

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: 03.01.2017

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


Authorized Signatory

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		03.01.2017												
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)		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		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							Lender	Trustee		
Diwakar Viniyog Private Limited	33,749,387	14.8697	12,746,890	5.6162	PLEDGE	02/01/2017	Pledge	Third Party Pledge	105,000	0.0462	Reliance Capital Trustee Co. Ltd. A/c - Reliance Fixed Horizon Fund XXU Series 15	IDBI Trusteeship Services Limited	12,851,890	5.6624
Suntrack Commerce Private Limited	33,113,516	14.5895	15,730,934	6.9309	PLEDGE	02/01/2017	Pledge	Third Party Pledge	46,000	0.0203	Aditya Birla Finance Limited	-	15,776,934	6.9512
Bhanu Vyapaar Private Limited	27,764,381	12.2327	12,266,821	5.4047	PLEDGE	02/01/2017	Pledge	Collateral for loan taken by the company	32,000	0.0141	Tata Capital Financial Services Ltd.	IDBI Trusteeship Services Limited	12,298,821	5.4188

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

Place: Kolkata

Date: 03.01.2017

Diwakar Viniyog Private Limited

Authorised Signatory

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 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	4810000	2.1192	2.1192	-	-	-	-	-	-	-	-	-	-		
ADITYA VARDHAN AGARWAL	1232334	0.5430	0.5430	-	-	-	-	-	-	-	-	-	-		
USHA AGARWAL	836548	0.3686	0.3686	-	-	-	-	-	-	-	-	-	-		
RAJKUMAR GOENKA	712750	0.3140	0.3140	-	-	-	-	-	-	-	-	-	-		
RADHESHYAM AGARWAL	439500	0.1936	0.1936	-	-	-	-	-	-	-	-	-	-		
ROHIN RAJ SUREKA	750000	0.3304	0.3304	-	-	-	-	-	-	-	-	-	-		
HARSHA VARDHAN AGARWAL	535133	0.2358	0.2358	-	-	-	-	-	-	-	-	-	-		
SASWAT GOENKA	565000	0.2489	0.2489	-	-	-	-	-	-	-	-	-	-		
SACHIN GOENKA	534500	0.2355	0.2355	-	-	-	-	-	-	-	-	-	-		
VIBHASH 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	452455	0.1994	0.1994	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEENA GOENKA	61232	0.0270	0.0270	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RADHESHYAM GOENKA	378638	0.1668	0.1668	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	305850	0.1348	0.1348	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SOBHINA 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	273065	0.1203	0.1203	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INDU GOENKA	459850	0.2026	0.2026	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DARSH GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MANAN GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NIKUNJ GOENKA	282500	0.1245	0.1245	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAROJ GOENKA	482620	0.2126	0.2126	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MANSI AGARWAL	225000	0.0991	0.0991	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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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ASHISH GOENKA	65000	0.0286	0.0286	0.0286	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LAXMI DEVI BAJORIA	75000	0.0330	0.0330	0.0330	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA, KARTA (HUF)	37000	0.0163	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
JAYANT GOENKA, KARTA (HUF)	37000	0.0163	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ASHISH GOENKA, KARTA (HUF)	37000	0.0163	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MADAN LAL AGARWAL	30000	0.0132	0.0132	0.0132	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PRADEEP AGARWAL	20575	0.0091	0.0091	0.0091	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
KUSUM AGARWAL	19200	0.0085	0.0085	0.0085	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DIVYA AGARWAL	13000	0.0057	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SANGITA AGARWAL	13000	0.0057	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SHUBHAM AGARWAL	12230	0.0054	0.0054	0.0054	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ABHISHEK AGARWAL	12000	0.0053	0.0053	0.0053	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DHIRAJ AGARWAL	8375	0.0037	0.0037	0.0037	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VISHAL AGARWAL	4100	0.0018	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMANGAL AGARWAL	4100	0.0018	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RAVIRAJ VINIYOG PRIVATE LIMITED (FKA - EMAMI ENCLAVE MAKERS PVT LTD)	13877007	6.1141	6.1141	6.1141	1293000	0.5697	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1293000	0.5697	
PRABHAKAR VINIYOG PRIVATE LIMITED (FKA - EMAMI HIGH RISE PVT LTD)	13190961	5.8118	5.8118	5.8118	1290000	0.5684	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1290000	0.5684	
SURAJ VINIYOG PRIVATE LIMITED	12957139	5.7088	5.7088	5.7088	3096000	1.3641	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3096000	1.3641	

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TMT LIMITED	VINIYOGAN	4956580	2.1838	2.1838	1344000	0.5922	-	-	-	-	-	-	-	-	-	-	-	-	1344000	0.5922	
EMAMI PAPER MILLS LTD	EMAMI PAPER MILLS LTD	466500	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EPL SECURITIES LTD	EPL SECURITIES LTD	42000	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EMAMI FRANK ROSS LIMITED	EMAMI FRANK ROSS LIMITED	5000	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	AMITABH GOENKA	3785748	1.6680	1.6680	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	AMITABH GOENKA	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Place: Kolkata

Date: 03.01.2017