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
Fax : 6613-6243/6249/6275
E-mail : panemamics@emamigroup.com

Date: 14.05.2015

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

Dear Sir,

Sub: Disclosure

Please find enclosed herewith disclosure in terms of Regulation 10(5) 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 Limted

Director

Encl: a/a

Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Emami Limited
2.	Name of the acquirer(s)	Bhanu Vyapaar Private Limited Diwakar Viniyog Private Limited Emami Enclave Makers Private Limited Emami High Rise Private Limited Suntrack Commerce Private Limited Suraj Viniyog Private Limited
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes, belongs to Promoter Group
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Amitabh Goenka
	b. Proposed date of acquisition	On and after 21.05.2015
	c. Number of shares to be acquired from each person mentioned in 4(a) above	67,000 (Sixty Seven Thousand)
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	10(1)(a)(ii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Yes, Frequently Traded on National Stock Exchange of India Limited & BSE Limited Rs. 1008.40 at BSE Limited Rs. 1010.63 at National Stock Exchange of India Limited
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	The target company is also listed in CSE which is in-operational hence price is not available.
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	Inter se transfer among promoters: Through registered Stock broker at Market Price.

DIWAKAR VINIYOG PVT. LTD

Director

9.	Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)	Yes, we have complied with all applicable requirements in chapter V of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (Corresponding provisions of the repealed Takeover Regulations 1997)			
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	Yes, we declare that all the conditions specified under Regulation 10(1)(a) with respect to exemptions have been duly complied with.			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting Rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	– Acquirer(s) and PACs (other than sellers)(*)				
	Bhanu Vyapaar Private Limited	27,133,761	11.95%	27,147,161	11.96%
	Diwakar Viniyog Private Limited	33,310,237	14.68%	33,326,987	14.68%
	Emami Enclave Makers Private Limited	13,211,053	5.82%	13,217,753	5.82%
	Emami High Rise Private Limited	12,837,353	5.66%	12,844,053	5.66%
	Suntrack Commerce Private Limited	32,675,366	14.40%	32,692,116	14.40%
	Suraj Viniyog Private Limited	12,841,931	5.66%	12,848,631	5.66%
	– Seller (s) Amitabh Goenka	4,344,748	1.91%	4,277,748	1.88%

DIWAKAR VINIYOG PVT. LTD

Director