

# 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](mailto:panemamics@emamigroup.com)

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Date: 17.07.2018

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) & 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

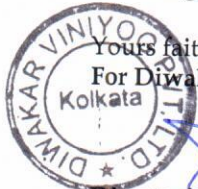
Please find enclosed herewith Disclosure in terms of Regulation 31(1) & 31(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This is for your information & record.

Thanking you,

Yours faithfully,

For Diwakar Viniyog Private Limited



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) & 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		17.07.2018											
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	
Diwakar Viniyog Private Limited	67543774	14.8796	43464692	9.5751	Release	11.07.2018	Others	Third Party Pledge	1,79,000	0.0394	Kotak Mahindra Prime Limited	43285692	9.5357
Diwakar Viniyog Private Limited	67543774	14.8796	43285692	9.5357	Release	13.07.2018	Others	Third Party Pledge	55,000	0.0121	STCI Finance Limited	43230692	9.5235
Diwakar Viniyog Private Limited	67543774	14.8796	43230692	9.5235	Release	13.07.2018	Others	Third Party Pledge	50,000	0.0110	STCI Finance Limited	43180692	9.5125
Suntrack commerce Private Limited	66272032	14.5994	32013280	7.0524	Release	11.07.2018	Others	Third Party Pledge	1,45,000	0.0319	Kotak Mahindra Investments Limited	31868280	7.0204

Diwakar Viniyog Private Limited

  
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Suntrack commerce Private Limited	66272032	14.5994	31868280	7.0204	Release	13.07.2018	Others	Third Party Pledge	50,000	0.0110	STCI Finance Limited	31818280	7.0094
Suntrack commerce Private Limited	66272032	14.5994	31818280	7.0094	Creation	13.07.2018	Pledge	Third Party Pledge	2,08,000	0.0458	IDBI Trusteeship Services Limited and DSP Blackrock Mutual fund	32026280	7.0553
Suraj Vinyog Private Limited	25914278	5.7088	8585000	1.8912	Release	11.07.2018	Others	Collateral Pledge	2,13,000	0.0469	Kotak Mahindra Investments Limited	8372000	1.8443

Diwakar Vinyog Private Limited



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

Place: Kolkata

Date: 17.07.2018

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 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 of creation/ invocation release of 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 A Sureka	6835702	1.5059	1.5059	-	-	-	-	-	-	-	-	-	-	
Aditya Vardhan Agarwal	2464668	0.5430	0.5430	-	-	-	-	-	-	-	-	-	-	
Usha Agarwal	1673096	0.3686	0.3686	-	-	-	-	-	-	-	-	-	-	
Raj Kumar Goenka	1547964	0.3410	0.3410	-	-	-	-	-	-	-	-	-	-	
Radhe Shyam Agarwal	879000	0.1936	0.1936	-	-	-	-	-	-	-	-	-	-	
Rohin Raj Sureka	3500000	0.7710	0.7710	-	-	-	-	-	-	-	-	-	-	
Harsha Vardhan Agarwal	1070266	0.2358	0.2358	-	-	-	-	-	-	-	-	-	-	
Saswat Goenka	1130000	0.2489	0.2489	-	-	-	-	-	-	-	-	-	-	

Diwskar Viniyog Private Limited



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Kusum Agarwal	37800	0.0083	0.0083	0.0083	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Divya Agarwal	26000	0.0057	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sangita Agarwal	26000	0.0057	0.0057	0.0057	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Shubham Agarwal	24460	0.0054	0.0054	0.0054	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Abhishek Agarwal	24000	0.0053	0.0053	0.0053	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Dhirej Agarwal	16750	0.0037	0.0037	0.0037	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Vishal Agarwal	8200	0.0018	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sumangal Agarwal	8200	0.0018	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Bhanu Vyapaar Private Limited	55582762	12.2446	12.2446	12.2446	34714734	7.6475	34714734	7.6475	34714734	7.6475	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.6475	
TMT Viniyogan Limited	9733160	2.1442	2.1442	2.1442	3266000	0.7195	3266000	0.7195	3266000	0.7195	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.7195
Raviraj Viniyog Private Limited	27772014	6.1181	6.1181	6.1181	9026000	1.9884	9026000	1.9884	9026000	1.9884	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.9884
Prabhakar Viniyog Private Limited	26399922	5.8158	5.8158	5.8158	7258000	1.5989	7258000	1.5989	7258000	1.5989	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.5989
Emami Paper mills Ltd	933000	0.2055	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EPL Securities Ltd	84000	0.0185	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Emami Frank Ross Limited	10000	0.0022	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amitabh	7571496	1.6680	1.6680	1.6680	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Goenka																	3400000	0.7490	0.7490
Amitabh Goenka, Karta (HUF)																	-	-	-
Dwarka Viniyog Private Limited	74000	0.0163	0.0163	0.0163													-	-	-

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

Place: Kolkata

Date: 17.07.2018