

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

To,
Corporate Relationship Dept
(CRD)
BOMABY STOCK EXCHANGE
LIMITED
P. J. Towers,
Dalal Street,
Mumbai - 400 001.

To,
Mr. Hari K.
Manager
NATIONAL STOCK
EXCHANGE OF INDIA
LIMITED
"Exchange Plaza",
Bandra-Kurla Complex,
Bandra (East),
Mumbai - 400051.

To,
The Compliance Officer,
PIONEER EMBROIDERIES
LIMITED
Unit No.21 to 25,
2nd Floor Orient House,
3-A, Udyog Nagar,
Off S. V. Road,
Goregaon (West),
Mumbai - 400062.

Subject: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011

Ref: Pioneer Embroideries Limited (BSE Scrip code - 514300 & NSE Scrip Code: PIONEEREMB)

Dear Sir/Madam,

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


Please note that this reporting / intimation is pursuant to sale of 7,00,000 equity shares of Pioneer Embroideries Limited (Company) by us on 27th September, 2016 and 28th September, 2016

We wish to further state that the sales proceeds would be ploughed back into Pioneer Embroideries Ltd. (PEL) to partly meet its funding requirement of growth and loan repayment.

Kindly take the same on record and acknowledge the receipt.

Yours Faithfully,

For Pioneer E-Com Fashions LLP
(Formerly Pioneer E-Com Fashions Limited)


(AARAV SEKHANI)
Designated Partner
DIN: 00103423



Date: 29th September, 2016
Place: Mumbai

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Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

| | | | |
|---|---|--|---|
| Name of the Target Company (TC) | PIONEER EMBROIDERIES LIMITED (BSE Scrip code – 514300 & NSE Scrip code – PIONEEREMB) | | |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer | Pioneer E-ComFashions LLP | | |
| Whether the acquirer belongs to Promoter/Promoter group | Yes | | |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed | Bombay Stock Exchange National Stock Exchange | | |
| Details of acquisition- / disposal as follows | Number | % w.r.t. total share/voting capital wherever applicable(*) | % w.r.t. total diluted share/voting capital of the TC(**) |
| <u>Before the acquisition under consideration, holding of:</u> | | | |
| a) Shares carrying voting rights | 16,84,179 | 34.94% | 9.08% |
| b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) | 47,97,547 | 25.86 | 25.86 |
| c) Voting rights (VR) otherwise than by shares | --- | --- | --- |
| d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) | --- | --- | --- |
| e) Total (a+b+c+d) | 64,81,726 | 34.94% | 34.94% |

A. J. i



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| | | | |
|---|--|----------------|----------------|
| <u>Details of acquisition/sale</u> | | | |
| a) Shares carrying voting rights acquired/sold | (7,00,000) | (3.78%) | (3.78%) |
| b) VRs acquired- /sold otherwise than by 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) acquired/sold | --- | --- | --- |
| d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) | --- | --- | --- |
| Total (a+b+c+/-d) | (7,00,000) | (3.78%) | (3.78%) |
| <u>After the acquisition/sale, holding of:</u> | | | |
| a) Shares carrying voting rights | 9,84,179 | 5.30% | 5.30% |
| b) Shares encumbered with the acquirer | 47,97,547 | 25.86 | 25.86 |
| c) VRs otherwise than by shares | --- | --- | --- |
| d) 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. | --- | --- | --- |
| Total (a+b+c+d) | 57,81,726 | 31.16% | 31.16% |
| Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). | open market | | |
| Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | 27 th September, 2016 and 28 th September, 2016 | | |
| Equity share capital / total voting capital of the TC before the said acquisition / sale | Rs.18,54,90,940 Share Capital divided into 1,85,49,094 Shares of Rs.10 each. | | |

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

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

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

A. Sekhani

**AARAV SEKHANI
DIN: 00103423
Designated Partner**



**Date: 29th September, 2016
Place: Mumbai**