

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
E-mail : panemamics @emamigroup.com
Fax : 6613 6243

Date: 05.07.2017

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(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

July/002/2017-18

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				05.07.2017									
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)		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
Diwakar Viniyog Private Limited	33,771,887	14.8796	13,395,046	5.9017	Release	03/07/2017	Others	Third Party Pledge	60,000	0.0264	Kotak Mahindra Prime Limited	13,335,046	5.8753

Diwakar Viniyog Private Limited


Authorised Signatory

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

Place: Kolkata

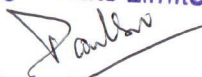
Date: 05.07.2017

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

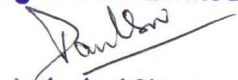
Name of the Promoter (s) or PACs with him(**)	Promoter holding in the target company (1)			Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)						Post event holding of encumbered shares {creation (2)+(3)} / release [(2)-(3)] / invocation [(2)-(3)]	
	No. of Shares	% 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	3410000	1.5024	1.5024	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL	1232334	0.5430	0.5430	-	-	-	-	-	-	-	-	-	-
USHA AGARWAL	836548	0.3686	0.3686	-	-	-	-	-	-	-	-	-	-
RAJ KUMAR GOENKA	712750	0.3140	0.3140	-	-	-	-	-	-	-	-	-	-
RADHESHYAM AGARWAL	439500	0.1936	0.1936	-	-	-	-	-	-	-	-	-	-
ROHIN RAJ SUREKA	1750000	0.7710	0.7710	-	-	-	-	-	-	-	-	-	-
HARSHA VARDHAN AGARWAL	535133	0.2358	0.2358	-	-	-	-	-	-	-	-	-	-
SASWAT GOENKA	565000	0.2489	0.2489	-	-	-	-	-	-	-	-	-	-
SACHIN GOENKA	534500	0.2355	0.2355	-	-	-	-	-	-	-	-	-	-
VIBHASH VARDHAN AGARWAL	536739	0.2365	0.2365	-	-	-	-	-	-	-	-	-	-
VIHAN VARDHAN AGARWAL	536000	0.2362	0.2362	-	-	-	-	-	-	-	-	-	-
ADVAY GOENKA	502000	0.2212	0.2212	-	-	-	-	-	-	-	-	-	-

Diwakar Viniyog Private Limited


Authorised Signatory

RITU GOENKA	452465	0.1994	0.1994	-	-	-	-	-	-	-	-	-	-
MEENA GOENKA	61232	0.0270	0.0270	-	-	-	-	-	-	-	-	-	-
RADHESHYAM GOENKA	683638	0.3012	0.3012	-	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	305850	0.1348	0.1348	-	-	-	-	-	-	-	-	-	-
SOBHNA AGARWAL	225000	0.0991	0.0991	-	-	-	-	-	-	-	-	-	-
JYOTI AGARWAL	244000	0.1075	0.1075	-	-	-	-	-	-	-	-	-	-
DEVARSH GOENKA	303875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-
REYANSH GOENKA	303875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-
AVISHI SUREKA	700000	0.3084	0.3084	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-

Diwakar Viniyog Private Limited


Authorised Signatory

VIDISHA AGARWAL	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
VIDULA AGARWAL	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
JAYANT GOENKA	232127	0.1023	0.1023	-	-	-	-	-	-	-	-	-	-
RASHMI GOENKA	185700	0.0818	0.0818	-	-	-	-	-	-	-	-	-	-
SANTOSH GOENKA	198120	0.0873	0.0873	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA	179250	0.0790	0.0790	-	-	-	-	-	-	-	-	-	-
RACHANA GOENKA	158850	0.0700	0.0700	-	-	-	-	-	-	-	-	-	-
SMRITI AGARWAL	89000	0.0392	0.0392	-	-	-	-	-	-	-	-	-	-
RICHA AGARWAL	145861	0.0643	0.0643	-	-	-	-	-	-	-	-	-	-
JYOTI GOENKA	124388	0.0548	0.0548	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA	130950	0.0577	0.0577	-	-	-	-	-	-	-	-	-	-
RACHNA BAGARIA	105000	0.0463	0.0463	-	-	-	-	-	-	-	-	-	-
YOGESH GOENKA	122700	0.0541	0.0541	-	-	-	-	-	-	-	-	-	-
REHA GOENKA	120000	0.0529	0.0529	-	-	-	-	-	-	-	-	-	-
PUJA GOENKA	84699	0.0373	0.0373	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL, KARTA(HUF)	102139	0.0450	0.0450	-	-	-	-	-	-	-	-	-	-
HARSH VARDHAN AGARWAL, KARTA (HUF)	86000	0.0379	0.0379	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA, KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-
MANISH GOENKA, KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA, KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-

Diwakar Viniyog Private Limited


Authorised Signatory

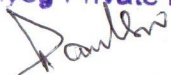
PRASHANT GOENKA	95000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-
ASHISH GOENKA	65000	0.0286	0.0286	-	-	-	-	-	-	-	-	-	-
LAXMI DEVI BAJORIA	39000	0.0172	0.0172	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA, KARTA (HUF)	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-
JAYANT GOENKA, KARTA (HUF)	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-
ASHISH GOENKA, KARTA (HUF)	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-
MADAN LAL AGARWAL	30000	0.0132	0.0132	-	-	-	-	-	-	-	-	-	-
PRADEEP AGARWAL	20575	0.0091	0.0091	-	-	-	-	-	-	-	-	-	-
KUSUM AGARWAL	18900	0.0083	0.0083	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-
SUNTRACK COMMERCE PRIVATE LIMITED	33136016	14.5994	14.5994	14318640	6.3087	-	-	-	-	-	-	14318640	6.3087
RAVIRAJ VINIYOG PRIVATE LIMITED (FKA – EMAMI ENCLAVE MAKERS PVT LTD)	13886007	6.1181	6.1181	3379000	1.4888	-	-	-	-	-	-	3379000	1.4888

Diwakar Viniyog Private Limited

Paulson
Authorised Signatory

PRABHAKAR VINIYOG PRIVATE LIMITED (FKA - EMAMI HIGH RISE PVT LTD)	13199961	5.8158	5.8158	2530000	1.1147	-	-	-	-	-	-	-	2530000	1.1147
SURAJ VINIYOG PRIVATE LIMITED	12957139	5.7088	5.7088	3048000	1.3429	-	-	-	-	-	-	-	3048000	1.3429
TMT VINIYOGAN LIMITED	4866580	2.1442	2.1442	1717000	0.7565	-	-	-	-	-	-	-	1717000	0.7565
BHANU VYAPAAR PRIVATE LIMITED	27791381	12.2446	12.2446	11851667	5.2217	-	-	-	-	-	-	-	11851667	5.2217
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	3785748	1.6680	1.6680	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA, KARTA (HUF)	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-

Diwakar Viniyog Private Limited


Authorised Signatory

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

Place: Kolkata

Date: 05.07.2017