

# 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: 19.02.2018

**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) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Please find enclosed herewith Disclosure in terms of Regulation 31(1) 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) 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		19.02.2018											
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)		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									
Suntrack Commerce Private Limited	33136016	14.5994	12790240	5.6353	Creation	16.02.2018	Pledge	Collateral Pledge	50000	0.0220	IDBI Trusteeship Services Limited	12840240	5.6573
Bhanu Vyapaar Private Limited	27791381	12.2446	13901867	6.1250	Creation	16.02.2018	Pledge	Third Party Pledge	24000	0.0106	Bajaj Finance Limited	13925867	6.1356
Bhanu Vyapaar Private Limited	27791381	12.2446	13925867	6.1356	Creation	16.02.2018	Pledge	Third Party Pledge	45000	0.0198	Bajaj Finance Limited	13970867	6.1554
Prabhakar Viniyog Private Limited (Formerly known as Emami High Rise Private Limited)	13199961	5.8158	2525000	1.1125	Creation	16.02.2018	Pledge	Collateral Pledge	46000	0.0203	IDBI Trusteeship Services Limited	2571000	1.1328
Diwakar Viniyog Private Limited	33771887	14.8796	15642846	6.8921	Creation	16.02.2018	Pledge	Third Party Pledge	15000	0.0066	Kotak Mahindra Prime Limited	15657846	6.8987
Diwakar Viniyog Private Limited	33771887	14.8796	15657846	6.8987	Creation	16.02.2018	Pledge	Third Party Pledge	15000	0.0066	Kotak Mahindra Prime Limited	15672846	6.9053

**Diwakar Viniyog Private Limited**

*[Signature]*  
Authorised Signatory

Diwakar Viniyog Private Limited	33771887	14.8796	15672846	6.9053	Creation	16.02.2018	Pledge	Third Party Pledge	20000	0.0088	Kotak Mahindra Prime Limited	15692846	6.9141
Diwakar Viniyog Private Limited	33771887	14.8796	15692846	6.9141	Creation	16.02.2018	Pledge	Third Party Pledge	23000	0.0101	Kotak Mahindra Prime Limited	15715846	6.9243
Diwakar Viniyog Private Limited	33771887	14.8796	15715846	6.9243	Creation	16.02.2018	Pledge	Third Party Pledge	27000	0.0119	Kotak Mahindra Prime Limited	15742846	6.9362
Diwakar Viniyog Private Limited	33771887	14.8796	15742846	6.9362	Creation	16.02.2018	Pledge	Third Party Pledge	50000	0.0220	STCI Finance Limited	15792846	6.9582
TMT Viniyogan limited	4866580	2.1442	1640000	0.7226	Creation	16.02.2018	Pledge	Collateral Pledge	35000	0.0154	Bajaj Finance Limited	1675000	0.7380

Diwakar Viniyog Private Limited

  
Authorized Signatory

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

Place: Kolkata

Date: 19.02.2018

**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 TERMS OF REGULATION 31(1) 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

  
Authorised Signatory

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 Viniyog Private Limited**



Authorized Signatory





RAVIRAJ PRIVATE LIMITED	VINIYOG	13886007	6.1181	6.1181	3408000	1.5015	-	-	-	-	-	-	-	-	-	3408000	1.5015
EMAMI PAPER MILLS LTD		466500	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-
EPL SECURITIES LTD		42000	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-
EMAMI FRANK LIMITED	ROSS	5000	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA KARTA (HUF)		3785748	1.6680	1.6680	-	-	-	-	-	-	-	-	-	-	-	-	-
		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: 19.02.2018