THE PHOENIX MILLS LIMITED

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

September 25, 2020

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai- 400 001

Security code: 503100

National Stock Exchange of India Limited
Exchange Plaza, Plot C/1, G-Block
Bandra-Kurla Complex, Bandra East,
Mumbai- 400051

Symbol: PHOENIXLTD

Dear Sir(s),

Sub. : Presentation made to Shareholders at the 115th Annual General Meeting

We enclose herewith the presentation made to the Shareholders at the 115th Annual General Meeting of the Company held today i.e. Friday, September 25, 2020 through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM").

You are requested to take the same on record.

Thanking you,

Yours' faithfully,
For The Phoenix Mills Limited

Gajendra

Gajendra Mewara
Company Secretary

THE PHOENIX MILLS LIMITED

Encl: a/a

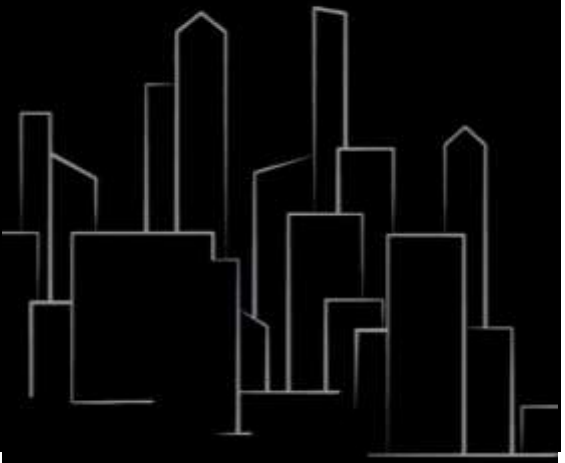
Phoenix Palassio, Lucknow
GLA: ~0.9 msft
Launched on 8th July 2020

The Phoenix Mills Ltd.

115th AGM Presentation

Rendered Image. Plans, design and design elements are subject to change
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Content



- Who We Are
- Parameters of Growth in EBITDA and portfolio
  1. Organic Growth
  2. Growth from Brownfield Acquisition
  3. Growth from New Build
  4. Growth from CPPIB JV
  5. Case Study – Pune
  6. Growth from Densification / Expansion
  7. Office Expansion
- Cash flows from Residential Business
- Advantage Phoenix
- Phoenix Nhance App and Omni- Channel

PHOENIX

Photo shot at location

India's largest mall owner showing >13% rental CAGR FY13 through FY20

Total of ~12 msft mall GLA expected to be operational by FY24

~7 msft — GLA across 9 operational **RETAIL** malls in 6 cities

~5 msft — GLA of under-development & under-planning **RETAIL**

>100% — **EBITDA margin** in Retail Malls

~98% — **Leased occupancy** Across HSP and MarketCity malls

14% — **Rental CAGR** During FY13-FY20

15% — **Consumption CAGR** During FY13-FY20

Note: Under development and under planning assets are subject to change and carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.
Data as on 30 June 2020. Rental and Consumption CAGR adjusted for the for the period for which the mall was operational.
EBITDA Margin > 100% is in most months on aggregate for the portfolio and is derived at the asset level before corporate costs and other non operating costs.

Dynamic and diverse leading developer of mixed-use projects

Retail

Operational
Retail Spaces GLA
~7 msft

Under-development & Under-planning
Retail GLA
~5 msft

Total ~12 msft

Commercial

Operational
Office Spaces GLA
~1.3 msft

Under-development & Under-planning
Offices GLA
~4.9 msft

Total ~6.2 msft

Hospitality

The St. Regis, Mumbai
+ Courtyard by Marriott, Agra
588 keys

Under-planning
Grand Hyatt, Bangalore
~300 keys

Total ~888 keys

Residential

Total Saleable Area
~4 msft

Completed Area (OC Received)
~3 msft

Total ~4 msft

Note: Under development and under planning assets are subject to change and carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.
Grand Hyatt term sheet executed, definitive documentation underway. Data as on 30 June 2020

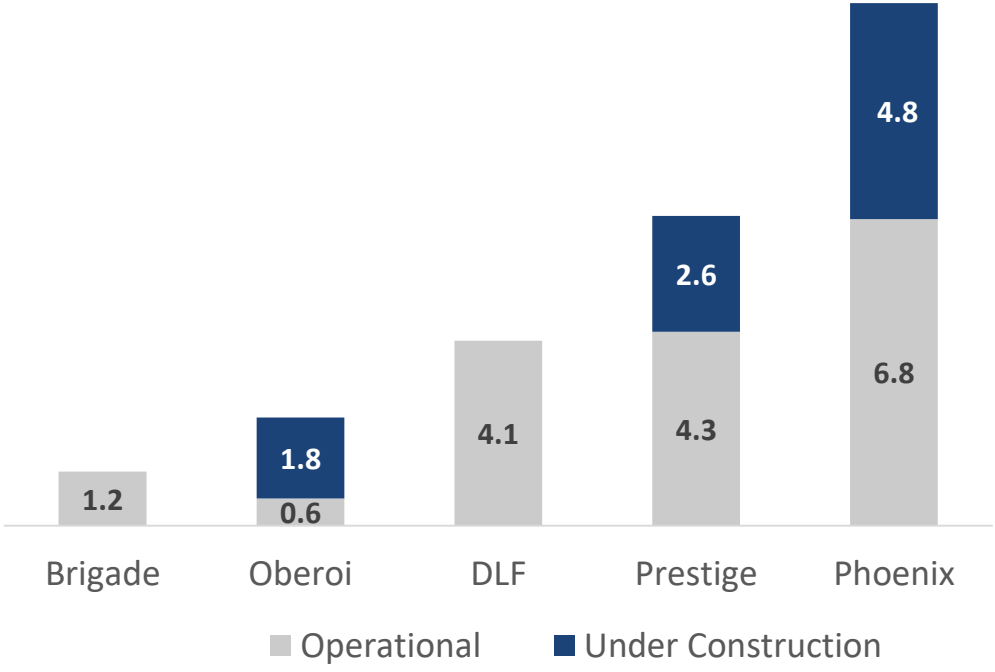
Owner and Manager of India's Largest Portfolio

Largest Owner of Operational Retail Malls In India

Largest under development mall portfolio as on date

Presence across key Indian cities

Operational and Under Construction Retail GLA (msft) for Listed Developers in India



Source: Data is from Company Annual Reports / Corporate Presentations and Industry Reports.
Under Construction GLA for Phoenix includes the under planning retail GLA
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.
Leased occupancy is as on 30 June 2020. Rental and Consumption CAGR adjusted for the for the period for which the mall was operational.
Under development and under planning assets are subject to change and carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.

Portfolio in India's top cities

Indore

Mall
Phoenix Citadel
– **(~1 msft)**

Ahmedabad

Mall
Palladium
– **(~0.7 msft)**

Mumbai

Mall
HSP & Palladium – **(0.77 msft)**
Phoenix MarketCity – **(1.14 msft)**
HSP Densification Retail – **(~0.5 msft)**

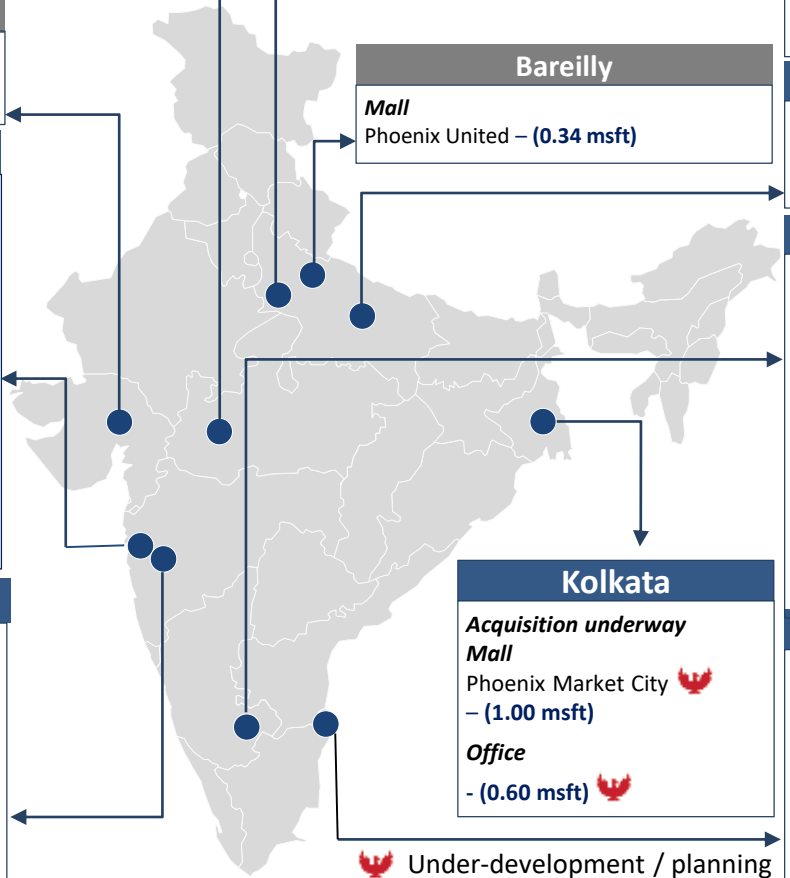
Commercial
Phoenix Paragon Plaza – **(0.44 msft)#**
The Centrium – **(~0.25 msft)#**
Art Guild House – **(~0.80 msft)#**
Phoenix House – **(~0.10 msft)**
HSP – **(~1 msft)**

Hospitality
The St. Regis – **(395 keys)**

Pune

Mall
Phoenix MarketCity – **(1.19 msft)**
Phoenix Millennium – **(~1.1 msft)**

Commercial
East Court – **(~0.25 msft)#**
Fountainhead Tower 1 – **(0.17 msft)**
Fountainhead Tower 2 & 3 – **(~0.66 msft)**
Phoenix Millennium – **(~0.60 msft)**



Bareilly

Mall
Phoenix United – **(0.34 msft)**

Kolkata

Acquisition underway
Mall
Phoenix Market City
– **(1.00 msft)**

Office
- **(0.60 msft)**

Agra

Hospitality
Courtyard by Marriott – **(193 keys)**

Lucknow

Mall
Phoenix United – **(0.37 msft)**
Phoenix Palassio – **(0.90 msft)**

Bengaluru

Mall
Phoenix MarketCity – **(~1 msft)** + Expansion **(~0.31 msft)**
Phoenix Mall of Asia – **(~1.2 msft)**

Residential
One Bangalore West – **(2.41 msft)**
Kessaku – **(1.03 msft)**

Commercial
Phoenix MarketCIty – **(~1 msft)**
Phoenix Mall of Asia – **(~1.2 msft)**

Hospitality
Grand Hyatt – **(~300 keys)**

Chennai

Mall
Phoenix MarketCity – **(~1 msft)**
Palladium – **(~0.22 msft)**

Residential
The Crest - A & B – **(0.26 msft)**
The Crest - C – **(0.28 msft)**

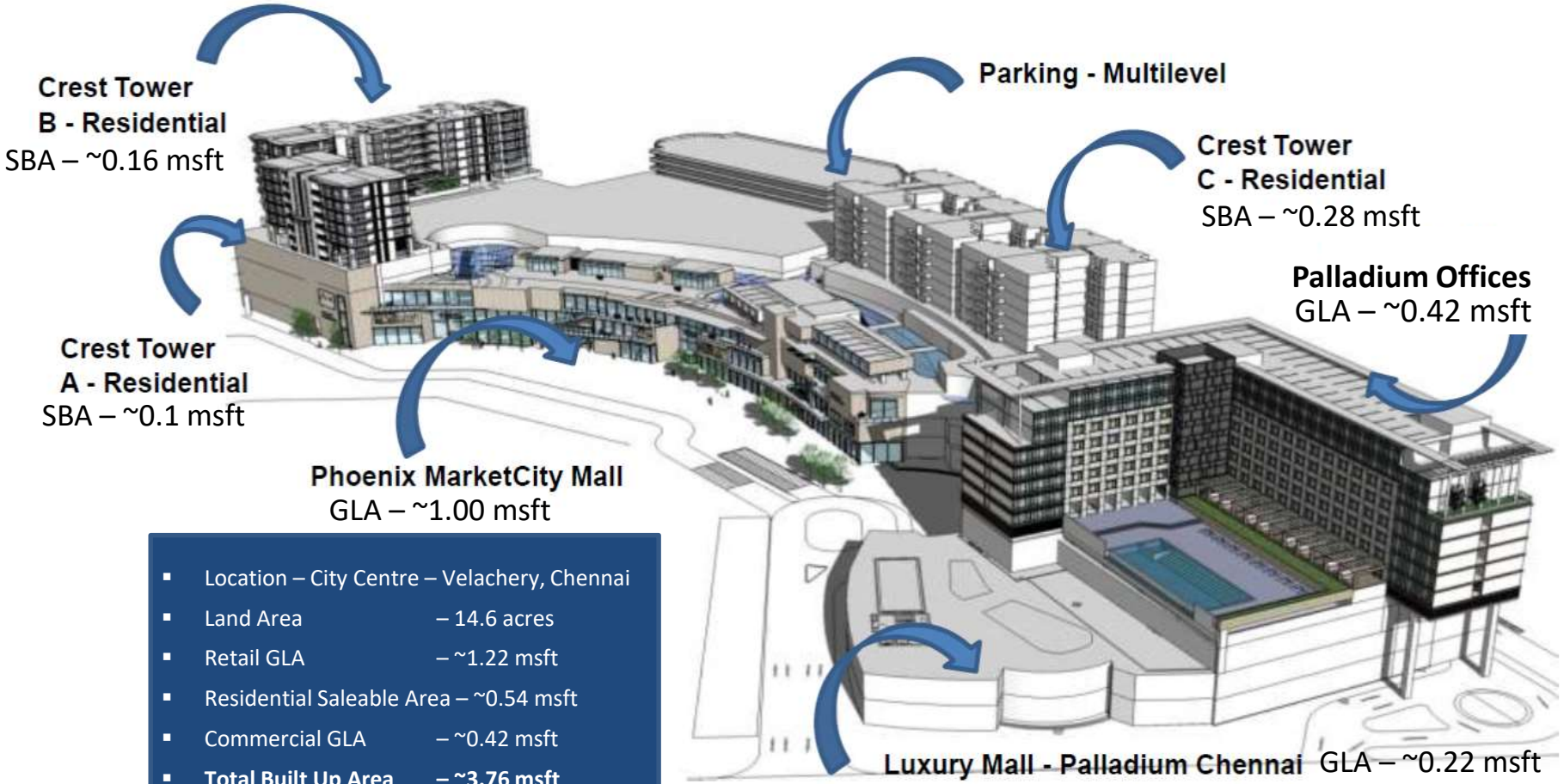
Commercial
Palladium Offices – **(~0.42 msft)**

Under-development / planning
Gross Leasable / Saleable Area

Acquisitions carry substantial risk which can impact closing. # Includes sold area

Under development and under planning assets are subject to change and carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations. Data as on 30 June 2020.

New Town Centre – The MarketCity concept



- Location – City Centre – Velachery, Chennai
- Land Area – 14.6 acres
- Retail GLA – ~1.22 msft
- Residential Saleable Area – ~0.54 msft
- Commercial GLA – ~0.42 msft
- **Total Built Up Area – ~3.76 msft**

Data as on 30 June 2020.
Commercial Offices under planning and development subject to change and carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

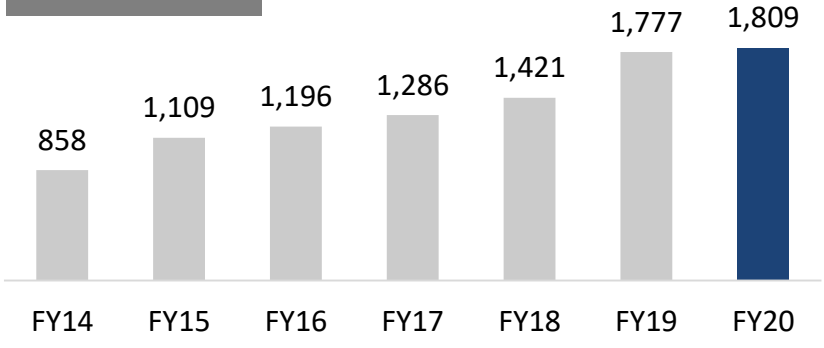
Phoenix MarketCity and Palladium, Chennai

Photo shot at location

Photo shot at location

FY14-20
CAGR – 13%

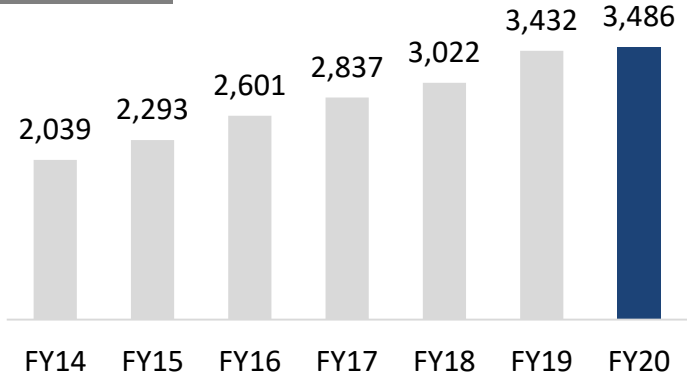
Rental Income (Rs. Mn)



HSP & Palladium, Mumbai

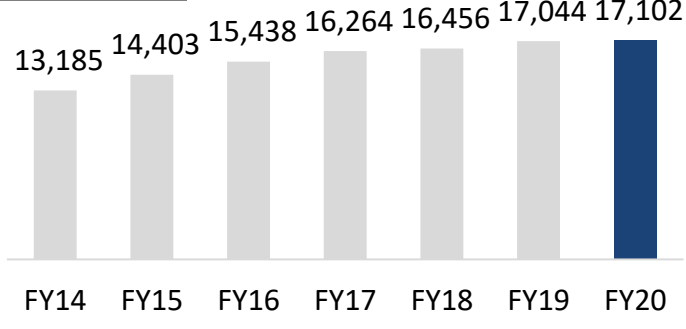
FY14-20 CAGR – 9%

Rental Income (Rs. Mn)



FY14-20 CAGR – 4%

Consumption (Rs. Mn)



A Leading Developer of Mixed Use Projects

Phoenix MarketCity, Mumbai

Asset Class	GLA (msft)
Retail	~1.14
Office	~1.52
Parking	~1.2
Total	~3.86

Rendered Image. Plans, design and design elements are subject to change

GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Phoenix MarketCity, Bangalore

Photo shot at location

~1.0 msft
Gross Leasable Area

~97%
FY20 Occupancy

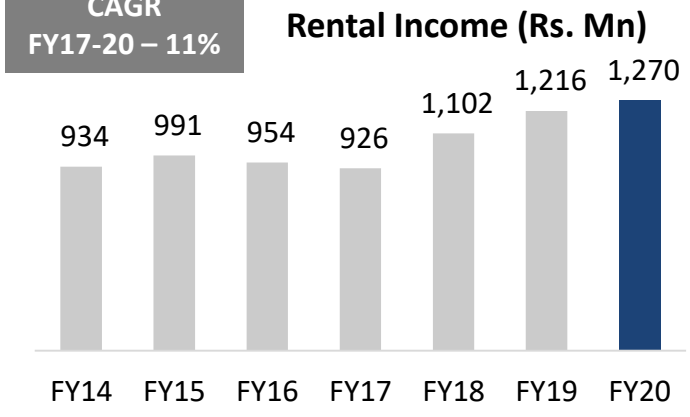
Rs. 13,140 Million
FY20 Consumption

Rs. 1,795 pspm
FY20 Trading Density

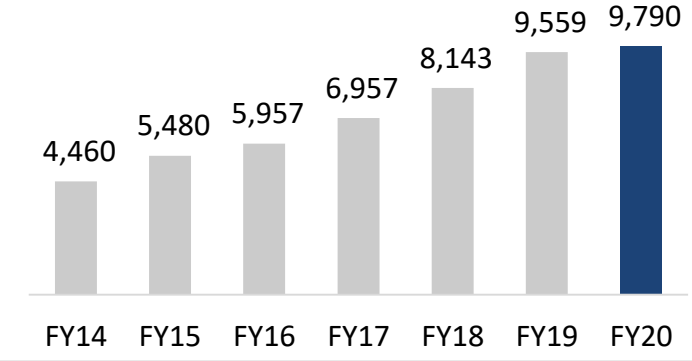
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Phoenix MarketCity, Mumbai

CAGR
FY17-20 – 11%



FY14-20
CAGR – 14%

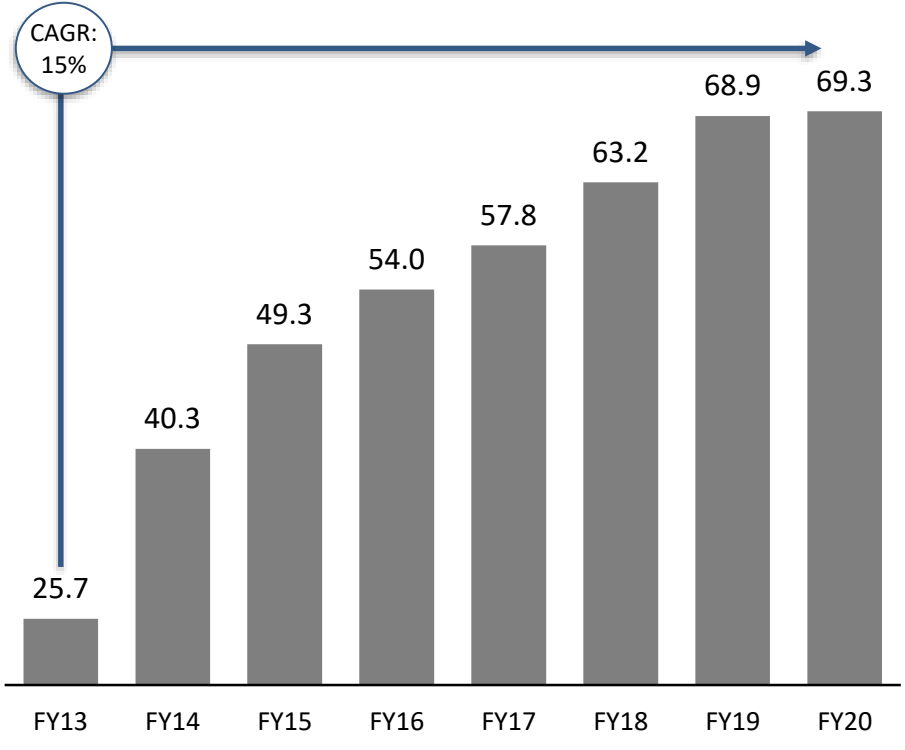


Erstwhile weaker mall in portfolio till FY2017; has exhibited strong growth since

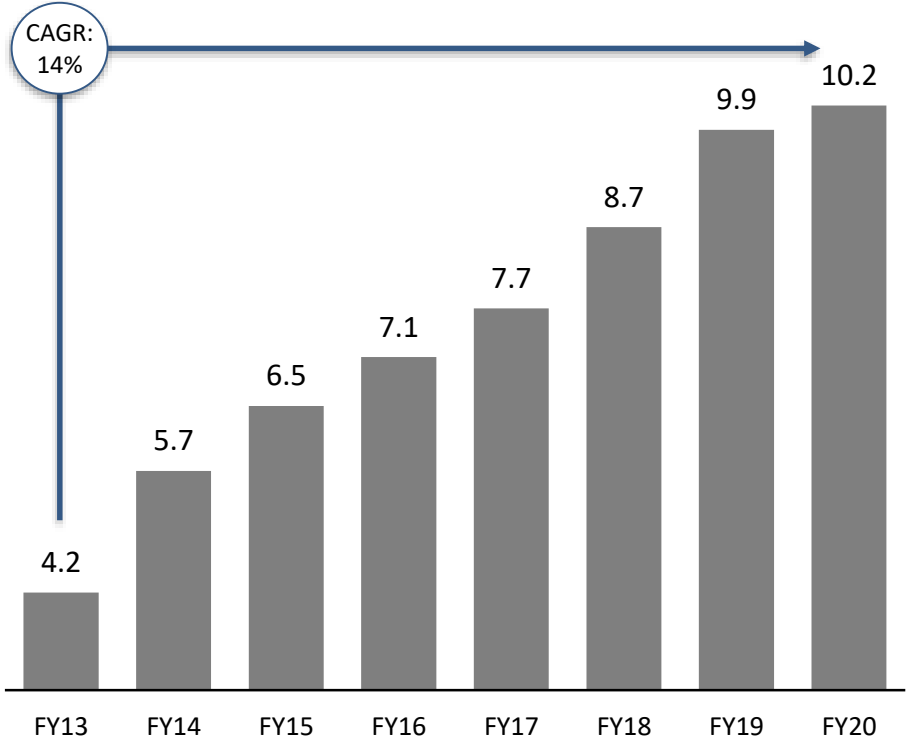
Consumption & Rentals 15% & 14% CAGR FY13 through FY20

Company may consider options to monetise; including through a REIT

Mall consumption (Rs. bn)



Mall rentals (Rs. bn)



Source: Company information

Brownfield Acquisitions

Phoenix Palassio, Lucknow
Possession in August 2018
Completed construction and opened to public in less than 24 months

Phoenix Citadel, Indore
Acquisition in July 2018

Rendered Image. Plans, design and design elements are subject to change

Phoenix Palassio, Lucknow — West Entrance with Spectacular Musical Fountain

0.90 msft Gross Leasable Area

~Rs. 3.3 bn of equity infused from internal accruals

Construction cost per sq. ft. of ~Rs. 2,500

Mall leased ~90%+ basis LOIs executed

Rendered Image. Plans, design and design elements are subject to change

Data as on 30 June 2020.
Gross leasable area is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Expansive Spaces… Opulent Interiors… Breathtaking Chandeliers

Rendered Image. Plans, design and design elements are subject to change

Photo shot at location

Photo shot at location

Phoenix Citadel, Indore — Is it an Architectural Marvel?

Rendered Image. Plans, design and design elements are subject to change

Phoenix Citadel, Indore — Tuscany Street: Reflecting classical hues of Florence

Interior design inspired by the beauty of Italy

Brownfield asset acquired in auction at ~Rs. 2,100 per sq. ft.

Expected to start operations in FY22 at estimated cost of ~Rs. 3,500 per sq. ft.

Strong leasing traction witnessed

Development timelines and costs carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.
Leasing traction is subject to market risks and changes from time to time.

Phoenix Citadel — Opulent Grand Arrivals, Venetian inspired Chandeliers & Glasswork

Skylit arrival atrium with grand fountain

Venice Street View

Palladium Ahmedabad — Ahmedabad's very own Luxury mall

0.70 msft
Gross Leasable Area

Rendered Image. Plans, design and design elements are subject to change

Gross leasable area is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Palladium Ahmedabad — Timeless Luxury

Rendered Image. Plans, design and design elements are subject to change

Palladium Ahmedabad — Modernity and Sophistication

Rendered Image. Plans, design and design elements are subject to change

PML CPPIB Alliance — Paved path for the next leg of growth

THE PHOENIX MILLS LIMITED

CPP INVESTMENT BOARD

One Brownfield and Two Greenfield Acquisitions

Quick commitment of equity money. Zero debt drawn in these SPVs as on date

	Phoenix Millennium	Phoenix Mall of Asia	Phoenix Citadel
Proposed Retail and Office GLA	Retail GLA - ~1.1 msft Office GLA – ~0.6 msft	Retail GLA - ~1.2 msft Office GLA – ~1.2 msft	Retail GLA – ~1 msft
Equity* invested till 30th June 2020	~Rs. 5.2 bn	~Rs. 8.6 bn	~Rs. 3.5 bn
Status update			
Expected year of operation	FY2024	FY2024	FY2022

Data is as on 30 June 2020

* Equity invested is by Island Star Mall Developers Pvt. Ltd. in the form of equity, ICD, OFCD or other similar instruments

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GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Phoenix Mall of Asia, Bangalore

Retail GLA ~1.2 msft under construction

Office GLA ~1.2 msft under planning

Prime parcel in Hebbal of ~13 acres

Rendered Image. Plans, design and design elements are subject to change

GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Mall of Asia, Bangalore — Arrival at Ground Floor into Eden Arcadia

Equity infused
~Rs. 8.6 bn

No debt on the project on date

Expected to be Operational in FY24

Strong leasing traction

Data as on 30 June 2020
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Mall of Asia, Bangalore — A 15 screen multiplex

Rendered Image. Plans, design and design elements are subject to change

Mall of Asia, Bangalore — Tiered atrium with cafes and restaurants

Rendered Image. Plans, design and design elements are subject to change

Rendered Image. Plans, design and design elements are subject to change

Phoenix MILLENNIUM

Retail GLA ~1.1 msft under construction

Office GLA ~0.6 msft under planning

Prime parcel in Wakad of ~13 acres

Rendered Image. Plans, design and design elements are subject to change

GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations

Phoenix Millennium, Pune — Plaza Flourish, the gateway to luxury

Equity infused
~Rs. 5.2 bn

No debt on the
project on date

Expected to be
Operational in FY24

Rendered Image. Plans, design and design elements are subject to change

Data as on 30 June 2020
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Leasing traction is subject to market risks and changes from time to time.

Phoenix Millennium, Pune — Rains of Nourish, 2nd floor grand entry

Rendered Image. Plans, design and design elements are subject to change

Growth by Densification

Phoenix MarketCity Bangalore

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Case Study – Densification and Organic Growth

Phoenix MarketCity Pune

Photo shot at location

~1.2 msft
Gross Leasable Area

~96%
FY20 Occupancy

Rs. 12,592 Million
FY20 Consumption

Rs. 1,453 pspm
FY20 Trading Density

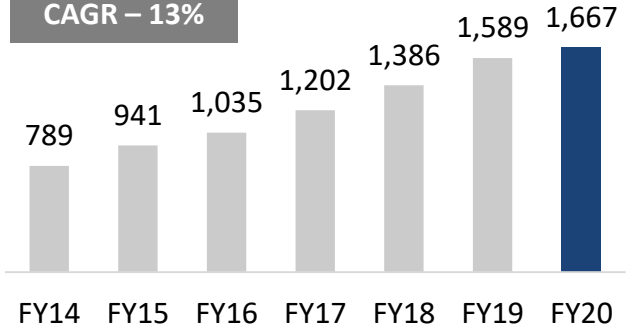
GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Phoenix MarketCity, Pune

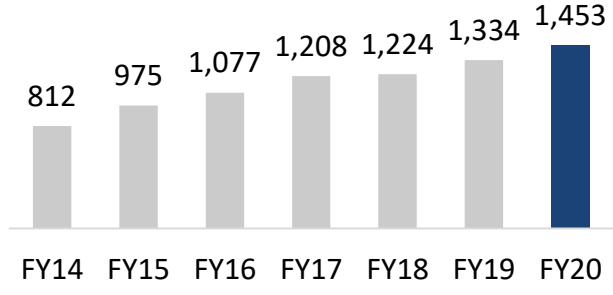
Photo shot at location

FY14-20 CAGR – 13%

Rental Income (Rs. Mn)



Average Trading Density (Rs. pspm)



Trading Density adjusted for the period for which the mall was operational in March 2020

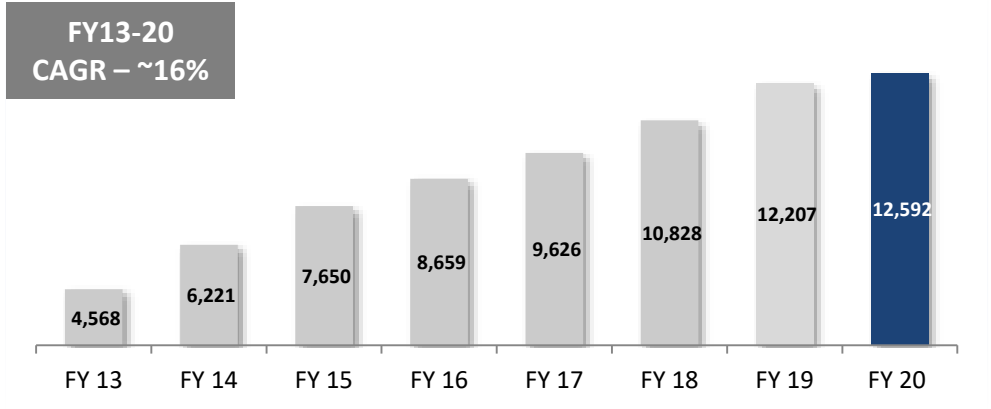
Phoenix MarketCity, Pune – Grand Interiors and Large Space at Liberty Square

Grand Interiors

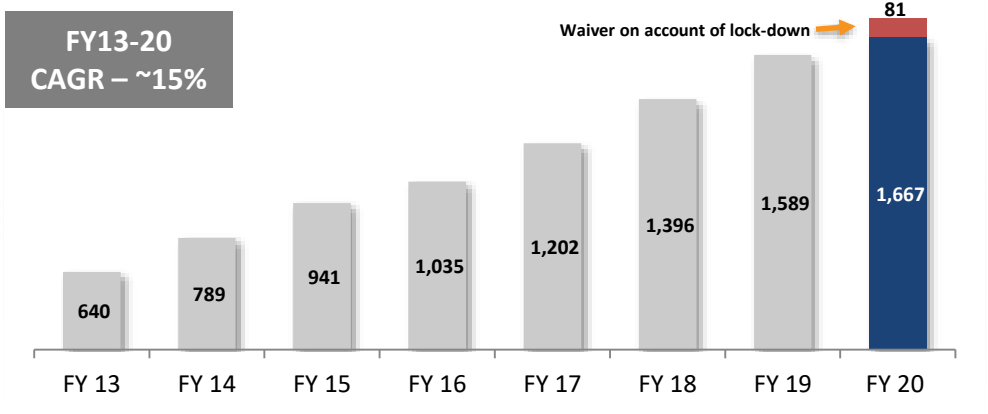
Events at Liberty Square

Consistent Annual Double Digit Growth

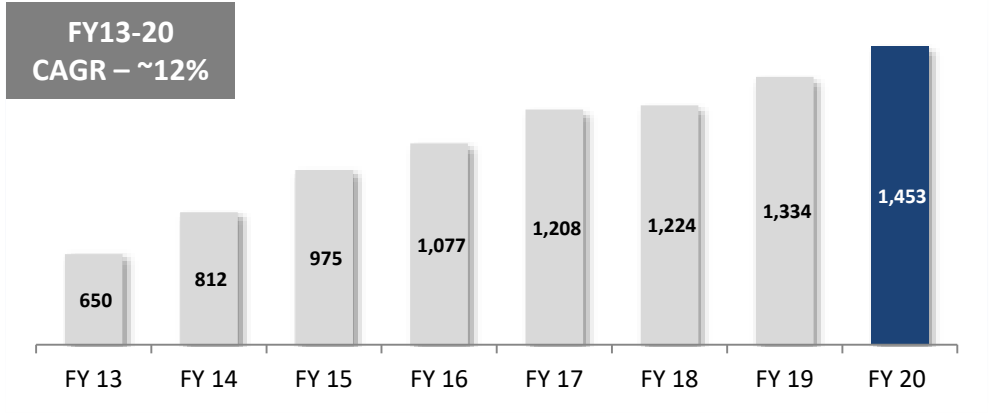
Consistent Growth in Consumption (Rs. Mn)



High Rental Yield (Rs. Mn)



Consistent Growth in Average Trading Density (Rs. pspm)



Phoenix MarketCity Pune a clear and established leader

- Consumption grew at a CAGR of 16% over the last 7 years (FY13 to FY20)
- PMC Pune following the growth trajectory of HSP and Palladium which has witnessed Rs. 3,000+ pspm trading density
- As trading density grows, store profitability increases; retailer can afford to pay more rent
- Mall in very affluent part of the city
- Customers from the city gravitate to this mall which has become a consumption hub
- Sizeable catchment of residential and office in micro market and growing

Highly sought-after brands with limited presence in Pune under single roof

Scotch & Soda	Diesel	Armani Exchange	Superdry
Mont Blanc	GAP	UNi (Apple Premium Reseller)	H&M
Mango	Onitsuka Tiger	Bath & Body Works	Tommy Hilfiger
Sephora	GAS	Zara	MAC
Charles & Keith	Steve Madden	Ethos	Aldo

Data as on 31 March 2020

No competition in the micro market

Inorbit Mall
Jewel Square
G-Corp Pulse Mall
Nitesh Hub

Have been fully or partially converted to office spaces

Seasons Mall

Several international brands seen at PMC Pune not present

Pavillion Mall

Smaller mall of ~0.4 msft GLA

Amanora

Higher vacancies

Phoenix MarketCity, Pune is the UNDISPUTED LEADER

Note: PMC Pune leadership based on industry report by CBRE; Compared to Phoenix MarketCity, Pune

Growth by Densification

Phoenix MarketCity Pune

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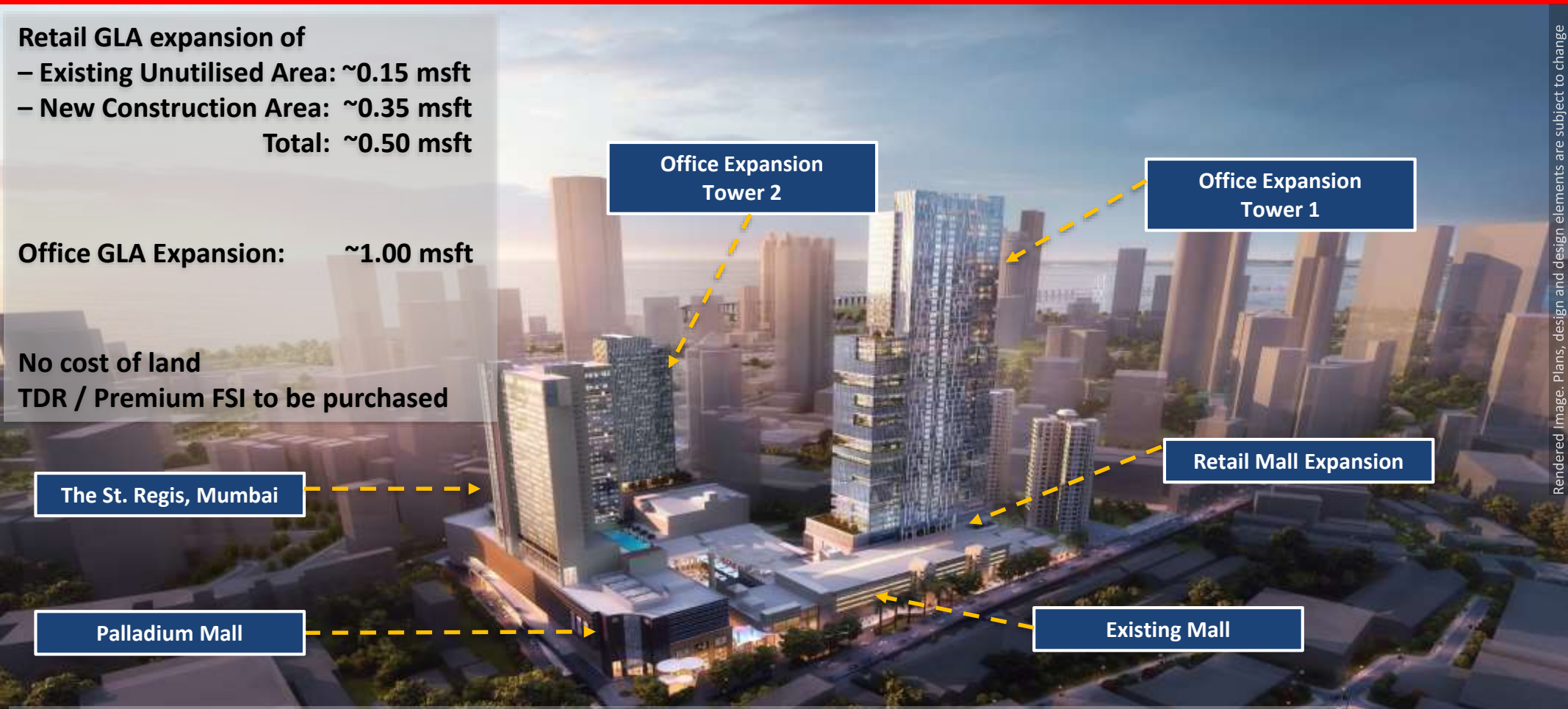
Palladium Case Study & Densification – Future Proofing

Retail GLA expansion of
– Existing Unutilised Area: ~0.15 msft
– New Construction Area: ~0.35 msft
Total: ~0.50 msft

Office GLA Expansion: ~1.00 msft

No cost of land
TDR / Premium FSI to be purchased



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~1.5 msft GLA being added at one of India's most expensive Real Estate

Enhanced retail offering at India's iconic shopping location

Grand Office Lobby

Operational commercial portfolio to grow five fold in 4 years

Offices at Phoenix MarketCity, Mumbai

Rise Offices at HSP and Palladium

Offices at Phoenix Millennium, Pune

Offices at Phoenix MarketCity, Bangalore

Offices at Phoenix MarketCity, Pune

Offices at Palladium, Chennai

Development timelines and costs carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.
All images displayed are renders. Plans, design and design elements are subject to change.

Office Expansion by densification of mixed use developments

Operational Office Assets	Location	GLA^ (msft)
Art Guild House	Mumbai	0.63
Phoenix Paragon Plaza	Mumbai	0.31
The Centrium	Mumbai	0.10
Phoenix House	Mumbai	0.10
Fountainhead Tower 1	Pune	0.17
Total Office Area		**1.31**

Under Development / Planning Offices	Location	GLA* (msft)
Fountainhead T2 and T3	Pune	~0.66
Phoenix Millennium, Wakad - Office	Pune	~0.6
Palladium Chennai - Office	Chennai	~0.42
PMC Bangalore - Office	Bengaluru	~1
Phoenix Mall of Asia, Hebbal - Office	Bengaluru	~1.2
The Rise, Lower Parel	Mumbai	~1
Total Office Area		**~4.88**
GRAND TOTAL		**~6.19**

Office portfolio to grow from 1.31 msft to ~6.19 msft in 4 years

Land is already paid for and historically owned by respective SPV

*GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations. ^ GLA area denotes the net leasable area available with PML group and excludes area sold

Residential Developments

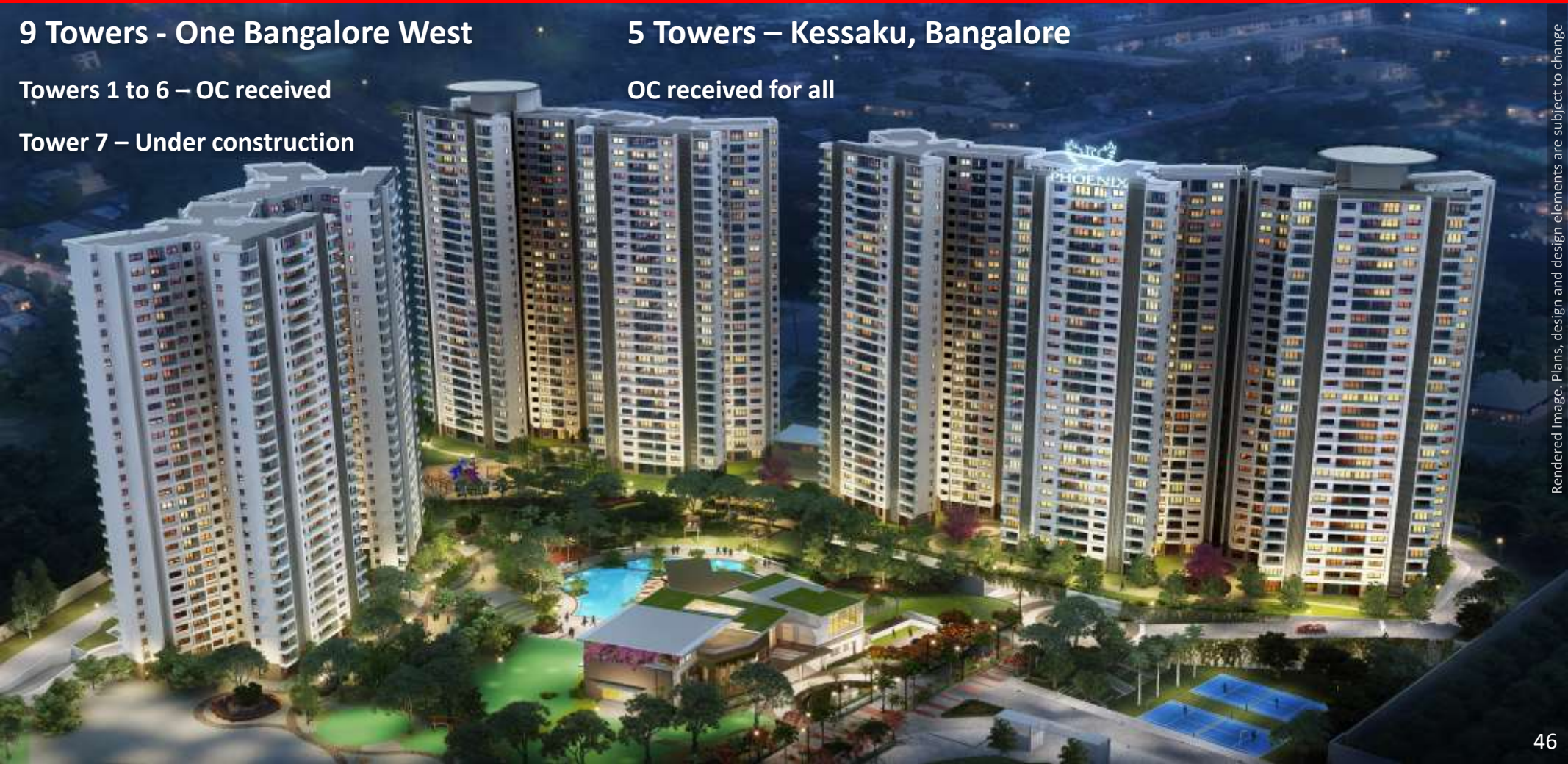
9 Towers - One Bangalore West

Towers 1 to 6 – OC received

Tower 7 – Under construction

5 Towers – Kessaku, Bangalore

OC received for all



Rendered Image, Plans, design and design elements are subject to change

One Bangalore West - Robust Cash Flow from ready to move in inventory (Towers 1-6)

Average Base Price achieved in FY20 for transactions in Tower 1-6

~Rs. 15,260 per sq. ft.

Inventory of saleable area in ready towers (Tower 1-6)

~0.19 msft

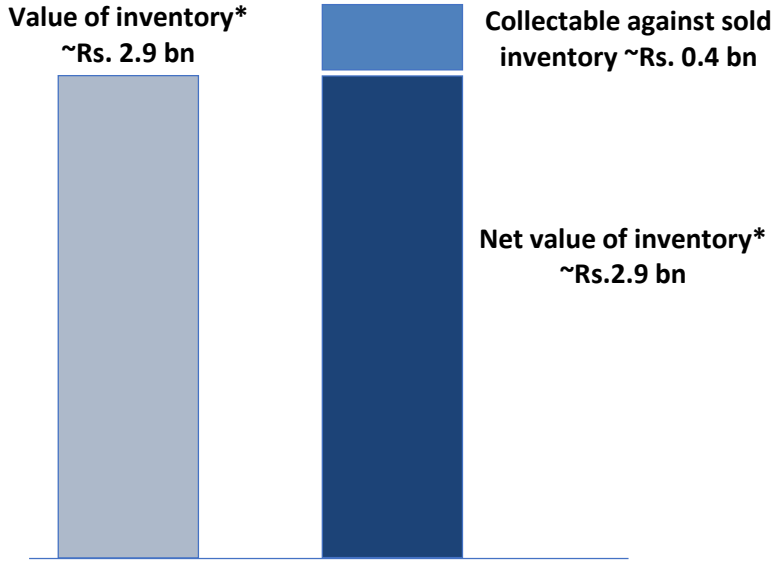
Value of inventory if sold at the achieved base price of FY20

~Rs. 2.9 billion

We are not predicting for price increase / decrease or sale velocity.

Total net value of inventory* + Collections against sold flats

~Rs.3.3 billion



* At average base price achieved in FY20

Saleable Area is an estimate based on current plans and market/company norms and is subject to change based on negotiations.

This net value of inventory inflow does not factor in corporate, employee expenses and taxes

One Bangalore West – Sizeable Value in Under Construction Towers 7-9

Average Base Price achieved in FY20 for Tower 7

~Rs. 14,400 per sq. ft.

Inventory of saleable area in under construction towers (Tower 7-9)

~0.86 msft

Value of under construction inventory if sold at the achieved base price of FY20

~Rs. 12.4 billion

Land is paid for and zero debt on Towers 7-9

We are not predicting for price increase / decrease or sale velocity.

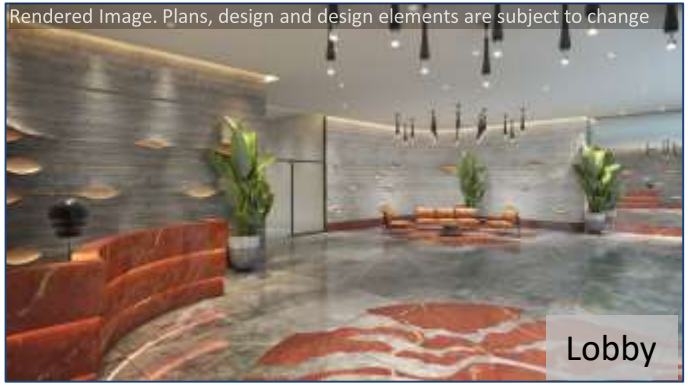
Photo shot on location of a completed tower of One Bangalore West

* At average base price achieved in FY20

Saleable Area is an estimate based on current plans and market/company norms and is subject to change based on negotiations.

This net value of inventory inflow does not factor in corporate, employee expenses and taxes

Kessaku – The Masterpiece



Kessaku - Robust Cash Flow from sale of ready to move in inventory

Average Base Price achieved in FY20 for transactions in Towers - Sora, Niwa & Mizu

~Rs. 15,500 per sq. ft.

Inventory of saleable area in ready towers

~0.74 msft

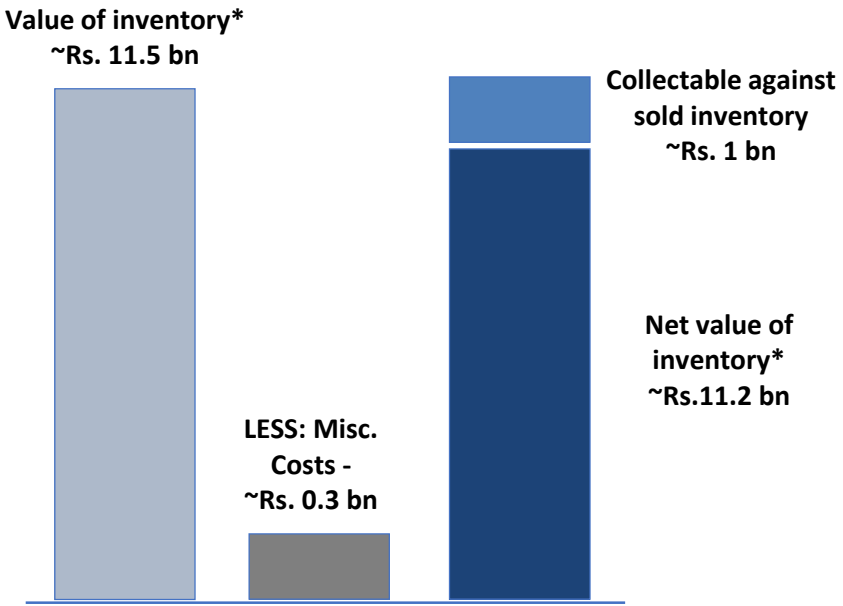
Value of inventory if sold at the achieved base price of FY20

~Rs. 11.5 billion

No existing debt on Kessaku

Total net value of inventory* + Collections against sold flats

~Rs.12.2 billion



We are not predicting for price increase / decrease or sale velocity.

* At average base price achieved in FY20

Saleable Area is an estimate based on current plans and market/company norms and is subject to change based on changes in configuration and negotiations.

Misc. costs could vary based on changes in market conditions and input prices

This net value of inventory inflow does not factor in corporate, employee expenses and taxes

Amenities – Club One

- 2 TENNIS COURTS
- 2 BADMINTON COURTS
- 2 SQUASH COURTS
- 2-LANE BOWLING ALLEY
- MULTI-PURPOSE INDOOR COURTS
- INDOOR GAMES ROOM
- BILLIARDS & SNOOKER
- OUTDOOR POOLS
- INDOOR TEMPERATURE-CONTROLLED POOL
- GYMNASIUM
- YOGA ROOM
- JOGGING TRACK
- SPA & SALON
- CHILDREN'S PLAY AREA
- 18-SEATER MINI THEATRE
- READING ROOM
- POOLSIDE CAFÉ
- BANQUET HALL WITH PRE-FUNCTION AREA
- DOCTOR'S ROOM

Fund Raising to further strengthen PML's balance sheet

June 2020	July – August 2020	August 2020	01 September 2020
Rs. 7,480 mn Net Cash Position	**Rs. 475 mn** Cash generated despite properties being shut during the lock-down	**Rs. 10,890 mn** Successfully raised through QIP	**Rs. 18,845 mn** Group Liquidity

QIP Proceeds

- Short Term → **Safety Net**
- Medium Term → **War Chest for Acquisitions**

Strong Cash Position despite lockdown; QIP proceeds improved Group liquidity, Stabilize short – medium term operations

Advantage Phoenix

Awards • Accolades • Excellence

HIGH STREET PHOENIX & PALLADIUM

ET Now 2020
Most Admired Shopping Centre (Marketing & Promotions)
Shopping Centre of the Year

Times Network - National Awards 2019
Most Admired Shopping Centre
Shopping Centre (Luxury)

CMO Asia 2019
Shopping Centre (Luxury)
Best Digital Marketing Campaign - #HSPWISHCIRCLE

ABP News 2019
Brand Excellence Awards

Golden Globe Tiger 2019
Brand Excellence in Retail & Real Estate

TAVF 2019
Best Festive Decor

PHOENIX MARKETCITY PUNE

ET Now – Global Awards 2020
Shopping Centre – Luxury (West)

BTVI National Awards 2019
The Good Life Moment – Most Admired Marketing Campaign
Best Thematic Décor – Wax of Fame

Pride of Maharashtra Awards 2019
Shopping Centre
Best Social Media Marketing Campaign

My Maharashtra Awards 2019
Luxury Mall of Maharashtra

TAVF 2019
Best Festive Décor – Sheesh Mahal

ABP News Awards 2019
Marketing Campaign – Royal Diwali

PHOENIX MARKETCITY BANGALORE

Times Business Awards 2020
The Times Retail Trailblazers Award
Most Admired Shopping Centre

ET Now – Global Awards 2020
Most Admired Marketing Campaign

Golden Globe Tiger Awards
Excellence & Leadership Awards in Brands & Marketing (2020)
Shopping Centre – Metro West (2019)

TAVF Awards 2020
Most Innovative Experiential Display – Holiday Land
Best IP of the year – Phoenix Festival Season 2

Times Network – National Awards 2019
Best Thematic Decoration – Tallest Christmas Tree in the Country

PHOENIX MARKETCITY MUMBAI

ET Business Icon Awards 2020
Popular Shopping Mall

GIAA – Genius Indian Achievers Award 2020
Best Shopping Mall of the Country

Times Hospitality Icon Awards 2020
Popular F&B Destination of the City – Dublin Square

Mid Day Awards 2020
Iconic Retailers Award

TAVF Awards 2020
Best Entertainment Venue

HSE Summit & Awards India
Safe Retail Facility Award

PHOENIX MARKETCITY CHENNAI

Times Retail Icon Awards 2020
Most Luxurious Fashion Destination (Palladium)
Best Shopping Mall (PMC Chennai)

Global Awards 2020
Best Customer Shopping Mall (PMC Chennai)
Shopping Centre – Luxury (Palladium Chennai)

Guinness World Records 2020
Largest Cricket Bat (PMC Chennai & Palladium)

Concert at Liberty Square, Phoenix MarketCity, Pune

A Concert Venue

Guru Randhawa Concert at Phoenix MarketCity, Mumbai

Larger than life installations

Photo shot at location

Phoenix MarketCity, Mumbai

Photo shot at location

High Street Phoenix, Mumbai

Photo shot at location

Phoenix MarketCity, Mumbai

Spectacular Events

Amit Trivedi

Euphoria

Shaggy

Shankar Mahadevan

Sonu Nigam

Lucky Ali

Vengaboys

Divine

The Local Train

All photos shot at location

Record breaking festive décor

Art Gallery

Palladium, Mumbai

Palladium, Mumbai

Tech Integration – Phoenix Nhance App

Loyalty Program with Earn & Burn Capability

Parking Pre Booking & Navigation

Hands Free Shopping

Customer Behavior & Big Data

In-Mall Real Time Navigation App

Event Ticket Booking

Customer Chat Bot

Contactless Food Ordering

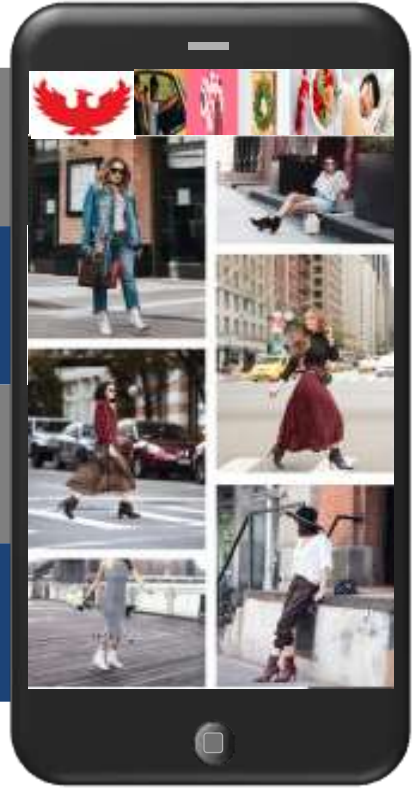
Omni-Channel – A digital extension for in-mall brands - Under Development

Online Sales & Engagement
All the brands available in the mall available on boarded online to enable online sales

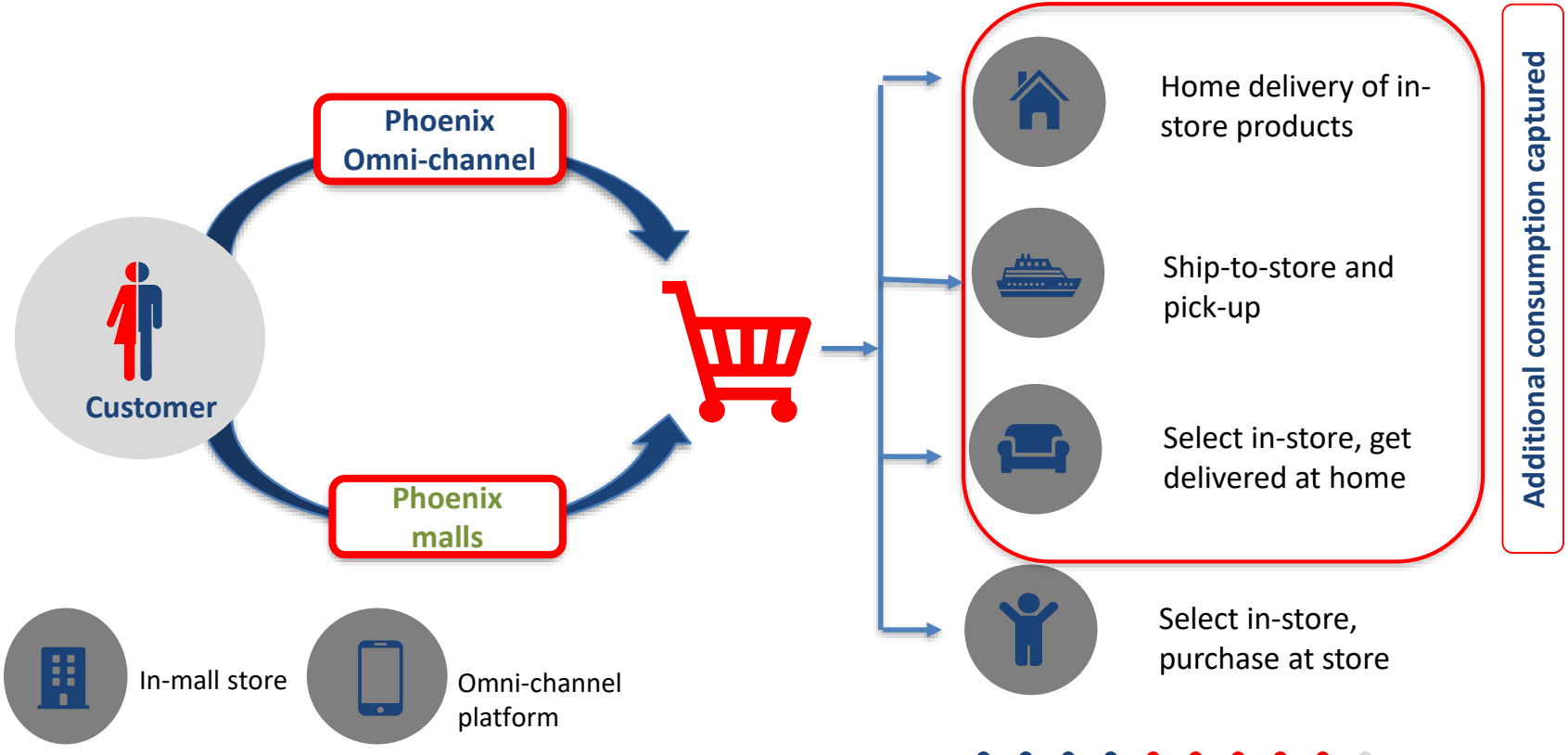
Multiple Modes & Pan India Reach
Accessible through multiple devices with identical user interaction and ease of shopping

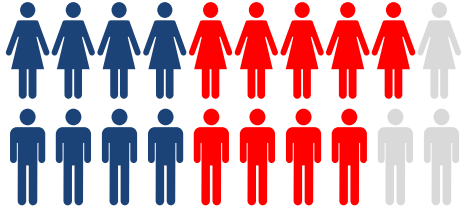
Premium Showcase
With showcase of premium brands that any customer expects in a Phoenix mall, the offering stands out from the clutter

Tailored Shopping
Services such as pick-up from the mall, reserve for trial, deliver to home , contactless payments, curb side pick



Omni-Channel - Boosting consumption - Under Development





Serving more customers through omni-channel

Omni-Channel - Value creation for all stakeholders - Under Development

Customers

- Surf through more stores in less time
- Convenience of shopping 24X 7 through multiple devices
- Unique online offering of premium in-season products
- Rewards Earn and Burn

Retail partners

- Easier integration with their own multi-channel
- Reduced incremental customer acquisition cost
- Increase in sales
- Bespoke marketing and offers to customers

Phoenix

- Incremental Sales
- Encourage mall visits through in-mall pick-ups
- Increase the catchment of physical malls through same day city-wide delivery
- Better understanding of customers' Purchase Behavior & Preferences

Thank you!

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