

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 CIN:U72900MH2000PLC125115

To,
The Listing Department,
National Stock Exchange of India Limited,
"Exchange Plaza", Plot No. C/1, g-Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051.
Company Code: PIONEEREMB
Company ISIN: INE156C01018

Date: 13th April 2015

Dear Sir,

Sub: Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 as on 31st March 2015

With reference to above, please find enclosed the following information for your records as on 31st March 2015:

Information under regulation 30 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Information under regulation 30 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Also Mr. Rajkumar Sekhani, Director of Pioneer E-Com Fashions Limited, Promoter of the Company is authorized to sign for the Disclosures relating to the other Promoters of the Company under SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Mr. Rajkumar Sekhani, Director of Pioneer E-Com Fashions Limited, Promoter of the Company is authorized to sign on behalf of the following Promoters of the Company namely:

<u>Sr. No.</u>	<u>Name of the Promoter</u>	<u>Sr. No.</u>	<u>Name of the Promoter</u>
1.	M/s. Pioneer E-Com Fashions Limited	3.	Mrs. Bimla Devi Sekhani
2.	Mr. Raj Kumar Sekhani	4.	Mr. Ashok Kumar Sekhani
5.	Mr. Manak Chand Baid Jt. Mr. Raj Kumar Sekhani		

We request you to take the above information on your records.

Kindly acknowledge the receipt.

For PIONEER E-COM FASHIONS LIMITED


RAJ KUMAR SEKHANI
(DIRECTOR)

DIN No. - 00102843

Encl: As Above

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 CIN:U72900MH2000PLC125115

ANNEXURE - 1

DISCLOSURES UNDER REGULATION 30(1) AND 30(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 AS ON 31ST MARCH 2015

Part-A- Details of Shareholding

1. Name of the Target Company (TC)	PIONEER EMBROIDERIES LIMITED
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	BOMBAY STOCK EXCHANGE LIMITED (BSE) NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE)
3. Particulars of the shareholder(s) :	
a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.	NIL
or b. Name(s) of promoter(s), member of the promoter group and PAC with him.	PIONEER E-COM FASHIONS LTD RAJ KUMAR SEKHANI BIMLADEVI RAJKUMAR SEKHANI ASHOK KUMAR SEKHANI MANAKCHAND BAID*** JT. RAJ KUMAR SEKHANI



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 CIN:U72900MH2000PLC125115

4. Particulars of the shareholding of person(s) mentioned at (3) above	Name of the Promoter/ PAC	Number of shares	% w.r.t. total Share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of 31 st March 2015 of the year, holding of:				
a) Shares	PIONEER E-COM FASHIONS LTD	64,81,726	36.62	36.62
	RAJ KUMAR SEKHANI	20,45,718	11.56	11.56
	BIMLADEVI RAJKUMAR SEKHANI	20,485	0.12	0.12
	ASHOK KUMAR SEKHANI	20,000	0.11	0.11
	MANAKCHAND BAID*** JT. RAJ KUMAR SEKHANI	14,000	0.08	0.08
b) Voting Rights (otherwise than by shares)	NIL	NIL	NIL	NIL
c) Warrants,	NIL	NIL	NIL	NIL
d) Convertible Securities	NIL	NIL	NIL	NIL
e) Any other instrument that would entitle the holder to receive shares in the TC.	NIL	NIL	NIL	NIL
	Total	85,81,929	48.49	48.49

***Mr. Manak Chand Baid has sold 18,02,800 shares in the Company to Mr. Raj Kumar Sekhani on 17.09.2004 as per agreement dt. 17.09.2004, These shares have been transferred in the joint name of Mr. Manak Chand Baid and Mr. Raj Kumar Sekhani and are under the control of the Escrow Agent as per the term & conditions of the Agreement. 24,79,574 equity shares (Including Bonus) have been transferred from Mr. Manak Chand Baid to Mr. Raj Kumar Sekhani as on 31st March, 2015.

h.