THE KARACHI STOCK EXCHANGE (GUARANTEE) LIMITED

KSE/N-3974 ***NOTICE*** ***July 27, 2009***

Reproduced hereunder letter received from ***PIONEER CEMENT LIMITED****, for information of members of the Exchange.*

(Copy of the same is also available on our Website www.kse.com.pk).

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PIONEER CEMENT LIMITED

(Shares Department)
66 – Garden Block, New Garden Town, Lahore.
Tel: 042-5831462-63 Fax: 042-5831462
Website: www.pioneercement.com
Email : Shares@pioneercement.com

PCL/SHR / 16693

25 July, 2009

1. The Secretary
Karachi Stock Exchange (G) Ltd.
Stock Exchange Building, Karachi.
Fax: 021-111-573-329
Fax: 021-2437560
021-2415763

2. The Secretary,
Lahore Stock Exchange (G) Ltd.
Stock Exchange Building, Lahore.
Fax: 111-441-441

3. The Secretary
Islamabad Stock Exchange (G) Ltd.
Stock Exchange Building, Islamabad.
Fax: 051-2275044

4. Securities and Exchange Commission of Pakistan,
7th Floor, NIC Building,
63-Jinnah Avenue,
Islamabad.
Tel: 051-9207091-4
Fax: 051-9218592

Dear Sir,

DISCLOSURE UNDER RULE 5 OF LISTED COMPANIES (SUBSTANTIAL ACQUISITION OF VOTING RIGHTS AND TAKEOVERS) REGULATIONS, 2008

Pioneer Cement Limited (the Company) has received a letter No.MTF-VHMEL/PCL/20090724/5 dated 24 July, 2009 from Foundation Securities (Pvt.) Limited in capacity of Manager to the offer on behalf of Vision Holdings Middle East Limited informing intension to further acquire 57,773,885 ordinary shares of Rs.10/- each of the Company representing 28.955% of the issued capital in addition to 49,084,872 ordinary shares of Rs.10/- each representing 24.599% of the issued capital already held by them.

A copy of the letter is attached.

Yours sincerely,

For details please visit KSE WebSite.