

BHANU VYAPAAR PRIVATE LIMITED

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

Date: 08.04.2013

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

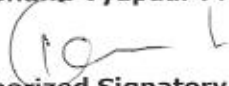
Please find enclosed herewith disclosure in terms of Regulation 31(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This is for your information & record.

Thanking you

Yours faithfully

For **Bhanu Vyapaar Private Limited**


Authorized Signatory

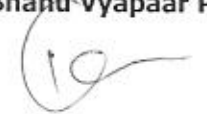
Encl: a/a

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)		Bhanu Vyapaar Private Limited					
Date of reporting		08.04.2013					
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	
Bhanu Vyapaar Private Limited	10,793,221	7.13%	Creation	29.03.2013	9,525,721	6.30%	1,267,500 shares pledged to Indusind Bank Limited.

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

For **Bhanu Vyapaar Private Limited**


Authorised Signatory

Place:Kolkata

Date:08.04.2013