

## 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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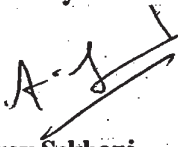
By the virtue of the aforesaid legal provision, all assets of the company including 64,81,726 Equity Shares of Pioneer Embroideries Limited (BSE Scrip code – 514300 & NSE Scrip Code: PIONEEREMB) shall stand vested in the name of LLP. Accordingly, we are in the process of applying PAN and opening of Demat 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. Acquisition 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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## DISCLOSURES UNDER REGULATION 29(1) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011

1. Name of the Target Company (TC)	Pioneer Embroideries Limited (BSE Scrip code – 514300 & NSE Scrip code – PIONEEREMB)		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Pioneer E-Com Fashions LLP		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange National Stock Exchange		
5. Details of the acquisition 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 under consideration, holding of :			
a) Shares carrying voting rights	---	---	---
b) Voting rights (VR) otherwise than by equity 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)	---	---	---
<b>Total (a+b+c)</b>	--	--	--
Details of acquisition			
a) Shares carrying voting rights acquired	64,81,726	34.94%	34.94%
b) VRs acquired otherwise than by equity shares	---	---	---
c) Warrants/convertible securities/any other instrument that entitles the	---	---	---

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acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired			
<b>Total (a+b+c)</b>	64,81,726	34.94%	34.94%
After the acquisition, holding of:			
a) Shares carrying voting rights	64,81,726	34.94%	34.94%
b) VRs otherwise than by equity 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	---	---	---
<b>Total (a+b+c)</b>	<b>64,81,726</b>	<b>34.94%</b>	<b>34.94%</b>
6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Acquisition by way of succession. This reporting is due to Conversion of Company into LLP (Pioneer E-com Fashions Limited into Pioneer E-com Fashions LLP) pursuant to the Provision of Section 58(1) of the LLP Act, 2008. Actual Acquisition of shares by the LLP from erstwhile Company would take place in due course of time after opening of Demat account of the LLP.		
7. Date of acquisition of/ date of receipt of intimation of allotment of shares /VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	26 <sup>th</sup> March, 2016 (Date of conversion of Pioneer E-com Fashions Limited into Pioneer E-com Fashions LLP)		
8. Equity share capital / total voting capital of the TC before the said acquisition	Rs. 18,54,90,940 Share Capital divided into 1,85,49,094 Shares of Rs. 10 each		
9. Equity share capital/ total voting capital	Rs. 18,54,90,940 Share Capital divided into		

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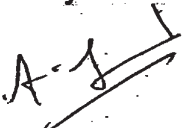
of the TC after the said acquisition	1,85,49,094 Shares of Rs. 10 each
10. Total diluted share/voting capital of the TC after the said acquisition	Rs. 18,54,90,940 Share Capital divided into 1,85,49,094 Shares of Rs. 10 each

**Note:**

(\*) 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 LLP**

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

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