

RAJ KUMAR SEKHANI

Flat No.302, Arihant Bldg, Near Terapan Bhawan, Thakur Complex,
Kandivali (East), Mumbai – 400 101.

Date: 17th July, 2012

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)

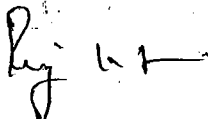
Sub: Declaration Under regulation 31(1) & 31(2) of SEBI {Substantial Acquisition of Shares and Takeovers} Regulations, 2011]

Pursuant to the requirement of Regulation 31(3) of SEBI {Substantial Acquisition of Shares and Takeovers} Regulations, 2011] I, RAJ KUMAR SEKHANI hereby attach a disclosure as required under Regulation 31(1) and 31(2) of SAST, 2011.

Please take it in your record.

Thank You,

Yours faithfully,



RAJ KUMAR SEKHANI

Encl.: - As above

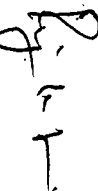
(Format for disclosure by the promoter (s) to the stock exchanges and to the target Company for encumbrance of shares / invocation of encumbrance / release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011)

Name of the Target Company (TC)	PIONEER EMBROIDERIES LIMITED
Name of the Promoter(s) on whose shares encumbrance was created/invoked /released (tick the relevant one)	RAJ KUMAR SEKHANI
Date of Reporting	17 th July, 2012
Name of the Stock exchange where the shares of the target company are listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited
Details of the Promoters' holding : (The term "event" indicates creation/invocation /release of encumbrance, as the case may be) 1,29,15,165 Equity Shares	

Promoter (s) or PACs With him	Pre-event holding		Details of events pertaining to encumbrance		Post event holding (encumbered shares to be excluded)		(*)Details of encumbrance (pledge/lien or others-give details
Names	Number	% of total share capital	Type -creation/ invocation/release	Date (s)	Number	% of total share capital	
RAJ KUMAR SEKHANI (Promoter)	23,37,788	18.10	Invoked (44,182 Shares)	13 th July, 2012	22,93,606	17.76	Pledge and invoked by Institution.
(*)Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important feature of such encumbrance.							

Thanking You,

Yours faithfully,


RAJ KUMAR SEKHANI

Place : **Mumbai**
Date : **17th July, 2012**