

Pioneer e - com Fashions Limited

Unit No.101B, 1ST Floor, Abishek Premises, Plot No. C5-6, Dalia Industrial Estate, Off. New Link Road,
Andheri (West), Mumbai - 400 058.

Tel. Nos. : 422 32 323. Fax No.: 42232313 e-mail: tulip@bom3.vsnl.net.in

Date: 5th January, 2012

To,
Mr. Rakesh Parakh
Sp. Assistant
Depart 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]

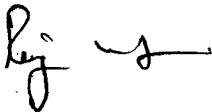
Pursuant to the requirement of Regulation 31(3) of SEBI {Substantial Acquisition of Shares and Takeovers} Regulations, 2011] We, Pioneer E-com Fashions Limited hereby attached a disclosure as required under Regulation 31(1) and 31(2) of SAST, 2011.

Please take it in your record.

Thanking You,

Yours faithfully,

For Pioneer E-Com Fashions Limited



Director

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)	Pioneer E-com Fashions Limited
Date of Reporting	5 th January, 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	
Pioneer E-Com Fashions Limited (Promoter)	11,97,797	9.27	Release (4,50,000 Shares)	3 rd January , 2012	16,47,797	12.76	---

(*)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,

For Pioneer E-Com Fashions Limited

[Signature]

Director

Encl.: - As above

Place : **Mumbai**

Date : **21st January, 2012**

