



PIONEER GROUP

Date : 24th February, 2022
Ref. : BSE/68/2021-2022.

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. : Company's Business Presentation.

In terms of Regulation 30 of SEBI (LODR) Regulations, 2015, please find enclosed herewith updated Business presentation.

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

.... a stitch ahead of time

Corp. Off.: Unit No. 21 to 25, 2nd Floor Orient House, 3-A Udyog Nagar, Off S. V. Road, Goregaon (West), Mumbai - 400062.

Tel.: 022-4223 2323 • Fax : 022-4223 2313 • E-mail : mumbai@pelhakoba.com • Website : www.pelhakoba.com

Regd. Off.: 101-B, Abhishek Premises, Plot No. C 5-6, Dalia Industrial Estate, Off. New Link Road,
Andheri (West), Mumbai - 400 058. CIN :- L17291MH1991PLC063752

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Embroidery beyond *your* imagination



PIONEER GROUP

...a stitch ahead of time

PIONEER EMBROIDERIES LIMITED

BUSINESS PRESENTATION

01

Company Overview

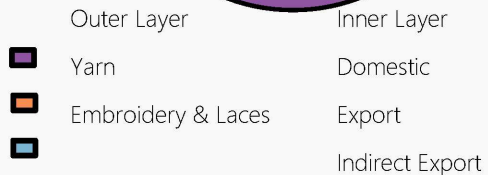
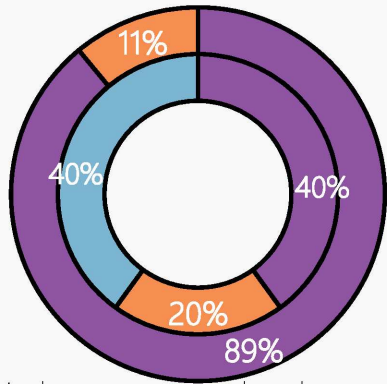
Company Overview



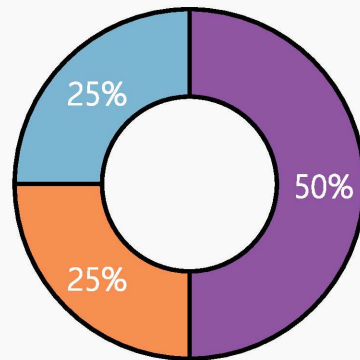
PIONEER GROUP



Revenue Breakup

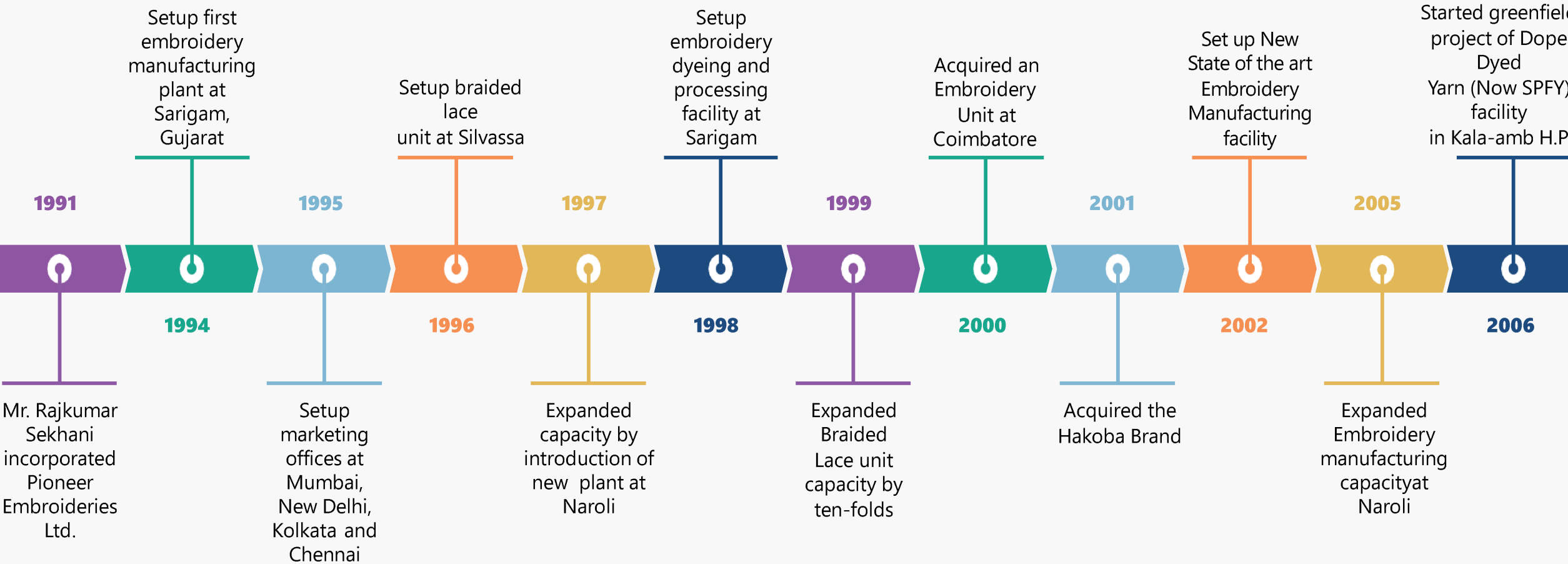


Product End Use (SPFY)



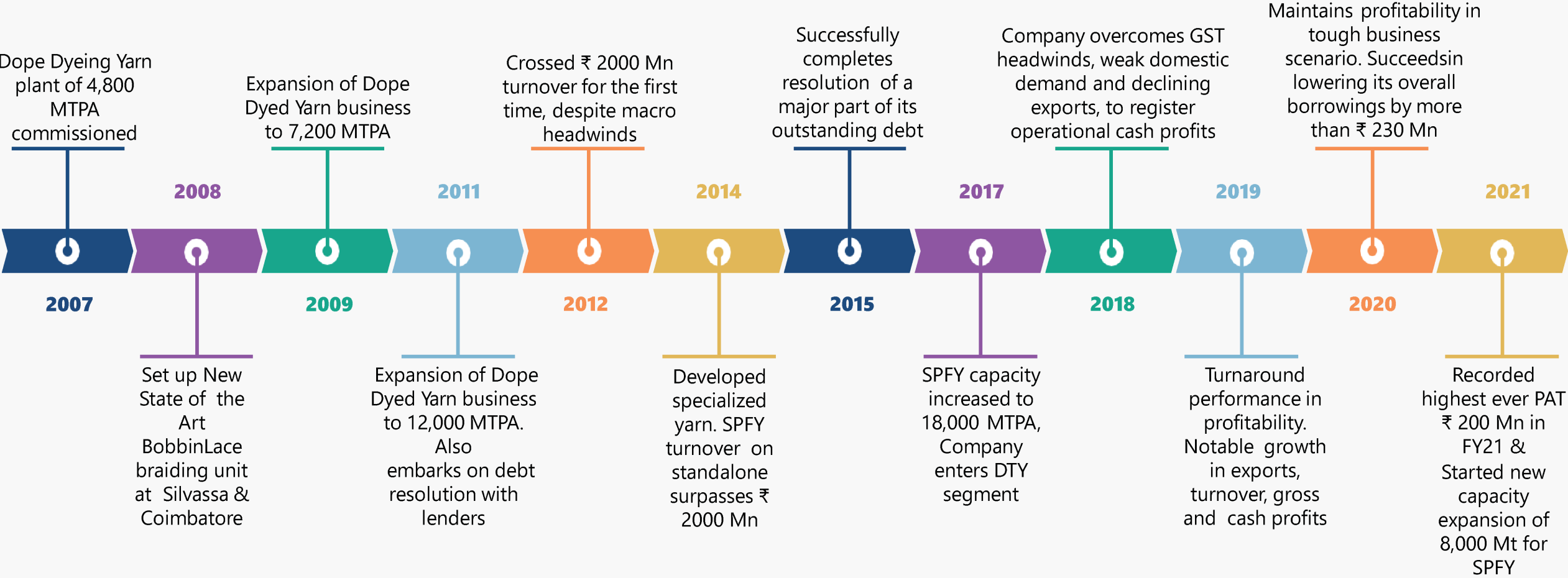
- ❖ **Established in 1991** by Mr Raj Kumar Sekhani, **Pioneer Embroideries Limited** is one of India's notable manufacturer and exporter of value-added **Specialty Polyester Filament Yarn (SPFY)** and **Embroidery & Laces**. It has a **state-of-the-art manufacturing facility for SPFY at Himanchal Pradesh** and **three Embroidery & Laces manufacturing facilities at Gujarat, Dadra & Nagar Haveli and Tamil Nadu**.
- ❖ The Company exports its products across North America, Latin America, Europe, Middle East and Africa
- ❖ The Company owns two strong brands, **"SILKOLITE"** in the SPFY segment and **"HAKOBA"**, a heritage brand, in Retail segment for Embroidered Fabrics, Garments, Salwar Kameez Dupatta (SKDs) & Sarees.
- ❖ Pioneer Embroideries has a SPFY **capacity of 18,000 MTPA**, with current utilizations at optimum levels.
- ❖ Collection of around **3,00,000 Embroidery and Laces designs in it's library**, with focus on creating new designs on continuous basis
- ❖ Along with the expertise in designing and manufacturing process, the company also has a well-established marketing and distribution network in both the SPFY and Embroidery and Laces segment.

Journey So Far





Journey So Far Cont..



Management Team



PIONEER GROUP



**Mr. Raj Kumar Sekhani – 62
Chairman**

Promoter-Director & Chairman, Mr Sekhani is a first generation entrepreneur with a wide experience in embroidery and textiles.

Having been in the business for over three decades, his business acumen and expertise in manufacturing, trading and marketing of overall garment accessories, has been the back bone of the company's success.



**Mr. Harsh Vardhan Bassi – 47
Managing Director**

Having started his business career at a young age, Harsh effectively combines his entrepreneurial skills with the experience garnered in various business verticals in textiles.

His key strengths of business development and international marketing has helped the company successfully interact with reputed global players.

Professional Management Team

Mr. K.R.P. Gangadharan
(President Corporate &
Business Head South India)

Mr. Deepak Sipani
(CFO)

Mr. Manoj Pillay
(Sr VP International Trade
– ELD Division)

Mr. DNN Rao
(CEO SPFY Division)

Mr. Aarav Sekhani
(Vice President Marketing)

Mr. Saurabh Maheshwari
(Executive Director)

Mr. Kuntal Pandit
(Sr VP Corporate Affairs)

Mr. Sandeep Sharma
(President Head
Marketing Embroidery)

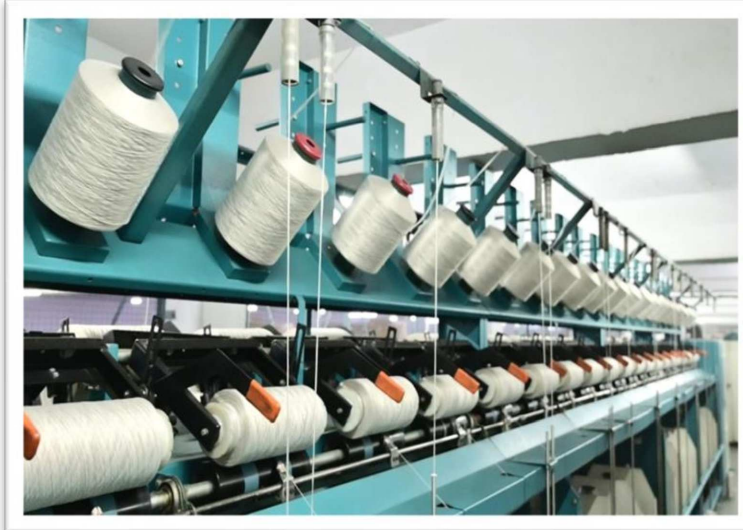
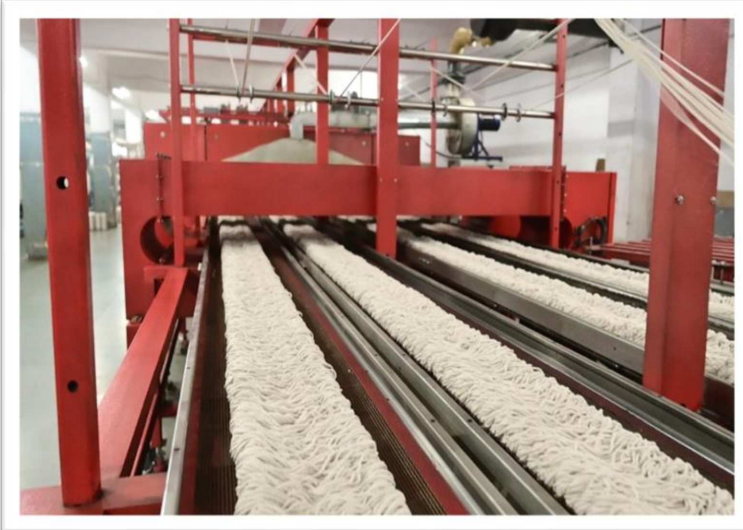
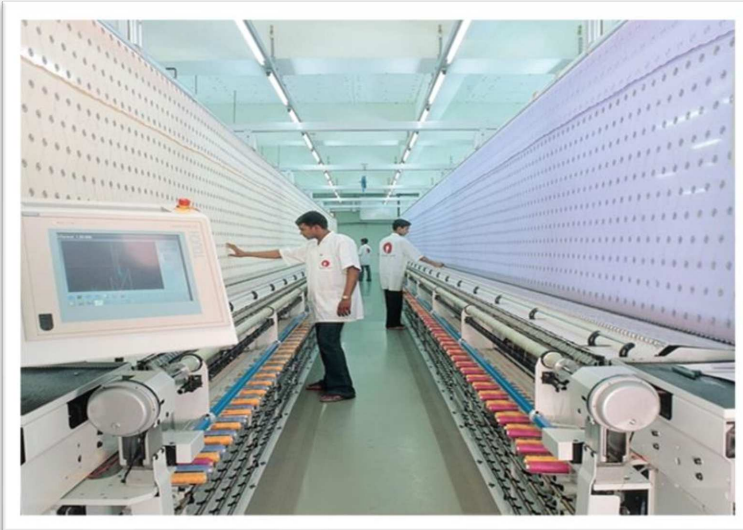
Mr. B S Kulbhe
(Head Marketing SPFY)

Mr. Vishal Sekhani
(Vice President Finance &
Retail)

Robust Infrastructure



PIONEER GROUP



Manufacturing Facilities & Capacity



Kala-Amb, Himachal Pradesh

- ❖ State of the art plant makes **SPFY, Draw Textured Yarn.**
- ❖ Latest technology
- ❖ Utilization levels – more than 95 %
- ❖ Capacity: 18,000 MTPA



Sarigam, Gujarat

- ❖ **Embroidered Laces** - Fabric & Guipure, Embroidered material (made on Schiffli machines)
- ❖ **Braided Laces** (Bobbin Lace machines)
- ❖ Capacity (Emb) : 385 mn stitches
- ❖ Capacity (Lace) : 7 mn metres



Coimbatore, Tamil Nadu

- ❖ **Embroidered fabrics, Allover fabrics and laces** (made on Schiffli machines)
- ❖ **Braided Laces** (Bobbin Lace machines)
- ❖ These are made on Schiffli machines
- ❖ Capacity (Emb) – 496 mn stitches
- ❖ Capacity (Lace) : 7.14 mn metres
- ❖ GOTS certificated plant



Naroli , Dadra & Nagar Haveli

- ❖ **Embroidered fabrics, Allover fabrics and laces.**
- ❖ These are made on Schiffli machines
- ❖ Capacity : 830 million stitches
- ❖ Base for export orders

Capacity Expansion To Meet The Growing Demand

Capacity expansion by 8,000 MTPA
in SPFY business

Total capacity after expansion
will increase by 45% to
26,000 MTPA

Additional Revenue
opportunity ₹ 1,000 Mn

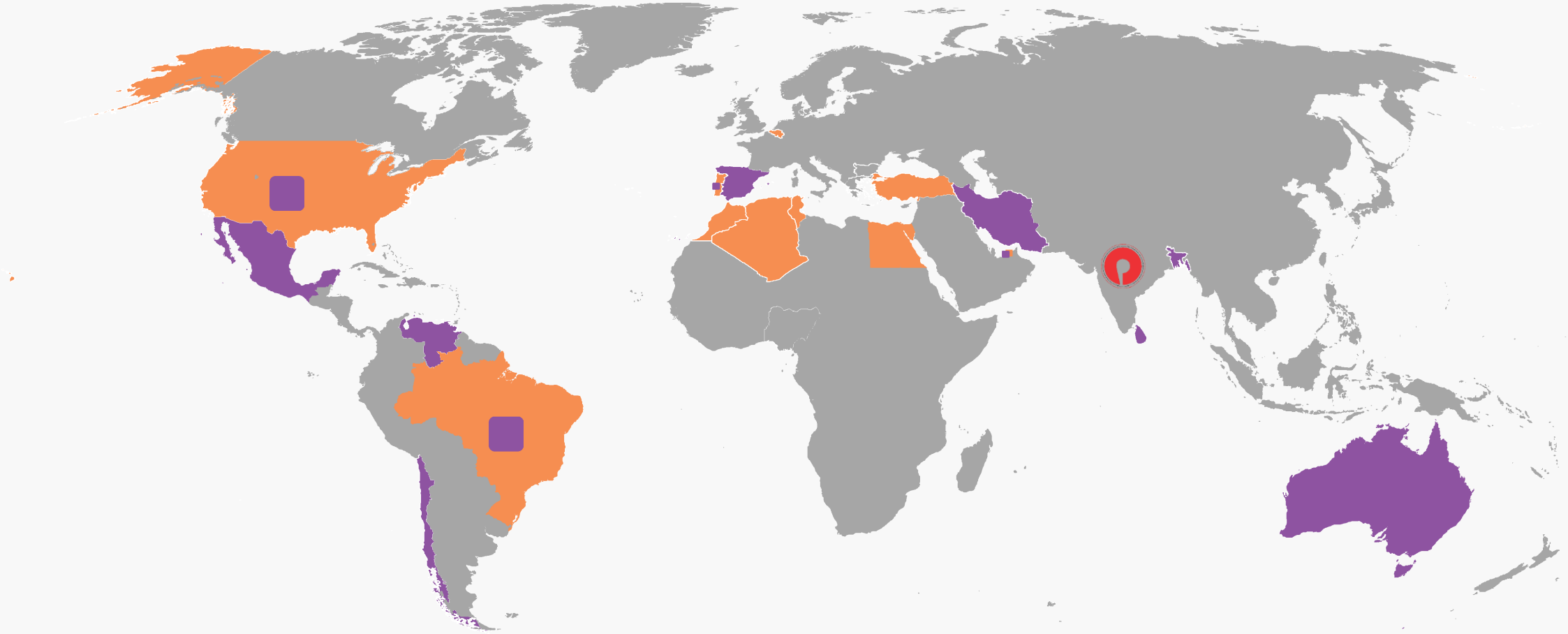
The expansion will be
operational by Q4 FY23

Construction in full swing
adjoining its existing factory land.
Order for major equipment placed
with leading German manufacturer.



Total Capex ₹ 580 Mn
(₹ 180 Mn Internal Accruals & ₹ 400 Mn Bank Loan)

Global Sales Market



Yarn Export Market ■ **USA, Brazil, Portugal, Belgium, Tunisia, Morocco, Algeria, Turkey, Dubai, Egypt**

Embroidery Export Market ■ **Brazil, Mexico, Dubai, Sri Lanka, Australia, USA, Iran, Spain, Portugal, Chile, Bangladesh, Venezuela**



Assurance Of High Quality & Sustainable Future

- ❖ The primary focus is on R&D on Inter Fibre replacements, mainly targeting Natural Fibres and replacing Solution Dyed Yarns.
- ❖ **Every kilogram of yarn consumes 35 litres** of precious water to produce solution-dyed yarns. **Company's Dope dyed process is totally without water and generates zero effluents**, making it a very **ECO-FRIENDLY** method. So in effect, a **saving of 1.9 Million litres of water every day** or **4.2 Million barrels per annum** is equivalent to almost 260 full-size Olympic swimming pools. PEL's **Himanchal Pradesh facility is certified with ISO 14001 (Environmental Management)**
- ❖ Apart from **ISO 9001** and **ISO 14001** certifications, PEL's SPFY unit at Himachal Pradesh, and all its major products, are also certified for **Oeko Tex standards** to certify use of safe chemicals/dyes in the entire manufacturing process of making dyed yarns.
- ❖ **GOTS** is a textile production certification that limits the use of toxic bleaches, dyes and other chemical inputs during the production process of textiles. PEL is having GOTS certified facility at Coimbatore
- ❖ Further the company has **successfully achieved Global Recycled Standard (GRS) 4.0 label** (yarns made from PET bottles to capture sustainability tag) for its entire product range after due inspection and assessment by independent certification agency ONE CERT.
- ❖ With an innovative workforce and flexible infrastructure, the target is to have a new commercial product every month, and the focus of R&D is imminent and continuous. This way, it keeps in line with the changing trends and achieves better capacity utilization by taking seasonal changes in its stride.

