

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: 16.05.2016

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



Director

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

Place: Kolkata

Encl: a/a

May /001/2016-17

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				16.05.2016											
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	33,326,237	14.6833	13,455,657	5.9284	CREATION	09/05/2016	PLEDGE	Third Party Pledge	577,000	0.2542	Kotak Mahindra Investments Ltd.	-	14,032,657	6.1827	
Diwakar Viniyog Private Limited	33,326,237	14.6833	14,032,657	6.1827	CREATION	09/05/2016	PLEDGE	Third Party Pledge	793,900	0.3498	RBL Bank Limited	-	14,826,557	6.5325	
Diwakar Viniyog Private Limited	33,326,237	14.6833	14,826,557	6.5325	RELEASE	12/05/2016	PLEDGE	Third Party Pledge	8,78,000	0.3868	Kotak Mahindra Prime Ltd.	-	13,948,557	6.1456	

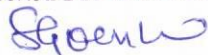
For DIWAKAR VINIYOG PVT. LTD.



Director

Suntrack Commerce Private Limited	32,691,366	14.4035	16,328,965	7.1944	CREATION	09/05/2016	PLEDGE	Third Party Pledge	793,900	0.3498	RBL Bank Limited	-	17,122,865	7.5442
Suntrack Commerce Private Limited	32,691,366	14.4035	17,122,865	7.5442	RELEASE	12/05/2016	PLEDGE	Third Party Pledge	3,75,000	0.1652	Kotak Mahindra Prime Ltd.	-	16,747,865	7.3790
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.



Director

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

Place: Kolkata

Date: 16.05.2016

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) and 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 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	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.



Director

Raj Kumar Goenka	794,750	0.3502	0.3502	-	-	-	-	-	-	-	-	-	-
Jayant Goenka	232,127	0.1023	0.1023	-	-	-	-	-	-	-	-	-	-
Radhe Shyam Goenka	378,638	0.1668	0.1668	-	-	-	-	-	-	-	-	-	-
Saswat 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	157,700	0.0695	0.0695	-	-	-	-	-	-	-	-	-	-
Mansi Agarwal	261,000	0.1150	0.1150	-	-	-	-	-	-	-	-	-	-
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	177,000	0.0780	0.0780	-	-	-	-	-	-	-	-	-	-
Prashant Goenka	95,000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-
Richa Agarwal	158,861	0.0700	0.0700	-	-	-	-	-	-	-	-	-	-
Nimisha Goenka	247,000	0.1088	0.1088	-	-	-	-	-	-	-	-	-	-
Mohan Goenka	140,450	0.0619	0.0619	-	-	-	-	-	-	-	-	-	-
Shreya Goenka	240,000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
Vidula Agarwal	240,000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
Vidisha Agarwal	240,000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-

For DIWAKAR VINIYOG PVT. LTD.

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.

Goenka

Director

Amitabh Goenka	40,15,748	1.7693	1.7693	-	-	-	-	-	-	-	-	-	-
Bhanu Vyapaar Private Limited	27,604,261	12.1622	12.1622	11,615,771	5.1178	-	-	-	-	-	-	11,615,771	5.1178
Emami Enclave Makers Private Limited	1,3,458,553	5.9297	5.9297	750,000	0.3304	-	-	-	-	-	-	750,000	0.3304
Suraj Viniyog Private Limited	13,099,281	5.7714	5.7714	2,791,000	1.2296	-	-	-	-	-	-	2,791,000	1.2296
Emami High Rise Pvt Ltd	13,076,503	5.7614	5.7614	750,000	0.3304	-	-	-	-	-	-	750,000	0.3304
TMT Viniyogan 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	5,000	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-
EPL Securities Ltd.	42,000	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-
Aditya Vardhan Agarwal, Karta (HUF)	102,139	0.0450	0.0450	-	-	-	-	-	-	-	-	-	-
Harsha Vardhan Agarwal, Karta (HUF)	100,000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
Mohan Goenka, Karta (HUF)	100,000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
Manish Goenka, Karta (HUF)	100,000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
Prashant Goenka, Karta (HUF)	50,000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-
Amitabh Goenka, Karta (HUF)	50,000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-
Ashish Goenka, Karta (HUF)	50,000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-
Jayant Goenka, Karta (HUF)	50,000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-

For DIWAKAR VINIYOG PVT. LTD.

S. Goenka

Director

Sushil Kumar Goenka, Karta (HUF)	100,000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
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 VINIYOG PVT. LTD.

S. Goenka

Director

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

Place: Kolkata

Date: 16th May, 2016