

# RAJ KUMAR SEKHANI

301 CTS-310, N. S. ROAD NO. 11, VITHAL NAGAR CHSL,  
JVPD SCHEME, VILE PARLE (W), MUMBAI – 400049

Date: 4<sup>th</sup> February, 2017

To,  
Mr. Rakesh Parakh  
Sp. Assistant  
Dept. of Corporate Services  
Bombay Stock Exchange Limited  
1st Floor, Rotunda Building,  
B. S. Marg, Fort, Mumbai – 400 001

To,  
Mr. Hari K.  
Manager  
National Stock Exchange of India Limited  
"Exchange Plaza",  
Bandra-Kurla Complex,  
Bandra (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

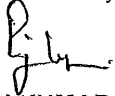
I have already pledged 16,06,082 Shares of Pioneer Embroideries Limited in favour of Kotak Mahindra Bank Limited. Out of that the 7,00,000 Shares released by Kotak Mahindra Bank Limited.

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,



**(RAJ KUMAR SEKHANI)**

Encl.: - As above

Place : Mumbai

Date : 4<sup>th</sup> February, 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	4 <sup>th</sup> February, 2017	
Name of the Promoter or PAC on whose shares encumbrance has been created/released/invoked	Raj Kumar Sekhani	

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)]}	
	Number of shares	% of total share capital	% w.r.t diluted share Capital(*)	Number of shares	% of total share capital	Type of event (creation/release/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 capital
Raj Kumar Sekhani (Promoter)	20,45,718	9.49	9.49	20,45,718	9.49	Release	1 <sup>st</sup> February, 2017	Pledge	7,00,000	3.25	M/s. Kotak Mahindra Bank Ltd	13,45,718	6.24
Birula Devi Sekhani	23,073	0.11	0.11	--	--	--	--	--	--	--	--	--	--
Ashok Kumar Sekhani	20,000	0.09	0.09	--	--	--	--	--	--	--	--	--	--
Manak Chand Baid" Jt. Raj Kumar Sekhani	14,000	0.07	0.07	--	--	--	--	--	--	--	--	--	--
Pioneer E-com Fashions LLP (Promoter)	43,98,097	20.41	20.41	43,93,918	20.39	--	--	--	--	--	--	4393918	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
<b>Total</b>	<b>6604517</b>	<b>30.65</b>	<b>30.65</b>	<b>65,43,265</b>	<b>30.36</b>				<b>7,00,000</b>	<b>3.25</b>		<b>58,43,265</b>	<b>27.11</b>



**RAJ KUMAR SEKHANI**

Place : Mumbai  
Date : 4<sup>th</sup> February, 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.