

# Pioneer e - com Fashions Limited

Abishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri West, Mumbai 400 058.  
Tel. Nos. : 022-4223 2323. Fax No.: 022-4223 2313 e-mail: tulip@bom3.vsnl.net.in

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

1. Name of the Target Company (TC)	PIONEER EMBROIDERIES LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	PIONEER E-COM FASHIONS LIMITED		
3. Whether the acquirer / seller belongs to Promoter/Promoter group	YES		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE LIMITED NATIONAL STOCK EXCHANGE OF INDIA LIMITED		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
Before the acquisition/disposal under consideration, holding of:			
a) Shares carrying voting rights	16,97,797	13.15	13.15
b) Voting rights (VR) otherwise than by shares	---	---	---
c) 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)	---	---	---
Total (a+b+c)	16,97,797	13.15	13.15



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Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	47,83,929	27.03	27.03
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	---		
Total (a+b+c)	47,83,929	27.03	27.03
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	64,81,726	36.62	36.62
b) VRs 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) after acquisition.	---	--	--
Total (a+b+c)	64,81,726	36.62	36.62
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	preferential allotment		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	15-03-2013		



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8. Equity share capital / total voting capital of the TC before the said acquisition / sale	1,29,15,165 Equity shares of Rs.10 each aggregating to Rs.12,91,51,650.00
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	1,76,99,094 equity shares of Re.10/- each aggregating to Rs.17,69,90,940.00
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	1,76,99,094 equity shares of Re.10/- each aggregating to Rs.17,69,90,940.00 and 47,85,813 FCCBs pending conversion aggregating to Rs.22,48,49,070.00

(\*) 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 LIMITED



DIRECTOR  
Place: Mumbai  
Date: 19-03-2013

