

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: 14th 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 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


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

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

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)]}	
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)	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered ***	No. of shares	% of total share capital	
Pioneer E-com Fashions LLP (Promoter)	14,84,179	10,00,000	Release 10 th January, 2017	5,00,000	2.32	M/s. Laddarup Finance Limited	5,00,000	2.32	
Pioneer E-com Fashions Limited (Promoter)	37,97,547	37,97,547	Release 10 th January, 2017	36,93,918	17.14	M/s. Kotak Mahindra Bank Ltd	1,03,629	0.48	
Raj Kumar Sekhani (Promoter)	20,45,718	20,45,718	--	--	--	--	20,45,718	9.49	
Birnia Devi Sekhani	23,073	--	--	--	--	--	--	--	
Ashok Kumar Sekhani	20,000	--	--	--	--	--	--	--	
Manak Chand Baid" Jt.	14,000	--	--	--	--	--	--	--	
Raj Kumar Sekhani	73,84,517	68,43,265	--	41,93,918	19.46	--	26,49,347	12.29	
Total									

For Pioneer E-Com Fashions LLP



AARAV SEKHANI
Designated Partner
DIN 00103423

Place : Mumbai
Date : 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 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.