

Raj Kumar Goenka
110A, Southern Avenue
Kolkata-700 029

March 22, 2011

The Secretary

The National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (E) Mumbai - 400 051

The Secretary

The Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street Mumbai - 400 001

The Secretary

Calcutta Stock Exchange Limited
7, Lyons Range Kolkata - 700 001

The Secretary

Emami limited
687 Anandapur E M By pass Kolkata 700107

Dear Sir,

Sub: Disclosure under regulation 7 (1A) of SEBI (SAST) Regulations 1997

I, Raj Kumar Goenka on behalf of the Promoters and PACs in respect of Equity Shares of Emami Limited do hereby declare and confirm that 1, 87, 12,932 Equity Shares representing 12.37% of the paid up capital has been acquired and sold by the respective acquirers and sellers, whose names with details are described in the enclosed prescribed form under regulation 7 (1A) SEBI (SAST) Regulation 1997 is also attached.

That the aforesaid transfer was 'interse' transfer by part of the promoters group.

That the enclosed disclosure in the prescribed form is made on behalf of the respective Acquirer and Seller.

This is for your information and record.

Thanking you,

Yours faithfully



Raj Kumar Goenka

Encl: a/a

**Disclosure of details of acquisition to target company and
Stock Exchanges where the shares of the target company are
listed, in terms of Regulation 7(1A) of SEBI (Substantial
Acquisition of Shares and Takeovers) Regulations, 1997**

Name of the Target company	EMAMI LIMITED
Name of the acquirer and PACs with the acquirer	Acquirer :-
	Shri Ashish Goenka
	Bhanu Vyapaar Pvt. Ltd.
	Emami Enclave Makers Private Limited
	Emami Highrise Private Limited
	Smt Jyoti Agarwal
	Smt Rachana Bagaria
	Shri Santosh Goenka
	Smt Smriti Agarwal
	Smt Indu Goenka
	Smt Meena Goenka
	Smt Priti Sureka
	Smt Saroj Goenka
	Smt Sobhna Agarwal
	Suntrack Commerce Private Limited
	Smt Laxmi Devi Bajoria
	Smt Usha Agarwal
	Shri Aditya Vardhan Agarwal
	Shri Harsh Vardhan Agarwal
	Shri Abhishek Agarwal
	Person Acting in Concerts(Part of Promoter Group - for the purpose of this acquisition
	Shri Amitabh Goenka
	Smt Avishi Sureka
	Shri Bajrang Lal Agarwal
	Diwakar Viniyog Private Limited
	Dwarka Das Agarwal, Karta (Huf)
	Emami Capital Markets Limited
	Emami Frank Ross Limited



	Emami Paper Mills Ltd
	EPL Securities Limited
	Shri Jayant Goenka
	Smt Jyoti Goenka
	Smt Kusum Agarwal
	Smt Laxmi Devi Agarwala
	Shri Madan Lal Agarwal
	Shri Manish Goenka
	Smt Mansi Agarwal
	Shri Mohan Goenka
	Neelam Lefin Limited
	Smt Nimisha Goenka
	Shri Prashant Goenka
	Smt Puja Goenka
	Shri R. S. Agarwal
	Shri R. S. Goenka
	Shri Radhe Shyam Goenka
	Shri Radheshyam Agarwal
	Shri Radheshyam Goenka
	Raj Kumar Goenka Huf
	Shri Rajkumar Goenka
	Smt Rashmi Goenka
	Smt Richa Agarwal
	Shri Rohin Raj Sureka
	Shri Sachin Goenka
	Shri Saswat Goenka
	Smt Savitri Devi Agarwal
	Smt Shanti Devi Agarwal
	Smt Shreya Goenka
	Suraj Viniyog Private Limited
	Shri Suresh Kumar Goenka
	Shri Sushil Kumar Goenka
	TMT Viniyogan Limited
	Smt Vibhash Vardhan Agarwal
	Smt Vidisha Agarwal
	Smt Vidula Agarwal
	Shri Yogesh Goenka



Details of the acquisition as follows	No. of Shares	% w.r.t. total paid up capital of Target Company
a) Shares/Voting rights(VR) before acquisition /sale under consideration		
Shri Aditya Vardhan Agarwal	758432	0.50
Shri Amitabh Goenka	5113232	3.38
Shri Ashish Goenka	300000	0.20
Smt Avishi Sureka	200000	0.13
Shri Bajrang Lal Agarwal	8000	0.01
Bhanu Vyapaar Private Limited	21590836	14.27
Diwakar Viniyog Private Limited	21685836	14.33
Dwarka Das Agarwal, Karta (Huf)	81620	0.05
Emami Capital Markets Limited	73720	0.05
Emami Frank Ross Limited	83000	0.05
Emami Paper Mills Ltd	311000	0.21
EPL Securities Ltd	28000	0.02
Shri Harsha Vardhan Agarwal	1227126	0.81
Smt Indu Goenka	974000	0.64
Shri Jayant Goenka	395418	0.26
Smt Jyoti Agarwal	120000	0.08
Smt Jyoti Goenka	290000	0.19
Smt Kusum Agarwal	43000	0.03
Smt Laxmi Devi Agarwala	10000	0.01
Shri Madan Lal Agarwal	100000	0.07
Shri Manish Goenka	90066	0.06
Shri Manish Goenka	666	0.00
Smt Mansi Agarwal	200000	0.13
Smt Meena Goenka	458400	0.30
Shri Mohan Goenka	104300	0.07
Shri Mohan Goenka	2000	0.00
Neelam Lefin Limited	203332	0.13
Smt Nimisha Goenka	160000	0.11
Shri Prashant Goenka	170000	0.11
Shri Prashant Goenka	2000	0.00
Smt Priti Sureka	1343888	0.89
Smt Puja Goenka	171666	0.11
Shri R. S. Agarwal	914000	0.60
Shri R. S. Goenka	216000	0.14
Smt Rachna Bagaria	120000	0.08



Shri Radhe Shyam Goenka	13332	0.01
Shri Radheshyam Agarwal	583000	0.39
Shri Radheshyam Goenka	352760	0.23
Shri Radheshyam Goenka	2000	0.00
Raj Kumar Goenka Huf	19000	0.01
Shri Rajkumar Goenka	732000	0.48
Smt Rashmi Goenka	100000	0.07
Smt Richa Agarwal	154000	0.10
Shri Rohin Raj Sureka	300000	0.20
Shri Rohin Raj Sureka	200000	0.13
Shri Sachin Goenka	350000	0.23
Smt Santosh Goenka	378000	0.25
Smt Saroj Goenka	439000	0.29
Shri Saswat Goenka	370000	0.24
Smt Savitri Devi Agarwal	178000	0.12
Smt Shanti Devi Agarwal	1426	0.00
Smt Shreya Goenka	160000	0.11
Smt Smriti Agarwal	120000	0.08
Smt Sobhna Agarwal	120000	0.08
Suntrack Commerce Private Limited	21179212	14.00
Suraj Viniyog Private Limited	21691152	14.34
Shri Suresh Kumar Goenka	559620	0.37
Shri Suresh Kumar Goenka	2000	0.00
Shri Sushil Kumar Goenka	118000	0.08
Tmt Viniyogan Limited	2900000	1.92
Shri Usha Agarwal	727772	0.48
Smt Vibhash Vardhan Agarwal	357626	0.24
Smt Vidisha Agarwal	160000	0.11
Smt Vidula Agarwal	160000	0.11
Shri Yogesh Goenka	81800	0.05
Emami Enclave Makers Private Limited	0	0.00
Emami High Rise Private Limited	0	0.00
Smt Laxmi Devi Bajoria	0	0.00
Shri Abhishek Agarwal	0	0.00
TOTAL	110059238	72.74



Shares Acquired :-		
Emami Enclave Makers Private Limited	8656000	5.72
Emami Highrise Private Limited	8404000	5.55
Bhanu Vyapaar Pvt. Ltd.	545600	0.36
Suntrack Commerce Private Limited	203332	0.13
Santosh Goenka	242000	0.16
Ashish Goenka	182000	0.12
Smt Priti Sureka	130000	0.09
Rachana Bagaria	30000	0.02
Jyoti Agarwal	30000	0.02
Smriti Agarwal	30000	0.02
Sobhna Agarwal	30000	0.02
Laxmi Devi Bajoria	30000	0.02
Smt Usha Agarwal	72000	0.05
Smt Saroj Goenka	20000	0.01
Smt Meena Goenka	10000	0.01
Smt Indu Goenka	10000	0.01
Shri Aditya Vardhan Agarwal	40000	0.03
Shri Harsh Vardhan Agarwal	40000	0.03
Shri Abhishek Agarwal	8000	0.01
TOTAL	18712932	12.37
Shares Sold:-		
Bhanu Vyapaar Private Limited	4318000	2.85
Suraj Viniyog Private Limited	13287600	8.78
Neelam Lefin Limited	203332	0.13
Raj Kumar Goenka	268000	0.18
Smt Indu Goeka	182000	0.12
Smt Usha Agarwal	130000	0.09
Shri Radhe Shyam Goenka	42000	0.03
Shri Suresh Kr. Goenka	66000	0.04
Shri Amitabh Goenka NRI	100000	0.07
Shri Madan Lal Agarwal	80000	0.05
Smt Kusum Agarwal	30000	0.02
Shri Sushil Kumar Goenka	6000	0.00
TOTAL	18712932	12.37



c) Shares / VR after acquisition / Sale/Gift		
Shri Aditya Vardhan Agarwal	798432	0.53
Shri Amitabh Goenka	5013232	3.31
Shri Ashish Goenka	482000	0.32
Smt Avishi Sureka	200000	0.13
Shri Bajrang Lal Agarwal	8000	0.01
Bhanu Vyapaar Private Limited	17818436	11.78
Diwakar Viniyog Private Limited	21685836	14.33
Dwarka Das Agarwal, Karta (Huf)	81620	0.05
Emami Capital Markets Limited	73720	0.05
Emami Frank Ross Limited	83000	0.05
Emami Paper Mills Ltd	311000	0.21
EPL Securities Ltd	28000	0.02
Shri Harsha Vardhan Agarwal	1267126	0.84
Smt Indu Goenka	802000	0.53
Shri Jayant Goenka	395418	0.26
Smt Jyoti Agarwal	150000	0.10
Smt Jyoti Goenka	290000	0.19
Smt Kusum Agarwal	13000	0.01
Smt Laxmi Devi Agarwala	10000	0.01
Shri Madan Lal Agarwal	20000	0.01
Shri Manish Goenka	90066	0.06
Shri Manish Goenka	666	0.00
Smt Mansi Agarwal	200000	0.13
Smt Meena Goenka	468400	0.31
Shri Mohan Goenka	104300	0.07
Shri Mohan Goenka	2000	0.00
Neelam Lefin Limited	0	0.00
Smt Nimisha Goenka	160000	0.11
Shri Prashant Goenka	170000	0.11
Shri Prashant Goenka	2000	0.00
Smt Priti Sureka	1473888	0.97
Smt Puja Goenka	171666	0.11
Shri R. S. Agarwal	914000	0.60
Shri R. S. Goenka	216000	0.14
Smt Rachna Bagaria	150000	0.10
Shri Radhe Shyam Goenka	13332	0.01
Shri Radheshyam Agarwal	583000	0.39
Shri Radheshyam Goenka	310760	0.21
Shri Radheshyam Goenka	2000	0.00
Raj Kumar Goenka Huf	19000	0.01
Shri Rajkumar Goenka	464000	0.31
Smt Rashmi Goenka	100000	0.07
Smt Richa Agarwal	154000	0.10
Shri Rohin Raj Sureka	300000	0.20
Shri Rohin Raj Sureka	200000	0.13
Shri Sachin Goenka	350000	0.23
Smt Santosh Goenka	620000	0.41
Smt Saroj Goenka	459000	0.30
Shri Saswat Goenka	370000	0.24
Smt Savitri Devi Agarwal	178000	0.12



Smt Shanti Devi Agarwal	1426	0.00
Smt Shreya Goenka	160000	0.11
Smt Smriti Agarwal	150000	0.10
Smt Sobhna Agarwal	150000	0.10
Suntrack Commerce Private Limited	21382544	14.13
Suraj Viniyog Private Limited	8403552	5.55
Shri Suresh Kumar Goenka	493620	0.33
Shri Suresh Kumar Goenka	2000	0.00
Shri Sushil Kumar Goenka	112000	0.07
Tmt Viniyogan Limited	2900000	1.92
Shri Usha Agarwal	669772	0.44
Smt Vibhash Vardhan Agarwal	357626	0.24
Smt Vidisha Agarwal	160000	0.11
Smt Vidula Agarwal	160000	0.11
Shri Yogesh Goenka	81800	0.05
Emami Enclave Makers Private Limited	8656000	5.72
Emami High Rise Private Limited	8404000	5.55
Smt Laxmi Devi Bajoria	30000	0.02
Shri Abhishek Agarwal	8000	0.01
TOTAL	110059238	72.74
Mode of acquisition (e.g. open market / public issue/ rights issue/ preferential allotment/ interse transfer etc).	Inter se Transfer.	
Mode of sale (e.g. open market/ MOU/ off market etc.)	Deed of Gift, Promoters' Agreement and Open Market.	
Date of acquisition/ sale of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable	21.03.11	
Paid up capital/ total voting capital of the target company before the said acquisition/ sale	Rs.15,13,11,746/- divided into 151311746 Equity Shares of Rs.1/-each.	
Paid up capital/ total voting capital of the target company after the said acquisition/ sale	Rs.15,13,11,746/- divided into 151311746 Equity	
Note 1. The disclosure shall be made within 2 days of 2. The term 'acquirer' shall also include a pledgee, other than a 3. The stock exchange shall immediately display the above Place : Kolkata Date:22.03.2011		
		Signature of the Acquirer/Authorised