACHNA BAGARIA	135000	0.0595	0.0595	-	-	-	-	-	-	-	-	-	-
YOGESH GOENKA	122700	0.0541	0.0541	-	-	-	-	-	-	-	-	-	-
REHA GOENKA	120000	0.0529	0.0529	-	-	-	-	-	-	-	-	-	-
PUJA GOENKA	84699	0.0373	0.0373	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL, KARTA (HUF)	102139	0.0450	0.0450	-	-	-	-	-	-	-	-	-	-
HARSH VARDHAN AGARWAL, KARTA (HUF)	86000	0.0379	0.0379	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA, KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-
MANISH GOENKA, KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA, KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA	95000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-



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ASHISH GOENKA	65000	0.0286	0.0286	-	-	-	-	-	-	-	-	-	-	
LAXMI DEVI BAJORIA	75000	0.0330	0.0330	-	-	-	-	-	-	-	-	-	-	
PRASHANT GOENKA, KARTA (HUF)	37000	0.0163	0.0163											
JAYANT GOENKA, KARTA (HUF)	37000	0.0163	0.0163											
ASHISH GOENKA, KARTA (HUF)	37000	0.0163	0.0163											
MADAN LAL AGARWAL	30000	0.0132	0.0132											
PRADEEP AGARWAL	20575	0.0091	0.0091											
KUSUM AGARWAL	19200	0.0085	0.0085	-	-	-	-	-	-	-	-	-	-	
DIVYA AGARWAL	13000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	
SANGITA AGARWAL	13000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	
SHUBHAM AGARWAL	12230	0.0054	0.0054	-	-	-	-	-	-	-	-	-	-	
ABHISHEK AGARWAL	12000	0.0053	0.0053	-	-	-	-	-	-	-	-	-	-	
DHIRAJ AGARWAL	8375	0.0037	0.0037	-	-	-	-	-	-	-	-	-	-	
VISHAL AGARWAL	4100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	
SUMANGAL AGARWAL	4100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	
SUNTRACK COMMERECE PRIVATE LIMITED	33113516	14.5895	14.5895	14896908	6.5635								14896908	6.5635
BHANU VYAPAAR PRIVATE LIMITED	27764381	12.2327	12.2327	11561821	5.0940								11561821	5.0940



RAVIRAJ VINIYOG PRIVATE LIMITED (FKA - EMAMI ENCLAVE MAKERS PVT LTD)	13877007	6.1141	6.1141	1225000	0.5397	-	-	-	-	-	-	-	1225000	0.5397
PRABHAKAR VINIYOG PRIVATE LIMITED (FKA - EMAMI HIGH RISE PVT LTD)	13190961	5.8118	5.8118	1225000	0.5397	-	-	-	-	-	-	-	1225000	0.5397
SURAJ VINIYOG PRIVATE LIMITED	12957139	5.7088	5.7088	2901000	1.2782	-	-	-	-	-	-	-	2901000	1.2782
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	3785748	1.6680	1.6680	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-

Diwakar Viniyog Private Limited


Authorized Signatory

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

Place: Kolkata

Date: 28.11.2016