

Diwakar Viniyog Private Limited

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

CIN : U24246WB1984PTC037090

Regd. Office :

687, Anandapur, E. M. Bypass, 2nd Floor

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Date: 05.04.2016

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												
Name of the promoter or PAC on whose shares encumbrance has been created/invocation/release of encumbrance:		Diwakar Viniyog Private Limited												
Date of reporting		05.04.2016												
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	Trustee	Number		% of Total share capital	
Diwakar Viniyog Private Limited	33,326,237	14.6833	12,818,640	5.6478	CREATION	29/03/2016	PLEDGE	Third Party Pledge	150,000	0.0661	Credit Suisse	IDBI Trusteeship Services Ltd.	12,968,640	5.7139
Diwakar Viniyog Private Limited	33,326,237	14.6833	12,968,640	5.7139	CREATION	30/03/2016	PLEDGE	Third Party Pledge	170,000	0.0749	Kotak Mahindra Prime Ltd	-	13,138,640	5.7888
Diwakar Viniyog Private Limited	33,326,237	14.6833	13,138,640	5.7888	CREATION	30/03/2016	PLEDGE	Third Party Pledge	250,000	0.1101	ICICI Prudential Asset Management Company Ltd	IDBI Trusteeship Services Ltd.	13,388,640	5.8989

For DIWAKAR VINIYOG PVT. LTD.

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Director

Diwakar Vinyog Private Limited	33,326,237	14.6833	13,388,640	5.8989	CREATION	31/03/2016	PLEDGE	Third Party Pledge	4,017	0.0018	STCI Finance Ltd	-	13,392,657	5.9007
Diwakar Vinyog Private Limited	33,326,237	14.6833	13,392,657	5.9007	CREATION	01/04/2016	PLEDGE	Third Party Pledge	63,000	0.0277	ICICI Prudential Asset Management Company Ltd	IDBI Trusteeship Services Ltd.	13,455,657	5.9284
Bhanu Vyapaar Private Limited	27,604,261	12.1622	11,523,250	5.0770	CREATION	31/03/2016	PLEDGE	Collateral against the NCD issued by the company	90,000	0.0397	Kotak Mahindra Asset Management Company Limited and Religare Invesco Asset Management Co. Pvt. Ltd.	IDBI Trusteeship Services Ltd.	11,613,250	5.1167
Bhanu Vyapaar Private Limited	2,7,604,261	12.1622	11,613,250	5.1167	CREATION	31/03/2016	PLEDGE	Third Party Pledge	2,521	0.0011	STCI Finance Limited	-	11,615,771	5.1178
Suraj Vinyog Private Limited	13,099,281	5.7714	2,711,000	1.1944	CREATION	30/03/2016	PLEDGE	Collateral against the loan taken by the company	80,000	0.0352	Kotak Mahindra Investments Ltd.	-	2,791,000	1.2296
OTHERS														

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

For DIWAKAR VINYOG PVT. LTD.



Director

On Behalf of himself, Promoter & Promoter Group Persons/ Persons Acting in Concert
Place: Kolkata
Date: 05.04.2016

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 [(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 / 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	585,133	0.2578	0.2578	-	-	-	-	-	-	-	-	-	-	
Indu Goenka	294,410	0.1297	0.1297	-	-	-	-	-	-	-	-	-	-	
Aditya Vardhan Agarwal	13,19,334	0.5813	0.5813	-	-	-	-	-	-	-	-	-	-	
Usha Agarwal	911,548	0.4016	0.4016	-	-	-	-	-	-	-	-	-	-	
Santosh Goenka	193,560	0.0853	0.0853	-	-	-	-	-	-	-	-	-	-	
Saroj Goenka	269,620	0.1188	0.1188	-	-	-	-	-	-	-	-	-	-	
Radhe Shyam Agarwal	769,500	0.3390	0.3390	-	-	-	-	-	-	-	-	-	-	
Rohin Raj Sureka	750,000	0.3304	0.3304	-	-	-	-	-	-	-	-	-	-	
Ashish Goenka	95,000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-	
Meena Goenka	461,310	0.2032	0.2032	-	-	-	-	-	-	-	-	-	-	

For DIWAKAR VINIYOG PVT. LTD.

S. Goenka

Director

Puja Goenka	114,699	0.0505	0.0505	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manish Goenka	246,098	0.1084	0.1084	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sushil Kumar Goenka	191,250	0.0843	0.0843	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rashmi Goenka	208,200	0.0917	0.0917	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	173,850	0.0766	0.0766	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shruti Goenka	298,065	0.1313	0.1313	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

For DIWAKAR VINIYOG PVT. LTD.

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Director

Amitabh Goenka	40,15,748	1.7693	1.7693	1.7693	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Suntrack Commerce Private Limited	32,691,366	14.4035	14.4035	14.4035	15,506,465	6.8320	-	-	-	-	-	-	-	-	-	-	-	-	15,506,465	6.8320
Enami Enclave Makers Private Limited	1,3,458,553	5.9297	5.9297	5.9297	750,000	0.3304	-	-	-	-	-	-	-	-	-	-	-	-	750,000	0.3304
Emami High Rise Pvt Ltd	13,076,503	5.7614	5.7614	5.7614	750,000	0.3304	-	-	-	-	-	-	-	-	-	-	-	-	750,000	0.3304
TMT Viniyog Limited	4,956,580	2.1838	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	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Emami Frank Ross Ltd	5,000	0.0022	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EPL Securities Ltd.	42,000	0.0185	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Aditya Vardhan Agarwal, Karta (HUF)	102,139	0.0450	0.0450	0.0450	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Harsha Vardhan Agarwal, Karta (HUF)	100,000	0.0441	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mohan Goenka, Karta (HUF)	100,000	0.0441	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manish Goenka, Karta (HUF)	100,000	0.0441	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prashant Goenka, Karta (HUF)	50,000	0.0220	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amitabh Goenka, Karta (HUF)	50,000	0.0220	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ashish Goenka, Karta (HUF)	50,000	0.0220	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jayant Goenka, Karta (HUF)	50,000	0.0220	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sushil Kumar Goenka, Karta (HUF)	100,000	0.0441	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

For DIWAKAR VINIYOG PVT. LTD.

Sherw

Director

Vihan Vardhan Agarwal	536,000	0.2362	0.2362	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Advay Goenka	502,000	0.2212	0.2212	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Manan Goenka	282,500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ritu Goenka	477,465	0.2104	0.2104	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nikunj Goenka	282,500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Devarsh Goenka	303,875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reyansh Goenka	303,875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Reha Goenka	120,000	0.0529	0.0529	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Darsh Goenka	282,500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Chikky Goenka	320,850	0.1414	0.1414	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

For DIWAKAR VINNYOG PVT. LTD.

Signature

Director

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

Place: Kolkata

Date: 5th April, 2016