

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(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		13.11.2014											
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked		SURAJ VINIYOG-PRIVATE LIMITED											
Details of the creation 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)]		
	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
SURAJ VINIYOG PRIVATE LIMITED	12,715,131	5.60%	5.60%	665,000	0.29%	RELEASE	12.11.2014	PLEDGE	125,000	0.05%	ADITYA BIRLA FINANCE LIMITED	540,000	0.24%

For Suraj Viniyog Private Limited

Director / Authorized Signatory

Place: Kolkata

Date: 13.11.2014