



PIONEER GROUP

Date : 29<sup>th</sup> April, 2022  
Ref. : BSE/NSE/11/2022-2023.

To,  
Bombay Stock Exchange Limited  
1st Floor, Rotunda Building,  
B. S. Marg, Fort,  
Mumbai - 400 001

To,  
National Stock Exchange of India Limited  
"Exchange Plaza",  
Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051

**Sub: Disclosure pertaining to Company's Credit Rating upgrade**

**Ref: Disclosure under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

In terms of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the Company is pleased to inform that there has been upgrade in Company's credit rating as below:

Instrument Type	Rating
Fund Based Working Capital Limits	IND BBB/Stable/IND A3+
Non-Fund Based Working Capital Limits	IND A3+
Term Loan	IND BBB/Stable

India Ratings and Research intimation received by the Company on 29-04-2022 wherein Company's credit rating has been published on the public domain i.e. <https://www.indiaratings.co.in/pressrelease/58215>.

Also, enclosing our Press Release for the same.

This is for your information and records.

Thank you.

Yours faithfully,

For Pioneer Embroideries Limited

*Ami Thakkar*

Ami Thakkar  
Company Secretary and Compliance Officer  
FCS : 9196



**PIONEER EMBROIDERIES LIMITED**

.... a stitch ahead of time

**Corp. Off.:** Unit No. 21 to 25, 2nd Floor Orient House, 3-A Udyog Nagar, Off S. V. Road, Goregaon (West), Mumbai - 400062.

Tel.: 022-4223 2323 • Fax : 022-4223 2313 • E-mail : mumbai@pelhakoba.com • Website : www.pelhakoba.com

**Regd. Off.:** 101-B, Abhishek Premises, Plot No. C 5-6, Dalia Industrial Estate, Off. New Link Road, Andheri (West), Mumbai - 400 058. CIN :- L17291MH1991PLC063752

**hakoba**

Embroidery beyond *your* imagination



## **India Ratings assigns, IND BBB, an Investment Grade Credit Rating to Pioneer Embroideries Limited.**

- ***Fund-based Working Capital Limits of Rs. 20.00 crore; Rating IND BBB/Stable/IND A3+***
- ***Non fund-based Working Capital Limits of Rs 1.33 crore : Rating IND A3+***
- ***Term Loan facilities of Rs. 9.54 crore; Rating IND BBB/Stable***

**Mumbai, April 29th, 2022**, India Ratings has assigned a Long Term Issuer Rating of IND BBB, with a Stable Outlook, to **Pioneer Embroideries Limited (PEL)**. IND BBB/Stable rating reflects moderate safety and moderate credit risk. This marks the reinstatement of an Investment Grade Rating for the Company after a long gap. PEL has presence in two business verticals namely, Specialised Polyester Filament Yarn (SPFY) where it owns the brand “**SILKOLITE**”, and Embroidered and Laces (E&L), which also includes the iconic “**HAKOBA**” brand.

The new rating is for debt facilities amounting to Rs. 30.87 crores and exhibits stronger credit profile as against existing credit rating of CARE BB+. India Ratings, noted the improvement in the operational and financial performance of the Company for FY22. The agency expects the credit metrics to remain stable in the near term.

Commenting on the rating upgrade, **Mr Deepak Sipani, CFO, Pioneer Embroideries Limited**, said, *“The Long Term Issuer Rating of BBB/ Stable for us is a result of a steadily-improving operational performance and deleveraging efforts undertaken in recent years. PEL has successfully navigated the tough period, including the pandemic phase, and is now set to further improve its revenues and profitability with the planned capacity expansion in value-added products.”*

### **About Pioneer Embroideries Limited:**

Established in 1991 by Mr Raj Kumar Sekhani, Pioneer Embroideries Limited (“PEL”) is one of India’s notable manufacturers and exporters of value-added Specialized Polyester Filament Yarn and Embroidery & Laces. It has a state-of-the-art SPFY manufacturing facility in Himachal Pradesh and three Embroidery & Laces manufacturing facilities in Gujarat, Dadra & Nagar Haveli and Tamil Nadu.

Within a few years, PEL has carved a permanent niche in the SPFY business worldwide, with best-in-class quality under the **SILKOLITE** brand. PEL has a yarn capacity of about 18,000 MT pa, which is

being expanded to 26,000 MT pa. PEL's products find application mainly in the non-apparel segment, used in carpets, bath mats, upholstery fabrics, and curtains. Thus, PEL is one of the first textile companies to create a brand in a highly commoditized yarn business.

PEL has a capacity of around 14 mm meters for laces and about 1,700 mn stitches of embroidery. PEL's products enjoy a premium in the marketplace because of better quality, design, and capacity. Owners of the heritage brand – **Hakoba** – PEL have added strength to the brand by building upon an extensive library of embroidery designs, making Hakoba synonymous with high-quality embroidery across the world. At present, the Company has three embroidery and lace manufacturing facilities at – Coimbatore (Tamil Naidu), Naroli (UT DN&H) and Sarigam (Gujarat), along with a comprehensive marketing presence in all the major markets. Its Coimbatore facility is certified as per **GOTS (Global Organic Textile Standard)**, an internationally recognized standard.

**Safe harbour statement:**

*Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project-related issues, are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Therefore, actual results may differ materially from those anticipated in the forward-looking statements. The Company assumes no obligation to update forward-looking statements to reflect actual results, assumptions, or other factors.*

**For further information, please contact the corporate communication advisor:**



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**SILKOLITE**  
Scale to Value....

**hakoba**  
Embroidery beyond your imagination

