



Date : 14<sup>th</sup> September, 2023  
Ref. : BSE/NSE/48/2023-2024

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

**Sub. : Press Release – PIONEER EMBROIDERY LIMITED COMMENCES PRODUCTION AT ITS NEW EMBROIDERY FACILITY.**

Dear Sir/Madam,

In terms of Regulation 30 of SEBI (LODR) Regulations, 2015, please find enclosed the Press Release with the title – “Pioneer commences Production at its new Embroidery facility”.

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](http://www.pelhakoba.com), E-mail: [mumbai@pelhakoba.com](mailto: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**



PIONEER GROUP

## **PIONEER EMBROIDERY LIMITED COMMENCES PRODUCTION AT ITS NEW EMBROIDERY FACILITY**

Pioneer Embroidery Ltd. (PEL), has commenced the commercial production of Embroidery and Laces (EL) at its new plant at Shree Ganesh Integrated Textile Park (SGITPL), Degaon- Dhule in Maharashtra. All the required regulatory approvals were received by end-August, 2023.

PEL has 8 computerised, high-end machines, imported from Lasser AG, Switzerland, now installed at Degaon unit, completing its second leg of the business strategy. Earlier in August 2022, PEL had disposed off its production unit at Coimbatore, including its old equipment comprising of about 14 smaller and low speed machines. Investment in the Degaon unit was made with an aim to consolidate embroidery production, modernise its equipment to cut down on associated labor costs and thus improve efficiencies to remain competitive in the market.

PEL's embroidery manufacturing capacity now stands at 2,400 mln stitches of embroideries across its Degaon, Sarigam and Naroli units, while prior to the sale of Coimbatore unit, PEL's capacity stood at 1,700 mln stitches. Bobbin laces capacity remains unchanged at 14 mln meters.

The Company is now looking to shore up its turnover in the immediate months on back of the festival demand and export orders. In the EL segment, Company already has certain advantages of established marketing presence across the country, sound networking with exporters, outsourcing capabilities, well-recognized brands in both B2B and B2C segments, extensive design library and over three decades of experience in this business. With improved manufacturing capabilities, the Company further aims to enhance its efficiency, product range and quality.

In FY2023, the Embroidery and Laces (EL) business had experienced a robust demand recovery in both domestic and international markets, achieving a turnover of ₹4,582 lakhs, a 14.21% increase from the previous year's ₹4,012 lakhs.

The total investment in the plant and equipment at Degaon has been approximately Rs. 41 cr, while the building has been taken on lease from SGITPL. At peak utilisation, the new unit can achieve a turnover of about Rs 50 cr. The building premises and support infrastructure are sufficient for further capacity expansion.

PEL is also a lead promoter in the Shree Ganesh Integrated Textile Park (SGITPL), having separately invested Rs 10.56 cr for a 33.2% stake.

### **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 Maharashtra.

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's products enjoy a premium in the marketplace because of better quality, design, and capacity. Owners of the heritage brand – **Hakoba** – PEL has 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 active embroidery and lace manufacturing facilities at Naroli (UT DN&H), Sarigam (Gujarat) and Degaon (Maharashtra), along with a wide marketing presence at all the major markets

The Board of Directors of the Company have considered and approved the Draft Scheme of Arrangement as per which the EL business is proposed to be transferred to Pioneer Realty Limited, a 100% subsidiary of Pioneer, which would subsequently get listed, and have a mirror shareholding. PEL would continue to house the SPFY business. The demerger is under process, necessary filings have been made and the Company is awaiting various regulatory and other approvals.

**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.*

**SILKOLITE**  
Scale to Value....

**hakoba**  
Embroidery beyond *your* imagination

