

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

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Date: 11.05.2018

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

Dear Sir,

The Secretary

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

The Company Secretary

Emami Limited
687, Anandapur
EM Bypass
Kolkata - 700 107

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

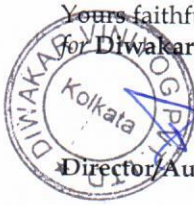
Please find enclosed herewith Disclosure in terms of Regulation 31(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This is for your information & record.

Thanking you,

Yours faithfully,

For Diwakar Viniyog Private Limited



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(1) 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	11.05.2018
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:		Details of events pertaining to encumbrance (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	33771887	14.8796	21843846	9.6242	Creation	09.05.2018	Pledge	Collateral pledge	48000	0.0211	IDBI Trusteeship Services Limited	21891846	9.6454
Diwakar Viniyog Private Limited	33771887	14.8796	21891846	9.6454	Creation	09.05.2018	Pledge	Third Party Pledge	22000	0.0097	Kotak Mahindra Prime limited	21913846	9.6551
Diwakar Viniyog Private Limited	33771887	14.8796	21913846	9.6551	Creation	09.05.2018	Pledge	Third Party Pledge	25000	0.0110	IDBI Trusteeship Services Limited	21938846	9.6661
Diwakar Viniyog Private Limited	33771887	14.8796	21938846	9.6661	Creation	09.05.2018	Pledge	Third Party Pledge	17000	0.0075	Kotak Mahindra Prime limited	21955846	9.6736
Diwakar Viniyog Private Limited	33771887	14.8796	21955846	9.6736	Creation	09.05.2018	Pledge	Third Party Pledge	98000	0.0432	IDBI Trusteeship Services Limited	22053846	9.7167
Suntrack Commerce Private Limited	33,136,016	14.5994	14446240	6.3649	Creation	09.05.2018	Pledge	Third Party Pledge	15000	0.0066	Kotak Mahindra Prime limited	14461240	6.3715

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Suntrack Commerce Private Limited	33,136,016	14.5994	14461240	6.3715	Creation	09.05.2018	Pledge	Collateral Pledge	55000	0.0242	IDBI Trusteeship Services Limited	14516240	6.3957
Bhanu vyapaar Private Limited	27791381	12.2446	15439867	6.8027	Creation	09.05.2018	Pledge	Third Party Pledge	7000	0.0031	Bajaj finance Limited	15446867	6.8058
Bhanu vyapaar Private Limited	27791381	12.2446	15446867	6.8058	Creation	09.05.2018	Pledge	Third Party Pledge	18000	0.0079	Bajaj finance Limited	15464867	6.8137
Bhanu vyapaar Private Limited	27791381	12.2446	15464867	6.8137	Creation	09.05.2018	Pledge	Third Party Pledge	60000	0.0264	Bajaj finance Limited	15524867	6.8401
Bhanu vyapaar Private Limited	27791381	12.2446	15524867	6.8401	Creation	09.05.2018	Pledge	Third Party Pledge	9000	0.0040	Bajaj finance Limited	15533867	6.8441
Bhanu vyapaar Private Limited	27791381	12.2446	15533867	6.8441	Creation	09.05.2018	Pledge	Collateral pledge	30000	0.0132	AXIS Trustee Services Limited	15563867	6.8573
Suraj Viniyog Private Limited	12957139	5.7088	4150000	1.8285	Creation	09.05.2018	Pledge	Collateral pledge	24000	0.0106	Kotak Mahindra Investments Limited	4174000	1.8390
Suraj Viniyog Private Limited	12957139	5.7088	4174000	1.8390	Creation	09.05.2018	Pledge	Collateral pledge	30000	0.0132	AXIS Trustee Services Limited	4204000	1.8522
TMT Viniyogan Limited	4866580	2.1442	1775000	0.7820	Creation	09.05.2018	Pledge	Collateral pledge	58000	0.0256	Bajaj finance Limited	1833000	0.8076
Raviraj Viniyog Private Limited	13886007	6.1181	4440000	1.9562	Creation	09.05.2018	Pledge	Collateral pledge	48000	0.0211	IDBI Trusteeship Services Limited	4488000	1.9774
Raviraj Viniyog Private Limited	13886007	6.1181	4488000	1.9774	Creation	09.05.2018	Pledge	Collateral pledge	25000	0.0110	AXIS Trustee Services Limited	4513000	1.9884
Prabhakar Viniyog Private Limited	13199961	5.8158	3530000	1.5553	Creation	09.05.2018	Pledge	Collateral pledge	48000	0.0211	IDBI Trusteeship Services Limited	3578000	1.5764

Diwakar Viniyog Private Limited



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

Place: Kolkata


Date: 11.05.2018

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) 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 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	536739	0.2365	0.2365	-	-	-	-	-	-	-	-	-	-		

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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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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DHIRAJ AGARWAL	8375	0.0037	0.0037	0.0037	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VISHAL AGARWAL	4100	0.0018	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMANGAL AGARWAL	4100	0.0018	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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	1700000	0.7490	-	-	-	-	-	-	-	-	-	1700000	0.7490	-	-
AMITABH GOENKA, KARTA (HUF)	37000	0.0163	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Diwakar Vinivog Private Limited


Authorised Signatory

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

Place: Kolkata

Date: 11.05.2018