SUNTRACK COMMERCE PRIVATE LIMITED

Regd. Office :
687, Anandapur, E. M. Bypass
Kolkata - 700 107 ✆ : 6613 6264
Fax : 6613-6249, 6613-6243

Date: 28.03.2013

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

The Company Secretary
Emami Limited
687, Anandapur
EM Bypass
Kolkata – 700 107

Dear Sir,

Sub: Disclosure under Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Please find enclosed herewith disclosure in terms of Regulation 31(1) 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 **Suntrack Commerce Private Limited**

Authorized Signatory

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

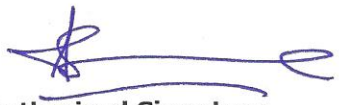
Name of the Target Company (TC)	Emami Limited
Name of the Promoter(s) on whose Shares encumbrance was created /invoked/released (tick the relevant one)	Suntrack Commerce Private Limited
Date of reporting	28.03.2013
Name of the Stock Exchange where shares of target Company are Listed.	National Stock Exchange of India Limited, BSE Limited and The Calcutta Stock Exchange Limited

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		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	
Suntrack Commerce Private Limited	15,476,968	10.23%	Creation	26.03.2013	14,576,968	9.63%	900,000 shares pledged to Aditya Birla Finance Limited.

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

For **Suntrack Commerce Private Limited**



Authorised Signatory

Place:Kolkata

Date:28.03.2013