

M/s. Pioneer E-Com Fashions LLP

(Formerly known as Pioneer E-Com Fashions Limited)

Regd. Office: Unit 101 B, 1st Floor, Abhishek Premises, Plot No. C5-6, Dalia Ind. Est., Off. New Link Road,
Andheri (West), Mumbai - 400 058, Maharashtra
Email Id: pecomltd@gmail.com, LLPIN: AAG-0467

Date: 6th April, 2017

To,
Dept. of Corporate Services,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001.
Company Code: 514300
Company ISIN: INE156C01018

To,
✓ The Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai- 400051.
Company Code: PIONEEREMB
Company ISIN: INE156C01018

Dear Sir/Madam,

Sub: Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 as on 31st March, 2017

With reference to the above captioned subject this is to inform you that, we have hold 45,01,726 equity shares i.e. 20.89% of total shareholding in **Pioneer Embroideries Limited**. As required under the aforesaid regulation(s), We are enclosing the requisite disclosure mentioning the consolidated holding of whole promoter group as persons acting in concert with me based on Regulation 2(1)(q) of the said regulations.

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

Kindly acknowledge the receipt.

For Pioneer E-Com Fashions LLP

A. S.
Aarav Sekhani
DIN: 00103423
Designated Partner
Encl: As Above



C. C. TO,
The Company Secretary,
Pioneer Embroideries Limited
Unit No 21 To 25, 2nd Floor Orient House,
3A Udyog Nagar, Off S V Road,
Goregaon (West), Mumbai – 400062.

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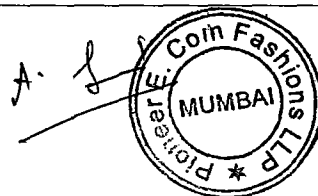
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ANNEXURE – 1

DISCLOSURES UNDER REGULATION 30(1) AND 30(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011 AS ON 31ST MARCH, 2017.

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	BSE 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.	
or	
b. Name(s) of promoter(s), member of the promoter group and PAC with him.	PIONEER E-COM FASHIONS LLP PIONEER E-COM FASHIONS LTD*** RAJ KUMAR SEKHANI RAJKUMAR JIVRAJ SEKHANI BIMLADEVI RAJKUMAR SEKHANI ASHOK KUMAR SEKHANI MANAKCHAND BAID@ JT. RAJ KUMAR SEKHANI



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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, 2017 of the year, holding of:				
a) Shares	PIONEER E-COM FASHIONS LLP	43,98,097	20.41	20.41
	PIONEER E-COM FASHIONS LTD	1,03,629	0.48	0.48
	RAJ KUMAR SEKHANI	13,45,718	6.24	6.24
	RAJKUMAR JIVRAJ SEKHANI	7,00,000	3.25	3.25
	BIMLADEVI RAJKUMAR SEKHANI	23,073	0.11	0.11
	ASHOK KUMAR SEKHANI	20,000	0.09	0.09
	MANAKCHAND BAID@ JT. RAJ KUMAR SEKHANI	14,000	0.07	0.07
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	66,04,517	30.65	30.65

@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, 2017.

*Diluted share & voting capital 2,15,49,094 equity shares of Re.10/- each.

