1001 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: 14th January, 2017

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

Dear Sir,

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

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 10,00,000 and 36,93,918 Equity Shares of Pioneer Embroideries Limited in favour of M/s. Ladderup Finance Limited and Kotak Mahindra Bank Ltd respectively. Out of that, 5,00,000 and 36,93,918 Equity Shares were released by M/s. Ladderup Finance Limited and M/s. Kotak Mahindra Bank Ltd respectively.

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

MUMBA

AARAV SEKHANI Designated Partner

DIN 00103423

Place: Mumbai

Date: 14th 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 | PIONEER EMBROIDERIES LIMITED

Bombay Stock Exchange Limited
National Stock Exchange of India Limited

Name of the Target Company (TC)

Name of the Stock Exchange where the shares of the target company are listed

12.29	26,49,347		19.46	41,93,918					31.75	34.27 68,43,265 31.75		73,84,517	Total
												,000	Raj Kumar Sekhani
:	1	;	:				:	!	1	1	0.07	14,000	Manak Chand Baid" .lt
	1	1	:	1	-		;	1	-	1	0.09	20,000	Ashok Kumar Sekhani
	-	1	1	1	-	-	1	1	;	1	0.11	23,073	Bimla Devi Sekhani
9.49	20,45,718	1	1		1	-	1	I	9.49	20,45,718	9.49	20,45,718	Raj Kumar Sekhani (Promoter)
0.48	1,03,629	M/s. Kotak Mahindra Bank Ltd	17.14	36,93,918	Pursuant to the conversion of Pioneer E-com Fashions Limited to LLP, Pledgee requires the pledged shares from LLP	Pledge	10 th January, 2017	Release	17.62	17.62 37,97,547	17.62	37,97,547	Pioneer E-com Fashions Limited (Promoter)
2.32	5,00,000	M/s. Ladderup Finance Limited	2.32	5,00,000	Repayment of loan	Pledge	10 th January, 2017	Release	4.64	10,00,000	6.89	14,84,179	Pioneer E-com Fashions LLP (Promoter)
		,				omers	е						
		encumbered				undertaking/	encumbranc	tion)	_				
		shares				disposal	release of	ease/invoca	capita		capita		
capital		whose favor	capital			(pledge/lien/ non	cation	(creation/rel	share		share		
shares	shares		share	shares		encumbrance	creation/invo	event	total	of shares	total	shares	
% of total	No. of	Name of the	% of total	No. of	Reasons for encumbrance **	Type of	Date of	Type of	% of	Number	% of	Number of	Names
n [(2)-(3)]	(3)]/invocation [(2)-(3)]												
	release [(2)												
+(3)]/	{creation [(2)								d (2)	encumbered (2)	<u>_</u>	company (1)	With him*
shares	encumbered shares									already	*	in the target	(s) or PACs
olding of	Post event holding of				-	Details of events pertaining to encumbrance (3)	ents pertaining to	Details of eve	olding	Promoter holding	nolding	Promoter holding	Name of the Promoter
		1										ncumbrance	Details of the creation of encumbrance
					ASHOIN LLT	Florieer E-Coll Fasilions LEF	leased/iiIVOked	Jeen Cleated/le	ice lias t	Seliculibrai	Se stidle	TAC OII WIIO	Name of the Floritoter of FAC off whose states encombiance has been cleared released.
						Dispose Com I	oo od fin in load		5		200	200	Name of the Dramater at
					17	1/m lanuary 2017							Date of Reporting

For Pioneer E-Com Fashions LLP

AARÁV SEKHANI Designated Partner DIN 00103423 MUMBAI)

Place Date Mumbai 14th 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

^{*}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.