

Raj Kumar Goenka

110A, Southern Avenue
Kolkata-700 029

Date: 28.03.2017

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
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata - 700 001

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

The Company Secretary
Emami Limited
687, Anandapur
EM Bypass
Kolkata - 700 107

Dear Sirs,


Sub: Disclosure

Please find enclosed herewith disclosure in terms of Regulation 29(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 and on behalf of Promoter and Promoter Group



(Raj Kumar Goenka)
Encl: a/a

DISCLOSURES UNDER REGULATION 29(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

Name of the Target Company (TC)	Emami Limited
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	<p><u>Acquirers</u> Radhe Shyam Goenka Vibhash Vardhan Agarwal Rohin Raj Sureka Avishi Sureka</p> <p><u>PAC</u> Suntrack commerce Private Limited Diwakar Viniyog Private Limited Bhanu Vyapaar Private Limited Raviraj Viniyog Private Limited (Fka-Emami Enclave Makers Private Limited) Prabhakar Viniyog Private Limited (Fka-Emami High Rise Private Limited) Saroj Goenka Santosh Goenka Indu Goenka Aditya Vardhan Agarwal Usha Agarwal Raj Kumar Goenka Radhe Shyam Agarwal Harsha Vardhan Agarwal Saswat Goenka Sachin Goenka Vihan Vardhan Agarwal Advay Goenka Ritu Goenka Meena Goenka Chikky Goenka Devarsh Goenka Reyansh Goenka Shruti Goenka Darsh Goenka Manan Goenka Nikunj Goenka Mansi Agarwal Nimisha Goenka Manish Goenka Shreya Goenka Vidhishree Agarwal Vidula Agarwal Jayant Goenka Rashmi Goenka Sushil Kumar Goenka Rachana Goenka Richa Agarwal Jyoti Goenka Mohan Goenka Yogesh Goenka Reha Goenka Puja Goenka Aditya Vardhan Agarwal, Karta (HUF)</p>



	Harsh Vardhan Agarwal, Karta (HUF) Mohan Goenka, Karta (HUF) Manish Goenka, Karta (HUF) Sushil Kumar Goenka, Karta (HUF) Prashant Goenka Ashish Goenka Prashant Goenka Karta (HUF) Jayant Goenka Karta (HUF) Ashish Goenka, Karta (HUF) Madan Lal Agarwal Pradeep Agarwal Divya Agarwal Sangita Agarwal Shubham Agarwal Abhishek Agarwal Dhiraj Agarwal Vishal Agarwal Sumangal Agarwal TMT Viniyogan Limited Emami Paper Mills Limited Epl Securities Limited Emami Frank Ross Limited Amitabh Goenka Amitabh Goenka, Karta (HUF) Suraj Viniyog Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited The Calcutta Stock Exchange Limited		
Details of the acquisition / disposal as follows:	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC
<u>Before the acquisition under consideration, holding of :</u>			
a) Shares carrying voting rights	165,088,855 (As per Annexure -1)	72.7367 (As per Annexure -1)	N.A.
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	N.A.	N.A.	N.A.
c) Voting rights (VR) otherwise than by equity shares	N.A.	N.A.	N.A.
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	N.A.	N.A.	N.A.
e) Total (a+b+c+d)	165,088,855	72.7367	N.A.
<u>Details of acquisition/ sale</u>			
a) Shares carrying voting rights acquired/sold	1,705,300 (As per	0.7513 (As per	N.A.

	Annexure-2)	Annexure-2)	
b) VRs acquired otherwise than by shares	N.A. N.A.	N.A. N.A.	N.A. N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC acquired/sold	N.A.	N.A.	N.A.
d) Shares encumbered/invoked/released by the acquirer			
Total (a+b+c+/-d)	1,705,300	0.7513	N.A.
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	165,088,855 (As per Annexure-2)	72.7367 (As per Annexure-2)	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by equity shares	N.A.	N.A.	N.A.
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	N.A. N.A. N.A.	N.A. N.A. N.A.	N.A. N.A. N.A.
e) Total (a+b+c+d)	165,088,855	72.7367	N.A.
Mode of acquisition/ sale (e.g. open market / off-market /public issue / rights issue / preferential allotment / inter-se transfer etc).	Inter se transfer among Promoters/ Promoter Group through: Registered Stock broker at Market Price		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27.03.2017		
Equity share capital/ total voting capital of the TC before the said acquisition/sale	Rs. 226,967,619/-		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	Rs. 226,967,619/-		
Total diluted share/voting capital of the TC after the said acquisition/sale	NIL		



(Raj Kumar Goenka)

For and on behalf of the promoter and promoter group

Place: Kolkata

Date: 28.03.2017

Annexure 2 to Disclosure under Regulation 29(2) of Substantial Acquisition of Shares & Takeovers Regulations, 2011 dated 28.03.2017

Sl No	Name of the Acquirer	PRE	PRE %	Purchase	Sale	POST	POST %	Encumbered No. of Shares	% of Paid Up Capital
		No. of Shares				No. of Shares			
1	Rahde Shyam Goenka	378638	0.1668	305,000	-	683,638	0.3012	0	0.0000
2	Vibhash Vardhan Agarwal	536439	0.2364	300	-	536,739	0.2365	0	0.0000
3	Rohin Raj Sureka	750000	0.3304	1,000,000	-	1,750,000	0.7710	0	0.0000
4	Avishi Sureka	300000	0.1322	400,000	-	700,000	0.3084	0	0.0000
	Sub-Total (A)	1,965,077	0.8658	1,705,300	-	3,670,377	1.6171	-	0.0000
	Name of the Persons in Promoters's Group (Other than Acquirer)								
1	Diwakar Viniyog Private Limited	33,749,387	14.87	-	-	33,749,387	14.8696925	12851890	5.6624
2	Suntrack Commerce Private Limited	33,113,516	14.59	-	-	33,113,516	14.5895331	14,528,524	6.4011
3	Bhanu Vyapaar Private Limited	27,764,381	12.23	-	-	27,764,381	12.2327498	11,222,400	4.9445
4	Raviraj Viniyog Private Limited (Fka-Emami Enclave Makers Private Limited)	13,877,007	6.11	-	-	13,877,007	6.1140911	3,379,000	1.4888
5	Prabhakar Viniyog Private Limited (Fka-Emami High Rise Private Limited)	13,190,961	5.81	-	-	13,190,961	5.81182508	2,530,000	1.1147
6	Saroj Goenka	482,620	0.21	-	-	482,620	0.21263826	0	0.0000
7	Santosh Goenka	198,120	0.09	-	-	198,120	0.08728998	0	0.0000
8	Indu Goenka	459,850	0.20	-	-	459,850	0.20260599	0	0.0000
9	Priti Sureka	4810000	2.12	-	1,400,000	3,410,000	1.5024	0	0.0000
10	Aditya Vardhan Agarwal	1232334	0.54	-	-	1,232,334	0.5430	0	0.0000
11	Usha Agarwal	836548	0.37	-	-	836,548	0.3686	0	0.0000
12	Raj Kumar Goenka	712750	0.31	-	-	712,750	0.3140	0	0.0000
13	Radhe Shyam Agarwal	439500	0.19	-	-	439,500	0.1936	0	0.0000
14	Harsha Vardhan Agarwal	535133	0.24	-	-	535,133	0.2358	0	0.0000
15	Saswat Goenka	565000	0.25	-	-	565,000	0.2489	0	0.0000
16	Sachin Goenka	534500	0.24	-	-	534,500	0.2355	0	0.0000
17	Vihan Vardhan Agarwal	536000	0.24	-	-	536,000	0.2362	0	0.0000
18	Advay Goenka	502000	0.22	-	-	502,000	0.2212	0	0.0000
19	Ritu Goenka	452465	0.20	-	-	452,465	0.1994	0	0.0000
20	Meena Goenka	61232	0.03	-	-	61,232	0.0270	0	0.0000
21	Chikky Goenka	305850	0.13	-	-	305,850	0.1348	0	0.0000
22	Sobhna Agarwal	315000	0.14	-	90,000	225,000	0.0991	0	0.0000
23	Jyoti Agarwal	315000	0.14	-	71,000	244,000	0.1075	0	0.0000
24	Devarsh Goenka	303875	0.13	-	-	303,875	0.1339	0	0.0000
25	Reyansh Goenka	303875	0.13	-	-	303,875	0.1339	0	0.0000
26	Shruti Goenka	273065	0.12	-	-	273,065	0.1203	0	0.0000
27	Darsh Goenka	282500	0.12	-	-	282,500	0.1245	0	0.0000
28	Manan Goenka	282500	0.12	-	-	282,500	0.1245	0	0.0000
29	Nikunj Goenka	282500	0.12	-	-	282,500	0.1245	0	0.0000
30	Mansi Agarwal	225000	0.10	-	-	225,000	0.0991	0	0.0000
31	Nimisha Goenka	247000	0.11	-	-	247,000	0.1088	0	0.0000

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Annexure 2 to Disclosure under Regulation 29(2) of Substantial Acquisition of Shares & Takeovers Regulations, 2011 dated 28.03.2017

SI No	Name of the Acquirer	PRE	PRE %	Purchase	Sale	POST	POST %	Encumbered	% of Paid Up Capital
		No. of Shares				No. of Shares		No. of Shares	
32	Manish Goenka	246098	0.11	-	-	246,098	0.1084	0	0.0000
33	Shreya Goenka	240000	0.11	-	-	240,000	0.1057	0	0.0000
34	Vidishree Agarwal	240000	0.11	-	-	240,000	0.1057	0	0.0000
35	Vidula Agarwal	240000	0.11	-	-	240,000	0.1057	0	0.0000
36	Jayant Goenka	232127	0.10	-	-	232,127	0.1023	0	0.0000
37	Rashmi Goenka	185700	0.08	-	-	185,700	0.0818	0	0.0000
38	Sushil Kumar Goenka	179250	0.08	-	-	179,250	0.0790	0	0.0000
39	Rachana Goenka	158850	0.07	-	-	158,850	0.0700	0	0.0000
40	Richa Agarwal	145861	0.06	-	-	145,861	0.0643	0	0.0000
41	Richa Agarwal	124388	0.05	-	-	124,388	0.0548	0	0.0000
42	Jyoti Goenka	130950	0.06	-	-	130,950	0.0577	0	0.0000
43	Mohan Goenka	135000	0.06	-	30,000	105,000	0.0463	0	0.0000
44	Rachna Bagaria	122700	0.05	-	-	122,700	0.0541	0	0.0000
45	Yogesh Goenka	120000	0.05	-	-	120,000	0.0529	0	0.0000
46	Reha Goenka	84699	0.04	-	-	84,699	0.0373	0	0.0000
47	Puja Goenka	102139	0.05	-	-	102,139	0.0450	0	0.0000
48	Aditya Vardhan Agarwal, Karta (HUF)	86000	0.04	-	-	86,000	0.0379	0	0.0000
49	Harsha Vardhan Agarwal, Karta (HUF)	87000	0.04	-	-	87,000	0.0383	0	0.0000
50	Mohan Goenka, Karta (HUF)	87000	0.04	-	-	87,000	0.0383	0	0.0000
51	Manish Goenka, Karta (HUF)	87000	0.04	-	-	87,000	0.0383	0	0.0000
52	Sushil Kumar Goenka, Karta (HUF)	95000	0.04	-	-	95,000	0.0419	0	0.0000
53	Prashant Goenka	65000	0.03	-	-	65,000	0.0286	0	0.0000
54	Ashish Goenka	75000	0.03	-	36,000	39,000	0.0172	0	0.0000
55	Laxmi Devi Bajoria	37000	0.02	-	-	37,000	0.0163	0	0.0000
56	Prashant Goenka, Karta (HUF)	37000	0.02	-	-	37,000	0.0163	0	0.0000
57	Jayant Goenka, Karta (HUF)	37000	0.02	-	-	37,000	0.0163	0	0.0000
58	Ashish Goenka, Karta (HUF)	37000	0.02	-	-	37,000	0.0163	0	0.0000
59	Madan Lal Agarwal	30000	0.01	-	-	30,000	0.0132	0	0.0000
60	Pradeep Agarwal	20575	0.01	-	-	20,575	0.0091	0	0.0000
61	Divya Agarwal	13000	0.01	-	-	13,000	0.0057	0	0.0000
62	Sangita Agarwal	13000	0.01	-	-	13,000	0.0057	0	0.0000
63	Subham Agarwal	12230	0.01	-	-	12,230	0.0054	0	0.0000
64	Abhishek Agarwal	12000	0.01	-	-	12,000	0.0053	0	0.0000
65	Dhiraj Agarwal	8375	0.00	-	-	8,375	0.0037	0	0.0000
66	Vishal Agarwal	4100	0.00	-	-	4,100	0.0018	0	0.0000
67	Vishal Agarwal	4100	0.00	-	-	4,100	0.0018	0	0.0000
68	Sumangal Agarwal	4956580	2.18	-	-	4,956,580	2.1838	1,259,000	0.5547
69	TMT Viniyogan Limited	466500	0.21	-	-	466,500	0.2055	0	0.0000
70	Emami Paper Mills Limited	42000	0.02	-	-	42,000	0.0185	0	0.0000
71	EPL Securities Limited	5000	0.00	-	-	5,000	0.0022	0	0.0000
72	Emami Frankross Limited	3785748	1.67	-	-	3,785,748	1.6680	0	0.0000
73	Amitabh Goenka	37000	0.02	-	-	37,000	0.0163	0	0.0000
74	Amitabh Goenka, Karta (HUF)	167000	0.07	-	78,000	89,000	0.0392	0	0.0000
75	Smriti Agarwal	19200	0.01	-	300	18,900	0.0083	0	0.0000
76	Kusum Agarwal	12957139	5.71	-	-	12,957,139	5.7088	3,096,000	1.3641
77	Suraj Viniyog Private Limited	163,123,778	71.87	-	1,705,300	161,418,478	71.1196	48,866,814	21.5303
	Sub-Total (B)	163,123,778	71.87	-	1,705,300	161,418,478	71.1196	48,866,814	21.5303
	GROSS TOTAL (A+B)	165,088,855	72.74	1,705,300	1,705,300	165,088,855	72.7367	48,866,814	21.5303