



**THE PHOENIX
MILLS LIMITED**

Corp. Office : Shree Laxmi Woolen Mills Estate, 2nd Flr.,
R.R. Hosiery, Off. Dr. E. Moses Rd. Mahalaxmi, Mumbai - 400 011
Tel: (022) 3001 6600 Fax : (022) 3001 6601 www.thephoenixmills.com

23rd January 2013

The Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400 001
Fax: 22722037/39/41/61

The Listing Department,
The National Stock Exchange of India Ltd
Bandra-Kurla Complex, Mumbai.
Fax: 022-26598237/38, 022-66418124/25/26/26598347/48

Scrip Code: 503100
ISIN Code : INE211B01039
NSE Symbol: PHOENIXLTD

Dear Sir,

Sub : Press Release

Please find enclosed herewith Press release.

Kindly take the aforesaid information on your record.

Regards,
for THE PHOENIX MILLS LIMITED

Company Secretary





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The Phoenix Mills Limited (PML) is pleased to announce the opening of its fourth Phoenix Marketcity mall at Chennai today.

Phoenix Marketcity, Chennai is a mixed use development undertaken by Classic Mall Developers Private Limited (Classic Mall), an SPV in which PML owns an effective stake of 50.01% (of this, 19.01% stake will be transferred to PML in June 2013 on consummation of the transaction with Kshitij Venture Capital Fund).

Phoenix Marketcity, Chennai comprises of a retail mall with leasable area of approx 1 Mn Sq. ft. and a residential development of 0.26 Mn Sq. ft. and is part of a 16.5 acre land parcel. The other developments on this land parcel include two residential projects aggregating to 0.6 Mn Sq. ft. of saleable area and a luxury retail mall with 0.2 Mn Sq. ft. leasable area, currently being developed by two other SPVs of PML.

Phoenix Marketcity, Chennai has an upscale catchment with premier landmarks like The Raj Bhavan, IIT Chennai, Guindy National Park and Guindy Race Course within close proximity. The mall will host close to 260 international, national brands across diverse categories like Apparels, Accessories, Footwear, Electronics, Entertainment, and Cosmetics to mention a few. Lifestyle, Pantaloon, Globus, Big Bazaar, Croma, Reliance CDIT, Funcity and Home Stop are just a few of over 20 anchors in the mall. Phoenix Marketcity Chennai also boasts of an 11 screen multiplex operated by Sathyam Cinemas with a capacity of 2,450 seats. The mall has witnessed strong leasing traction with over 95% of the area already leased out at an average rental of Rs.100 per Sq. ft. per month.

With the launch of Phoenix Marketcity, Chennai, PML's Tier 1 retail portfolio now consists of five operational malls with an aggregate leasable area of over 5 Mn Sq. ft.

Mall location:

142, Velachery Main Road,
Velachery, Madhuwankarai village No 219,
Near Guru Nanak College, Saidapet Taluka,
Chennai - 600 042.

