

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: 04.01.2018

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 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**


Director/Authorized Signatory

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

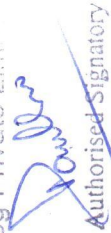
Place: Kolkata

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(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											
Name of the promoter or PAC on whose shares encumbrance has been created/ released/invoked		04.01.2018 Diwakar Viniyog Private Limited											
Date of reporting													
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	3,37,71,887	14.8796	1,38,89,846	6.1197	Release	03/01/2018	Others	Third Party Pledge	14,000	0.0062	Kotak Mahindra Prime Limited	1,38,75,846	6.1336
Diwakar Viniyog Private Limited	3,37,71,887	14.8796	1,38,75,846	6.1336	Release	03/01/2018	Others	Third Party Pledge	10,000	0.0044	Kotak Mahindra Prime Limited	1,38,65,846	6.1092
Diwakar Viniyog Private Limited	3,37,71,887	14.8796	1,38,65,846	6.1092	Release	03/01/2018	Others	Third Party Pledge	10,000	0.0044	Kotak Mahindra Prime Limited	1,38,55,846	6.1048
Bhanu Vyapaar Private Limited	2,77,91,381	12.2446	1,23,81,967	5.4554	Release	03/01/2018	Others	Third Party Pledge	30,000	0.0132	Kotak Mahindra Prime Limited	1,23,51,967	5.4422

Diwakar Viniyog Private Limited



Authorised Signatory

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


Place: Kolkata

Date: 04.01.2018

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 ANNEXURE "A" 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)		Details of events pertaining to encumbrance (3)				Promoter holding already encumbered (2)		Post event holding of encumbered shares {creation (2)+(3)} / release [(2)-(3)] / invocation [(2)-(3)]			
	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	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		-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL	1232334	0.5430		-	-	-	-	-	-	-	-	-
USHA AGARWAL	836548	0.3686		-	-	-	-	-	-	-	-	-
RAJ KUMAR GOENKA	773982	0.3410		-	-	-	-	-	-	-	-	-
RADHESHYAM AGARWAL	439500	0.1936		-	-	-	-	-	-	-	-	-
ROHIN RAJ SUREKA	1750000	0.7710		-	-	-	-	-	-	-	-	-
HARSHA VARDHAN AGARWAL	535133	0.2358		-	-	-	-	-	-	-	-	-
SASWAT GOENKA	565000	0.2489		-	-	-	-	-	-	-	-	-
SACHIN GOENKA	534500	0.2355		-	-	-	-	-	-	-	-	-
VIBHASH VARDHAN AGARWAL	536739	0.2365		-	-	-	-	-	-	-	-	-
VIHAN VARDHAN AGARWAL	536000	0.2362		-	-	-	-	-	-	-	-	-
ADVAY GOENKA	502000	0.2212		-	-	-	-	-	-	-	-	-

Diwaker Viniyog Private Limited


Authorised Signatory

PRABHAKAR VINIYOG PRIVATE LIMITED (FKA - EMAMI HIGH RISE PVT LTD)	13199961	5.8158	5.8158	2480000	1.0927	-	-	-	-	-	-	-	-	-	-	-	-	2480000	1.0927
SURAJ VINIYOG PRIVATE LIMITED	12957139	5.7088	5.7088	2908000	1.2812	-	-	-	-	-	-	-	-	-	-	-	-	2908000	1.2812
EMAMI PAPER MILLS LTD	466500	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EPLSECURITIES 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Prabhaakar Viniyog Private Limited

[Signature]
Authorised Signatory

On behalf of himself, Promoter & Promoter Group Persons/Persons Acting in Concert
Place: Kolkata
Date: 04.01.2018