

**FORM D**  
 Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992  
 (Regulation 13 (4), 13(4A) and 13(6))  
**Details of change in shareholding or voting rights held by Promoter of PIONEER EMBROIDERIES LIMITED**

Name, PAN No. & Address of Promoter/person who is part of promoter group / Director/Officer	No. & % of shares/voting rights held by the Promoter/ person who is part of Promoter Group / Director/ Officer	Date of receipt of allotment / advice/acquisition / sale of shares/ voting rights	Date of intimation to company	Mode of acquisition (market purchase/public rights/preferential offer, etc.)/sale	No. & % of shares/ voting rights post acquisition/voting rights sale	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value (Rs.)	Sell quantity	Sell value (in Rs.)
PIONEER E-COM FASHIONS LIMITED Unit No. 101B, 1st Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Anchheri West, Mumbai - 400 058. PAN NO. AAACCP7251M	16,97,797 (13.15%)	15-03-2013	19-03-2013	Preferential offer	64,81,726 (36.62%)	Fresh Allotment	Nil	47,83,929	96,799,971.00	Nil	Nil

**FOR PIONEER E-COM FASHIONS LIMITED**

**DIRECTOR**

DATE:- 19-03-2013

