

**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		27.03.2014											
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 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 encumbrance (pledge/lien/non disposal undertaking /others)	Date of creation/ invocation release of encumbrance	Type of event (creation / release /invocation)	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%	1,700,000	0.75%	PLEDGE	26.03.2014	CREATION	140,000	0.06%	ADITYA BIRLA FINANCE LIMITED	1,840,000	0.81%

For Suraj Viniyog Private Limited



Director / Authorized Signatory

Place: Kolkata

Date: 27.03.2014