

Date : 29<sup>th</sup> July, 2015  
Ref. : BSE/21/2015-2016

To,

Ms. Chitra Sekhar  
Dcs-Listing  
Bombay Stock Exchange Limited  
1<sup>st</sup> Floor, Rotunda Building,  
B. S. Marg, Fort,  
Mumbai - 400 001

Dear Sir/Madam,

Ref : Company Code : 514300  
Sub. : Revised Shareholding Pattern for the quarter ended 30<sup>th</sup> June, 2015

Pursuant to clause 35 of the Listing Agreement we are enclosing herewith a revised Shareholding pattern of the Company for the quarter ended 30<sup>th</sup> June, 2015.

Kindly acknowledge receipt of the same.

Thanking You,

Yours faithfully,

For PIONEER EMBROIDERIES LIMITED



(UDAY V NEMLEKAR)  
Compliance Officer



Encl: As Above

## PIONEER EMBROIDERIES LIMITED

.... a stitch ahead of time

**Corp. Off.:** Unit No 21 to 25, 2nd Floor Orient House, 3-A Udyog Nagar, Off S. V. Road, Goregaon (West), Mumbai - 400062  
Tel.: 022-4223 2323 • Fax : 022-4223 2313 • E-mail : mumbai@pelhakoba.com • Website : www.pelhakoba.com

**Regd. Off.:** 101-B, Abhishek Premises, Plot No. C 5-6, Dalia Industrial Estate, Off New Link Rd., Andheri (W), Mumbai - 400 058.

CIN No : L17291MH1991PLC063752

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PIONEER GROUP

**(REVISED) - STATEMENT SHOWING SHAREHOLDING PATTERN**

|                     |   |  |
|---------------------|---|--|
| NAME OF THE COMPANY | : | PIONEER EMBROIDERIES LIMITED                           |
| SCRIP CODE          | : | SCRIP CODE: BSE: 514300<br>SCRIP NAME: NSE: PIONEEREMB |
| QUARTER ENDED       | : | 30 <sup>TH</sup> JUNE, 2015                            |

| Category code | Category of shareholder                  | Number of shareholders | Total number of shares | Number of shares held in dematerialized form | Total Shareholding as a percentage of total number of shares |                            | Shares pledged or other wise encumbered |                        |
|---------------|--|------------------------|------------------------|--|--|----------------------------|---|------------------------|
|               |  |                        |                        |  | As a Percentage of (A+B) <sup>1</sup>                        | As a percentage of (A+B+C) | Number of shares                        | As a percentage        |
| (I)           | (II)                                     | (III)                  | (IV)                   | (V)  | (VI)   | (VII)                      | (VIII)                                  | (IX)=(VI II)/(IV)* 100 |
| (A)           | Promoter and Promoter Group <sup>2</sup> |                        |                        |  |  |                            |   |                        |
| (1)           | Indian                                   |                        |                        |  |  |                            |   |                        |
| (a)           | Individuals/Hindu Undivided Family       | 04                     | 2100203                | 2100203                                      | 11.32  | 11.32                      | 439636                                  | 20.93                  |
| (b)           | Central Government/ State Government(s)  | Nil                    | Nil                    | Nil  | Nil  | Nil                        | Nil                                     | Nil                    |
| (c)           | Bodies Corporate                         | 02                     | 6481726                | 6481726                                      | 34.95  | 34.94                      | 103629                                  | 1.60                   |
| (d)           | Financial Institutions/ Banks            | Nil                    | Nil                    | Nil  | Nil  | Nil                        | Nil                                     | Nil                    |
| (e)           | Any Other (specify)                      | Nil                    | Nil                    | Nil  | Nil  | Nil                        | Nil                                     | Nil                    |
|               | Sub-Total (A)(1)                         | 06                     | 8581929                | 8581929                                      | 46.27  | 46.27                      | 543265                                  | 6.33                   |
| (2)           | Foreign                                  |                        |                        |  |  |                            |   |                        |

<sup>1</sup> For determining public shareholding for the purpose of Clause 40A.

<sup>2</sup> For definitions of "Promoter" and "Promoter Group", refer to clause 40A.

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**PIONEER EMBROIDERIES LIMITED**

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Tel.: 022-4223 2323 • Fax : 022-4223 2313 • E-mail : mumbai@pelhakoba.com • Website : www.pelhakoba.com

Regd. Off.: 101-B, Abhishek Premises, Plot No. C 5-6, Dalia Industrial Estate, Off New Link Rd., Andheri (W), Mumbai - 400 058.

CIN No : L17291MH1991PLC063752

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| Category code | Category of Shareholder  | Number of shareholders | Total number of shares | Number of shares held in dematerialized form | Total Shareholding as a percentage of total number of shares |                            | Shares pledged or otherwise encumbered |                      |
|---------------|--|------------------------|------------------------|--|--|----------------------------|--|----------------------|
|               |  |                        |                        |  | As a Percentage of (A+B) <sup>1</sup>                        | As a percentage of (A+B+C) | Number of shares                       | As a percentage      |
| (I)           | (II)   | (III)                  | (IV)                   | (V)  | (VI)   | (VII)                      | (VIII)                                 | (IX)=(VIII)/(IV)*100 |
| (a)           | Individuals (Non-Resident Individuals/foreign individuals)                   | Nil                    | Nil                    | Nil  | Nil  | Nil                        | --                                     | --                   |
| (b)           | Bodies Corporate   | Nil                    | Nil                    | Nil  | Nil  | Nil                        | --                                     | --                   |
| (c)           | Institutions   | Nil                    | Nil                    | Nil  | Nil  | Nil                        | --                                     | --                   |
| (d)           | Any Other (specify)  | Nil                    | Nil                    | Nil  | Nil  | Nil                        | --                                     | --                   |
|               | <b>Sub-Total (A)(2)</b>  | <b>Nil</b>             | <b>Nil</b>             | <b>Nil</b>                                   | <b>Nil</b>   | <b>Nil</b>                 | <b>--</b>                              | <b>--</b>            |
|               | <b>Total Shareholding of Promoter and Promoter Group (A) = (A)(1)+(A)(2)</b> | <b>06</b>              | <b>8581929</b>         | <b>8581929</b>                               | <b>46.27</b>   | <b>46.27</b>               | <b>543265</b>                          | <b>6.33</b>          |
| (B)           | <b>Public Shareholding<sup>3</sup></b>                                       |                        |                        |  |  |                            | <b>NA</b>                              | <b>NA</b>            |
| (1)           | <b>Institutions</b>  |                        |                        |  |  |                            | <b>NA</b>                              | <b>NA</b>            |
| (a)           | Mutual Funds/UTI   | 02                     | 900                    | 300  | 0.00   | 0.00                       | --                                     | --                   |
| (b)           | Financial Institutions/Banks   | --                     | --                     | --   | --   | --                         | --                                     | --                   |
| (c)           | Central Government/State Government(s)                                       | --                     | --                     | --   | --   | --                         | --                                     | --                   |
| (d)           | Venture Capital Funds  | --                     | --                     | --   | --   | --                         | --                                     | --                   |
| (e)           | Insurance Companies  | 02                     | 999594                 | 999594                                       | 5.39   | 5.39                       | --                                     | --                   |
| (f)           | Foreign Institutional Investors  | --                     | --                     | --   | --   | --                         | --                                     | --                   |
| (g)           | Foreign Venture Capital Investors  | --                     | --                     | --   | --   | --                         | --                                     | --                   |
| (h)           | Any Other (specify)  |                        |                        |  |  |                            |  |                      |
| (h-i)         | --   | --                     | --                     | --   | --   | --                         | --                                     | --                   |
| (h-ii)        | --   | --                     | --                     | --   | --   | --                         | --                                     | --                   |

<sup>3</sup> For definitions of "Public Shareholding", refer to clause 40A.

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| Category code | Category of Shareholder   | Number of shareholders | Total number of shares | Number of shares held in dematerialized form | Total Shareholding as a percentage of total number of shares |                 | Shares pledged or otherwise encumbered |                       |
|---------------|---|------------------------|------------------------|--|--|-----------------|--|-----------------------|
|               |   |                        |                        |  | As a Percentage of (A+B) <sup>1</sup>                        | As a percentage | Number of shares                       | As a percentage       |
| (I)           | (II)  | (III)                  | (IV)                   | (V)  | (VI)   | (VII)           | (VIII)                                 | (IX)=(VII I)/(IV)*100 |
|               | Sub-Total (B) (1)   | 04                     | 1000494                | 999894                                       | 5.39   | 5.39            | --                                     | --                    |
| B 2           | Non-institutions  |                        |                        |  |  |                 |  |                       |
| (a)           | Bodies Corporate  | 280                    | 1608893                | 1601261                                      | 8.67   | 8.67            | --                                     | --                    |
| (b)           | Individual  | 21476                  | 4147144                | 3873704                                      | 22.36  | 22.36           |  |                       |
|               | i) Individual shareholders holding nominal share Capital up to Rs.1 lakh          |                        |                        |  |  |                 | --                                     | --                    |
|               | ii) Individual shareholders holding nominal shares capital in excess of Rs.1 lakh | 53                     | 1889115                | 1889115                                      | 10.18  | 10.18           | --                                     | --                    |
| (c)           | Any Other (specify)   |                        |                        |  |  |                 |  |                       |
| (c-i)         | Non Resident Indian   | 483                    | 389956                 | 306725                                       | 2.10   | 2.10            | --                                     | --                    |
| (c-ii)        | Clearing Members  | 81                     | 78312                  | 78312  | 0.42   | 0.42            | --                                     | --                    |
| (c-iii)       | Directors & their relatives   | 03                     | 3251                   | 2501   | 0.02   | 0.02            | --                                     | --                    |
| (c-iv)        | Trust   | 01                     | 850000                 | 0  | 4.58   | 4.58            |  |                       |
|               | Sub-Total (B) (2)   | 22377                  | 8966671                | 7751618                                      | 48.34  | 48.34           | --                                     | --                    |
|               | Total Public shareholding (B) = (B)(1)+(B)(2)                                     | 22381                  | 9967165                | 8751512                                      | 53.73  | 53.73           | --                                     | --                    |
|               | TOTAL (A)+(B)   | 22387                  | 18549094               | 17333441                                     | 100.00   | 100.00          | 543265                                 | 2.93                  |
| (C)           | Shares held by Custodians and against which Depository Receipts have been issued  | --                     | --                     | --   | --   | --              | --                                     | --                    |
| 1             | Promoter and Promoter Group   | ---                    | ---                    | ---  | ---  | ---             | ---                                    | ---                   |
| 2             | Public  | --                     | --                     | --   | --   | --              | --                                     | --                    |
|               | Sub-Total (C)   | --                     | --                     | --   | --   | --              | --                                     | --                    |
|               | GRAND TOTAL (A)+(B)+(C)   | 22387                  | 18549094               | 17333441                                     | 100.00   | 100.00          | 543265                                 | 2.93                  |

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PIONEER GROUP

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**Introductory sub-table (I)(a)**

|  |   |
|--|---|
| Name of the Company :                                  | <b>PIONEER EMBROIDERIES LIMITED</b>               |
| Scrip Code: BSE: 514300<br>Scrip Name: NSE: PIONEEREMB | <b>QUARTER ENDED : 30<sup>TH</sup> JUNE, 2015</b> |
| Class of Security :                                    | <b>EQUITY SHARES</b>                              |

| Partly paid-up shares  | No. of partly paid-up shares                           | As a % of total no. of partly paid-up shares                     | As a % of total no. of shares of the Company  |
|--|--|--|---|
| Held by promoter/promoters group   | Nil  | Nil  | Nil   |
| Held by public   | Nil  | Nil  | Nil   |
| <b>Total-D</b>   | <b>Nil</b>   | <b>Nil</b>   | <b>Nil</b>  |
| <b>Outstanding convertible securities:-</b>  | <b>No. of outstanding convertible securities</b>       | <b>As a % of total No. of outstanding convertible securities</b> | <b>As a % of total no. of shares of the company, assuming full conversion of the convertible securities</b> |
| Held by promoter/promoter group  | Nil  | Nil  | Nil   |
| Held by public   | Nil  | Nil  | Nil   |
| <b>Total-E</b>   | <b>Nil</b>   | <b>Nil</b>   | <b>Nil</b>  |
| <b>Warrants:-</b>  | <b>No. of warrants</b>                                 | <b>As a % of total no. of warrants</b>                           | <b>As a % of total no. of shares of the company, assuming full conversion of warrants</b>                   |
| Held by promoter/ promoter group   | Nil  | Nil  | Nil   |
| Held by public   |  | Nil  | Nil   |
| <b>Total-F</b>   | <b>Nil</b>   | <b>Nil</b>   | <b>Nil</b>  |
| Total paid-up capital of the company assuming full conversion of warrants and convertible securities | Rs.18,54,90,940/- (1,85,49,094 shares of Rs.10/- each) |  |   |

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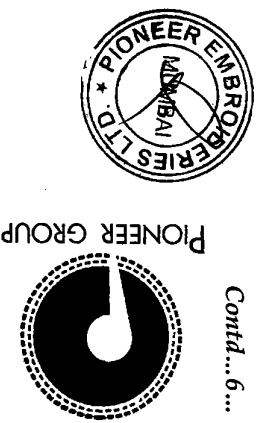


(1)(b)

Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Promoter and Promoter Group"

| Sr. No. | Name of the shareholder                 | Details of Shares held |                                   |               | Encumbered shares (*)              |  |                         | Details of warrants                               |                                       |   | Details of convertible securities |  |  | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|---------|---|------------------------|-----------------------------------|---------------|------------------------------------|--|-------------------------|---|---------------------------------------|---|-----------------------------------|--|--|--|
|         |   | Number of shares held  | As a % of grand total (A)+(B)+(C) | No.           | As a percentage (VI)=(V)/(III)*100 | As a % of grand total (A)+(B)+(C) of sub-clause (j)(a) | Number of warrants held | As a % total number of warrants of the same class | Number of convertible securities held | As a % total number of convertible securities of the same class | (XII)                             |  |  |  |
| (I)     | (II)                                    | (III)                  | (IV)                              | (V)           | (VI)=(V)/(III)*100                 | (VII)  | (VIII)                  | (IX)  | (X)                                   | (XI)  | (XII)                             |  |  |  |
| 1.      | Raj Kumar Sekhani                       | 2045718                | 11.03                             | 439636        | 21.49                              | 2.37   | Nil                     | Nil   | Nil                                   | Nil   | 11.03                             |  |  |  |
| 2.      | Bimla Devi Sekhani                      | 20485                  | 0.11                              | 0             | 0.00                               | Nil  | Nil                     | Nil   | Nil                                   | Nil   | 0.11                              |  |  |  |
| 3.      | Ashok Kumar Sekhani                     | 20000                  | 0.11                              | 0             | 0.00                               | Nil  | Nil                     | Nil   | Nil                                   | Nil   | 0.11                              |  |  |  |
| 4.      | Manak Chand Baid* Jt. Raj Kumar Sekhani | 14000                  | 0.08                              | 0             | 0.00                               | Nil  | Nil                     | Nil   | Nil                                   | Nil   | 0.08                              |  |  |  |
| 5.      | Pioneer E-Com Fashions Limited          | 6481726                | 34.94                             | 103629        | 1.60                               | 0.56   | Nil                     | Nil   | Nil                                   | Nil   | 34.94                             |  |  |  |
|         | <b>TOTAL</b>                            | <b>8581929</b>         | <b>46.27</b>                      | <b>543265</b> | <b>6.33</b>                        | <b>2.93</b>  | <b>Nil</b>              | <b>Nil</b>  | <b>Nil</b>                            | <b>Nil</b>  | <b>46.27</b>                      |  |  |  |

\*Mr. Manak Chand Baid has sold 18,02,800 shares in the Company to Mr. Raj Kumar Sekhani on 17.09.2004 as per agreement dt. 17.09.2004. These shares have been transferred in the joint name of Mr. Manak Chand Baid and Mr. Raj Kumar Sekhani and are under the control of the Escrow Agent as per the terms & conditions of the Agreement. 24, 79, 574 equity shares (including Bonus) have been transferred from Mr. Manak Chand Baid to Mr. Raj Kumar Sekhani as on 30<sup>th</sup> June, 2015

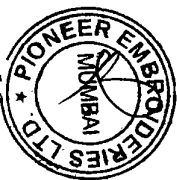


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(D) (c) (i) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 1% of the total number of shares

| Sr. No. | Name of the shareholder   | Number of shares held | Shares as a percentage of total number of shares i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above] | Details of warrants     |   | Details of convertible securities     |  | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|---------|---|-----------------------|---|-------------------------|---|---------------------------------------|--|--|
|         |   |                       |   | Number of warrants held | As a % total number of warrants of the same class | Number of convertible securities held | % w.r.t total number of convertible securities of the same class |  |
| 1.      | Edelweiss Asset Reconstruction Company Ltd. Trustee of EARC Trust-SC 23 | 850000                | 4.58  | Nil                     | Nil   | Nil                                   | Nil  | 4.58   |
| 2.      | General Insurance Corporation of India                                  | 500000                | 2.70  | Nil                     | Nil   | Nil                                   | Nil  | 2.70   |
| 3.      | United India Insurance Company Limited                                  | 499594                | 2.69  | Nil                     | Nil   | Nil                                   | Nil  | 2.69   |
| 4.      | Zigma Capital Finance Pvt. Ltd  | 487662                | 2.63  | Nil                     | Nil   | Nil                                   | Nil  | 2.63   |
| 5.      | Kenisha Enterprises Pvt. Ltd  | 426052                | 2.30  | Nil                     | Nil   | Nil                                   | Nil  | 2.30   |
| 6.      | Jayesh Nagji Nissar   | 268235                | 1.45  | Nil                     | Nil   | Nil                                   | Nil  | 1.45   |
| 7.      | Sunita Bhagchandka  | 227312                | 1.23  | Nil                     | Nil   | Nil                                   | Nil  | 1.23   |
| 8.      | Shaaji Palliyath  | 200000                | 1.08  | Nil                     | Nil   | Nil                                   | Nil  | 1.08   |
|         | <b>TOTAL</b>  | <b>3458855</b>        | <b>18.65</b>  | <b>Nil</b>              | <b>Nil</b>  | <b>Nil</b>                            | <b>Nil</b>   | <b>18.65</b>   |

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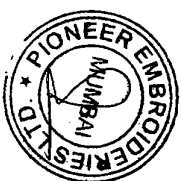
PIONEER GROUP



(1)(c)(ii) Statement showing holding of securities (including shares, warrants, convertible securities) of persons (together with PAC) belonging to the category "Public" and holding more than 5% of the total number of shares of the company

| Sr. No. | Name(s) of the shareholder(s) and the Persons Acting in Concert (PAC) with them | Number of shares | Shares as a percentage of total number of shares<br>[i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (1)(a) above] | Details of warrants |   | Details of convertible securities     |  | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|---------|---|------------------|---|---------------------|---|---------------------------------------|--|--|
|         |   |                  |   | Number of warrants  | As a % total number of warrants of the same class | Number of convertible securities held | % w.r.t total number of convertible securities of the same class |  |
| 1       | Nil   | Nil              | Nil   | Nil                 | Nil   | Nil                                   | Nil  | Nil  |
|         | <b>TOTAL</b>  | <b>Nil</b>       | <b>Nil</b>  | <b>Nil</b>          | <b>Nil</b>  | <b>Nil</b>                            | <b>Nil</b>   | <b>Nil</b>   |

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PIONEER GROUP







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(I) (d) Statement showing details of locked-in shares

| Sr. No | Name of the shareholder   | Number of locked-in shares | Locked-in Shares as a percentage of total number of shares [i.e. Grand Total (A)+(B)+(C) indicated in statement at para (I)(a) above ] |
|--------|---|----------------------------|--|
| 1.     | Edelweiss Asset Reconstruction Company Ltd. Trustee of EARC Trust-SC 23** | 8,50,000                   | 4.58   |
| TOTAL  |   | 8,50,000                   | 4.58   |

\*\* The Company has issued and allotted 8,50,000 equity shares to the Non-Promoter allottee on 21<sup>st</sup> May, 2015 and the said shares are kept under lock in period of 1(one) year from the last date of trading approval from Stock Exchanges.

(II) (a) Statement showing details of Depository Receipts (DRs)

| Sr. No. | Type of outstanding DR (ADRs, GDRs, SDRs, etc.) | Number Of outstanding DRs | Number of shares underlying outstanding DRs | Shares underlying outstanding DRs as a percentage of total number of shares [i.e. Grand Total (A)+(B)+(C) indicated in statement at para (I)(a) above ] |
|---------|---|---------------------------|---|---|
| 1.      | Nil   | Nil                       | Nil   | Nil   |
| TOTAL   |   | Nil                       | Nil   | Nil   |

(II) (b) Statement showing Holding of Depository Receipts (DRs) where underlying shares are in excess of 1% of the total number of shares

| Sr. No. | Name of the DR Holder | Type Of Outstanding DR (ADRs, GDRs, SDRs, etc.) | Number of shares underlying outstanding DRs | Shares underlying outstanding DRs as a percentage of total number of shares [i.e. Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above ] |
|---------|-----------------------|---|---|---|
| 1.      | Nil                   | Nil   | Nil   | Nil   |
| TOTAL   |                       | Nil   | Nil   | Nil   |

For PIONEER EMBROIDERIES LIMITED

  
COMPLIANCE OFFICER

