

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:- pecomitd@gmail.com LLPIN:- AAG-0469

Date: 13th December, 2018

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

We have already pledged 1,03,629 Shares of Pioneer Embroideries Limited in favour of State Bank of India pursuant to Scheme of CDR and the same are released by them.

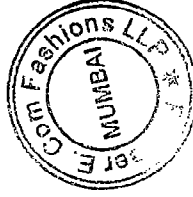
We are enclosing disclosure under Regulation 31(1) and 31(2) of SEBI {Substantial Acquisition of Shares and Takeovers} Regulations, 2011 in prescribed format.

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 : 13th December, 2018

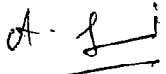
CC: Pioneer Embroideries Limited

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	13 th December, 2018
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													
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) (3)]/invocation [(2)-(3)]}	
	Names	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
Raj Kumar Sekhani (Promoter)	20,45,718	8.20	8.20	16,85,718	6.76	Release	10 th December, 2018	Pledge	4,39,636	1.76	State Bank of India	12,46,082	5.00
Bimla Devi Sekhani	23,073	0.09	0.09	--	--	--	--	--	--	--	--	--	--
Manak Chand Baid" Jt. Raj Kumar Sekhani	14,000	0.06	0.06	--	--	--	--	--	--	--	--	--	--
Pioneer E-com Fashions LLP (Promoter)	43,98,097	17.63	17.63	43,93,918	17.61	--	--	--	--	--	--	43,93,918	17.61
Pioneer E-com Fashions Limited (Promoter)	1,03,629	0.42	0.42	1,03,629	0.42	Release	10 th December, 2018	Pledge	1,03,629	0.42	State Bank of India	NIL	--
Total	65,84,517	26.39	26.39	61,83,265	24.78				5,43,265	2.18		56,40,000	22.61

For Pioneer E-Com Fashions LLP


AARAV SEKHANI
 Designated Partner
 DIN 00103423



Place : Mumbai
 Date : 13th December, 2018

(**) 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.