

Pioneer e - com Fashions LLP

Formerly known as Pioneer E-com Fashions Limited)

Regd. Office: Unit No.101B, 1ST Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri (West), Mumbai - 400 058. Maharashtra E-mail Id:- pecomltd@gmail.com LLPIN:- AAG-0469

To,
Corporate Relationship Dept
(CRD)
Bombay Stock Exchange Limited
P. J. Towers,
Dalal Street,
Mumbai - 400 001.

To,
Mr. Hari K.
Manager
National Stock Exchange of India
Limited
"Exchange Plaza",
Bandra-Kurla Complex,
Bandra (East),
Mumbai - 400051.

To,
The Compliance Officer,
Pioneer Embroideries Limited
Unit No.21 to 25,
2nd Floor Orient House,
3-A, Udyog Nagar,
Off S. V. Road,
Goregaon (West),
Mumbai - 400062.

Subject: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011

Ref: Pioneer Embroideries Limited (BSE Scrip code - 514300 & NSE Scrip Code: PIONEEREMB)

Dear Sir/Madam,

With reference to the above mentioned subject enclosing herewith the disclosures under Regulation 29(2) of SEBI (**Substantial Acquisition of Shares and Takeover) Regulations, 2011**

Please note that this reporting / intimation is pursuant to Purchase of 10,34,766 (Ten Lacs Thirty Four Thousand Seven Hundred and Sixty Six only) Equity shares of Pioneer Embroideries Limited (Company) by Pioneer E-com Fashions LLP, from Open Market on 14th November, 2020.

Pursuant to this purchase, the shareholding of Pioneer E-Com Fashion LLP stands enhanced by 4.15%, i.e. 18.04% to 22.19%. There has been no increase in the number of pledged shares.

Kindly take the same on record and acknowledge the receipt.

Yours Faithfully,

For Pioneer E-Com Fashions LLP

(BIMLADEVI SEKHANI)

Designated Partner

DIN: 00103454

Encl.:- As above

Date: 17th November, 2020

Place: Mumbai

Pioneer e - com Fashions LLP

Formerly known as Pioneer E-com Fashions Limited)

Regd. Office: Unit No.101B, 1ST Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri (West), Mumbai - 400 058. Maharashtra E-mail Id:- pecomltd@gmail.com LLPIN:- AAG-0469

Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

| | | | |
|---|---|--|---|
| Name of the Target Company (TC) | PIONEER EMBROIDERIES LIMITED (BSE Scrip code – 514300 & NSE Scrip code – PIONEEREMB) | | |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | Pioneer E-Com Fashions LLP | | |
| Whether the acquirer belongs to Promoter/Promoter group | Yes | | |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed | Bombay Stock Exchange National Stock Exchange | | |
| Details of acquisition / disposal as follows | Number | % w.r.t. total share/voting capital wherever applicable(*) | % w.r.t. total diluted share/voting capital of the TC(**) |
| <u>Before the acquisition under consideration, holding of:</u> | | | |
| a) Shares carrying voting rights | 1,07,808 | 0.43% | 0.43% |
| b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) | 43,93,918 | 17.61% | 17.61% |
| c) Voting rights (VR) otherwise than by shares | --- | --- | --- |
| d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) | --- | --- | --- |

Pioneer e - com Fashions LLP

Formerly known as Pioneer E-com Fashions Limited)

Regd. Office: Unit No.101B, 1ST Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri (West), Mumbai - 400 058. Maharashtra E-mail Id:- pecomltd@gmail.com LLPIN:- AAG-0469

| | | | |
|---|---------------------------------|---------------|---------------|
| e) Total (a+b+c+d) | 45,01,726 | 18.04% | 18.04% |
| <u>Details of acquisition/sale</u> | | | |
| a) Shares carrying voting rights acquired/sold | 1,034,766 | 4.15% | 4.15% |
| 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 the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) | --- | --- | --- |
| Total (a+b+c+/-d) | 1,034,766 | 4.15% | 4.15% |
| <u>After the acquisition/sale, holding of:</u> | | | |
| a) Shares carrying voting rights | 11,42,574 | 4.58% | 4.58% |
| b) Shares encumbered with the acquirer | 43,93,918 | 17.61% | 17.61% |
| c) VRs otherwise than by shares | --- | --- | --- |
| d) 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. | --- | --- | --- |
| Total (a+b+c+d) | 55,36,492 | 22.19% | 22.19% |
| Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). | Open Market | | |
| Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | 14 th November, 2020 | | |

Pioneer e - com Fashions LLP

Formerly known as Pioneer E-com Fashions Limited)

Regd. Office: Unit No.101B, 1ST Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri (West), Mumbai - 400 058. Maharashtra E-mail Id:- pecomltd@gmail.com LLPIN:- AAG-0469

| | |
|--|--|
| Equity share capital / total voting capital of the TC before the said acquisition / sale | Rs.24,94,79,420 Share Capital divided into 2,49,47,942 Shares of Rs.10 each. |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale | Rs.24,94,79,420 Share Capital divided into 2,49,47,942 Shares of Rs.10 each. |
| Total diluted share/voting capital of the TC after the said acquisition | Rs.24,94,79,420 Equity Share Capital 2,49,47,942 Shares of Rs.10 each. |

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Pioneer E-Com Fashions LLP

(BIMLADEVI SEKHANI)

Designated Partner

DIN: 00103454

Date: 17th November, 2020

Place: Mumbai