

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: 28.02.2018

The Secretary

National Stock Exchange of India Limited
Exchange Plaza
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra(E)
Mumbai - 400 051

~~FR~~ 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

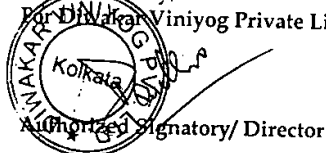
Please find enclosed herewith Disclosure in terms of Regulation 31(1) & 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

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 /invested-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)		Name of the Stock Exchanges where the shares of the target company are listed		Name of the promoter or PAC on whose shares encumbrance has been created /released/invoked		Date of reporting							
EMAMI LIMITED		NATIONAL STOCK EXCHANGE OF INDIA LIMITED BSE LIMITED AND THE CALCUTTA STOCK EXCHANGE LIMITED		Diwakar Viniyog Private Limited		28.02.2018							
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)] / % of Total share capital					
	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	
Diwakar Viniyog Private Limited	33,771,887	14.8796	16263846	7.1657	Creation	26.02.2018	Pledge	Third Party Pledge	955000	0.4208	STCI Finance Limited	17218846	7.5865
Diwakar Viniyog Private Limited	33,771,887	14.8796	17218846	7.5865	Creation	27.02.2018	Pledge	Third Party Pledge	50,000	0.0220	Kotak Mahindra Prime Limited	17268846	7.6085
Diwakar Viniyog Private Limited	33,771,887	14.8796	17268846	7.6085	Creation	27.02.2018	Pledge	Third Party Pledge	40,000	0.0176	Kotak Mahindra Prime Limited	17308846	7.6261
Diwakar Viniyog Private Limited													


Authorised Signatory

Suntrack Commerce Private Limited	3,31,36,016	14.5994	13030240	5.7410	Creation	27.02.2018	Pledge	Third Party Pledge	20000	0.0088	Kotak Mahindra Investments Limited	13050240	5.7498
Prabhakar Vinyog Private Limited	1,31,99,961	5.8158	3378000	1.4883	Release	27.02.2018	Others	Collateral pledge	786000	0.3463	IDBI Trusteeship Services Limited	2592000	1.1420
Raviraj Vinyog Private Limited	1,38,86,007	6.1181	4198000	1.8496	Release	28.02.2018	Others	Collateral pledge	768000	0.3384	IDBI Trusteeship Services Limited	3430000	1.5112

Diwakar Vinyog Private Limited

 Authorised Signatory

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

Place: Kolkata

Date: 28.02.2018

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) & 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		
PRITISUREKA	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	-	-	-	-	-	-	-	-	-	-		
RADHESHYAMI AGARWAL	439500	0.1936	0.1936	-	-	-	-	-	-	-	-	-	-		
ROHIN RAJ SUREKA	1750000	0.7710	0.7710	-	-	-	-	-	-	-	-	-	-		
HARSHA VARDHAN AGARWAL	535133	0.2358	0.2358	-	-	-	-	-	-	-	-	-	-		
SASIWAT 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	-	-	-	-	-	-	-	-	-	-		

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BHANU VYAPAAR PRIVATE LIMITED	27791381	12.2446	12.2446	14461867	6.3718	12.2446	14461867	6.3718	14461867	6.3718
SURAJ VINIYOG PRIVATE LIMITED	12957139	5.7088	5.7088	3153000	1.3892	5.7088	3153000	1.3892	3153000	1.3892
TMT VINIYOGAN LIMITED	4866580	2.1442	2.1442	1709000	0.7530	2.1442	1709000	0.7530	1709000	0.7530
EMAMI PAPER MILLS LTD	466500	0.2055	0.2055	-	-	0.2055	-	-	-	-
EPL SECURITIES LTD	42000	0.0185	0.0185	-	-	0.0185	-	-	-	-
EMAMI FRANK ROSS LIMITED	5000	0.0022	0.0022	-	-	0.0022	-	-	-	-
AMITABH GOENKA	3785748	1.6680	1.6680	-	-	1.6680	-	-	-	-
AMITABH GOENKA, KARTA (HUF)	37000	0.0163	0.0163	-	-	0.0163	-	-	-	-

Dwakar Viniyog Private Limited

[Signature]

Authorised Signatory

On behalf of himself, Promoter & Promoter Group Persons/Persons Acting in Concert
Place: Kolkata
Date: 28.02.2018