

SURAJ VINIYOG PRIVATE LIMITED

Regd. Office :
687, Anandapur, E. M. Bypass
Kolkata - 700 107 ☎ : 6613 6264
Fax : 6613 6275

15th October, 2012

The Secretary
National Stock Exchange Ltd.
Plot no. C/1, G Block
Bandra- Kurla Complex
Bandra (E)
Mumbai- 400 051

The Secretary
Calcutta Stock Exchange Ltd.
7, Lyons Range
Kolkata-700 001

The Secretary
Bombay Stock Exchange Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400 001

Emami Limited
687, Anandapur, E.M.Bypass
Kolkata-700107

Dear Sir,

Sub: Disclosure

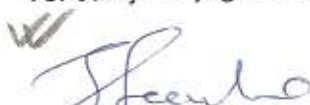
Enclosed please find the disclosure in terms of Regulation 31(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulation 2011.

This is for your information and record.

Thanking you,

Yours faithfully,

For Suraj Viniyog Pvt Ltd


Authorised Signatory

Encl: As above

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) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Emami limited
Name of the Promoter(s) on whose Shares encumbrance was created /invoked/released (tick the relevant one)	SURAJ VINIYOG PRIVATE LIMITED
Date of reporting	15.10.2012
Name of the Stock Exchange where shares of target Company are Listed.	The National Stock Exchange, The Bombay Stock Exchange and The Calcutta Stock Exchange

Details of the promoters' holding:

(The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)

Promoter (s) or PACs with him	Pre event holding (encumbered shares to be excluded)		Details of events pertaining to encumbrances		Post event holding(encumbered shares to be excluded)		(*) details of encumbrance pledge / lien or others give details
Names	Number	% of total share capital	Type – Creation /Invocation/ release	Date(s)	Number	% of total share capital	
Suraj Viniyog Pvt Ltd (Total holding in Emami Limited is 8,413,252 shares/ 5.56% of Total share capital)	4,527,872	2.99%	Creation	12.10.2012	3,977,872	2.63%	Pledge has been given to Aditya Birla Finance Ltd. in respect of 5,50,000 shares held against the credit facility availed by the Company

(*)Details shall include the details regarding the persons on whose favour the encumbrance has been created & other important features of such encumbrance.

For Suraj Viniyog Private Limited


Authorised Signatory

Place:Kolkata

Date:15.10.2012