

Regd. Office :

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19th September, 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

Dear Sir,

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

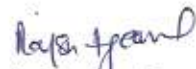
Enclosed please find the disclosure in terms of Regulations 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This is for your information and record.

Thanking you,

Yours faithfully,

For Suntrack commerce Private Limited



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)			SUNTRACK COMMERCE PRIVATE LIMITED				
Date of reporting			19.09.2012				
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	
Suntrack Commerce Pvt Ltd (Total holding in Emami Limited is 2,13,98,044 shares/ 14.14% of Total share capital)	15,618,360	10.32%	Creation	14.09.2012	14,968,360	9.89 %	Pledge has been given to Barclays Wealth India in respect of 6,50,000 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 Suntrack Commerce Private Limited

Rajiv Agarwal
 Authorised Signatory
 Place:Kolkata
 Date:19.09.2012

