

Format for disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	PIONEER EMBROIDERIES LIMITED
Name of the Stock Exchange where the shares of the target company are listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited
Date of Reporting	26 th August, 2015
Name of the Promoter or PAC on whose shares encumbrance has created/released/invoked	Pioneer E-Com Fashions Limited

Details of the creation of encumbrance		Details of events pertaining to encumbrance (3)		Post event holding of encumbered shares (creation [(2) +(3)]/ release [(2)-(3)]/invocation [(2)-(3)]							
Name of the Promoter (s) or PACs With him*	Promoter holding in the target company (1)	Promoter holding already encumbered (2)	Type of event (creation/inv/ release/invocation)	Date of creation/invocation on release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking/ others)	Reasons for encumbrance **	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered ***	No. of shares / release [(2)-(3)]/invocation [(2)-(3)]	% of total shares capital
Pioneer E-Com Fashions Limited (Promoter)	64,81,726	1,03,629	Creation	24 th August, 2015	Pledge	As collateral for loans taken by the company	36,93,918	19.91	Kotak Mahindra Bank Ltd	37,97,547	20.47
Raj Kumar Sekhani (Promoter)	20,45,718	4,39,636	Creation	24 th August, 2015	Pledge	As collateral for loans taken by the company	16,06,082	8.66	Kotak Mahindra Bank Ltd	20,45,718	11.03
Bimla Devi Sekhani	20,485	--	--	--	--	--	--	--	--	--	--
Ashok Kumar Sekhani	20,000	--	--	--	--	--	--	--	--	--	--
Manak Chand Baid" Jt.	14,000	--	--	--	--	--	--	--	--	--	--
Raj Kumar Sekhani	85,81,929	5,43,265	46.27	2.93			53,00,000	28.57		58,43,265	31.50

For Pioneer E-Com Fashions Limited

Director

Place : Mumbai
Date : 26th August, 2015

*The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.
**For example, for the purpose of collateral for loans taken by the company, personal borrowing, third party pledge, etc.
***This would include name of both the lender and the trustee who may hold shares directly or on behalf of the lender.