

# 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: 30.10.2017

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

The Secretary

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400 001

The Company Secretary

Emami Limited  
687, Anandapur  
EM Bypass  
Kolkata - 700 107

Dear Sir,

**Sub: Disclosure under Regulation 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

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

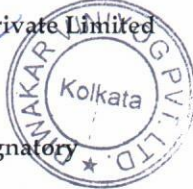
This is for your information & record.

Thanking you,

Yours faithfully,

For Diwakar Viniyog Private Limited

Director/Authorized Signatory



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

Name of the Target company (TC)		Details of events pertaining to encumbrance (3)																			
Names of the Stock Exchanges where the shares of the target company are listed		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		Post event holding of encumbered shares [creation (2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]	
Name of the promoter or PAC on whose shares encumbrance has been created/ released/invoked		Date of reporting		Name of the Promoter (s) or PACs with him(*)		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		Post event holding of encumbered shares [creation (2)+(3)] / release [(2)-(3)] / invocation [(2)-(3)]	
EMAMI LIMITED		30.10.2017		Diwakar Vinyog Private Limited		Release		27/10/2017		Others		Collateral for loan taken by the company		80,000		0.0352		IDBI Trusteeship Services Limited		1,35,69,846	
NATIONAL STOCK EXCHANGE OF INDIA LIMITED BSE LIMITED AND THE CALCUTTA STOCK EXCHANGE LIMITED		30.10.2017		Diwakar Vinyog Private Limited		Release		27/10/2017		Others		Third Party Pledge		80,000		0.0352		IDBI Trusteeship Services Limited		29,68,000	
EMAMI LIMITED		30.10.2017		Diwakar Vinyog Private Limited		Release		27/10/2017		Others		Collateral for loan taken by the company		50,000		0.0220		IDBI Trusteeship Services Limited		24,80,000	
EMAMI LIMITED		30.10.2017		Diwakar Vinyog Private Limited		Release		27/10/2017		Others		Collateral for loan taken by the company		50,000		0.0220		IDBI Trusteeship Services Limited		1.0927	

Diwakar Vinyog Private Limited

  
Authorised Signatory

Bhanu Vyapaar Private Limited	2,77,91,381	12.2446	1,07,51,967	4.7372	Release	27/10/2017	Others	Third Party Pledge	2,00,000	0.0881	Indusind Bank Limited	1,05,51,967	4.6491
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**Diwakar Viniyog Private Limited**

  
 Authorised Signatory

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

Place: Kolkata

Date: 30.10.2017

**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**

Annexure "A"

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/ 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	3410000	1.5024	1.5024	-	-	-	-	-	-	-	-	-	-	
ADITYA VARDHAN AGARWAL	1232334	0.5430	0.5430	-	-	-	-	-	-	-	-	-	-	
USHA AGARWAL	836548	0.3686	0.3686	-	-	-	-	-	-	-	-	-	-	
RAJ KUMAR GOENKA	712750	0.3140	0.3140	-	-	-	-	-	-	-	-	-	-	
RADHESHYAM AGARWAL	439500	0.1936	0.1936	-	-	-	-	-	-	-	-	-	-	
ROHIN RAJ 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 AGARWAL	536739	0.2365	0.2365	-	-	-	-	-	-	-	-	-	-	
VIHAN VARDHAN AGARWAL	536000	0.2362	0.2362	-	-	-	-	-	-	-	-	-	-	
ADVAY GOENKA	502000	0.2212	0.2212	-	-	-	-	-	-	-	-	-	-	

Divakar Vinivoo Private Limited

*(Signature)*  
Authorised Signatory





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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DHIRAJ AGARWAL	8375	0.0037	0.0037	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VISHAL AGARWAL	4100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMANGAL AGARWAL	4100	0.0018	0.0018	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUNTRACK COMMERCE PRIVATE LIMITED	33136016	14.5994	14.5994	13671780	6.0237	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13671780	6.0237
RAVIRAJ VINIYOG PRIVATE LIMITED (FKA - EMAMI ENCLAVE MAKERS PVT LTD)	13886007	6.1181	6.1181	3379000	1.4888	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3379000	1.4888

**Divakar Vinivog Private Limited**

*[Signature]*

Authorised Signatory

TMT LIMITED	VINIYOGAN	4866580	2.1442	2.1442	1710000	0.7534	-	-	-	-	-	-	-	-	-	-	-	-	-	1710000	0.7534	
EMAMI PAPER LTD	PAPER MILLS	466500	0.2055	0.2055	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EPL SECURITIES LTD	FRANK ROSS	42000	0.0185	0.0185	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EMAMI LIMITED	FRANK ROSS	5000	0.0022	0.0022	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH GOENKA	GOENKA,	3785748	1.6680	1.6680	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AMITABH KARTA (HUF)	GOENKA,	37000	0.0163	0.0163	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Diwakar Vinivoq Private Limited

  
 Authorised Signatory

On behalf of himself, Promoter & Promoter Group Persons/Persons Acting in Concert  
 Place: Kolkata  
 Date: 30.10.2017