

ASHOK KUMAR SEKHANI

602, Garden View 'A' Wing, Shastri Nagar, Lokhandwala Complex, Andheri
(West), Mumbai – 400058.

Date: 6th April 2016

To,
Dept. of Corporate Services,
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001.
Company Code: 514300
Company ISIN: INE156C01018

To,
The Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai- 400051.
Company Code: PIONEEREMB
Company ISIN: INE156C01018

Dear Sir,

Sub: Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 as on 31st March, 2016

Dear Sir/Madam,

With reference to the above captioned subject this is to inform you that, I have hold 20,000 equity shares i.e. 0.11% of total shareholding in **Pioneer Embroideries Limited**. As required under the aforesaid regulation(s), We are enclosing the requisite disclosure mentioning the consolidated holding of whole promoter group as persons acting in concert with me based on Regulation 2(1)(q) of the said regulations.

We request you to take the above information on your records.

Kindly acknowledge the receipt.

Thanking you,



ASHOK KUMAR SEKHANI
DIN: 00234284
Encl: As Above

C. C. TO,
The Company Secretary,
Pioneer Embroideries Limited
Unit No 21 To 25, 2nd Floor Orient House,
3A Udyog Nagar, Off S V Road,
Goregaon (West), Mumbai – 400062.

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ANNEXURE - 1

DISCLOSURES UNDER REGULATION 30(1) AND 30(2) OF SEBI (SUBSTANTIAL ACQUISITION OF
SHARES AND TAKEOVERS) REGULATIONS, 2011 AS ON 31ST MARCH, 2016.

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	PIONEER EMBROIDERIES LIMITED			
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	BOMBAY STOCK EXCHANGE LIMITED (BSE) NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE)			
3. Particulars of the shareholder(s) :				
a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.	PIONEER E-COM FASHIONS LTD***			
or				
b. Name(s) of promoter(s), member of the promoter group and PAC with him.	RAJ KUMAR SEKHANI BIMLADEVI RAJKUMAR SEKHANI ASHOK KUMAR SEKHANI MANAKCHAND BAID@ JT. RAJ KUMAR SEKHANI			
4. Particulars of the shareholding of person(s) mentioned at (3) above	Name of the Promoter/ PAC	Number of shares	% w.r.t. total Share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)



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As of 31 st March, 2016 of the year, holding of:				
a) Shares	PIONEER E-COM FASHIONS LTD	64,81,726	34.94	34.94
	RAJ KUMAR SEKHANI	20,45,718	11.03	11.03
	BIMLADEVI RAJKUMAR SEKHANI	23,073	0.12	0.12
	ASHOK KUMAR SEKHANI	20,000	0.11	0.11
	MANAKCHAND BAID@ JT. RAJ KUMAR SEKHANI	14,000	0.08	0.08
b) Voting Rights (otherwise than by shares)	NIL	NIL	NIL	NIL
c) Warrants,	NIL	NIL	NIL	NIL
d) Convertible Securities	NIL	NIL	NIL	NIL
e) Any other instrument that would entitle the holder to receive shares in the TC.	NIL	NIL	NIL	NIL
	Total	85,84,517	46.28	46.28

@Mr. Manak Chand Baid has sold 18,02,800 shares in the Company to Mr. Raj Kumar Sekhani on 17.09.2004 as per agreement dt. 17.09.2004, These shares have been transferred in the joint name of Mr. Manak Chand Baid and Mr. Raj Kumar Sekhani and are under the control of the Escrow Agent as per the term & conditions of the Agreement. 24,79,574 equity shares (Including Bonus) have been transferred from Mr. Manak Chand Baid to Mr. Raj Kumar Sekhani as on 31st March, 2016.

*Diluted share & voting capital 1,85,49,094 equity shares of Re.10/- each



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*** Please note that We, being one of the promoters of PIONEER EMBROIDERIES LIMITED (PEL) namely Pioneer E-Com Fashions Limited ("**the Company**"), Mumbai duly incorporated on 22nd March, 2000 under Companies Act, 1956 having CIN U72900MH2000PLC125115 has been converted into Limited Liability Partnership (LLP) i.e. Pioneer E-Com Fashions LLP ("**the LLP**") bearing LLPIN AAG-0467 under the provisions of section 58(1) of Limited Liability Partnership Act, 2008 vide certificate of conversion dated 26th March, 2016. We are in the process of applying PAN and opening of demat account in the name of LLP, post which aforesaid investment in the Target Company shall be marked/vested/shifted in the name of the LLP.

Thanking you,



ASHOK KUMAR SEKHANI

DIN: 00234284

Place: Mumbai

Date: 6th April, 2016

Note:

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.
- (*) 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.
- (**) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.