

Pioneer e - com Fashions Limited

Abishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri West, Mumbai 400 058.
Tel. Nos. : 022-4223 2323. Fax No.: 022-4223 2313 e-mail: tulip@bom3.vsnl.net.in

Date: - 19th March, 2013

To,
Mr. Hari K.
Manager
NATIONAL STOCK EXCHANGE OF INDIA LIMITED
"Exchange Plaza",
Bandra-Kurla Complex,
Bandra (East),
Mumbai – 400 051.

Dear Sir,

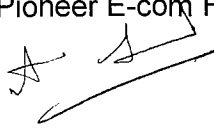
Ref. : COMPANY CODE : PIONEEREMB
Sub. : INTIMATION DISCLOSURE UNDER REGULATION 29(2) OF THE SEBI
(SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS)
REGULATIONS, 2011 AND REGULATION 13(4A) OF THE SEBI (PREVENTION
OF INSIDER TRADING) REGULATIONS, 1992

We have been allotted 47,83,929 equity shares of Rs.10/- each constituting 27.03% of the expanded paid up capital of Pioneer Embroideries Limited on a preferential basis. We are accordingly enclosing the necessary disclosure under Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 and Regulation 13(4A) of the SEBI (Prevention of Insider Trading) Regulations, 1992. We request you to kindly take the same on record.

Thanking you,

Yours faithfully,

For Pioneer E-com Fashions Limited


Director
Encl.: - As above

C C: Pioneer Embroideries Limited



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Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	PIONEER EMBROIDERIES LIMITED		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	PIONEER E-COM FASHIONS LIMITED		
3. Whether the acquirer / seller belongs to Promoter/Promoter group	YES		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE LIMITED NATIONAL STOCK EXCHANGE OF INDIA LIMITED		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
Before the acquisition/disposal under consideration, holding of:			
a) Shares carrying voting rights	16,97,797	13.15	13.15
b) Voting rights (VR) otherwise than by shares	---	---	---
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	---	---	---
Total (a+b+c)	16,97,797	13.15	13.15



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Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	47,83,929	27.03	27.03
b) VRs acquired /sold otherwise than by shares	---	---	--
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	---		
Total (a+b+c)	47,83,929	27.03	27.03
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	64,81,726	36.62	36.62
b) VRs otherwise than by shares	---	--	---
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.	---	--	--
Total (a+b+c)	64,81,726	36.62	36.62
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	preferential allotment		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	15-03-2013		



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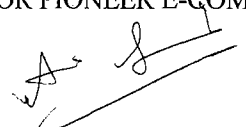
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8. Equity share capital / total voting capital of the TC before the said acquisition / sale	1,29,15,165 Equity shares of Rs.10 each aggregating to Rs.12,91,51,650.00
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	1,76,99,094 equity shares of Re.10/- each aggregating to Rs.17,69,90,940.00
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	1,76,99,094 equity shares of Re.10/- each aggregating to Rs.17,69,90,940.00 and 47,85,813 FCCBs pending conversion aggregating to Rs.22,48,49,070.00

(*) 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.

FOR PIONEER E-COM FASHIONS LIMITED


DIRECTOR

Place: Mumbai

Date: 19-03-2013



FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
(Regulation 13 (4), 13(4A) and 13(6))

Details of change in shareholding or voting rights held by Promoter of PIONEER EMBROIDERIES LIMITED

Name, PAN No. & Address of Promoter/person who is part of promoter group / Director/Officer	No. & % of shares/voting rights held by the Promoter/ person who is part of Promoter Group / Director/ Officer	Date of receipt of allotment / advice/acquisition / sale of shares/ voting rights	Date of intimation to company	Mode of acquisition (market purchase/public rights/preferential offer, etc.)/sale	No. & % of shares/ voting rights post acquisition/voting rights sale	Trading member through whom the trade was executed with SEBI Registration no. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value (Rs.)	Sell quantity	Sell value (in Rs.)
PIONEER E-COM FASHIONS LIMITED Unit No. 101B, 1st Floor, Abhishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road, Andheri West, Mumbai - 400 058 PAN NO. AACCP7251M	16,97,797 (13.15%)	15-03-2013	19-03-2013	Preferential offer	64,81,726 (36.62%)	Fresh Allotment	Nil	47,83,929	96,799,971.00	Nil	Nil

FOR PIONEER E-COM FASHIONS LIMITED

DIRECTOR

DATE:- 19-03-2013

