

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: 10.03.2016

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) 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

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) 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		10.03.2016												
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked		Dwakar 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 encumbrance (pledge/lien/non disposal undertaking /others)	Reason for encumbrance	Number	% of share capital	Name of the entity in whose favor shares encumbered	Lender	Trustee			
Dwakar Viniyog Private Limited	33,326,237	14.6833	12,753,640	5.6191	CREATION	08/03/2016	PLEDGE	Third Party Pledge	65,000	0.0286	-	Kotak Mahindra Prime Lid	12,818,640	5.6478
OTHERS	Names of the Promoters, their Shareholdings in the Company alongwith their Pledged shareholding is attached and marked as Annexure "A"													

For DWAKAR VINIYOG PVT. LTD.

Handwritten Signature
Director

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

Place: Kolkata

Date: 10.03.2016

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) 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 [(2)+(3)] / [(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	4,950,000	2.1809	2.1809	-	-	-	-	-	-	-	-	-	-	
Harsha Vardhan Agarwal	1,479,633	0.6519	0.6519	-	-	-	-	-	-	-	-	-	-	
Indu Goenka	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 Goenka	799,910	0.3524	0.3524	-	-	-	-	-	-	-	-	-	-	
Saroj Goenka	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 Goenka	733,000	0.3230	0.3230	-	-	-	-	-	-	-	-	-	-	
Suresh Kumar Goenka	714,430	0.3148	0.3148	-	-	-	-	-	-	-	-	-	-	

For DIWAKAR VINYOG PVT. LTD.

July 17
Director

