



**Corp. Office:** Shree Laxmi Woolen Mills Estate, 2nd Floor,  
R.R. Hosiery, Off Dr. E. Moses Rd. Mahalaxmi, Mumbai - 400 011  
Tel: (022) 3001 6600 Fax: (022) 3001 6601  
CIN No. : L17100MH1905PLC000200

**Date: September 11, 2025**

**To,**

**BSE Limited.**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort, Mumbai - 400001

**National Stock Exchange of India Limited.**  
"Exchange Plaza", Bandra Kurla Complex,  
Bandra (E), Mumbai - 400051

(Security code: 503100)

(Symbol: PHOENIXLTD)

Dear Sir/Madam,

**Sub: - Intimation regarding 100 days campaign- "Saksham Niveshak"**

Please find enclosed herewith Shareholder communication pursuant to the Investor Education and Protection Fund Authority's (IEPFA) "100-Days Campaign-Saksham Niveshak.

The said communication is available on the website of the Company at:  
<https://www.thephoenixmills.com/investors/FY2026/Shareholder-Communication>

We request you to take the above information on record.

Thanking You,

Yours Faithfully,  
**For The Phoenix Mills Limited**

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**Bhavik Gala**  
**Company Secretary**  
**Membership No. F8671**



## THE PHOENIX MILLS LIMITED

Registered Office: 462, Senapati Bapat Marg, Lower Parel, Mumbai - 400013

CIN: L17100MH1905PLC000200 | Phone: +91 22 3001 6600 |

E-mail: [investorrelations@phoenixmills.com](mailto:investorrelations@phoenixmills.com)

Website: [www.thephoenixmills.com](http://www.thephoenixmills.com)

### **100 days Campaign - "Saksham Niveshak": July 28, 2025 to November 6, 2025** **Update Your KYC Details and Claim Your Unclaimed Dividends**

The Investor's Education and Protection Fund Authority ["IEPFA"], Ministry of Corporate Affairs ["MCA"] has via intimation dated July 16, 2025 requested companies to launch a **100 days Campaign - "Saksham Niveshak"**, to reach out to shareholders whose dividend remain unpaid/unclaimed.

In line with this initiative and even prior to the issuance of this intimation - **The Phoenix Mills Limited ["The Company"]**, demonstrating its commitment to shareholder engagement and transparency, the Company has already been taking proactive steps to assist shareholders in claiming their unclaimed dividends, through its intimations in Annual reports, newspaper advertisements, to update your KYC details and claim the unclaimed dividends/shares.

These efforts are being continued under the campaign of the **100 days Campaign - "Saksham Niveshak"** Accordingly, the Company is launching this initiative to enable shareholders to claim unclaimed dividends.

**Purpose of the campaign:** To create awareness among shareholders to update their details and claim any unclaimed dividends before they get transferred to the Investor Education and Protection Fund ["IEPF"].

**Benefit to shareholders:** It's important for shareholders to update PAN; Nomination details, Contact info [postal address, mobile number], Bank account details, Specimen signature with the Company or the Registrar & Transfer Agent, MUFG Intime India Private Limited ["MUFG"].

Since dividends on shares are payable only through electronic mode for shareholders with unclaimed dividends, the amount will be credited to the shareholder's bank account only after the required information/documents are updated. Physical shareholders are requested to complete their KYC updates accordingly.

Information / documents to be submitted*	Mode of dispatch
<p><b>Form ISR-1:</b> Filled and signed, with self-attested KYC documents</p> <p><b>Form ISR-2:</b> Filled and signed, with banker's attestation of your signature + original cancelled cheque [with your name printed] or self-attested bank passbook/statement</p> <p><b>Form SH-13:</b> For adding a nominee</p> <p><b>Form ISR-3:</b> If you wish to opt out of nomination.</p>	<p><b>By post:</b> Physical copies, self-attested and dated to MUFG, C 101, 247 Embassy, L B S Marg, Vikhroli West, Mumbai 400083 or;</p> <p><b>By email:</b> From your registered email ID, with digitally signed documents [first joint holder must sign in case of joint holdings] to: <a href="mailto:mt.helpdesk@in.mpms.mufg.com">mt.helpdesk@in.mpms.mufg.com</a></p> <p><b>Online:</b> Upload via MUFG's portal: <a href="https://in.mpms.mufg.com/">https://in.mpms.mufg.com/</a></p>

\*Shareholder can download these forms from <https://web.in.mpms.mufg.com/client-downloads.html> or from Company's website at <https://www.thephoenixmills.com/investors/investor-forms>

Shareholders holding shares in electronic form and have not claimed their dividend, can claim the same by updating/modifying their details with their respective Depository Participants [DPs].

The Company will send letters/emails as applicable mentioning details about the unclaimed dividend of the shareholders along with the process for claiming the same. Shareholders are requested to approach Company/RTA to claim such dividends so as to avoid transfer of same to IEPF authority. The Company has also uploaded unclaimed dividend for past seven (7) years on website at <https://www.thephoenixmills.com>

This notice is available on the Company's website at [www.thephoenixmills.com](http://www.thephoenixmills.com) and the websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at [www.bseindia.com](http://www.bseindia.com) and [www.nseindia.com](http://www.nseindia.com) respectively.

Shareholders are kindly requested to take note of the above instructions and act accordingly.

**To support the success of this campaign, kindly submit your documents by November 6, 2025.**

For any further assistance regarding **100 days Campaign - "Saksham Niveshak"**, please do reach out to us at [investorrelations@phoenixmills.com](mailto:investorrelations@phoenixmills.com)

Yours sincerely

For **The Phoenix Mills Limited**

Sd/-

Bhavik Gala

Company Secretary

Membership No.F8671