



THE PHOENIX MILLS LIMITED

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January 27, 2011

HAND/ FAX

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

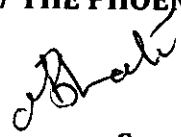
Dear Sir,

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





THE PHOENIX MILLS LTD

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

**Q3-FY2011 Income from Operations stood at Rs. 451 mn
v/s Q3-FY2010 Rs. 302 mn – an increase of 49%**

Q3-FY2011 EBITDA increased by 85%, while Q3-FY2011 PAT
increased by 133% as compared to Q3-FY2010

Mumbai, 27 January 2011

Phoenix Mills Limited, India's premier retail-led assets company, today announced its financial results for the quarter ended 31st December 2010.

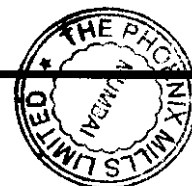
Key Highlights of the Quarter

High Street Phoenix

- HSP has seen strong footfalls of over 1.5 million in December 2010, and the average consumption for the property is around Rs. 750 mn per month in the quarter, which is a record for the property.
- New stores to have opened in the last quarter are Veda, Armani, Chanel, Crew Republica, and Levi's Signature.

Other Projects of the Group

- **Update on Project SPVs:** The Group is developing Phoenix Market City projects at four locations namely, Mumbai, Pune, Bangalore and Chennai.
 - Over 130 retailers have commenced fitouts in **Phoenix Market City, Pune**.
 - The mall is expected to be open for trading by March 2011.
 - Handover of premises to retailers for **Phoenix Market City, Bangalore (E)** and at **Kurla, Mumbai** has commenced.
 - Leave-and-license agreements are being executed with the retailers.
 - Critical mass for fitouts would be achieved in the next three months and the malls are expected to open for trading by end Q1-FY2012.



○ **Pallazzio Hotels and Leisure Ltd. (The Shangri-La Hotel, Mumbai)**

- The debt (including ECB) for this project was refinanced at attractive terms during the last quarter.
- Drawdown of funds under the new facility is expected to happen shortly.
- Work is progressing on site and the hotel is expected to commence operations by Q2-FY2012.

Other Highlights

- The Company has paid down all its debt on a stand-alone basis, thereby making it a debt-free company.

Commenting on the Company's performance, Shishir Shrivastava, Executive Director, The Phoenix Mills Ltd. said:

"The Company has seen strong traction in getting retailers to move into the premises and to start their fit-outs. With these Phoenix Market Cities, we are creating new and unique destinations for consumers to flock to, and to ensure a vibrant business environment for our retailers.

We have been able to build a strong management team to run these assets and we are already witnessing a smooth transition from execution to operations. We are confident that our operations team would be able to hit the ground running and get to optimal operational performance shortly.

We aspire to continue our focus on execution of the various projects in our stable and hope to continue delivering to our customers and other stakeholders. Like always, we continue to be staunch believers in our retail-led mixed-use business model and hope to replicate the same in newer locations going forward."

About The Phoenix Mills Limited

The Phoenix Mills was incorporated in 1905 as a textile mill. As the mythical phoenix bird, it is once again regenerating new and iconic assets across India. With over 30 million sq. ft. of prime spaces across India at various stages of execution, PML and its investee companies are embarking on an exciting journey of creating India's premier retail-led assets company that can produce quantum growth and long-term value creation. Today, PML is one of the most up-and-coming listed property companies in India.



For more information on the Company, its projects and services please log on to **www.thephoenixmills.com** or contact:

Pranav Mehta

The Phoenix Mills Ltd.

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Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause the actual results to differ materially from those contemplated by the relevant forward-looking statements. The Phoenix Mills Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



Details to the Announcement

Standalone Financial overview

(Rs Million)	Q3 FY2011	Q3 FY2010	% Change	Q2 FY2011	% Change	9-months ending Dec 2010	9-months ending Dec 2009	% Change
Income from Operations	451	302	49%	443	2%	1,298	814	60%
EBITDA	327	177	85%	317	3%	938	548	71%
EBITDA Margins	73%	59%		72%		72%	67%	
Other Income	71	47		66		181	183	
Depreciation	70	53		70		208	104	
Interest	19	31	-39%	29	-35%	83	50	
Profit before Tax	310	140	121%	285	9%	829	577	44%
Profit after Tax	238	102	133%	221	7%	642	431	49%
EPS (Rs.)	1.64	0.70		1.53		4.43	2.97	

- Income from operations increased by 49%, from Rs. 302 mn in Q3-FY2010 to Rs. 451 mn in Q3-FY2011. The Company was able to deliver healthy revenue growth this quarter on account of higher area being operational and increased consumption at the centre.
 - Growth over Q2-FY2011 has been primarily due to better revenue share realization.
- EBITDA was higher by 85% from Rs. 177 mn in Q3-FY2010 to Rs. 327 mn in Q3-FY2011.
 - EBITDA margins for the quarter are at 73% representing high degree of operational efficiencies.
- Depreciation was higher in Q3-FY2011 as compared to Q3-FY2010 on account of commissioning of Palladium & the Parking facility. However, it is in line with the amount in Q2-FY2011.
- Interest expense has decreased in Q3-FY2011 v/s Q3-FY2010 as well as Q2-FY2011 due to full repayment of the loan outstanding.
- PBT has increased from Rs. 140 mn in Q3-FY2010 to Rs. 310 mn in Q3-FY2011, an increase of 121% due to better EBITDA margins, higher other income and lower interest expense.



- PAT was higher at Rs. 238 mn in Q3-FY2011 as compared to Rs. 102 mn in Q3-FY2010, an increase of 133%.
 - On a q-o-q basis, PAT has increased by 7%.

Comparison for the nine-month period ending Dec 31, 2010 and Dec 31, 2009.

- Income from operations increased by 60%, from Rs. 814 mn in 9-months of FY2010 to Rs. 1,298 mn in 9-months of FY2011.
- EBITDA was higher by 71% from Rs. 548 mn in FY2010 to Rs. 938 mn in Q3-FY2011. EBITDA margins were higher at 72% for the period v/s 67% for the same period last year.
- PAT increased by 49% year-on-year to Rs. 642 mn from Rs. 431 mn.

Key Financial Perspectives as on 31st Dec, 2010

Particulars	Rs. bn	US\$ mn
Standalone Net Worth	16.0	356
Standalone Debt	-	-
Standalone Cash & Cash Equivalents	0.67	15
Consolidated Debt	7.05	157
Consolidated Cash & Cash Equivalents	1.8	40

Note: At a translation rate of 1US\$ = INR 45

- ENDS -

FOR THE PHOENIX MILLS LTD



Pradumna Kanodia

PRADUMNA KANODIA
GROUP CFO.