

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: 05.02.2018

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

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,

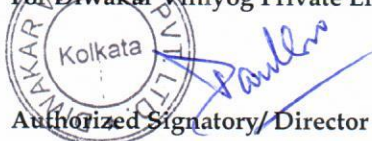
Sub: Disclosure under Regulation 31(1) & 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

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/ Director

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) & 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		05.02.2018											
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	14,833,846	6.5357	Creation	01.02.2018	Pledge	Third Party Pledge	45,000	0.0198	Kotak Mahindra Prime Limited	14,878,846	6.5555
Diwakar Viniyog Private Limited	33,771,887	14.8796	14,878,846	6.5555	Creation	01.02.2018	Pledge	Third Party Pledge	23,000	0.0101	Kotak Mahindra Prime Limited	14,901,846	6.5656
Diwakar Viniyog Private Limited	33,771,887	14.8796	14,901,846	6.5656	Creation	01.02.2018	Pledge	Third Party Pledge	23,000	0.0101	Kotak Mahindra Prime Limited	14,924,846	6.5757
Diwakar Viniyog Private Limited	33,771,887	14.8796	14,924,846	6.5757	Creation	01.02.2018	Pledge	Third Party Pledge	34,000	0.0150	Kotak Mahindra Prime Limited	14,958,846	6.5907

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Diwakar Viniyog Private Limited	33,771,887	14.8796	14,958,846	6.5907	Creation	01.02.2018	Pledge	Third Party Pledge	40,000	0.0176	Kotak Mahindra Prime Limited	14,998,846	6.6084
Diwakar Viniyog Private Limited	33,771,887	14.8796	14,998,846	6.6084	Creation	01.02.2018	Pledge	Third Party Pledge	55,000	0.0242	STCI Finance Limited	15,053,846	6.6326
Diwakar Viniyog Private Limited	33,771,887	14.8796	15,053,846	6.6326	Creation	01.02.2018	Pledge	Collateral Pledge	15,000	0.0066	Axis Trustee Services Limited	15,068,846	6.6392
Diwakar Viniyog Private Limited	33,771,887	14.8796	15,068,846	6.6392	Creation	01.02.2018	Pledge	Third Party Pledge	95,000	0.0419	IDBI Trusteeship Services Limited	15,163,846	6.6811
Diwakar Viniyog Private Limited	33,771,887	14.8796	15,163,846	6.6811	Creation	02.02.2018	Pledge	Collateral Pledge	175,000	0.0771	Axis Trustee Services Limited	15,338,846	6.7582
Diwakar Viniyog Private Limited	33,771,887	14.8796	15,338,846	6.7582	Creation	02.02.2018	Pledge	Third Party Pledge	35,000	0.0154	IDBI Trusteeship Services Limited	15,373,846	6.7736
Suntrack Commerce Private Limited	33,136,016	14.5994	12,477,380	5.4974	Release	01.02.2018	Others	Collateral Pledge	640	0.0003	Kotak Mahindra Investment Limited	12,476,740	5.4971
Suntrack Commerce Private Limited	33,136,016	14.5994	12,476,740	5.4971	Creation	01.02.2018	Pledge	Third Party Pledge	20,000	0.0088	Kotak Mahindra Investment Limited	12,496,740	5.5060
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,051,967	5.7506	Release	01.02.2018	Others	Third Party Pledge	1,100	0.0005	STCI Finance Limited	13,050,867	5.7501

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Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,050,867	5.7501	Release	01.02.2018	Others	Third Party Pledge	6,000	0.0026	Bajaj Finance Limited	13,044,867	5.7475
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,044,867	5.7475	Creation	01.02.2018	Pledge	Third Party Pledge	90,000	0.0397	IIFL Wealth Management Limited	13,134,867	5.7871
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,152,867	5.7871	Creation	01.02.2018	Pledge	Third Party Pledge	18,000	0.0079	Bajaj Finance Limited	13,152,867	5.7950
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,170,867	5.8030	Creation	01.02.2018	Pledge	Third Party Pledge	18,000	0.0079	Bajaj Finance Limited	13,170,867	5.8030
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,170,867	5.8030	Creation	01.02.2018	Pledge	Collateral Pledge	58,000	0.0256	Bajaj Finance Limited	13,228,867	5.8285
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,228,867	5.8285	Creation	01.02.2018	Pledge	Third Party Pledge	60,000	0.0264	Bajaj Finance Limited	13,288,867	5.8550
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,288,867	5.8550	Creation	01.02.2018	Pledge	Third Party Pledge	66,000	0.0291	Bajaj Finance Limited	13,354,867	5.8840
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,354,867	5.8840	Creation	01.02.2018	Pledge	Third Party Pledge	140,000	0.0617	IDBI Trusteeship Services Limited	13,494,867	5.9457
Bhanu Vyapaar Private Limited	27,791,381	12.2446	13,494,867	5.9457	Creation	02.02.2018	Pledge	Third Party Pledge	16,000	0.0071	Kotak Mahindra Prime Limited	13,510,867	5.9528

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TMT Viniyog Limited	4,866,580	2.1442	1,580,000	0.6961	Creation	01.02.2018	Pledge	Collateral Pledge	60,000	0.0264	Bajaj Finance Limited	1,640,000	0.7226
Raviraj Viniyog Private Limited	13,886,007	6.1181	3,229,000	1.4227	Creation	01.02.2018	Pledge	Collateral Pledge	15,000	0.0066	Axis Trustee Services Limited	3,244,000	1.4293

Diwakar Viniyog Private Limited

Authorised Signatory

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

Place: Kolkata

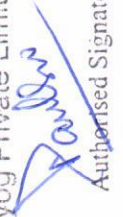
Date: 05.02.2018

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(1) & 31(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

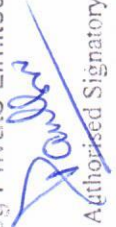
Name of the Promoter (s) or PACs with him(**)	Promoter holding in the target company (1)			Promoter holding already encumbered (2)			Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares {creation (2)+(3)} / release [(2)-(3)] / invocation [(2)-(3)]	
	No. of Shares	% of total share capital	% w.r.t diluted share capital (*)	No. of shares	% of total share capital	Type of event (creation /release /invocation)	Date 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	3410000	1.5024	1.5024	-	-	-	-	-	-	-	-	-	-		
ADITYA VARDHAN AGARWAL	1232334	0.5430	0.5430	-	-	-	-	-	-	-	-	-	-		
USHA AGARWAL	836548	0.3686	0.3686	-	-	-	-	-	-	-	-	-	-		
RAJ KUMAR GOENKA	773982	0.3410	0.3410	-	-	-	-	-	-	-	-	-	-		
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	-	-	-	-	-	-	-	-	-	-		

Diwakar Viniyog Private Limited


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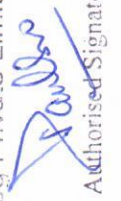
ADVAY GOENKA	502000	0.2212	0.2212	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RITU GOENKA	452465	0.1994	0.1994	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RADHESHYAM GOENKA	683638	0.3012	0.3012	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	305850	0.1348	0.1348	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Diwakar Vinijog Private Limited


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

Diwakar Viniyog Private Limited


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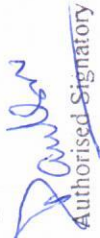
MANISH KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUSHIL GOENKA, KARTA (HUF)	87000	0.0383	0.0383	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA	95000	0.0419	0.0419	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ASHISH GOENKA	65000	0.0286	0.0286	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LAXMI DEVI BAJORIA	39000	0.0172	0.0172	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PRASHANT 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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Diwakar Viniyog Private Limited

Authorised Signatory

PRABHAKAR VINIYOG PRIVATE LIMITED (FKA - EMAMI HIGH RISE PVT LTD)	13199961	5.8158	5.8158	2430000	1.0706	-	-	-	-	-	-	-	-	-	-	-	-	2430000	1.0706
SURAJ VINIYOG PRIVATE LIMITED	12957139	5.7088	5.7088	2908000	1.2812	-	-	-	-	-	-	-	-	-	-	-	-	2908000	1.2812
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: 05.02.2018