IDBI Trusteeship Services Ltd
CIN : U65991MH2001GOI131154

Ref: 12470/ITSL/OPR/2019-20

Date: January 27, 2020

BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai- 400001
National Stock Exchange of India Limited. Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex Bandra (E) Mumbai - 400 051
Emami Limited 687, Anand Pur, Near E M Bypass, Haltu, Kolkata, West Bengal 700107

Dear Sir/Madam,

Sub: Disclosure pursuant to Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in relation to pledge of equity shares of Emami Limited.

Pursuant to the disclosure required to be made under Regulation 29(1) and (2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find attached the disclosure in respect of the pledge of equity shares of **Emami Limited** in favour of IDBI Trusteeship Services Limited (ITSL) acting in its capacity as Share Pledge Trustee for the benefit of Debenture Holders.

For and on behalf of

IDBI Trusteeship Services Ltd

Authorized Signatory

Format for disclosures under Regulation 29(1) and of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Part- A – Details of Acquisition

1. Name of the Target Company (TC)	**Emami Limited**		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	IDBI Trusteeship Services Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	No. IDBI Trusteeship Services Limited is acting as Share Pledge Trustee for benefit of Debenture Holder for various NCDs, wherein the shares of the target company have been pledged pursuant to respective share pledge agreements.		
4.Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited , National Stock Exchange of India Limited		
5. Details of the acquisition as follows	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
Before the ~~acquisition /~~ Pledged of shares under consideration, holding of acquirer along with PACs of: a) Shares carrying voting rights b) Shares in nature of encumbrance (pledge/lien/non-disposal undertaking/others) c) Voting rights (VR) otherwise than by shares d) Warrants/convertible securities/ any other instrument that entities the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	3,35,10,000	**7.38%**	**7.38%**
e) Total (a+b+c+d)	3,35,10,000	**7.38%**	**7.38%**



Details of pledged of shares under consideration a) Shares carrying voting rights acquired/ sold b) VRs acquired/sold otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold d) Shares in nature of encumbrance (pledge/lien/non-disposal undertaking/others)	2,03,00,000	4.47%	4.47%
e) Total (a+b+c+d)	**2,03,00,000**	**4.47%**	**4.47%**
After the pledged under consideration holding of acquirer along with PACs of : a) Shares carrying voting rights b) VRs otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition. d) Shares in nature of encumbrance (pledge/lien/non-disposal undertaking/others)	5,38,10,000	11.85%	11.85%
e) Total (a+b+c+d)	**5,38,10,000**	**11.85%**	**11.85%**
6. Mode of acquisition~~/ release~~ (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	2,03,00,000 Equity shares pledged in favor of IDBI Trusteeship Services Limited acting as Debenture Trustee wherein the shares of target company has been pledged pursuant to respective Share pledge agreement		
7.Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	2,03,00,000 Equity shares pledged in favor of IDBI Trusteeship Services Limited acting as Debenture Trustee		

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Details of pledged of shares under consideration a) Shares carrying voting rights acquired/ sold b) VRs acquired/sold otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold d) Shares in nature of encumbrance (pledge/lien/non-disposal undertaking/others)	2,03,00,000	4.47%	4.47%
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7.Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	2,03,00,000 Equity shares pledged in favor of IDBI Trusteeship Services Limited acting as Debenture Trustee		

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IDBI Trusteeship Services Ltd. ITSL

Part-B

Name of the Target Company: Emami Limited-

Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer and/ or PACs
IDBI Trusteeship Services Limited	No	AAACI8912J

Signature of the acquirer:
IDBI Trusteeship Services Ltd

Authorized Signatory

Place: Mumbai

Date: January 27, 2020

(*) We are the Debenture Trustees and holding the shares by way of Share Pledge as Security for the benefit of the debenture holder and we do not have any intention of making investment in shares or acquisition of shares for trading. It is not the business or activity of ITSL to deal in any shares. ITSL does not operate and acquire any shares by purchasing or buying from the Securities Market. ITSL need to sell the Pledged shares only when the Borrower has committed default in Payment of interest or repayment of Principal and in no other case. The sole purpose of the sale is to recover the defaulted dues of the Lenders and not for making any gain.