

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: 27th January, 2017

✓ To,
Mr. Rakesh Parakh
Sp. Assistant
Depart 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 5,00,000 Equity Shares of Pioneer Embroideries Limited in favour of M/s. Ladderup Finance Limited (LFL) and the same are released by them. Further, we have pledge 43,93,918 Equity Shares of Pioneer Embroideries Limited held by us, in favour of Kotak Mahindra Bank Ltd.

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

Encl:- As Above

Place : Mumbai

Date : 27th January, 2017



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	27 th January, 2017
Name of the Promoter or PAC on whose shares encumbrance has been created/released/invoked	Pioneer E-Com Fashions LLP

Name of the Promoter (s) or PACs With him(**)	Details of the creation of encumbrance				Details of events pertaining to encumbrance (3)				Post event holding of encumbered shares {creation [(2) + (3)]/ release [(2) - (3)]/ invocation [(2)-(3)]}				
	Promoter holding in the target company (1)	% of total share capital	% w.r.t diluted share Capital(*)	Promoter holding already encumbered (2)	% of total share capital	Type of event (creation/release e/invocation)	Date of creation/invocation release of encumbrance	Type of encumbrance (pledge/lien/ non disposal undertaking/ others)	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered	No. of shares	% of total shares
Pioneer E-com Fashions LLP (Promoter)	5,00,000	2.32	2.32	5,00,000	2.32	Release	24 th January, 2017	Pledge	5,00,000	2.32	M/s. Ladderup Finance Limited	Nil	Nil
Pioneer E-com Fashions LLP (Promoter)	43,98,097	20.41	20.41	--	--	Pledge	23 rd January, 2017	Pledge	43,93,918	20.39	M/s. Kotak Mahindra Bank Ltd	43,93,918	20.39
Pioneer E-com Fashions Limited (Promoter)	1,03,629	0.48	0.48	1,03,629	0.48	--	--	--	--	--	--	1,03,629	0.48
Raj Kumar Sekhani (Promoter)	20,45,718	9.49	9.49	20,45,718	9.49	--	--	--	--	--	--	20,45,718	9.49
Binla Devi Sekhani	23,073	0.11	0.11	--	--	--	--	--	--	--	--	--	--
Asnok Kumar Sekhani	20,000	0.09	0.09	--	--	--	--	--	--	--	--	--	--
Manak Chand Baid" Jt. Raj Kumar Sekhani	14,000	0.07	0.07	--	--	--	--	--	--	--	--	--	--
Total	71,04,517	32.97	32.97	26,49,347	12.29				48,93,918	22.71		65,43,265	30.36

For Pioneer E-Com Fashions LLP

AARAV SEKHANI
Designated Partner
DIN 00103423



Place : Mumbai
Date : 27th January, 2017

(*) 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.
(*) Total share capital to be taken as per the latest filing done by the company to 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.