

# Pioneer e - com Fashions LLP

(Formerly known as Pioneer E-com Fashions Limited)

Regd. Office: Unit No.101B, 1<sup>ST</sup> 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: 16<sup>th</sup> September, 2016

To,  
Mr. Rakesh Parakh  
Sp. Assistant  
Dept 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 already pledged 15,00,000 Shares of Pioneer Embroideries Limited in favour of M/s. Ladderup Finance Limited. Out of that the 5,00,000 Shares released by M/s. Ladderup Finance Limited.

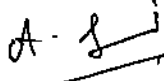
We are enclosing disclosure under Regulation 31(1) and 31(2) of SEBI {Substantial Acquisition of Shares and Takeovers} Regulations, 2011 in prescribed format.

Please take it in your record.

Thanking You,

Yours faithfully,

For Pioneer E-Com Fashions LLP

  
AARAV SEKHANI  
Designated Partner  
DIN 00103423



Place : Mumbai  
Date : 16<sup>th</sup> September, 2016

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	16 <sup>th</sup> September, 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													
Name of the Promoter (s) or PACs With him*	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Details of events pertaining to encumbrance (3)							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)	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
Pioneer E-com Fashions LLP (Promoter)	64,81,726	34.94	52,97,547	28.56	Release	12 <sup>th</sup> September, 2016	Pledge	Repayment of loan	5,00,000	2.69	M/s. Ladderup Finance Limited	47,97,547	25.86
Raj Kumar Sekhani (Promoter)	20,45,718	11.03	20,45,718	11.03	--	--	--	--	--	--	--	2045718	11.03
Bimla Devi Sekhani	23,073	0.12	--	--	--	--	--	--	--	--	--	--	--
Ashok Kumar Sekhani	20,000	0.11	--	--	--	--	--	--	--	--	--	--	--
Manak Chand Baid* Jt. Raj Kumar Sekhani	14,000	0.08	--	--	--	--	--	--	--	--	--	--	--
<b>Total</b>	<b>85,84,517</b>	<b>46.28</b>	<b>73,43,265</b>	<b>39.59</b>					<b>5,00,000</b>	<b>2.69</b>		<b>68,43,265</b>	<b>36.89</b>

For Pioneer E-Com Fashions LLP

  
**AARAV SEKHANI**  
 Designated Partner  
 DIN 00103423



Place : Mumbai  
 Date : 16<sup>th</sup> September, 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.