

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

Fax : 6613-6243/6249/6275

E-mail : panemamics@emamigroup.com

Date: 09.02.2016

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

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

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.

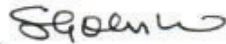
This is for your information & record.

Thanking you,

Yours faithfully,

For Diwakar Viniyog Private Limited
For DIWAKAR VINIYOG PVT. LTD.

Director



Director

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) and 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											
Date of reporting		09.02.2016											
Name of the promoter or PAC on whose shares encumbrance has been created/ released/invoked		Diwakar Vinayog 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)] / % of Total share capital	
	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		
Diwakar Vinayog Private Limited	33,326,237	14.6833	11,797,640	5.1979	CREATION	02/02/2016	PLEDGE	Third Party Pledge	8,50,000	0.3745	STCI Finance Ltd	12,647,640	5.5724
Diwakar Vinayog Private Limited	33,326,237	14.6833	12,647,640	5.5724	RELEASE	02/02/2016	PLEDGE	Third Party Pledge	4,000	0.0017	STCI Finance Ltd	12,643,640	5.5707
Diwakar Vinayog Private Limited	33,326,237	14.6833	12,643,640	5.5707	RELEASE	02/02/2016	PLEDGE	Third Party Pledge	3,000	0.0013	STCI Finance Ltd	12,640,640	5.5693
Diwakar Vinayog Private Limited	33,326,237	14.6833	12,640,640	5.5693	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	72,000	0.0317	Kotak Mahindra Prime Limited	12,568,640	5.5376

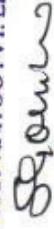
For DIWAKAR VINAYOG PVT. LTD.



Director

Diwakar Vinyog Private Limited	33,326,237	14,6833	12,568,640	5,5376	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	8,000	0.0035	Kotak Mahindra Prime Limited	12,560,640	5,5341
Diwakar Vinyog Private Limited	33,326,237	14,6833	12,560,640	5,5341	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	1,50,000	0.0660	Kotak Mahindra Prime Limited	12,410,640	5,4680
Diwakar Vinyog Private Limited	33,326,237	14,6833	12,410,640	5,4680	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	2,50,000	0.1101	Kotak Mahindra Prime Limited	12,160,640	5,3578
Diwakar Vinyog Private Limited	33,326,237	14,6833	12,160,640	5,3578	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	1,72,000	0.0757	Kotak Mahindra Prime Limited	11,988,640	5,2820
Diwakar Vinyog Private Limited	33,326,237	14,6833	11,988,640	5,2820	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	1,00,000	0.0440	Kotak Mahindra Prime Limited	11,888,640	5,2380
Bhanu Vyapaar Private Limited	27,146,561	11,9605	9,840,750	4,3358	RELEASE	02/02/2016	PLEDGE	Third Party Pledge	4,500	0.0019	STCI Finance Ltd	9,836,250	4,3337
Bhanu Vyapaar Private Limited	27,146,561	11,9605	9,836,250	4,3337	RELEASE	02/02/2016	PLEDGE	Third Party Pledge	3,000	0.0013	STCI Finance Ltd	9,833,250	4,3324
Bhanu Vyapaar Private Limited	27,146,561	11,9605	9,833,250	4,3324	RELEASE	02/02/2016	PLEDGE	Third Party Pledge	3,000	0.0013	STCI Finance Ltd	98,30,250	4,3311
Bhanu Vyapaar Private Limited	27,146,561	11,9605	98,30,250	4,3311	RELEASE	02/02/2016	PLEDGE	Third Party Pledge	3,000	0.0013	STCI Finance Ltd	9,827,250	4,3298
Bhanu Vyapaar Private Limited	27,146,561	11,9605	9,827,250	4,3298	CREATION	03/02/2016	PLEDGE	Third Party Pledge	10,50,000	0.4626	STCI Finance Ltd.	10,877,250	4,7924
Suntrack Commerce Private Limited	32,691,366	14,4035	15,306,965	6,7441	CREATION	03/02/2016	PLEDGE	Third Party Pledge	4,00,000	0.1762	Indusind Bank Ltd.	15,706,965	6,9204

For DIWAKAR VINYOG PVT. LTD.



Director

Suntrack Commerce Private Limited	32,691,366	14.4035	15,706,965	6.9204	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	38,000	0.0167	Kotak Mahindra Prime Limited	15,668,965	6.9036
Suntrack Commerce Private Limited	32,691,366	14.4035	15,668,965	6.9036	RELEASE	04/02/2016	PLEDGE	Third Party Pledge	1,00,000	0.0440	Kotak Mahindra Prime Limited	15,568,965	6.8595
Suntrack Commerce Private Limited	32,691,366	14.4035	15,568,965	6.8595	RELEASE	08/02/2016	PLEDGE	Third Party Pledge	15,000	0.0066	Kotak Mahindra Investments limited	15,553,965	6.8529
OTHERS													

Names of the Promoters, their Shareholdings in the Company alongwith their Pledged shareholding, is attached and marked as Annexure " A "

For **DIWAKAR VINIYOG PVT. LTD.**

Spencer

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

Place: Kolkata

Date: 09.02.2016

Director

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) & 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	4,950,000	2.1809	2.1809	-	-	-	-	-	-	-	-	-	-	
Harsha Vardhan Agarwal	1,479,633	0.6519	0.6519	-	-	-	-	-	-	-	-	-	-	
Indu Coenka	1,165,110	0.5133	0.5133	-	-	-	-	-	-	-	-	-	-	
Aditya Vardhan Agarwal	1,012,195	0.4460	0.4460	-	-	-	-	-	-	-	-	-	-	
Usha Agarwal	911,548	0.4016	0.4016	-	-	-	-	-	-	-	-	-	-	
Santosh Coenka	799,910	0.3524	0.3524	-	-	-	-	-	-	-	-	-	-	
Saroj Coenka	777,620	0.3426	0.3426	-	-	-	-	-	-	-	-	-	-	
Radhe Shyam Agarwal	769,500	0.3390	0.3390	-	-	-	-	-	-	-	-	-	-	
Rohin Raj Sureka	750,000	0.3304	0.3304	-	-	-	-	-	-	-	-	-	-	
Ashish Coenka	733,000	0.3230	0.3230	-	-	-	-	-	-	-	-	-	-	
Suresh Kumar Coenka	714,430	0.3148	0.3148	-	-	-	-	-	-	-	-	-	-	



Sgaww

Meena Goenka	694,310	0.3059	0.3059	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Raj Kumar Goenka	667,750	0.2942	0.2942	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jayant Goenka	603,127	0.2657	0.2657	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radhe Shyam Goenka	569,638	0.2510	0.2510	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suswat Goenka	565,000	0.2489	0.2489	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sachin Goenka	538,000	0.2370	0.2370	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vibhash Vardhan Agarwal	536,439	0.2364	0.2364	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jyoti Goenka	425,700	0.1876	0.1876	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mansi Agarwal	330,000	0.1454	0.1454	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sobhna Agarwal	315,000	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jyoti Agarwal	315,000	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Avishi Sureka	300,000	0.1322	0.1322	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smriti Agarwal	282,000	0.1242	0.1242	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prashant Goenka	268,000	0.1181	0.1181	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Richa Agarwal	261,000	0.1150	0.1150	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nimisha Goenka	247,000	0.1088	0.1088	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mohan Goenka	240,450	0.1059	0.1059	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shreya Goenka	240,000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vidula Agarwal	240,000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Shoemls

Vidisha Agarwal	240,000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Puja Goenka	238,199	0.1049	0.1049	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manish Goenka	207,598	0.0915	0.0915	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sushil Kumar Goenka	191,250	0.0843	0.0843	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rashmi Goenka	138,700	0.0611	0.0611	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rachna Bagaria	135,000	0.0595	0.0595	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yogesh Goenka	122,700	0.0541	0.0541	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Laxmi Devi Bajoria	75,000	0.0330	0.0330	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Madan Lal Agarwal	30,000	0.0132	0.0132	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pradeep Agarwal	20,575	0.0091	0.0091	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kusum Agarwal	19,500	0.0086	0.0086	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sangita Agarwal	13,000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Divya Agarwal	13,000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shubham Agarwal	12,230	0.0054	0.0054	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Abhishek Agarwal	12,000	0.0053	0.0053	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dhiraj Agarwal	8,375	0.0037	0.0037	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vishal Agarwal	4,100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sumangal Agarwal	4,100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rachana Goenka	3,000	0.0013	0.0013	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Srinivas

Shruti Goenka	3,000	0.0013	0.0013	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shanti Devi Agarwal	2,139	0.0009	0.0009	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amitabh Goenka	4,280,748	1.8861	1.8861	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Emami Enclave Makers Pvt Ltd	13,217,453	5.8235	5.8235	7,50,000	0.3304	-	-	-	-	-	-	-	-	-	-	7,50,000	0.3304	-
Suraj Vinyog Private Limited	12,848,331	5.6609	5.6609	2,671,000	1.1768	-	-	-	-	-	-	-	-	-	-	2,671,000	1.1768	-
Emami High Rise Pvt Ltd	12,843,753	5.6588	5.6588	7,50,000	0.3304	-	-	-	-	-	-	-	-	-	-	7,50,000	0.3304	-
TMT Vinyogan Limited	4,956,580	2.1838	2.1838	13,85,000	0.6103	-	-	-	-	-	-	-	-	-	-	13,85,000	0.6103	-
Emami Paper Mills Ltd	4,66,500	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Emami Frank Ross Ltd	74,500	0.0328	0.0328	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EPL Securities Ltd.	42,000	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

For **DIWAKAR VINIYOG PVT. LTD.**

Sgoenka

Director

On behalf of himself, Promoter & Promoter Group Persons/Persons Acting in Concert
Place: Kolkata
Date 9th February, 2016