

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: 04.06.2016

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,

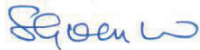
Sub: Disclosure under Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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

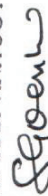
Encl: a/a

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

June/001/2016-17

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/released/invoked		Diwakar Viniyog Private Limited												
Date of reporting		04.06.2016												
Details of the creation/invocation/release of encumbrance:														
Name of the Promoter (s) or PACs with whom(*)	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 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			
Diwakar Viniyog Private Limited	33,328,812	14.6844	13,948,557	6.1456	CREATION	30/05/2016	PLEDGE	Third Party Pledge	5,43,000	0.2392	Kotak Mahindra Investments Ltd.	-	14,491,557	6.3849
Diwakar Viniyog Private Limited	33,328,812	14.6844	14,491,557	6.3849	CREATION	02/06/2016	PLEDGE	Third Party Pledge	91,740	0.0404	RBL Bank Ltd	-	14,583,297	6.4253
Suntrack Commerce Private Limited	32,693,941	14.4047	16,747,865	7.3790	CREATION	02/06/2016	PLEDGE	Third Party Pledge	91,740	0.0404	RBL Bank Ltd	-	16,839,605	7.4194
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.



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

Place: Kolkata

Date: 04.06.2016

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 {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	4950000	2.1809	2.1809	-	-	-	-	-	-	-	-	-	-		
ADITYA VARDHAN AGARWAL	1319334	0.5813	0.5813	-	-	-	-	-	-	-	-	-	-		
USHA AGARWAL	911548	0.4016	0.4016	-	-	-	-	-	-	-	-	-	-		
RAJKUMAR GOENKA	794750	0.3502	0.3502	-	-	-	-	-	-	-	-	-	-		
RADHESHYAM AGARWAL	769500	0.3390	0.3390	-	-	-	-	-	-	-	-	-	-		
ROHIN RAJ SUREKA	750000	0.3304	0.3304	-	-	-	-	-	-	-	-	-	-		
HARSHA VARDHAN AGARWAL	585133	0.2578	0.2578	-	-	-	-	-	-	-	-	-	-		
SASWAT GOENKA	565000	0.2489	0.2489	-	-	-	-	-	-	-	-	-	-		
SACHIN GOENKA	538000	0.2370	0.2370	-	-	-	-	-	-	-	-	-	-		
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	477465	0.2104	0.2104	-	-	-	-	-	-	-	-	-	-		

For DIWAKAR VINIYOG PVT. LTD.

S. Goenka

Director

EPL SECURITIES LTD	42000	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EMAMI FRANK ROSS LIMITED	5000	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	4015748	1.7693	1.7693	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	50000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

For DIWAKAR VINIYOG PVT. LTD.



Director

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

Place: Kolkata

Date: 4th June, 2016