

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: 07.08.2017

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) & 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Please find enclosed herewith Disclosure in terms of Regulation 31(1) & 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

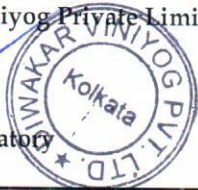
This is for your information & record.

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

August /001/2017-18

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(1) & 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

| Name of the Target company (IC) | | | | 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 | | | | 07.08.2017 | | | | | | | | | |
| 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: | | | | | Details of events pertaining to encumbrance (3) | | | | | | | Post event holding of encumbered shares {creation (2)+(3)} / release [(2)-(3)] / invocation [(2)-(3)] | |
| 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 | Number | % of Total share capital |
| | Number | % of total share capital | Number | % of total share capital | | | | | | | | | |
| Diwakar Viniyog Private Limited | 33,771,887 | 14.8796 | 15,485,046 | 6.8226 | Creation | 07/08/2017 | Pledge | Third Party Pledge | 400,000 | 0.1762 | RBL Bank Limited | 15,885,046 | 6.9988 |
| Diwakar Viniyog Private Limited | 33,771,887 | 14.8796 | 15,885,046 | 6.9988 | Release | 07/08/2017 | Others | Third Party Pledge | 2,210,000 | 0.9737 | ICICI Prudential Asset Management Company Limited | 13,675,046 | 6.0251 |

Diwakar Viniyog Private Limited


Authorised Signatory

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

Place: Kolkata

Date: 07.08.2017

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) & 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 | - | - | - | - | - | - | - | - | - | - |

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| | | | | | | | | | | | | | |
|-------------------|--------|--------|--------|---|---|---|---|---|---|---|---|---|---|
| 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 | - | - | - | - | - | - | - | - | - | - |

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|--|--------|--------|--------|---|---|---|---|---|---|---|---|---|---|---|
| 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 | - | - | - | - | - | - | - | - | - | - | - |

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|---|----------|---------|---------|----------|--------|---|---|---|---|---|---|----------|--------|
| 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 |

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|---|----------|---------|---------|-----------|--------|---|---|---|---|---|---|-----------|--------|
| 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 | 1710000 | 0.7534 | - | - | - | - | - | - | 1710000 | 0.7534 |
| BHANU VYAPAAR PRIVATE LIMITED | 27791381 | 12.2446 | 12.2446 | 9,896,667 | 4.3604 | - | - | - | - | - | - | 9,896,667 | 4.3604 |
| 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: 07.08.2017