

# Pioneer e-com Fashions LLP

(Formerly known as Pioneer E-com Fashions Limited)

Regd. Office: Unit No.101B, 1<sup>ST</sup> 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

To,  
Mr. Rakesh Parakh  
Sp. Assistant  
Dept. of Corporate Services  
Bombay Stock Exchange Limited  
1<sup>st</sup> 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

Date: 24<sup>th</sup> December, 2018

Dear Sir,

Ref:: PIONEER EMBROIDERIES LIMITED (Scrip Code No. 514300 & PIONEEREMB)

Sub: Revised 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 : 24<sup>th</sup> December, 2018

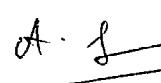
CC: Pioneer Embroideries Limited

**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<br>National Stock Exchange of India Limited |
| Date of Reporting                                                                         | 13 <sup>th</sup> December, 2018                                           |
| Name of the Promoter or PAC on whose shares encumbrance has been created/released/invoked | Raj Kumar Sekhani                                                         |

| 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)]} |                          |
|                                            | 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) | Reason for encumbrance** | Number          | % of share capital | Name of the entity in whose favor shares encumbered *** | Number                                                                                                | % of total share capital |
| Raj Kumar Sekhani (Promoter)               | 20,45,718                                  | 8.20                     | 8.20                             | 16,85,718                               | 6.76                     | Release                                         | 10 <sup>th</sup> December, 2018                    | Pledge                                                            | Repayment of loan        | 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 <sup>th</sup> December, 2018                    | Pledge                                                            | Repayment of loan        | 1,03,629        | 0.42               | State Bank of India                                     | NIL                                                                                                   | --                       |
| <b>Total</b>                               | <b>65,84,517</b>                           | <b>26.39</b>             | <b>26.39</b>                     | <b>61,83,265</b>                        | <b>24.78</b>             |                                                 |                                                    |                                                                   |                          | <b>5,43,265</b> | <b>2.18</b>        |                                                         | <b>56,40,000</b>                                                                                      | <b>22.61</b>             |

For Pioneer E-Com Fashions LLP

  
**AARAV SEKHANI**  
 Designated Partner  
 DIN 00103423  
 Place : Mumbai  
 Date : 24<sup>th</sup> 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.

\*\* 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.