

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: - 20th 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,

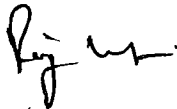
Ref. : COMPANY CODE : PIONEEREMB
Sub. : DISCLOSURE UNDER REGULATION 10(6) OF THE SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011.

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 10(6) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011. We request you to kindly take the same on record.

Thanking you,

Yours faithfully,

For Pioneer E-com Fashions Limited



Director

Encl.:- As above

CC: Pioneer Embroideries Limited



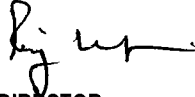
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Format for Disclosure under Regulation 10(6) – Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

1	Name of the Target Company (TC)	Pioneer Embroideries Limited				
2	Name of the acquirer(s)	Pioneer E-com Fashions Limited				
3	Name of the stock exchange where shares of the TC are listed	National Stock Exchange Limited Bombay Stock Exchange Limited				
4	Details of the transaction including rationale, if any, for the transfer / acquisition of shares	Allotment of 47,83,929 equity shares on preferential basis pursuant to a CDR Package.				
5	Relevant regulation under which the acquirer is exempted from making open offer	Regulation 10(2)				
6		Disclosures required to be made under Regulation 10(5)		Whether the disclosures under Regulation 10(5) are actually made		
	Whether disclosure of proposed acquisition was required to be made under Regulation 10(5) and if so: - Whether disclosure was made and whether it was made within the timeline specified under the regulations - Date of Filing with the stock exchange	NA		NA		
7	Details of the acquisition					
	a	Name of the Transferor / seller		Not Applicable		
	b	Date of acquisition		March 15, 2013		
	c	Number of shares /voting rights in respect of the acquisition from each of the persons mentioned in 7(a) above.		Not Applicable		
	d	Total shares proposes to be acquired/ actually acquired as a % of the diluted share capital of TC		16,57,981 equity shares and 31,25,948 equity shares constituting 27.03% of the fully diluted share capital		
	e	Price at which shares are proposed to be acquired / actually acquired		Rs 21.11 per equity share and Rs19.77 per equity share		
8	Shareholding Details		Pre Transaction		Post - Transaction	
		No of shares held	% w.r.t total share capital of TC	No of Shares held	% w.r.t total share capital of TC	
	a. Each Acquirer / Transferee –		16,97,797	13.15	64,81,726	36.62
	b. Each Seller / Transferor					

For PIONEER E-COM FASHIONS LIMITED


DIRECTOR

Date: 20/3/2013

