

Pioneer e - com Fashions LLP

(Formerly known as Pioneer E-com Fashions Limited)

Regd. Office: Unit No.101B, 1ST Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri (West), Mumbai - 400 058. Maharashtra E-mail Id:- pecomltd@gmail.com LLPIN:- AAG-0469

Date: 23rd June, 2016

✓ To,
Mr. Rakesh Parakh
Sp. Assistant
Department of Corporate Services
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001

To,
Mr. Hari K.
Manager
National Stock Exchange of India Limited
"Exchange Plaza",
Bandra-Kurla Complex,
Bandar (East), Mumbai – 400 051

Dear Sir,

Ref: PIONEER EMBROIDERIES LIMITED (Scrip Code No. 514300 & PIONEEREMB)

Sub: Declaration Under regulation 31(1) & 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011]

We have pledge 15,00,000 Shares of Pioneer Embroideries Limited held by us on date in favour of M/s. Ladderup Finance Limited.

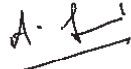
We are enclosing disclosure under Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in prescribed format.

Please take it in your record.

Thanking You,

Yours faithfully,

For Pioneer E-Com Fashions LLP


Partner
00103423
Encl:- As above



CC: Pioneer Embroideries Limited

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	23 rd June, 2016
Name of the Promoter or PAC on whose shares encumbrance has created/released/invoked	Pioneer E-Com Fashions LLP

Details of the creation of encumbrance		Details of events pertaining to encumbrance (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/release/invocation)							Post event holding of encumbered shares (creation [(2) + (3)] / release [(2) - (3)]/ invocation [(2)-(3)]	
Names	Number of shares	% of total share capital	Number of shares	% of total share capital	Type of event (creation/release/invocation)	Reasons for encumbrance **	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered ***	No. of shares	% of total shares capital
Pioneer E-com Fashions LLP (Promoter)	64,81,726	34.94	37,97,547	20.47	Creation	As collateral for loans taken by the company	15,00,000	8.09	M/s. Ladderup Finance Limited	52,97,547	28.56
Raj Kumar Sekhani (Promoter)	20,45,718	11.03	20,45,718	11.03	--	--	--	--	--	20,45,718	11.03
Bimla Devi Sekhani	23,073	0.12	--	--	--	--	--	--	--	--	--
Ashok Kumar Sekhani	20,000	0.11	--	--	--	--	--	--	--	--	--
Manak Chand Baicd* JI.	14,000	0.08	--	--	--	--	--	--	--	--	--
Raj Kumar Sekhani	85,84,517	46.28	58,43,265	31.50	--	--	15,00,000	8.09	--	73,43,265	39.59
Total											

For Pioneer E-Com Fashions LLP

A. S.



Partner
00103423

Place : Mumbai
Date : 23rd June, 2016

*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.