

# BHANU VYAPAAR PRIVATE LIMITED

CIN : U15120WB1988PTC045075

Regd. Office : 687, Anandapur, E. M. Bypass, 2nd Floor, Kolkata - 700 107 Phone : 6613 6264  
Fax : 6613 6243, E-mail : panemamics @emamigroup.com

Date: 28.12.2016

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 Bhanu Vyapaar Private Limited

Authorized Signatory

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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**

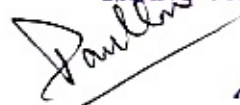
Name of the Target company (TC)				EMAMI LIMITED										
Names of the Stock Exchanges where the shares of the target company are listed				NATIONAL STOCK EXCHANGE OF INDIA LIMITED BSE LIMITED AND THE CALCUTTA STOCK EXCHANGE LIMITED										
Date of reporting				28.12.2016										
Name of the promoter or PAC on whose shares encumbrance has been created/ <del>released</del> / <del>invoked</del>				Bhanu Vyapaar Private Limited										
Details of the creation/ <del>invocation</del> / <del>release</del> 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/ <del>release</del> / <del>invocation</del> 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
											Lender	Trustee		
Bhanu Vyapaar Private Limited	27,764,381	12.2327	11,789,821	5.1945	PLEDGE	23/12/2016	Pledge	Third Party Pledge	60,000	0.0264	STCI Finance Ltd	-	11,849,821	5.2209
Bhanu Vyapaar Private Limited	27,764,381	12.2327	11,849,821	5.2209	PLEDGE	23/12/2016	Pledge	Third Party Pledge	10,000	0.0044	Bajaj Finance Limited	-	11,859,821	5.2253
Bhanu Vyapaar Private Limited	27,764,381	12.2327	11,859,821	5.2253	PLEDGE	23/12/2016	Pledge	Third Party Pledge	34,000	0.0150	Bajaj Finance Limited	-	11,893,821	5.2403
Bhanu Vyapaar Private Limited	27,764,381	12.2327	11,893,821	5.2403	PLEDGE	23/12/2016	Pledge	Third Party Pledge	47,000	0.0207	Bajaj Finance Limited	-	11,940,821	5.2610

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Bhanu Vyapaar Private Limited	27,764,381	12.2327	11,940,821	5.2610	PLEDGE	23/12/2016	Pledge	Third Party Pledge	141,000	0.0621	Bajaj Finance Limited	-	12,081,821	5.3231
Bhanu Vyapaar Private Limited	27,764,381	12.2327	12,081,821	5.3231	PLEDGE	23/12/2016	Pledge	Collateral for loan taken by the company	35,000	0.0154	Reliance Capital Trustee Co. Ltd. A/c - Reliance Corporate Bond Fund	Axis Trustee Services Limited	12,116,821	5.3386
Bhanu Vyapaar Private Limited	27,764,381	12.2327	12,116,821	5.3386	PLEDGE	26/12/2016	Pledge	Collateral for loan taken by the company	25,000	0.0110	-	IDBI Trusteeship Services Limited	12,141,821	5.3496
Bhanu Vyapaar Private Limited	27,764,381	12.2327	12,141,821	5.3496	PLEDGE	26/12/2016	Pledge	Collateral for loan taken by the company	25,000	0.0110	-	IDBI Trusteeship Services Limited	12,166,821	5.3606
Bhanu Vyapaar Private Limited	27,764,381	12.2327	12,166,821	5.3606	PLEDGE	26/12/2016	Pledge	Third Party Pledge	40,000	0.0176	Axis Asset Management Co. Ltd.	IDBI Trusteeship Services Ltd.	12,206,821	5.3782
Bhanu Vyapaar Private Limited	27,764,381	12.2327	12,206,821	5.3782	PLEDGE	26/12/2016	Pledge	Collateral for loan taken by the company	35,000	0.0154	ITPL Invesco India Credit Opportunities FD	IDBI Trusteeship Services Limited	12,241,821	5.3936
Bhanu Vyapaar Private Limited	27,764,381	12.2327	12,241,821	5.3936	PLEDGE	27/12/2016	Pledge	Third Party Pledge	10,000	0.0044	Tata Capital Financial Services Ltd.	IDBI Trusteeship Services Ltd.	12,251,821	5.3980
Diwakar Viniyog Private Limited	33,749,387	14.8697	12,509,890	5.5118	PLEDGE	23/12/2016	Pledge	Third Party Pledge	50,000	0.0220	STCI Finance Ltd	-	12,559,890	5.5338

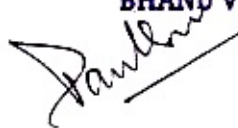
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Diwakar Viniyog Private Limited	33,749,387	14.8697	12,559,890	5.5338	PLEDGE	23/12/2016	Pledge	Third Party Pledge	38,000	0.0167	RBL Bank Limited	IDBI Trusteeship Services Limited	12,597,890	5.5505
Diwakar Viniyog Private Limited	33,749,387	14.8697	12,597,890	5.5505	PLEDGE	23/12/2016	Pledge	Collateral for loan taken by the company	39,000	0.0172	HDFC Trustee Co. Ltd. A/c	Axis Trustee Services Limited	12,636,890	5.5677
Diwakar Viniyog Private Limited	33,749,387	14.8697	12,636,890	5.5677	PLEDGE	23/12/2016	Pledge	Third Party Pledge	25,000	0.0110	Reliance Capital Trustee Co. Ltd. A/c - Reliance Fixed Horizon Fund XXU Series 15	IDBI Trusteeship Services Limited	12,661,890	5.5787
Suntrack Commerce Private Limited	33,113,516	14.5895	15,497,934	6.8283	PLEDGE	23/12/2016	Pledge	Third Party Pledge	30,000	0.0132	Tata Capital Financial Services Limited	IDBI Trusteeship Services Ltd.	15,527,934	6.8415
Suntrack Commerce Private Limited	33,113,516	14.5895	15,527,934	6.8415	PLEDGE	23/12/2016	Pledge	Third Party Pledge	28,000	0.0123	L&T Fincorp Ltd.	-	15,555,934	6.8538
Suntrack Commerce Private Limited	33,113,516	14.5895	15,555,934	6.8538	PLEDGE	26/12/2016	Pledge	Third Party Pledge	70,000	0.0308	ICICI Prudential Asset Management Company Limited	IDBI Trusteeship Services Ltd.	15,625,934	6.8847
Suntrack Commerce Private Limited	33,113,516	14.5895	15,625,934	6.8847	PLEDGE	26/12/2016	Pledge	Third Party Pledge	10,000	0.0044	-	IDBI Trusteeship Services Ltd.	15,635,934	6.8891

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Suntrack Commerce Private Limited	33,113,516	14.5895	15,635,934	6.8891	PLEDGE	26/12/2016	Pledge	Collateral for loan taken by the company	45,000	0.0198	ICICI Prudential Regular Savings Plan	IDBI Trusteeship Services Limited	15,680,934	6.9088
Suntrack Commerce Private Limited	33,113,516	14.5895	15,680,934	6.9088	PLEDGE	26/12/2016	Pledge	Collateral for loan taken by the company	35,000	0.0154	-	IDBI Trusteeship Services Ltd.	15,715,934	6.9243
Suraj Viniyog Private Limited	12,957,139	5.7088	29,38,000	1.2945	PLEDGE	26/12/2016	Pledge	Collateral for loan taken by the company	13,000	0.0057	ICICI Prudential Corporate Bond Fund	IDBI Trusteeship Services Limited	2,951,000	1.3002
Suraj Viniyog Private Limited	12,957,139	5.7088	2,951,000	1.3002	PLEDGE	26/12/2016	Pledge	Third Party Pledge	120,000	0.0529	HDFC Asset Management Company Limited	IDBI Trusteeship Services Ltd.	3,071,000	1.3531
Raviraj Viniyog Private Limited (Formerly Known as Emami Enclave Makers Private Limited)	13,877,007	6.1141	1,250,000	0.5507	PLEDGE	23/12/2016	Pledge	Collateral for loan taken by the company	25,000	0.0110	Reliance Capital Trustee Co. Ltd. A/c - Reliance Corporate Bond Fund	Axis Trustee Services Limited	1,275,000	0.5618
Raviraj Viniyog Private Limited (Formerly Known as Emami Enclave Makers Private Limited)	13,877,007	6.1141	1,275,000	0.5618	PLEDGE	26/12/2016	Pledge	Collateral for loan taken by the company	18,000	0.0079	-	IDBI Trusteeship Services Ltd.	1,293,000	0.5697

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Prabhakar Viniyog Private Limited (Formerly Known as Emami HighRise Private Limited)	13,190,961	5.8118	1,250,000	0.5507	PLEDGE	23/12/2016	Pledge	Collateral for loan taken by the company	25,000	0.0110	Reliance Capital Trustee Co. Ltd. A/c - Reliance Corporate Bond Fund	Axis Trustee Srvices Limited	1,275,000	0.5618
Prabhakar Viniyog Private Limited (Formerly Known as Emami HighRise Private Limited)	13,190,961	5.8118	1,275,000	0.5618	PLEDGE	27/12/2016	Pledge	Collateral for loan taken by the company	15,000	0.0066	-	IDBI Trusteeship Services Ltd.	1,290,000	0.5684
TMT Viniyogan Private Limited	4,956,580	2.1838	1,269,000	0.5591	PLEDGE	23/12/2016	Pledge	Collateral for loan taken by the company	50,000	0.0220	Bajaj Finance Limited	-	1,319,000	0.5811

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

Place: Kolkata

Date: 28.12.2016

**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 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 SUREKA	4810000	2.1192	2.1192	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL	1232334	0.5430	0.5430	-	-	-	-	-	-	-	-	-	-
USHA AGARWAL	836548	0.3686	0.3686	-	-	-	-	-	-	-	-	-	-
RAJKUMAR GOENKA	712750	0.3140	0.3140	-	-	-	-	-	-	-	-	-	-
RADHESHYAM AGARWAL	439500	0.1936	0.1936	-	-	-	-	-	-	-	-	-	-
ROHIN RAJ SUREKA	750000	0.3304	0.3304	-	-	-	-	-	-	-	-	-	-
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	536439	0.2364	0.2364	-	-	-	-	-	-	-	-	-	-
VIHAN VARDHAN AGARWAL	536000	0.2362	0.2362	-	-	-	-	-	-	-	-	-	-
ADVAY GOENKA	502000	0.2212	0.2212	-	-	-	-	-	-	-	-	-	-
RITU GOENKA	452465	0.1994	0.1994	-	-	-	-	-	-	-	-	-	-

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MEENA GOENKA	61232	0.0270	0.0270	-	-	-	-	-	-	-	-	-	-
RADHESHYAM GOENKA	378638	0.1668	0.1668	-	-	-	-	-	-	-	-	-	-
CHIKKY GOENKA	305850	0.1348	0.1348	-	-	-	-	-	-	-	-	-	-
SOBHNA AGARWAL	315000	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-
JYOTI AGARWAL	315000	0.1388	0.1388	-	-	-	-	-	-	-	-	-	-
DEVARSH GOENKA	303875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-
REYANSH GOENKA	303875	0.1339	0.1339	-	-	-	-	-	-	-	-	-	-
AVISHI SUREKA	300000	0.1322	0.1322	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-
SHREYA GOENKA	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
VIDISHA AGARWAL	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
VIDULA AGARWAL	240000	0.1057	0.1057	-	-	-	-	-	-	-	-	-	-
JAYANT GOENKA	232127	0.1023	0.1023	-	-	-	-	-	-	-	-	-	-

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*(Signature)*  
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RASHMI GOENKA	185700	0.0818	0.0818	-	-	-	-	-	-	-	-	-	-
SANTOSH GOENKA	198120	0.0873	0.0873	-	-	-	-	-	-	-	-	-	-
SUSHIL KUMAR GOENKA	179250	0.0790	0.0790	-	-	-	-	-	-	-	-	-	-
RACHANA GOENKA	158850	0.0700	0.0700	-	-	-	-	-	-	-	-	-	-
SMRITI AGARWAL	167000	0.0736	0.0736	-	-	-	-	-	-	-	-	-	-
RICHA AGARWAL	145861	0.0643	0.0643	-	-	-	-	-	-	-	-	-	-
JYOTI GOENKA	124388	0.0548	0.0548	-	-	-	-	-	-	-	-	-	-
MOHAN GOENKA	130950	0.0577	0.0577	-	-	-	-	-	-	-	-	-	-
RACHNA BAGARIA	135000	0.0595	0.0595	-	-	-	-	-	-	-	-	-	-
YOGESH GOENKA	122700	0.0541	0.0541	-	-	-	-	-	-	-	-	-	-
REHA GOENKA	120000	0.0529	0.0529	-	-	-	-	-	-	-	-	-	-
PUJA GOENKA	84699	0.0373	0.0373	-	-	-	-	-	-	-	-	-	-
ADITYA VARDHAN AGARWAL, KARTA(HUF)	102139	0.0450	0.0450	-	-	-	-	-	-	-	-	-	-
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	75000	0.0330	0.0330	-	-	-	-	-	-	-	-	-	-
PRASHANT GOENKA, KARTA (HUF)	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-

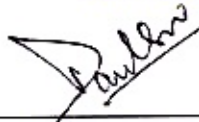
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*Paul*

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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	19200	0.0085	0.0085	-	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-
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	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-

**BHANU VYAPAAR PVT. LTD.**



*Authorised Signatory*

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

Place: Kolkata

Date: 28.12.2016