

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
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Date: 09.09.2016

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(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Please find enclosed herewith Disclosure in terms of Regulation 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


Authorized Signatory

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

Place: Kolkata


Encl: a/a

September/002/2016-17

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(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		09.09.2016													
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			
Suntrack Commerce Private Limited	32,693,941	14.4047	15,163,905	6.6811	RELEASE	06/09/2016	PLEDGE	Third Party Pledge	200,000	0.0881	Aditya Birla Finance Ltd.	-	14,963,905	6.5930	
Suntrack Commerce Private Limited	32,693,941	14.4047	14,963,905	6.5930	RELEASE	06/09/2016	PLEDGE	Third Party Pledge	100,000	0.0440	Kotak Mahindra Investments Limited.	-	14,863,905	6.5489	
TMT Viniyogan Limited	4,956,580	2.1838	1,482,000	0.6530	RELEASE	06/09/2016	PLEDGE	Collateral against loan taken by the company	200,000	0.0881	Kotak Mahindra Investments Limited.	-	1,282,000	0.5648	
Diwakar Viniyog Private Limited	33,328,812	14.6844	15,999,390	7.0492	RELEASE	07/09/2016	PLEDGE	Third Party Pledge	500,000	0.2203	ICICI Prudential Asset Management Company Ltd	IDBI Trusteeship Services Ltd.	15,499,390	6.8289	


Diwakar Viniyog Private Limited



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Diwakar Viniyog Private Limited	33,328,812	14.6844	15,499,390	6.8289	RELEASE	07/09/2016	PLEDGE	Third Party Pledge	414,000	0.1824	Reliance Capital Asset Mangement Ltd A/c	IDBI Trusteeship Services Ltd.	15,085,390	6.6465
Diwakar Viniyog Private Limited	33,328,812	14.6844	15,085,390	6.6465	RELEASE	07/09/2016	PLEDGE	Third Party Pledge	414,000	0.1824	Reliance Capital Asset Mangement Ltd A/c	IDBI Trusteeship Services Ltd.	14,671,390	6.4641
Diwakar Viniyog Private Limited	33,328,812	14.6844	14,671,390	6.4641	RELEASE	07/09/2016	PLEDGE	Third Party Pledge	722,000	0.3181	Reliance Capital Asset Mangement Ltd A/c	IDBI Trusteeship Services Ltd.	13,949,390	6.1460
Diwakar Viniyog Private Limited	33,328,812	14.6844	13,949,390	6.1460	RELEASE	07/09/2016	PLEDGE	Third Party Pledge	823,000	0.3626	Reliance Capital Asset Mangement Ltd A/c	IDBI Trusteeship Services Ltd.	13,126,390	5.7834
Diwakar Viniyog Private Limited	33,328,812	14.6844	13,126,390	5.7834	RELEASE	08/09/2016	PLEDGE	Third Party Pledge	2200,000	0.9693	ICICI Prudential Asset Management Company Ltd	IDBI Trusteeship Services Ltd.	10,926,390	4.8141
Bhanu Vyapaar Private Limited	27,606,321	12.1631	11,923,821	5.2535	RELEASE	07/09/2016	PLEDGE	Third Party Pledge	525,000	0.2313	Reliance Capital Asset Management Ltd	IDBI Trusteeship Services Ltd.	11,398,821	5.0222
Suraj viniyog Private Limited	13,100,311	5.7719	2,791,000	1.2297	RELEASE	08/09/2016	PLEDGE	Collateral against loan taken by the company.	150,000	0.0661	Kotak Mahindra Investments Ltd.	-	2,641,000	1.636
OTHERS	Names of the Promoters, their Shareholdings in the Company alongwith their Pledged shareholding is attached and marked as Annexure "A"													

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

Place: Kolkata

Date: 09.09.2016

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(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	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	-	-	-	-	-	-	-	-	-	-



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RITU GOENKA	477465	0.2104	0.2104	-	-	-	-	-	-	-	-	-	-	-
MEENA GOENKA	461310	0.2032	0.2032	-	-	-	-	-	-	-	-	-	-	-
RADHESHYAM GOENKA	378638	0.1668	0.1668	-	-	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	320850	0.1414	0.1414	-	-	-	-	-	-	-	-	-	-	-
SOBHNA AGARWAL	315000	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-	-
JYOTI AGARWAL	315000	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-	-
DEVARSH GOENKA	303875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-	-
REYANSH GOENKA	303875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-	-
AVISHI SUREKA	300000	0.1322	0.1322	-	-	-	-	-	-	-	-	-	-	-
SHRUTI GOENKA	298065	0.1313	0.1313	-	-	-	-	-	-	-	-	-	-	-
INDU GOENKA	294410	0.1297	0.1297	-	-	-	-	-	-	-	-	-	-	-
DARSH GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-
MANAN GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-
NIKUNJ GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-
SAROJ GOENKA	269620	0.1188	0.1188	-	-	-	-	-	-	-	-	-	-	-
MANSI AGARWAL	261000	0.1150	0.1150	-	-	-	-	-	-	-	-	-	-	-
NIMISHA GOENKA	247000	0.1088	0.1088	-	-	-	-	-	-	-	-	-	-	-
MANISH GOENKA	246098	0.1084	0.1084	-	-	-	-	-	-	-	-	-	-	-
SHREYA GOENKA	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-	-
VIDISHA AGARWAL	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-	-



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VIDULA AGARWAL	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
JAYANT GOENKA	232127	0.1023	0.1023	-	-	-	-	-	-	-	-	-	-
RASHMI GOENKA	208200	0.0917	0.0917	-	-	-	-	-	-	-	-	-	-
SANTOSH GOENKA	193560	0.0853	0.0853	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA	191250	0.0843	0.0843	-	-	-	-	-	-	-	-	-	-
RACHANA GOENKA	173850	0.0766	0.0766	-	-	-	-	-	-	-	-	-	-
SMRITI AGARWAL	167000	0.0736	0.0736	-	-	-	-	-	-	-	-	-	-
RICHA AGARWAL	158861	0.0700	0.0700	-	-	-	-	-	-	-	-	-	-
JYOTI GOENKA	157700	0.0695	0.0695	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA	140450	0.0619	0.0619	-	-	-	-	-	-	-	-	-	-
RACHNA BAGARIA	135000	0.0595	0.0595	-	-	-	-	-	-	-	-	-	-
YOGESH GOENKA	122700	0.0541	0.0541	-	-	-	-	-	-	-	-	-	-
REHA GOENKA	120000	0.0529	0.0529	-	-	-	-	-	-	-	-	-	-
PUJA GOENKA	114699	0.0505	0.0505	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL, KARTA(HUF)	102139	0.0450	0.0450	-	-	-	-	-	-	-	-	-	-
HARSH VARDHAN AGARWAL, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
MANISH GOENKA, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA, KARTA (HUF)	100000	0.0441	0.0441	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA	95000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-

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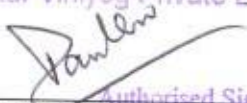
ASHISH GOENKA	95000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-	-
LAXMI DEVI BAJORIA	75000	0.0330	0.0330	-	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA, KARTA (HUF)	50000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-
JAYANT GOENKA, KARTA (HUF)	50000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-
ASHISH GOENKA, KARTA (HUF)	50000	0.0220	0.0220	-	-	-	-	-	-	-	-	-	-	-
MADAN LAL AGARWAL	30000	0.0132	0.0132	-	-	-	-	-	-	-	-	-	-	-
PRADEEP AGARWAL	20575	0.0091	0.0091	-	-	-	-	-	-	-	-	-	-	-
KUSUM AGARWAL	19200	0.0085	0.0085	-	-	-	-	-	-	-	-	-	-	-
DIVYA AGARWAL	13000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-
SANGITA AGARWAL	13000	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-
SHUBHAM AGARWAL	12230	0.0054	0.0054	-	-	-	-	-	-	-	-	-	-	-
ABHISHEK AGARWAL	12000	0.0053	0.0053	-	-	-	-	-	-	-	-	-	-	-
DHIRAJ AGARWAL	8375	0.0037	0.0037	-	-	-	-	-	-	-	-	-	-	-
VISHAL AGARWAL	4100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-
SUMANGAL AGARWAL	4100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-
RAVIRAJ VINIYOG PRIVATE LIMITED (FORMERLY KNOWN AS EMAMI ENCLAVE MAKERS PRIVATE LIMITED)	13459583	5.9302	5.9302	750000	0.3304	-	-	-	-	-	-	-	750000	0.3304
PRABHAKAR VINIYOG PRIVATE LIMITED (FORMERLY KNOWN AS EMAMI HIGH RISE	13077533	5.7618	5.7618	750000	0.3304	-	-	-	-	-	-	-	750000	0.3304



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PRIVATE LIMITED)														
EMAMI PAPER MILLS LTD	466500	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-

Diwakar Viniyog Private Limited



Authorised Signatory

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

Place: Kolkata

Date: 09.09.2016