

## M/s. Pioneer E-Com Fashions LLP

(Formerly known as Pioneer E-Com Fashions Limited)

Regd. Office: Unit 101 B, 1<sup>st</sup>Floor, Abhishek Premises, Plot No.C5-6, Dalia Ind. Est., Off. New Link Road,  
Andheri (West), Mumbai - 400 058, Maharashtra  
Email Id:pecomltd@gmail.com, LLPIN: AAG-0467

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: Disclosure under Regulation 10(6), 29(1) &(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011**

Dear Sir/Madam,

With reference to the above mentioned subject enclosing herewith the disclosures under Regulation 10(6), 29(1) and 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011.

Please note that this reporting / intimation is pursuant to the conversion of Pioneer E-com Fashions Limited, the Company into Pioneer E-com Fashions LLP.

Pioneer Embroideries Limited (PEL) [Target Company] is a public limited company listed on BSE and NSE. We, being one of the promoters of PEL namely Pioneer E-Com Fashions Limited (“the Company”), Mumbai duly incorporated on 22<sup>nd</sup> March, 2000 under Companies Act, 1956 having CIN U72900MH2000PLC125115 has been converted into Limited Liability Partnership (LLP) i.e. Pioneer E-Com Fashions LLP (“the LLP”) bearing LLPIN AAG-0467 under the provisions of section 58(1) of Limited Liability Partnership Act, 2008 vide certificate of conversion dated 26<sup>th</sup> March, 2016.

Please note that on and from the date of registration 26<sup>th</sup> March, 2016 as specified in the certificate of registration issued under section 56 of the LLP Act in accordance with the provisions of Chapter 10 and schedule III of the LLP Act, clause 6 of the Schedule III of the LLP Act, following shall be effected:

- (i) All tangibles (movable or immovable) and intangible property vested in the Company, all assets, interests, rights, privileges, liabilities, obligations relating to the Company and the whole of the undertaking of the company shall be transferred to and vest in the Limited Liability Partnership without further assurance, act or deed and
- (ii) The Company shall be deemed to be dissolved and removed from the records of the Registrar of the Companies

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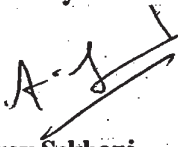
By the virtue of the aforesaid legal provision, all assets of the company including 64,81,726 Equity Shares of Pioneer Embroideries Limited (BSE Scrip code – 514300 & NSE Scrip Code: PIONEEREMB) shall stand vested in the name of LLP. Accordingly, we are in the process of applying PAN and opening of Demat account in the name of LLP, post which aforesaid investment in the Target Company shall be marked/vested/shifted in the name of the LLP.

Please note that since the said transaction/acquisition is exempt under Regulation 10(1)(g) SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011. eAcquisition by way of succession, aforesaid reporting's are submitted to your good office by the undersigned.

Kindly take the same on record and acknowledge the receipt.

Yours Faithfully,

**For Pioneer E-Com Fashions LLP**  
**(Formerly known as Pioneer E-Com Fashions Limited)**



**Aarav Sekhani**  
**DIN: 00103423**  
**Designated Partner**

Date: 28<sup>th</sup> March, 2016  
Place: Mumbai

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Email Id: pecomltd@gmail.com, LLPIN: AAG-0467

**Disclosures under Regulation 10(6)–Report to Stock Exchanges in respect of  
any acquisition made in reliance upon exemption provided for in  
Regulation 10 of SEBI(Substantial Acquisition of Shares and Takeovers)  
Regulations, 2011**

1.	Name of the Target Company (TC)	Pioneer Embroideries Limited	
2.	Name of the acquirer(s)	Pioneer E-Com Fashions LLP	
3.	Name of the stock exchange where shares of the TC are listed	1. Bombay Stock Exchange Limited 2. National Stock Exchange Limited	
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	Acquisition by way of succession i.e. Conversion of Pioneer E-Com Fashions Limited, the Company into Limited Liability Partnership (LLP)	
5.	Relevant regulation under which the acquirer is exempted from making open offer.	General Exemptions - Regulation 10(1) (g)	
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10(5) and if so, -whether disclosure was made and whether it was made within the timelines specified under the regulations. -date of filing with the stock exchange.	N.A	
7.	Details of acquisition	Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
	a. Name of the transferor/seller	N.A	N.A
	b. Date of acquisition	N.A	N.A
	c. Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	N.A	N.A
	d. Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	N.A	N.A
	e. Price at which shares are proposed to be acquired / actually acquired	N.A	N.A

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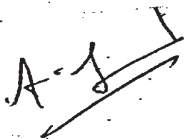
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8. Shareholding details	Pre-Transaction		Post-Transaction		
	No. of shares held	%w.r.t total share capital of TC	No. of shares held	%w.r.t total share capital of TC	
a	Each Acquirer / Transferee(*)	-	-	64,81,726	34.94
b	Each Seller / Transferor	64,81,726	34.94	-	-

**Note:**

(\*) Shareholding of each entity shall be shown separately and then collectively in a group

**For Pioneer E-Com Fashions LLP**

  
**Aarav Sekhani**  
**DIN: 00103423**  
**Designated Partner**