



Date : 13th August, 2021
Ref. : BSE/41/2021-2022.

To,
Dept. of Corporate Services,
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001.
Company Code: 514300
Company ISIN: INE156C01018

To,
The Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai- 400051.
Company Code: PIONEEREMB
Company ISIN: INE156C01018

Dear Sir/ Madam,

Sub. : Press Release – Hakoba launches its first RTW garments.

Dear Sir/Madam,

In terms of Regulation 30 of SEBI (LODR) Regulations, 2015, please find enclosed the Press Release with the title – **“Hakoba launches its first RTW garments”**.

We request you to take the same on your records.

Thank you,

Yours faithfully,
For PIONEER EMBROIDERIES LIMITED

(AMI THAKKAR)
Company Secretary & Compliance Officer
Membership No.: FCS 9196
Encl: As Above

PIONEER EMBROIDERIES LIMITED

Regd. Office: Unit No. 101B, 1st Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off New Link Road, Andheri (West), Mumbai -400058. Website: www.pelhakoba.com, E-mail: mumbai@pelhakoba.com

Corporate Office: Unit No 21 to 25, 2nd Floor, Orient House, 3A Udyog Nagar, Off S.V. Road, Goregaon (West), Mumbai – 400 062. Maharashtra (India), Tel: +91-22-4223 2323 Fax: +91-22- 4223 2313.

CIN: L17291MH1991PLC063752

Hakoba launches its first RTW garments.

Mumbai, August 13th, 2021, Pioneer Embroideries Limited (PEL), one of the key players in the Embroidery & Laces in India and owners of brand "HAKOBA", launched its first range of Ready-to-Wear (RTW) garments for both women and men.

To commemorate the nation's 75th year of independence, the first "HAKOBA" RTW range will entirely be in white. This special range is being launched in all white, since the colour White signifies

✚ "PEACE" and "PROSPERITY"

✚ "PURITY", this essence embodied in the Organic Fabrics to drive "SUSTAINABILITY."

✚ "UNITY", pronounced by the union of Tri-Colour which will be reflected by special range of Dupattas in Orange, Green, White created to celebrate the day of our Independence

This year, the heritage brand "HAKOBA" has also completed its 60th year of existence. As a token of its appreciation of the patronage enjoyed over the years from its customers, and also celebrating the spirit of Indian ingenuity and creativity on the occasion of Independence Day, it is offering its customers a special offer under a promotion code – AUGUST15 -, to avail of attractive discounts on all its product offerings, with the offer being valid from the Independence Day, August 15th, right upto August 31st

The entire range is available on www.HAKOBA.in, and Hakoba also has a store front on Amazon, www.amazon.in/hakoba

The product offerings of premium embroidered fabrics, including Organic Cotton embroidered fabrics, are produced at Pioneer's **GOTS-certified** factory in Coimbatore. GOTS, or Global Organic Textile Standard, is an International Certification Body headquartered in Germany.

The launch of premium organic fabrics for the retail segment is amongst the many initiatives which the Company has planned over next few quarters to realise its intent to expand its retail footprint under the globally-recognised Hakobo Brand.

On the occasion of the launch, Mr Harshvardhan Bassi, Managing Director, Pioneer Embroideries Limited, said, "Our team is very excited and elated with the launch of the first edition of the premium RTW garments. This is our first step towards reaching out to a wider audience and redefining the brand appeal of "HAKOBA". Going ahead, our particular focus will be on Gen Next customers."

About Pioneer Embroideries Limited:

Established in 1991 by Mr Raj Kumar Sekhani, Pioneer Embroideries Limited ("PEL") is one of India's notable manufacturers and exporter of value-added Specialized Polyester Filament Yarn and Embroidery & Laces. It has a state-of-the-art SPFY manufacturing facility at Himachal Pradesh and three Embroidery & Laces manufacturing facilities in Gujarat, Dadra & Nagar Haveli and Tamil Nadu.

Within a few years, PEL has carved a permanent niche for itself in the SPFY business worldwide, with best-in-class quality under the **SILKOLITE** brand. PEL has a yarn capacity of about 18,000 MT pa. The Company's products find application mainly in the non-apparel segment, used in carpets, bath mats, upholstery fabrics, and curtains. PEL became one of the first textile companies to create a brand in a highly commoditized yarn business.

PEL has a capacity of around 14 mm meters for laces and about 1,700 mn stitches of embroidery. PEL's products enjoy a premium in the marketplace because of better quality, design, and capacity. Owners of the heritage brand – **Hakoba** – PEL has over the years added strength to the brand by building upon an extensive library of embroidery designs, making Hakoba synonymous with high-quality embroidery across the world.

At present, the Company has three embroidery and lace manufacturing facilities at – Coimbatore (Tamil Naidu), Naroli (UT DN&H) and Sarigam (Gujarat), along with a wide marketing presence at all the major markets. Its Coimbatore facility is also certified as per GOTS (Global Organic Textile Standard), an internationally recognized standard.

Safe harbour statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project-related issues, are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The Company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions, or other factors.

For further information, please contact corporate communication advisor:



Sunil Mudgal - Director
sunil@kirinadvisors.com
M – 9869275849

SILKOLITE
Scale to Value....

hakoba
Embroidery beyond *your* imagination

