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

Date: 23rd May, 2016

BSE Limited
Corporate Services,
Piroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400051

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

Ref: The Phoenix Mills Limited (503100/PHOENIXLTD)

Sub: Intimation of Schedule of Analyst/ Institutional Investor Meeting

Dear Sir/Madam,

Pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the details of Analyst(s)/Institutional Investor(s) Meeting with the Company are as under:

Date of Meeting	Name of Fund/Company	Venue of Meeting
24th May, 2016	Target Asset Management	Mumbai
2nd June, 2016	FM Asset Management	UBS Investor Conference, Mumbai
	Goldman Sachs Asset Management	
	Birla Sun Life Insurance	
	Mirae Asset Global Investments	
3rd June, 2016	TIAA-CREF	
3rd June, 2016	Alchemy Capital	B&K Investor Conference, Mumbai
	Birla Mutual Fund	
	Birla Sun Life Insurance	
	Fidelity	
	Goldman Sachs	
	HDFC Mutual Fund	
	IDFC Mutual Fund	
	Kotak Mutual Fund	

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	Mirae AMC	
	Pramerica PMS	
	Reliance Mutual Fund	
	SBI Mutual Fund	
	Union KBC	
	UTI Mutual Fund	
8th June, 2016	Prudential ICICI Mutual Fund	Citi Investor Conference, Mumbai
	AMP Capital Investors	
	AB Global	
	GMT Capital Corp	
	Reliance Capital Asset Management	
	Comgest	
	Daiwa Asset Management	
	Mirae Asset Management Company	
	Goldman Sachs Asset Management	
	SBI Life Insurance Company Limited	

Note: Above details are subject to change. Changes may happen due to exigencies on the part of Investors/Company

The Company will be discussing the Q4 & FY16 Results Presentation with the Investors attached overleaf.

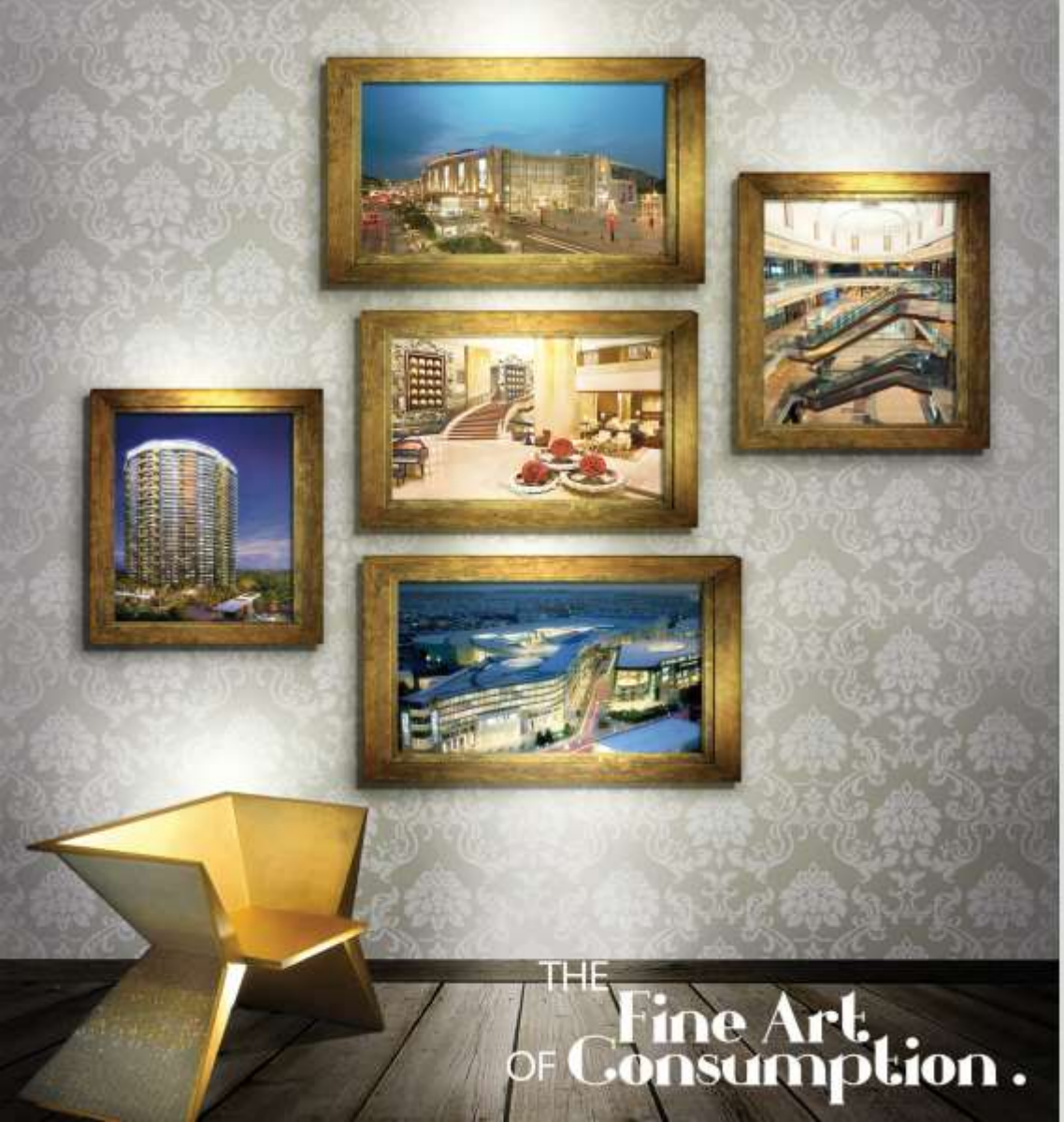
Kindly take the aforesaid information on your record.

Regards,

For **The Phoenix Mills Limited**

Company Secretary

The Phoenix Mills Limited Mumbai



THE PHOENIX MILLS LIMITED

Q4 & FY2016 Results

Disclaimer

THE PHOENIX MILLS LIMITED

Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

The Phoenix Mills Ltd. (PML) 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.

THE PHOENIX MILLS LIMITED

Company Overview

Financial Overview

Debt Profile

Portfolio Performance

Shareholding Pattern

Annexure

Company Overview

THE PHOENIX MILLS LIMITED

Assets Overview

Over 17.5 mn sq. ft. in Retail, Hospitality, Commercial and Residential assets spread over 100+ acres

Retail

7 Malls in 6 cities; 2 Malls under development/Fitout

Rs. 54 bn retail consumption in FY16

Rs. 7.1 bn rental Income in FY16

Residential

5 Residential Projects under Development

5.5 mn sq. ft. of saleable area

Rs. 17 bn cumulative residential sales till FY16

Commercial & Hospitality

5 commercial centres in 2 cities

Rs. 9 bn cumulative Commercial sales till FY16

2 completed Hotel Projects (588 Keys) managed by renowned global operators

Key Execution Milestones

THE PHOENIX MILLS LIMITED

One of the oldest business groups in India with a strong track record of execution and delivery with history spanning over 100 years

1905
- Started by the Ruia family
- Began operations as a textile company on 21 acres land in Lower Parel, Mumbai

1986
- Opened Phoenix House and Phoenix Center with 350,000 sq.ft of Office space

1999
- Opened High Street Phoenix mall

2001
- Big Bazaar Started Operations at High Street Phoenix

2002
- Built the first multi-storied residential luxury tower, Phoenix Towers

2007
- Successfully raised INR 13 bn through a QIP and preferential issue
- Announced the development of Market Cities in Mumbai, Pune, Bangalore and Chennai

2009
- Opened a Luxury mall, The Palladium, at Mumbai

Q2 2011
- Opened Phoenix MarketCity, Pune

Q3 2011
- Launched Chennai Residential, Development, The Crest
- Launched Phoenix Paragon Plaza, Mumbai Commercial Development

Q4 2011
- Opened Phoenix MarketCity, Mumbai
- Opened Phoenix MarketCity, Bangalore

Q1 2012
- Launched Commercial development Art Guild House in Kurla, Mumbai

Q3 2012
- Launched One Bangalore West, Residential Development in Bangalore

Q4 2012
- Commissioned Palladium Hotel, Mumbai

Q1 2013
- Opened Phoenix MarketCity, Chennai

Q1 2014
- Launched Fountainhead, Residential development in Pune

Q1 2015
- Opened Courtyard by Marriott, Agra
- Launched Kessaku, Luxury Residential Development in Bangalore

Q3 2015
- Successfully raised INR 2.83 bn through a QIP
- Palladium hotel rebranded as The St .Regis, Mumbai
- Acquired controlling stake in Gangetic Hotels, Agra

Note – Year denotes calendar year

Our Diversified Portfolio

MALL PORTFOLIO (5.60 MSF)		
HSP & Palladium	Mumbai	0.74
Phoenix MarketCity	Chennai	1.00
Phoenix MarketCity	Pune	1.13
Phoenix MarketCity	Bangalore	0.98
Phoenix MarketCity	Mumbai	1.11
Phoenix United	Lucknow	0.33
Phoenix United	Bareilly	0.31

MALLS UNDER DEVELOPMENT/ FIT-OUT (0.40 MSF)		
Palladium ^	Chennai	0.22
Phoenix Paragon Plaza	Mumbai	0.18

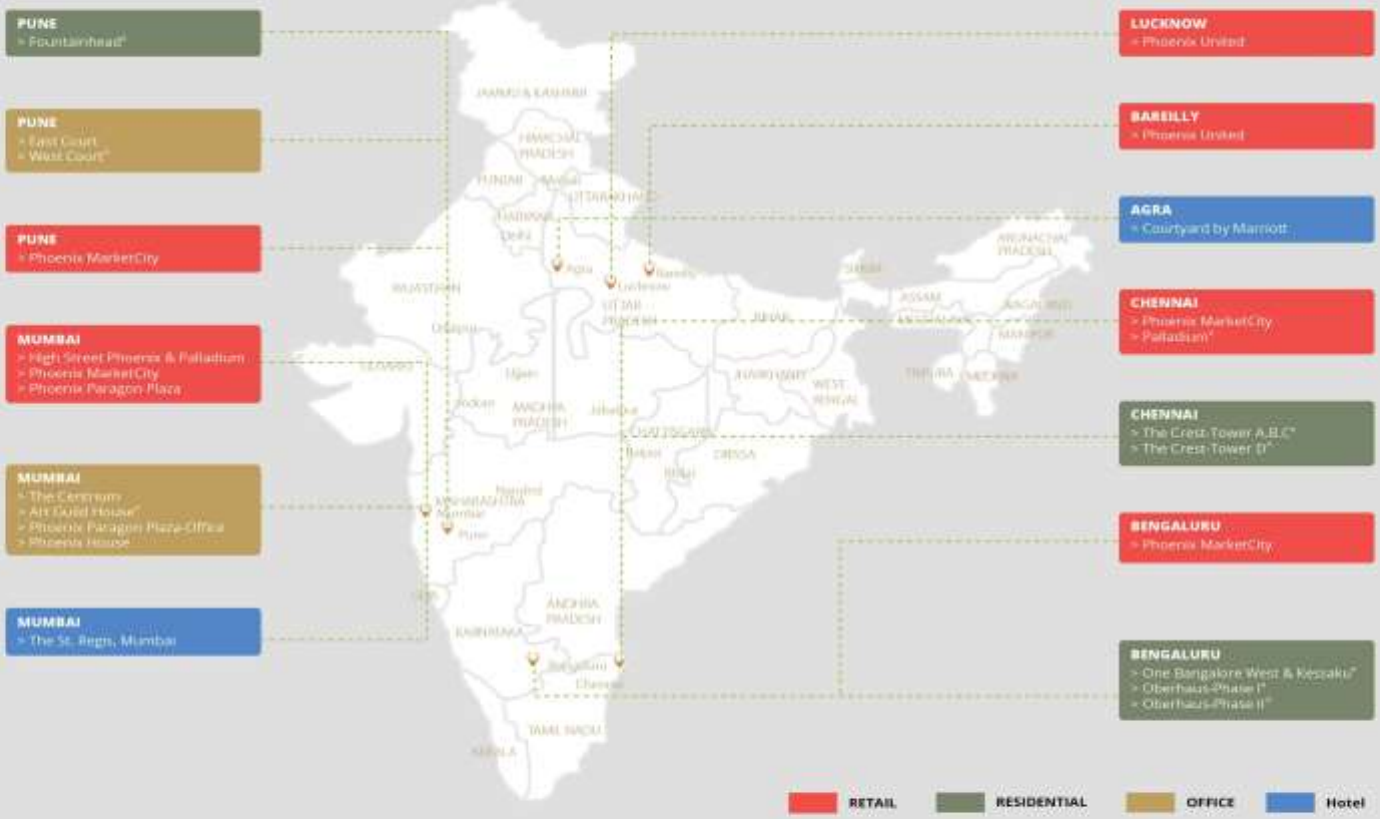
MATURE RESIDENTIAL PORTFOLIO (5.51 MSF)		
One Bangalore ^ West	Bangalore	2.20
Kessaku ^		0.99
OberHaus ^		0.38
OberHaus P		0.64
The Crest ^	Chennai	0.53
The Crest D P		0.41
Fountainhead ^	Pune	0.35

MATURE OFFICE PORTFOLIO (1.94 MSF)		
Phoenix Paragon Plaza	Mumbai	0.24
The Centrium	Mumbai	0.28
East Court	Pune	0.25
Art Guild House ^	Mumbai	0.76
Phoenix House	Mumbai	0.13
West Court P	Pune	0.28

HOTEL PORTFOLIO (588 KEYS)		
The St. Regis	Mumbai	395
Courtyard by Marriot	Agra	193

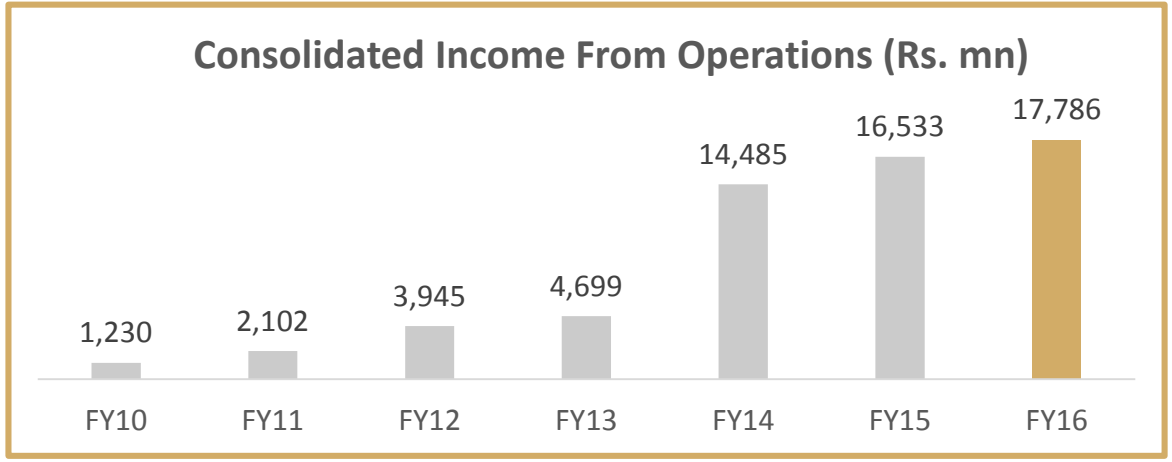
^ Ongoing Development
P Planned Project

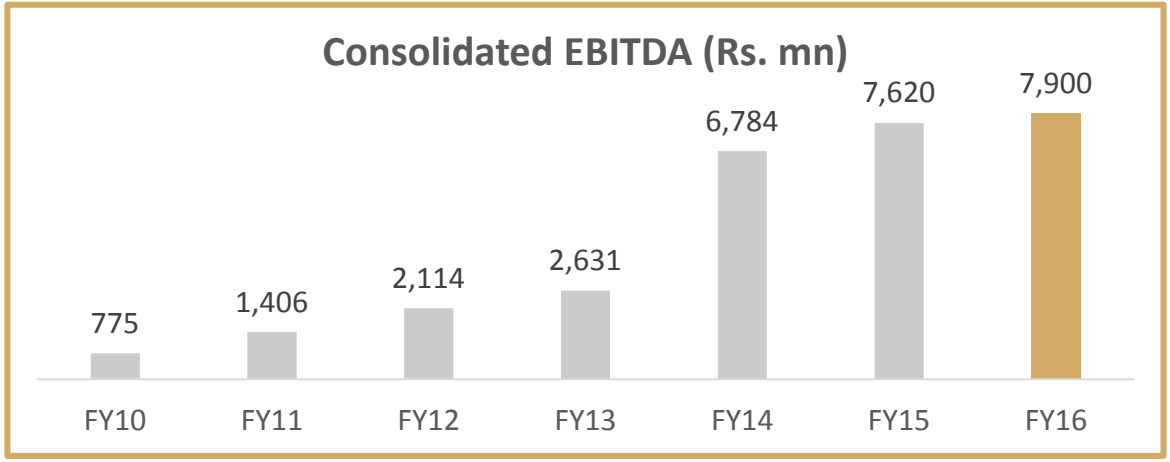
Diverse Product-wise, Pan-India Portfolio



* Planned project. # Ongoing project

FY2016 – Key Consolidated Highlights





Retail

- Strong Consumption Growth of 10% across our malls
- Rental Income of Rs.7.1 bn in FY16, up 8% yoy

Residential

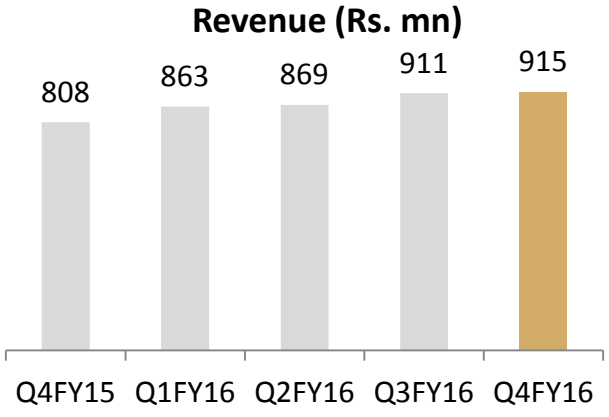
- Residential sales of 0.31 mn sft worth Rs. 4.6 bn during FY16
- Achieved average sales realization of Rs. 14,806/sft

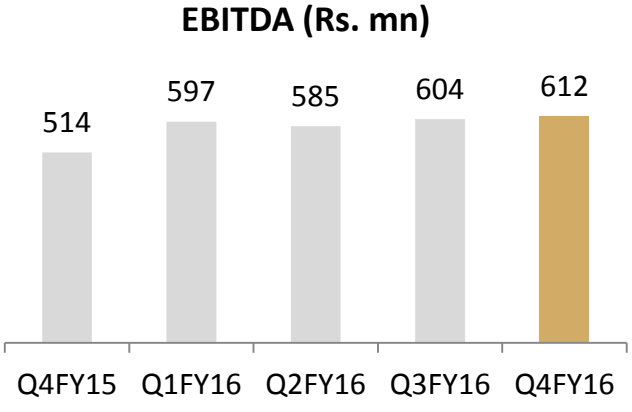
Hospitality

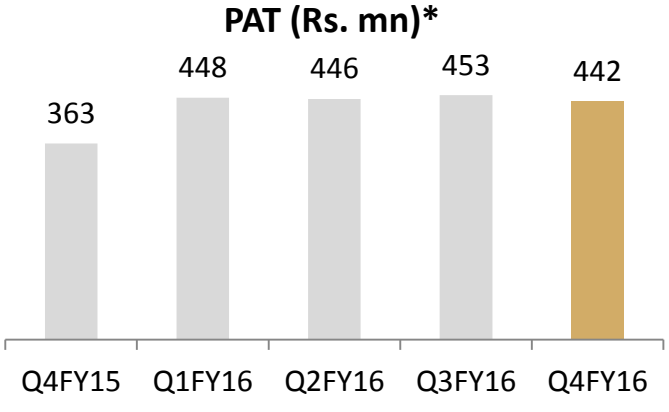
- The St. Regis, Mumbai reported an ARR of Rs. 9,284 with 72% occupancy in FY16
- Courtyard by Marriott completed first full year of operation with ARR of Rs. 4,509 and occupancy of 45%

Financial Overview – Standalone P&L

(Rs. mn)	Q4 FY16	Q4 FY15	% yoy growth	FY16	FY15	% yoy growth
Income from operations	**915**	**808**	**13%**	**3,558**	**3,155**	**13%**
EBITDA	**612**	**514**	**19%**	**2,398**	**2,031**	**18%**
EBITDA Margin (%)	67%	64%		67%	64%	
Profit after tax & exceptional items	**162**	**-479**		**1,509**	**619**	
Diluted EPS (Rs.)	1.02	-3.30		10.02	4.27	







*Adjusted PAT for exceptional items

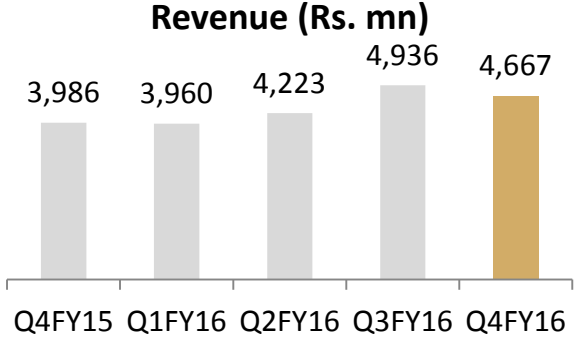
Financial Overview – Standalone Balance Sheet

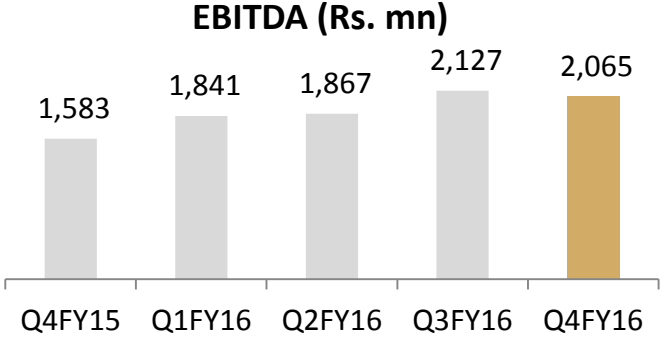
THE PHOENIX MILLS LIMITED

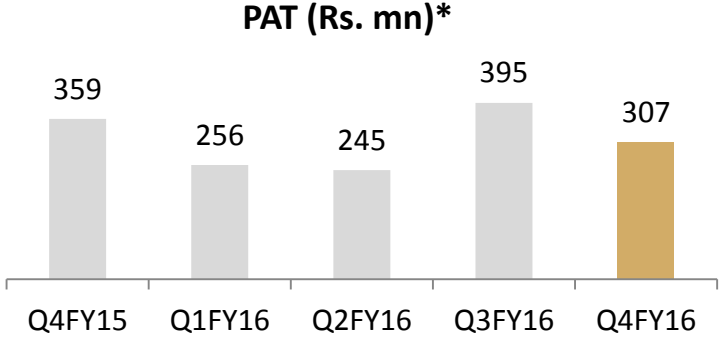
(Rs. mn)	As on 31 March 2016	As on 31 Mar 2015		As on 31 March 2016	As on 31 Mar 2015
Share Capital	306	290	**Non Current Assets**	**29,066**	**24,575**
Reserves & Surplus	22,628	18,800	Tangible Assets	4,424	4,558
Sub-Total	**22,934**	**19,090**	Intangible Assets	-	-
Minority Interest	-	-	Capital work in progress	1,504	1,357
Non – Current Liabilities	**6,346**	**6,303**	Non-Current Investments	16,572	12,315
Long Term Borrowings	5,235	5,319	L.T. Loans and Advances	6,206	6,005
Other L. T. Liabilities	1,106	979	Other Non-Current Assets	361	340
Long Term Provisions	5	5	**Current Assets**	**4,209**	**3,276**
Current Liabilities	**3,995**	**2,458**	Inventories	-	-
Short Term Borrowings	2,446	788	Trade Receivables	255	219
Trade Payables	146	82	Cash & Cash Equivalents	713	204
Other Current Liabilities	1,318	1,199	Short-Term Loans and Advances	3,092	2,697
Short term Provisions	86	388	Other Current Assets	149	155
Total	**33,275**	**27,851**	**Total**	**33,275**	**27,851**

Financial Overview – Consolidated P&L

(Rs. mn)	Q4 FY16	Q4 FY15	FY16	FY15
Income from operations	**4,667**	**3,986**	**17,786**	**16,533**
Retail	2,781	2,537	11,145	10,240
Residential	697	474	2,742	2,524
Commercial	383	451	1,431	2,045
Hospitality & Others	806	523	2,467	1,724
EBITDA	**2,065**	**1,583**	**7,900**	**7,620**
EBITDA Margin (%)	44%	40%	44%	46%
Profit after tax (PAT) and exceptional items	3	-527	1,001	864
PAT after exceptional items and minority interest**	-14.1	**-539**	**815**	**354**
Diluted EPS	-0.12	-3.71	5.41	2.45







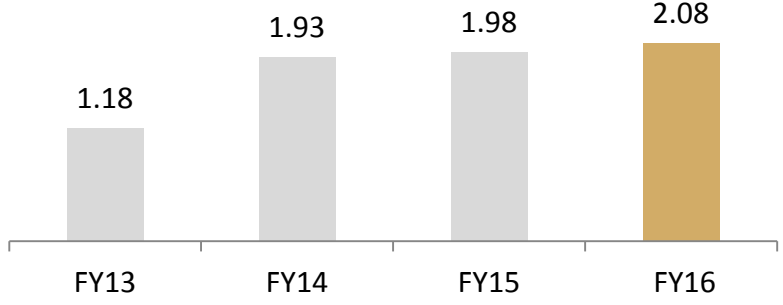
* PAT adjusted for exceptional items **Presently Pallazzio Hotels and Leisure Pvt Ltd. has been considered as 100% subsidiary of PML. The effective financial interest of PML on conversion of debentures into equity will be 58.5% and if adjusted for the same, the PAT after minority interest would have been higher by Rs. 126 mn for Q4 FY16 and Rs. 580 mn for FY16

Financial Overview – Consolidated Balance Sheet

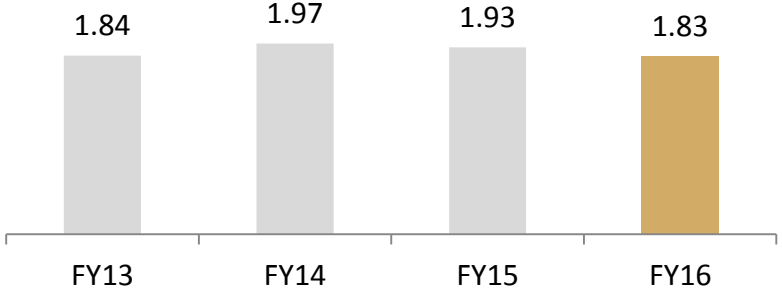
THE PHOENIX MILLS LIMITED

(Rs. mn)	As on 31 Mar 2016	As on 31 Mar 2015		As on 31 Mar 2016	As on 31 Mar 2015
Share Capital	306	290	**Non Current Assets**		
Reserves & Surplus	18,380	16,447	Tangible Assets	43,479	41,299
Total Shareholder Equity	**18,686**	**16,737**	Intangible Assets	38	25
Minority Interest	4,511	6,212	Capital Work In Progress	1,949	2,117
Non – Current Liabilities			Non-Current Investments	1,390	1,807
Long Term Borrowings	34,004	28,190	L.T. Loans and Advances	3,390	2,356
Other L. T. Liabilities	3,561	3,004	Other Non-Current Assets	1,794	1,575
Long Term Provisions	321	221	**Current Assets**		
Current Liabilities			Inventories	13,240	11,783
Short Term Borrowings	2,432	2,271	Trade Receivables	3,201	2,192
Trade Payables	1,217	1,050	Cash & equivalents and Current Investments	2,166	1,110
Other Current Liabilities	7,957	8,187	Short-Term Loans and Advances	2,169	1,967
Short term Provisions	322	540	Other Current Assets	197	181
Total Liabilities	**73,011**	**66,413**	**Total Assets**	**73,011**	**66,413**

Debt / Equity (x)



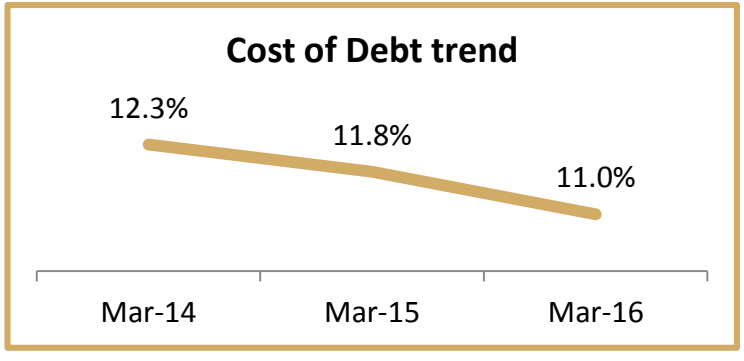
Interest Coverage Ratio (x)



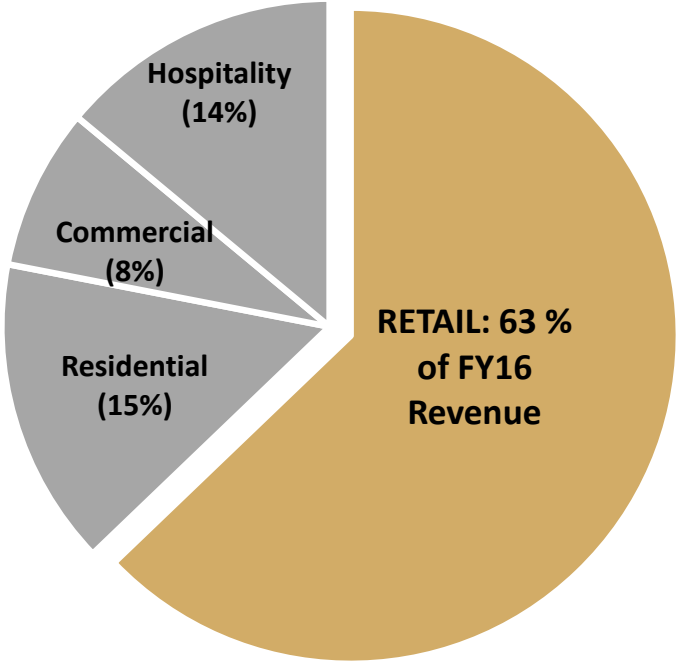
Consolidated Debt Profile

Asset Type	SPV	Asset Name	FY16 Debt (Rs. mn)
Mall & Mixed-Use	PML Standalone	High Street Phoenix, Mumbai	6,782
	Classic Mall Development	Phoenix MarketCity, Chennai	4,500
		The Crest C	
	Vamona Developers	Phoenix MarketCity, Pune	4,870
		East Court	
	Island Star Mall Developers	Phoenix MarketCity, Bangalore	5,051
		OberHaus	
	Offbeat Developers	Phoenix MarketCity, Kurla	7,461
		Art Guild House	
		Centrium	
	Blackwood Developers	Phoenix United, Bareilly	936
	UPAL Developers	Phoenix United, Lucknow	725
	Graceworks Realty & Leisure.	Phoenix Paragon Plaza	1,320
Residential	Palladium Constructions	One Bangalore West	0
		Kessaku	
	Alliance Spaces	Fountainhead	387
Hotel	Pallazzio Hotels & Leisure	The St. Regis, Mumbai	5,387
	Gangetic Hotels	Courtyard by Marriott, Agra	1,356
	Total		**38,776**

- Lease Rental Discounting (LRD), commercial-mortgage backed securities (CMBS for Phoenix MarketCity Chennai) and hotel debt is Rs. 35.97 bn; 93% of consolidated debt of Rs. 38.78 bn
- Completed refinance of Pallazzio loan: The new 15-year loan is at an interest rate of 11% pa and provides principal moratorium of 3 years
- Interest cost on existing debt has come down by approx. 80 bps when compared to the cost at the end of FY2015

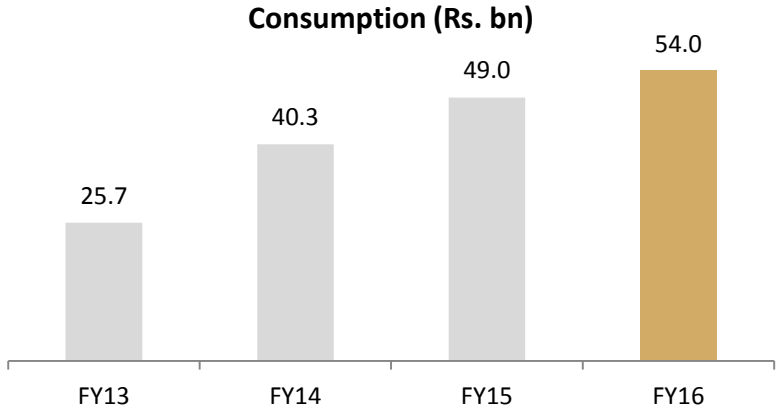


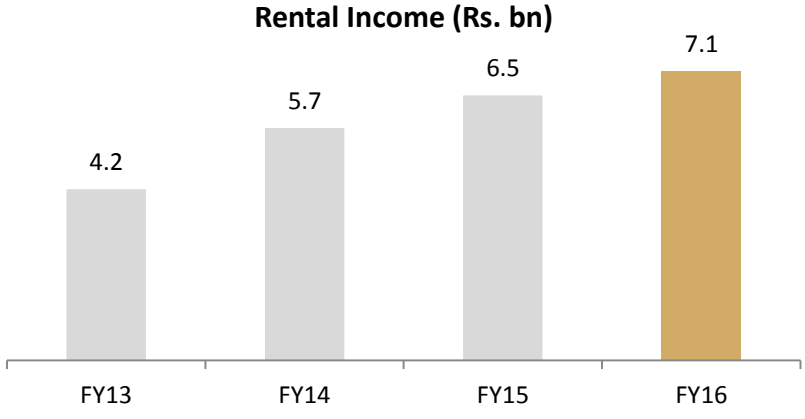
The Retail Portfolio



Operational Update – Retail Portfolio

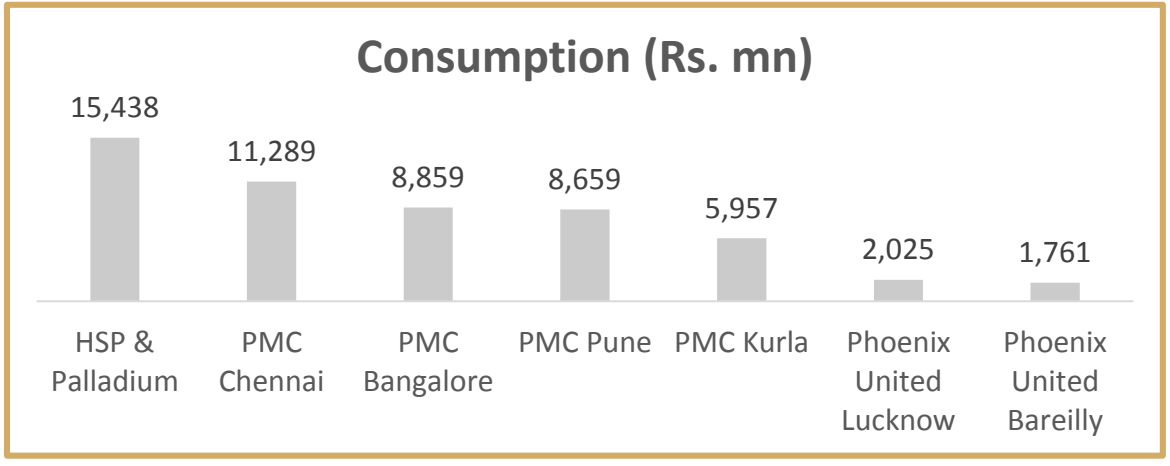
	HSP & Palladium	Phoenix MarketCity				Phoenix United		Phoenix Paragon Plaza	Palladium##
	Mumbai	Bengaluru	Chennai	Mumbai	Pune	Bareilly	Lucknow	Mumbai	Chennai
Retail Leasable/Licensable Area (msf)	0.74	0.98	1.00	1.11	1.13	0.31	0.33	0.18#	0.22
Total No. of Stores	273	301	264	310	319	132	106	305	76
Average Rental (Rs. psf)**	289	91	109	88	87	50	58	63	NA
Occupancy %**	93%	87%	93%	87%	88%	85%	83%	24%	NA

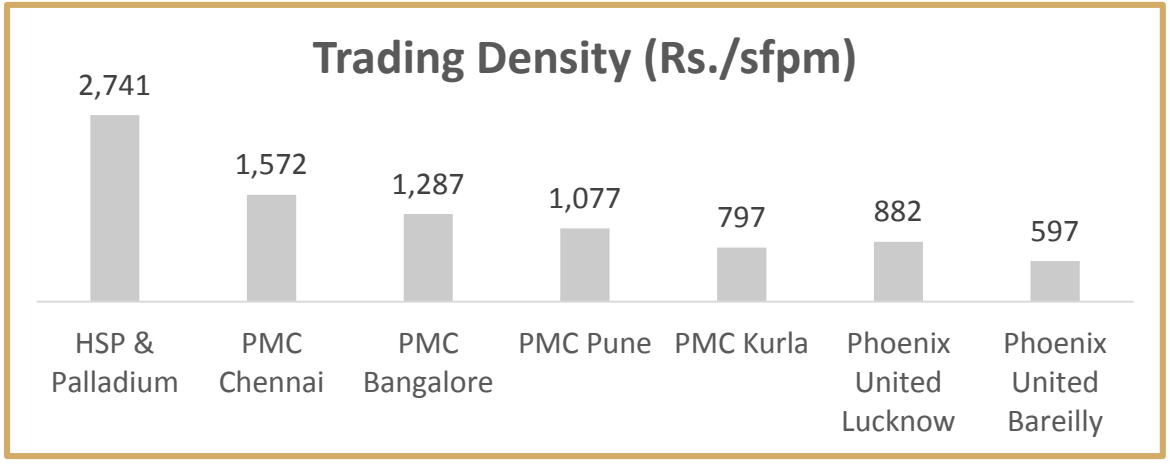




Phoenix Paragon Plaza (PPP) has become partly operational from Q1 FY16. ## Expected to become operational from 2016. ** For year ended 31 March 2016 @ Trading density is computed on carpet area

FY2016 – Retail Key Highlights





Retail Portfolio

- FY16 consumption at Rs. 54.0 bn, up 10% yoy
- Rental income in FY16 at Rs. 7.1 bn, up 8% yoy

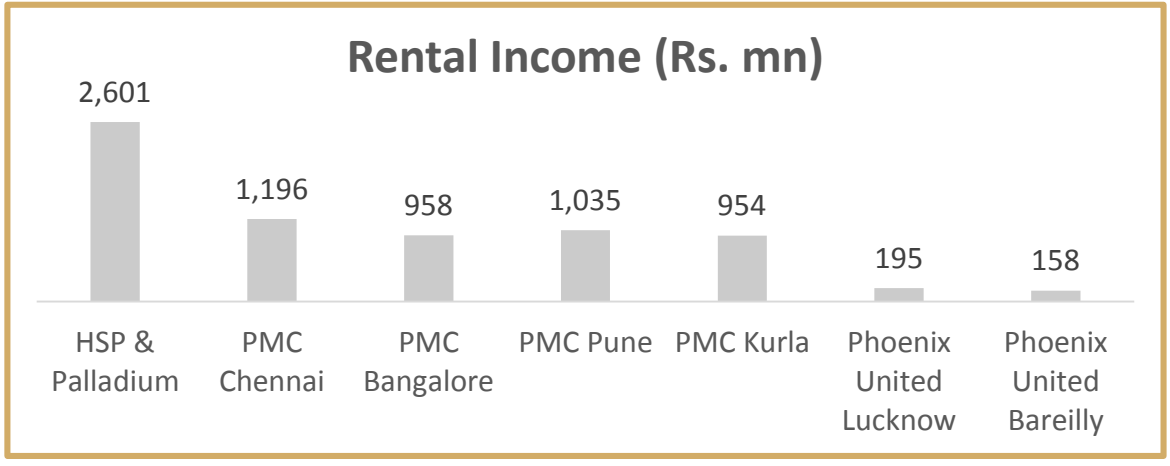
HSP & Palladium

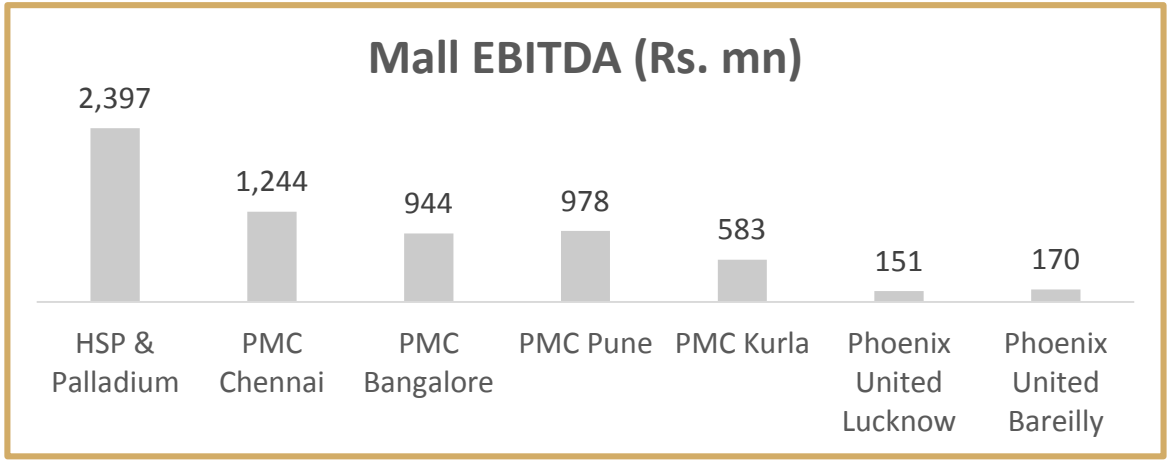
- FY16 consumption number of Rs. 15,438 mn, Trading Density at Rs. 2,741 psf pm for FY16
- Rental income growth of 13% in FY16, rental rate of Rs. 289 psf pm

PMC Chennai

- Trading density at Rs. 1,572 psf pm in PMC Chennai for FY16
- Rental rate for the year at Rs. 109 psf pm

FY2016 – Retail Key Highlights





PMC Bangalore

- Consumption growth remains strong in PMC Bangalore in FY16 at 14% yoy
- Trading Density at Rs. 1,287 psf pm for the year

PMC Pune

- 13% yoy growth in consumption for FY16, Trading density at Rs. 1,077 psf pm
- Rental Income at Rs. 1,035 mn, up 10%

PMC Mumbai

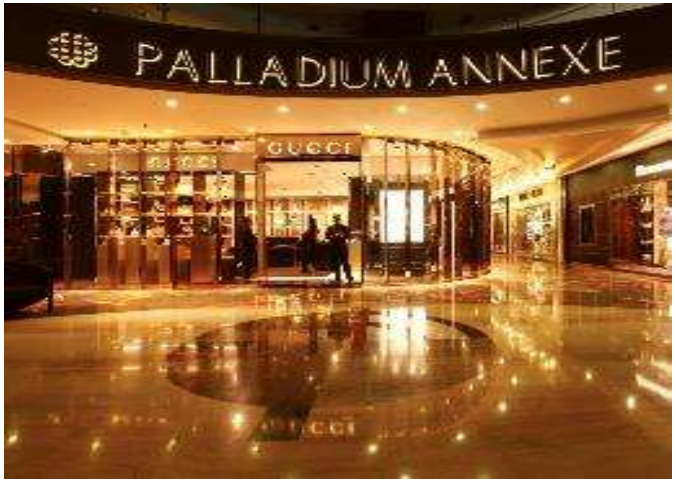
- Trading density up 9% yoy in FY16 at Rs 797 psf pm
- Consumption in FY16 of Rs. 5,957 mn, up 9% yoy

High Street Phoenix & Palladium Mall

THE PHOENIX MILLS LIMITED

	Q4FY16	Q4FY15	% yoy growth	FY16	FY15	% yoy growth
Rental Income (Rs. mn) ^	661	621	6%	2,601	2,293	13%
Recoveries (CAM and other) (Rs. mn)	254	184	37%	957	790	21%
Total Income (Rs. mn)	**915**	**805**	**13%**	**3,558**	**3,083**	**15%**
EBITDA (Rs. mn)	611	502	22%	2,397	1,983	21%
EBIDTA Margin (as % of Rental Income)	92%	81%		92%	86%	
Rental Rate (Rs./sft pm) ^	295	263	19%	289	254	14%
Consumption (Rs. mn)	3,752	3,648	3%	15,438	14,403	7%
Trading Density (Rs./sft pm)	2,656	2,581	3%	2,741	2,553	7%
Trading Occupancy (%)	93%	93%		92%	94%	

^ Rental Income is including Phoenix House (Commercial)



Phoenix MarketCity Chennai

THE PHOENIX MILLS LIMITED

	Q4FY16	Q4FY15	% yoy growth	FY16	FY15	% yoy growth
Rental Income (Rs. mn)	310	287	8%	1,196	1,109	8%
Recoveries (CAM and other) (Rs. mn)	179	180		760	728	4%
Total Income (Rs. mn)	**489**	**467**	**5%**	**1,957**	**1,837**	**7%**
EBITDA (Rs. mn)	295	273	8%	1,244	1,169	6%
EBIDTA Margin (as % of Rental Income)	95%	95%		104%	105%	

Rental Rate (Rs./sft pm)	115	105	10%	109	104	5%
Consumption (Rs. mn)	2,855	2,691	6%	11,289	10,481	8%
Trading Density (Rs./sft pm)	1,610	1,489	8%	1,572	1,480	6%
Trading Occupancy (%)	93%	94%		94%	93%	

Income from Residential Sales (Crest Tower C)	32	31	4%	277	273	1%

Phoenix MarketCity Bangalore

	Q4FY16	Q4FY15	% yoy growth	FY16	FY15	% yoy growth
Rental Income (Rs. mn)	247	223	11%	958	876	9%
Recoveries (CAM and other) (Rs. mn)	138	128	8%	555	520	7%
Total Income (Rs. mn)	**384**	**351**	**9%**	**1,513**	**1,396**	**8%**
EBITDA (Rs. mn)	242	219	10%	944	890	6%
EBIDTA Margin (as % of Rental Income)	98%	98%		99%	102%	

Rental Rate (Rs./sft pm)	95	88	8%	91	87	5%
Consumption (Rs. mn)	2,162	1,912	13%	8,859	7,753	14%
Trading Density (Rs./sft pm)	1,229	1,138	8%	1,287	1,131	14%
Trading Occupancy (%)	87%	87%		87%	88%	

Phoenix MarketCity Pune

THE PHOENIX MILLS LIMITED

	Q4FY16	Q4FY15	% yoy growth	FY16	FY15	% yoy growth
Rental Income (Rs. mn)	266	240	11%	1,035	941	10%
Recoveries (CAM and other) (Rs. mn)	182	171	6%	757	692	9%
Total Income (Rs. mn)	**448**	**411**	**9%**	**1,792**	**1,633**	**10%**
EBITDA (Rs. mn)	227	212	7%	978	843	16%
EBIDTA Margin (as % of Rental Income)	84%	88%		94%	90%	
Rental Rate (Rs./sft pm)	90	84	7%	87	81	8%
Consumption (Rs. mn)	2,042	1,897	8%	8,659	7,650	13%
Trading Density (Rs./sft pm)	1,007	978	3%	1,077	975	10%
Trading Occupancy (%)	88%	83%		87%	85%	

^ EBITDA includes expenses incurred for East Court (for sale commercial property) during the year

Phoenix MarketCity Mumbai

THE PHOENIX MILLS LIMITED

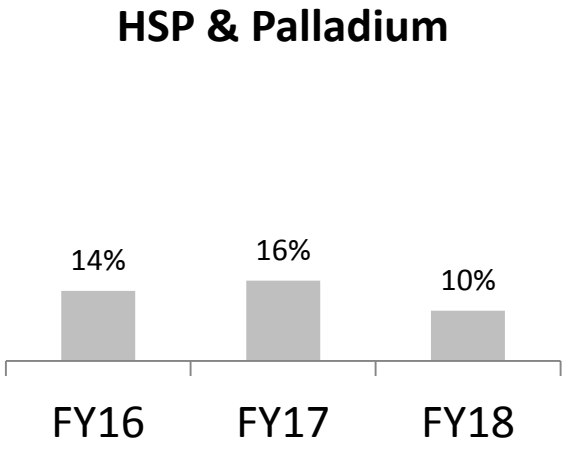
	Q4FY16	Q4FY15	FY16	FY15
Rental Income (Rs. mn)	223	245	954	991
Recoveries (CAM and other) (Rs. mn)	136	156	616	615
Total Income (Rs. mn)	**359**	**401**	**1,570**	**1,606**
EBITDA (Rs. mn)	110	132	583	600
EBIDTA Margin (as % of Rental Income)	49%	54%	61%	61%

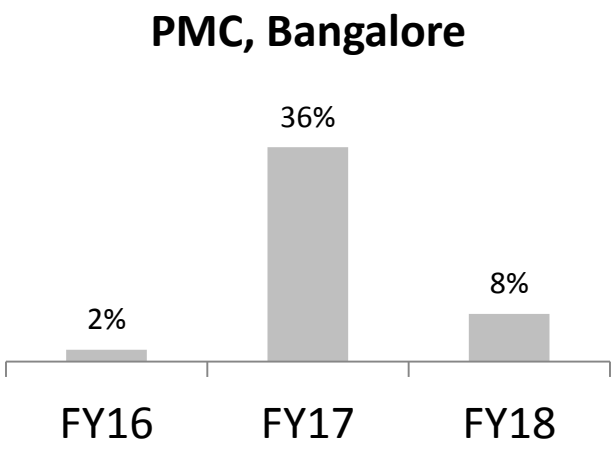
Rental Rate (Rs./sft pm)	87	85	88	85
Consumption (Rs. mn)	1,442	1,364	5,957	5,480
Trading Density (Rs./sft pm)	774	706	797	732
Trading Occupancy (%)	87%	88%	87%	89%

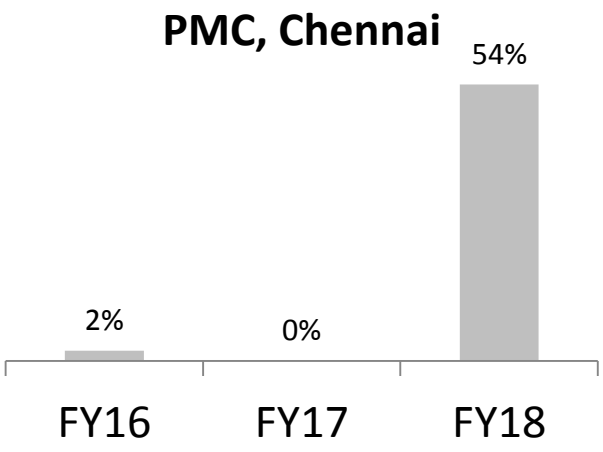
Income from Commercial Sales (AGH, Centrium)	253	143	751	773

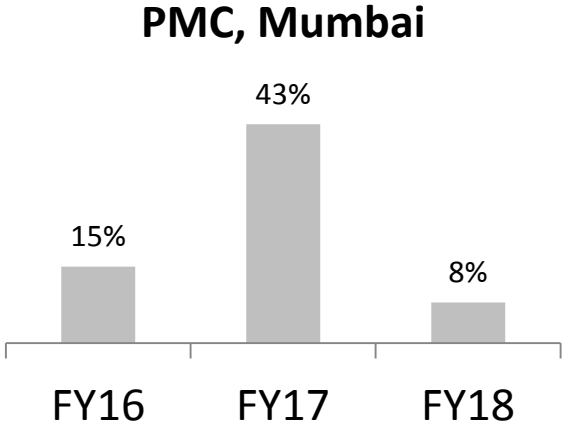
Renewal Schedule (% of total leasable area)

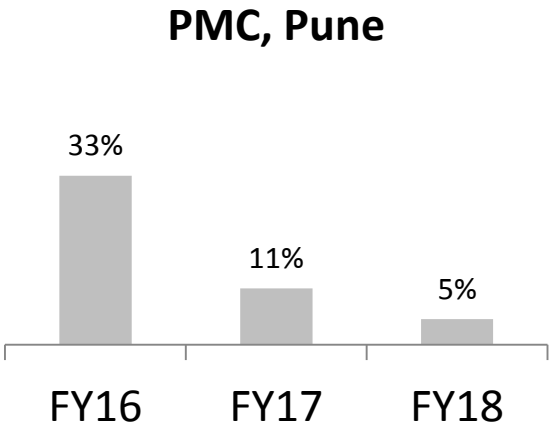
THE PHOENIX MILLS LIMITED











- Significant upsides being observed in renewals and new deals across centres
- Provides good visibility for rental growth going forward

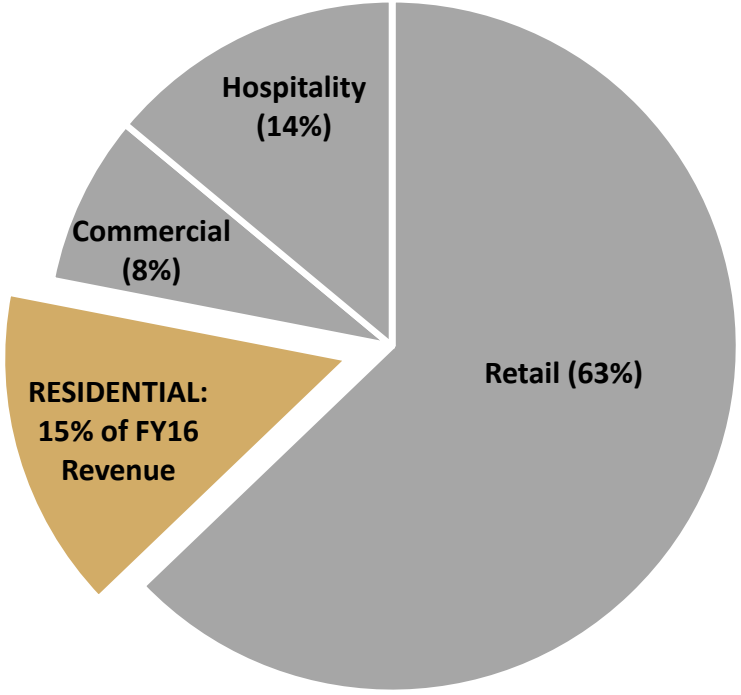
The Residential Portfolio

ONE BANGALORE WEST - BANGALORE

OBERHAUS - BANGALORE

FOUNTAINHEAD - PUNE

KESSAKU - BANGALORE



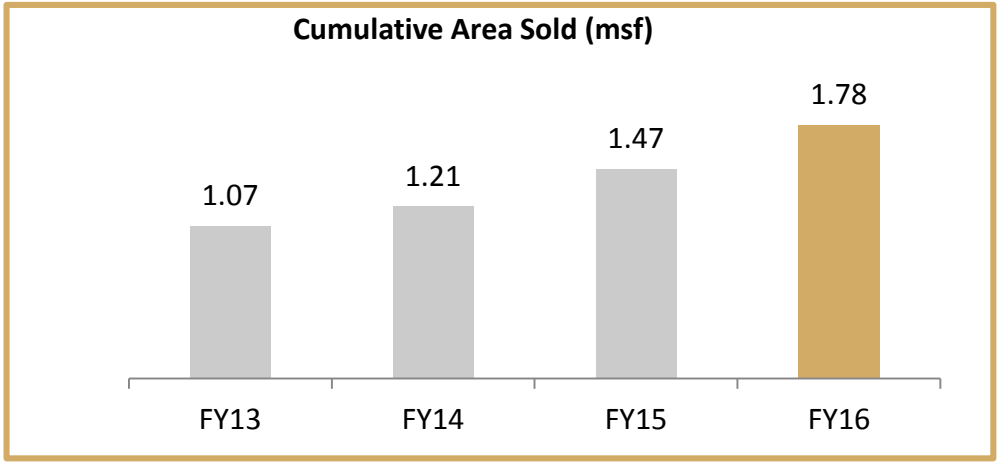
Operational Update – Residential Portfolio

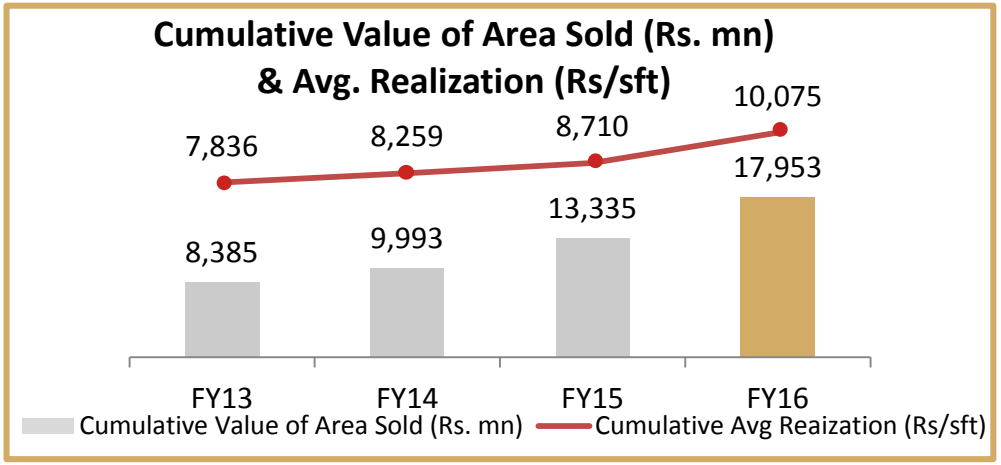
THE PHOENIX MILLS LIMITED

Project Name	Saleable area (msf)			Area Sold (msf)	Sales Value (Rs. mn)	Average Selling Price (Rs. psf)	Collections (Rs. mn)	Revenue recognized (Rs. mn)	
	Total Area	Area launched	Balance Area					in Q4 FY16	Cumulative
One Bangalore West, Bangalore	2.20	1.6	0.60[##]	1.15	10,974	9,549	8,216	665	8,268
Kessaku, Bangalore	0.99	0.57	0.42	0.24	3,509	14,924	963	-	-
OberHaus, Bangalore	1.02	-	1.02	Yet to launch					
Fountainhead, Pune	0.35	0.35	0	0.01	158	11,203	99	-	-
The Crest[#], Chennai	0.94	0.53	0.41	0.38	3,312	8,639	2,734	100[###]	2,978
TOTAL	**5.50**	**3.05**	**2.45**	**1.78**	**17,953**	**10,075**	**12,013**	**765[###]**	**11,246**

[#] Crest Tower D is expected to be launched during 2016 [##] Note that of the nine towers in One Bangalore West (OWB), only Towers 1-7 have been launched as of March 2016; [###] In Crest residential development, only Tower C is consolidated in our financials.

FY2016 – Residential Portfolio Key Highlights





Residential Portfolio

- FY16 sales volume was 3,11,917 sft with total sales value of Rs. 4,618 mn (APR at Rs. 14,806/ sft); collections at Rs. 2,892 mn

One Bangalore West and Kessaku

- High sales velocity in Kessaku ➔ 2,35,099 sft area sold at an average price of Rs. 14,924 psf
- High collection efficiency ➔ over 97% of scheduled receipts has been collected in One Bangalore West

Recent Awards

- **Construction Industry Award 2015 -** Excellence in Commercial/ Mixed Use- Development Project, Chennai
- **Estate Award 2015 -** Best Marketer of the year 2015 - One Bangalore West, Kessaku and Fountainhead projects

One Bangalore West, Bangalore

	Q4FY16	Q4FY15	Q3FY16
Saleable Area (msf)	2.20	2.20	2.20
Cumulative Sale Value (Rs. mn)	10,974	9,900	10,801
Cumulative Sale Volume (msf)	1.15	1.07	1.14
Cumulative Collections (Rs. mn)	8,216	6,721	7,716
Average Realization (Rs./sft)	9,549	8,311	9,499

ONE BANGALORE WEST - BANGALORE

Kessaku, Bangalore

	Q4FY16	Q3FY16
Saleable Area (msf)	0.99	0.99
Cumulative Sale Value (Rs. mn)	3,509	3,280
Cumulative Sale Volume (msf)	0.24	0.22
Cumulative Collections (Rs. mn)	963	686
Average Realization (Rs./sft)	14,924	14,858

KESSAKU - BANGALORE

The Crest, Chennai - Towers A, B and C

	Q4FY16	Q4FY15	Q3FY16
Saleable Area (msf)	0.53	0.53	0.53
Cumulative Sale Value (Rs. mn)	3,312	3,100	3,110
Cumulative Sale Volume (msf)	0.38	0.37	0.37
Cumulative Collections (Rs. mn)	2,734	2,400	2,670
Average Realization (Rs./sft)	8,639	8,378	8,493

Note: Crest Towers A and B are a part of a separate subsidiary, Classic Housing Projects Pvt Ltd., while Crest Tower C forms a part of Classic Mall Development Co. Pt. Ltd.

CREST TOWERS A & B

CREST TOWER A

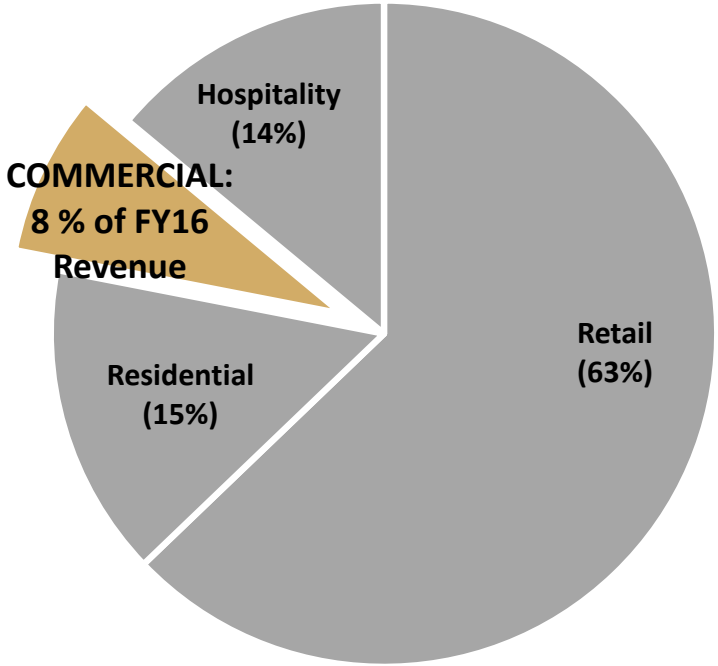
The Commercial Portfolio

ART GUILD HOUSE - MUMBAI

CENTRIUM - MUMBAI

EAST COURT - PUNE

PHOENIX PARAGON PLAZA - MUMBAI



Operational Update – Commercial Portfolio

THE PHOENIX MILLS LIMITED

Project Name	Total Area (msf)				Sales Value (Rs. mn)	Collections (Rs. mn)	Revenue recognized	
	Saleable area	Area sold	Area leased	Balance area			In Q4 FY16 (Rs. mn)	Cumulative till Q4 FY16 (Rs. mn)
Centrium , Mumbai	0.28	0.28	NA	NA	2,520	2,461	0	2,269
East Court, Pune	0.25	0.24	NA	0.01	1,648	1,687	9	1,469
Phoenix Paragon Plaza, Mumbai	0.42	0.13	0.10	0.19	1,822	1,782	127	1,830
-- Retail	0.18	0.08	0.04	0.06				
-- Commercial	0.24	0.05	0.06	0.13				
Art Guild House, Mumbai	0.76	0.38	0.13	0.25	3,170	2,318	253	2,376
TOTAL	**1.71**	**1.03**	**0.23**	**0.45**	**9,160**	**8,248**	**389**	**7,944**

Art Guild House, Mumbai

THE PHOENIX MILLS LIMITED

	As of Q4FY16
Saleable Area (msf)	0.76
Sale Value (Rs. mn)	3,170
Cumulative Sale Volume (msf)	0.38
Cumulative Collections (Rs. mn)	2,318
Average Realization (Rs./sft)	8,386
Area Leased (msf) (Including LOI signed)	0.13
Average Gross Rate (Rs./sft pm)	83

ART GUILD HOUSE - MUMBAI

Phoenix Paragon Plaza, Mumbai

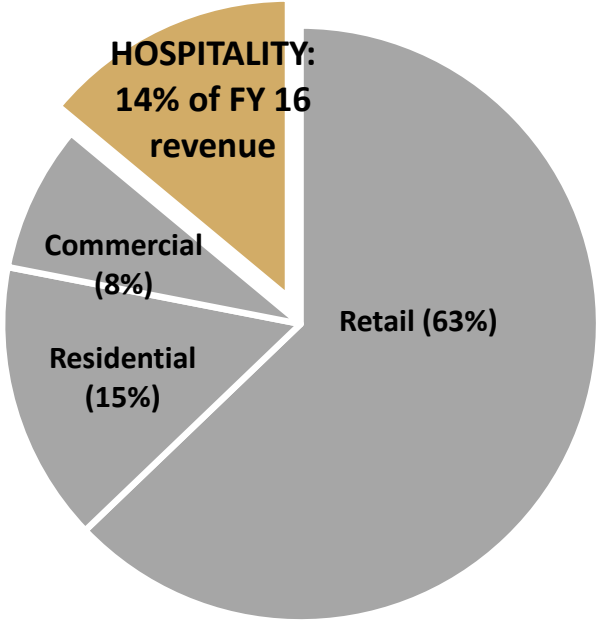
	Retail	Office	Total (as of Q4FY16)
Saleable Area (msf)	0.18	0.24	0.42
Area Sold (msf)	0.08	0.05	0.13
Sale Value (Rs. mn)	1,295	527	1,822
Cumulative Collections (Rs. mn)	1,266	516	1,782
Average Realization (Rs./sft)	16,099	10,666	14,030
Area Leased (msf)	0.04	0.06	0.10
Rental rate (Rs./sft pm)	63		

PHOENIX PARAGON PLAZA, MUMBAI

The Hospitality Portfolio

THE PHOENIX MILLS LIMITED

ST REGIS
MUMBAI



COURTYARD
Marriott

Operational Update – Hospitality

	The St. Regis, Mumbai	Courtyard by Marriott, Agra
Keys	395[1]	193
Restaurants & Bar	11[2]	4[3]
Occupancy (%)[4]	75%	65%
Average room rent (Rs. / room night) [4]	10,705	5,357

The St. Regis, Mumbai

- Q4 FY16 room occupancy at 75% at an ADR of Rs. 10,705
- The St. Regis, Mumbai reported an ARR of Rs. 9,284 with 72% occupancy in FY16

Courtyard by Marriott, Agra

- Q4 FY16 room occupancy at 65% at with ADR of Rs. 5,357
- Courtyard by Marriott completed first full year of operation with ARR of Rs. 4,509 and occupancy of 45%

[1]Currently 386 rooms are operational; [2] Currently 10 restaurants are operational; [3] Currently 3 restaurants are operational; [4] For Q4 FY16

The St. Regis, Mumbai

THE PHOENIX MILLS LIMITED

	Q4FY16	Q4FY15	FY16	FY15
Revenue from Rooms (Rs. mn)	283	208	845	639
Revenue from F&B and Banqueting (Rs. mn)	283	280	1,089	951
Other Operating Income (Rs. mn)	80	33	248	128
Total Income (Rs. mn)	**646**	**522**	**2,182**	**1,718**
Operating EBITDA (Rs. mn)	**247**	**235**	**722**	**661**
Occupancy (%)	75%	82%	72%	67%
ARR (Rs.)	10,705	8,527	9,284	8,199

THE ST.REGIS, MUMBAI

Average rooms available per night in Q4FY16 were 386 compared to 333 in Q4FY15

Courtyard by Marriott, Agra

THE PHOENIX MILLS LIMITED

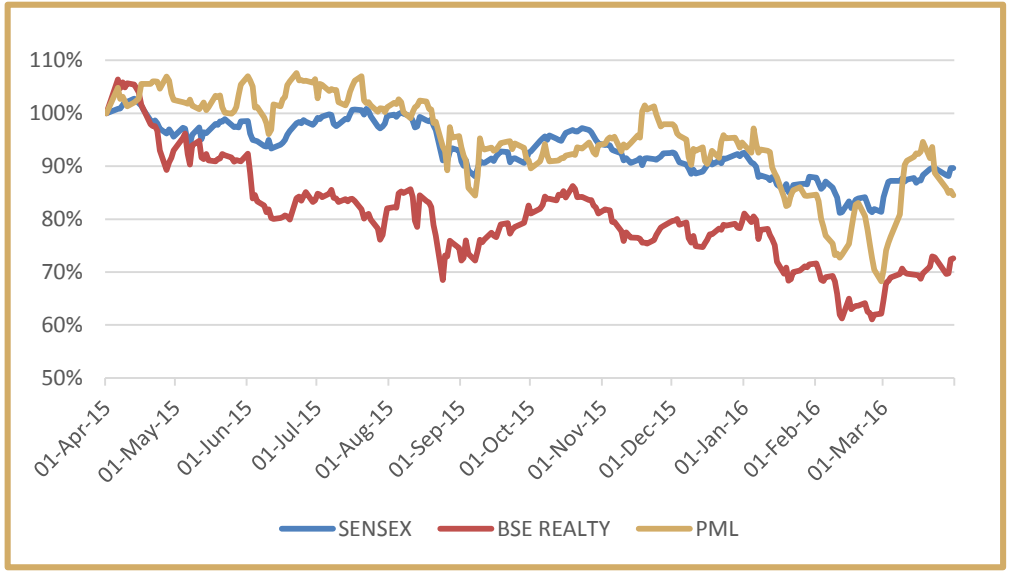
	Q4FY16	FY16
Revenue from Rooms (Rs. mn)	60	148
Revenue from F&B and Banqueting (Rs. mn)	40	121
Other Operating Income (Rs.mn)	3	12
Total Income (Rs. mn)	**103**	**281**
Occupancy (%)	65%	45%
ARR (Rs.)	5,357	4,509

COURTYARD BY MARRIOTT,AGRA

Shareholding Pattern

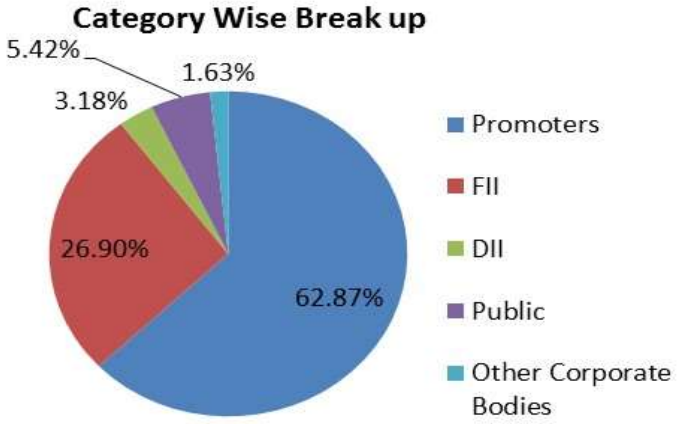
THE PHOENIX MILLS LIMITED

1 Year Share Price return



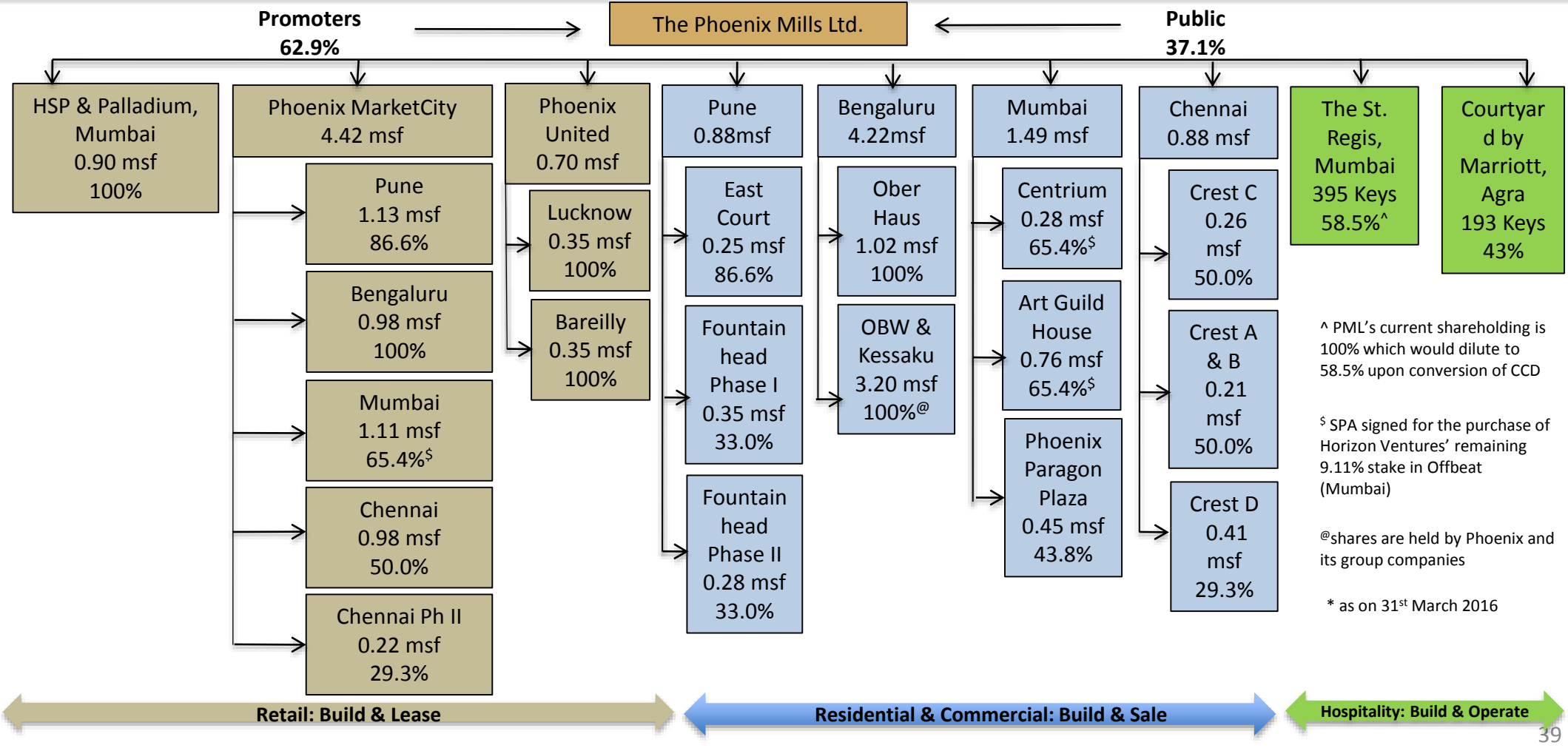
Market Data – As on 31st March, 2016 - NSE	
Market Capitalisation (Rs.mn)	45,943
Price (Rs.)	300.3
No. of shares outstanding (mn)	152.98
Face Value (Rs.)	2.00
52 week High/Low	382.3/242.4

Shareholding pattern as on 31st March, 2016



Key Institutional Investors (As on 31st March, 2016)	% Shareholding
Nordea Bank	8.35%
Fidelity Investment Trust	4.73%
TIAA-CREF Funds	1.69%
Mondrian	1.48%
Reliance Capital	1.31%
Schroder	1.22%
Vanguard	1.08%

Our Portfolio*



^ PML's current shareholding is 100% which would dilute to 58.5% upon conversion of CCD

$ SPA signed for the purchase of Horizon Ventures' remaining 9.11% stake in Offbeat (Mumbai)

@shares are held by Phoenix and its group companies

* as on 31st March 2016

Annexure

THE PHOENIX MILLS LIMITED

Retail Portfolio

Residential Portfolio

Commercial Portfolio

Hotels & Restaurants Portfolio

Retail Portfolio – Snapshot

	Consumption (Rs. mn)				Rental Income (Rs. mn)				Average Trading Density (Rs./sft pm)			
	FY13	FY14	FY15	FY16	FY13	FY14	FY15	FY16	FY13	FY14	FY15	FY16
HSP & Palladium	11,711	13,185	14,403	15,438	1,824	2,039	2,293	2,601	2,020	2,263	2,553	2,741
PMC, Chennai	518	6,938	10,481	11,289	117	858	1,109	1,196	800	1,226	1,480	1,572
PMC, Bangalore	3,832	6,573	7,753	8,859	603	768	876	958	745	975	1,131	1,287
PMC, Pune	4,610	6,221	7,650	8,659	640	789	941	1,035	653	812	975	1,077
PMC, Mumbai	2,818	4,460	5,480	5,957	750	934	991	954	454	586	705	797

Awards ● Accolades ● Excellence

THE PHOENIX MILLS LIMITED

HIGH STREET PHOENIX & PALLADIUM	PHOENIX MARKETCITY PUNE	PHOENIX MARKETCITY BANGALORE	PHOENIX MARKETCITY MUMBAI	PHOENIX MARKETCITY CHENNAI
CMO Asia 2015 Retailer of the Year (Mall) Shopping Centre of the Year (Palladium) **Asia's Shopping Centre & Mall Awards 2014** Most Admired Shopping Centre of the Year Socially Responsible **Images Shopping Centre Awards 2015, 2013 & 2010** Most Admired Shopping Centre (Metros West) **Estate Avenues 2013-14** India's Best Existing Neighborhood Mall **Realty Plus Excellence 2012** Developer of the Year **Property Awards** Developer of the Year	**Images Shopping Centre Award 2014 & 2013** Most Admired Shopping Centre of the Year Most Admired Shopping Centre – Marketing & Promotions **CMO Asia 2014** Shopping Centre of the Year **CNBC Awaaz Real Estate 2012** Best Retail Project in Pune **Awards for retail Excellence 2016** Retailer of the Year **Indian retail Awards 2016** Retail Property of the Year 2016 Advertising Campaign of the Year	**CNBC Awaaz Real Estate 2013** Best Retail Project of the city **CMO Asia 2013** Most Admired Shopping Centre of the Year – Marketing campaign **Images Shopping Centre Award 2011-12** Most Admired Shopping Centre Launch of the Year (South)	**CMO Asia 2014** Best Thematic Decoration **Estate Avenues 2013-14** India's Best Existing Neighborhood Shopping Mall	**Estate Avenues 2015** Best Malls & Shopping Centre of the Year – Operational Mixed Used Development **CMO Asia 2014** Most Admired Shopping Centre of the Year **CNBC Awaaz Real Estate 2013** Best Retail Project of the city **Construction Industry Award 2015** Excellence in Commercial/ Mixed Use- Development Project

The Residential Portfolio

Overview of Key Mature Residential Projects

Key Residential Projects Ongoing / Planned

Project Name	Location	No. of towers	Saleable area (msf)	Commencement of planning	Launch date	Expected Date of completion
ONE BANGALORE WEST LIVE WELL	Rajajinagar, Bangalore	9	2.20	Q2 2011	Phase I – Q3 2012 Phase II – Q4 2014	Phase I (Towers 1-5) 2016 Phase II (Towers 6-9) Q3 2018
KESSAKU	Rajajinagar, Bangalore	5	0.99	Q3 2013	Q1 2015	Q2 2018
ŌBERHAUS	Whitefield, Bangalore	2	1.02	Phase I – Q3 2013 Phase II – Under planning	Under Planning	Under Planning
FOUNTAINHEAD	Nagar Road, Pune	2	0.35	Phase I – Q1 2012	Phase I – Q1 2014	2018
The Great	Velachery, Chennai	4	0.94	2009	Tower A, B & C – Q3 2011 Tower D – Under Planning	Construction Completed Awaiting Occupation Certificate
TOTAL			**5.51**			

Note – Year denotes calendar year

Awards ● Accolades ● Excellence

THE PHOENIX MILLS LIMITED

ONE BANGALORE WEST

Asia Pacific Property Awards 2013
Developer Website

7th Estate Awards 2014
(Franchise India & ET NOW)
Regional Project of the Year – South

Asia Pacific Property Awards 2015
Architecture Multiple Residence
Residential High-rise Development

Estate Award 2015
Best Marketer of the year 2015

CNBC-AWAAZ Real Estate Awards 15-16
Best Residential Project in Bengaluru City (Luxury)

KESSAKU

3rd Asian CEF Awards 2014
The Residential Project of the Year – Towers

7th Estate Awards 2014
(Franchise India & ET NOW)
Project of the Year – National

Asia Pacific Property Awards 2015
Development Marketing
Residential Property Interior (Show Home)

Designomics Awards 2014
Integrated Design Project / Marketing Strategy
Direct Response – Brochures / Catalogue

Estate Award 2015
Best Marketer of the year 2015

FOUNTAINHEAD

3rd Asia CEF Awards 2014
The Residential Project of the Year – Residential Buildings

Asia Pacific Property Awards 2015
Apartment/Condominium
Developer Website
Development Marketing
Residential Interior (Show Home)

Designomics Awards 2014
Integrated Design Project / Marketing Strategy
Direct Response – Brochures / Catalogue

Estate Award 2015
Best Marketer of the year 2015

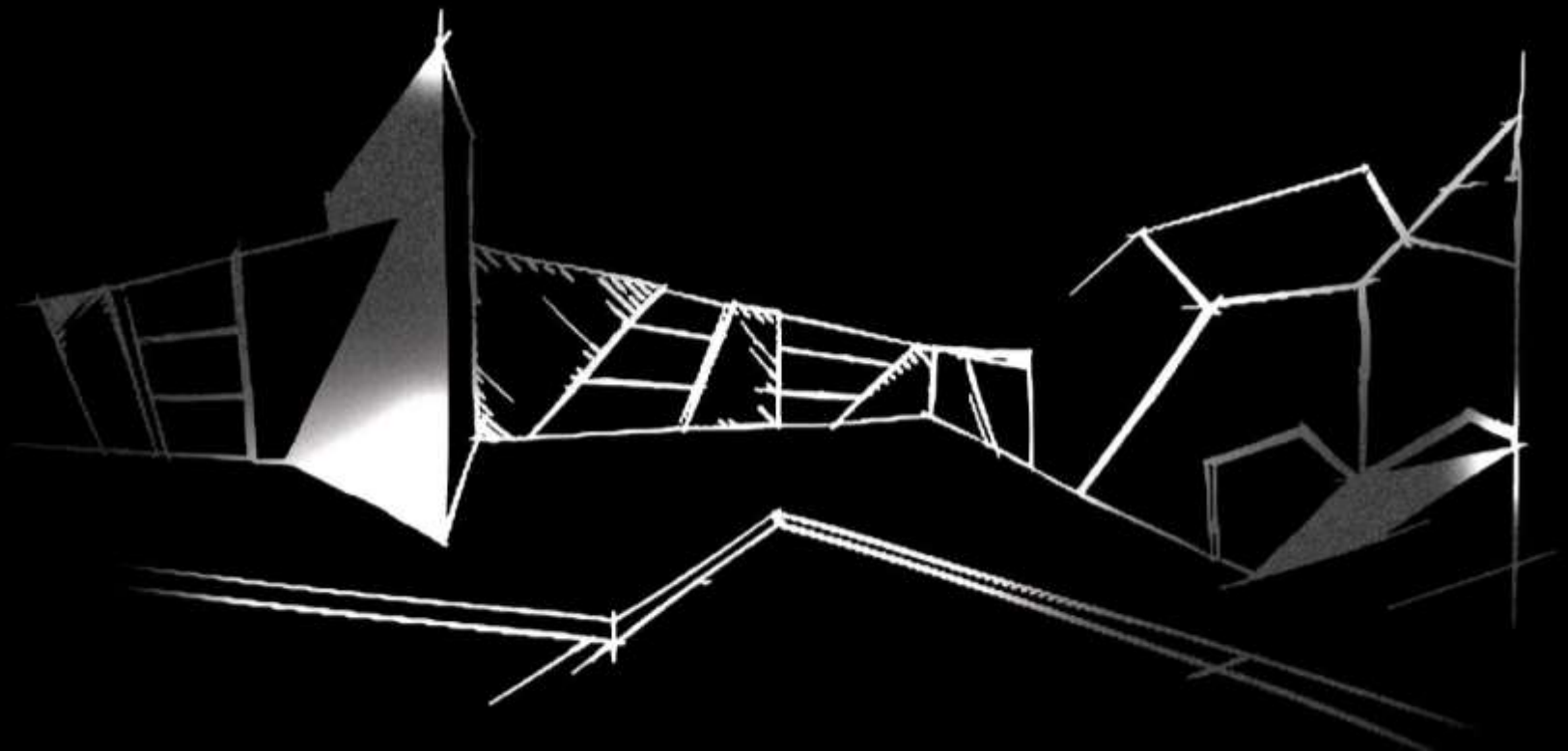
The Commercial Portfolio

Commercial Portfolio – Building an Annuity Business

Project name	Location	Total area (msf)	Expected Date of Completion
Phoenix House	Lower Parel, Mumbai	0.13	Completed
Centrium	Kurla, Mumbai	0.28	Completed
East Court	Viman Nagar, Pune	0.25	Completed
Paragon Plaza	Kurla, Mumbai	0.24	Completed
Art Guild House	Kurla, Mumbai	0.76	Q4FY16
West Court *	Viman Nagar, Pune	0.28	-
TOTAL		**1.92**	

* Planned Project

Hotels & Restaurants



Hospitality

	The St. Regis, Mumbai	Courtyard by Marriott Agra
Year of Establishment	2012	2015
Total Rooms	395[3]	193
Restaurants & Bar	11[1]	4[2]
FY16 Occupancy (%)	72%	45%
FY16 Average room rent (Rs. / room night)	9,284	4,509

[1] Currently 10 restaurants are operational
[2] Currently 3 restaurants are operational
[3]Currently 386 rooms are operational

Restaurants & Banquets

LI BAI

BANQUETS

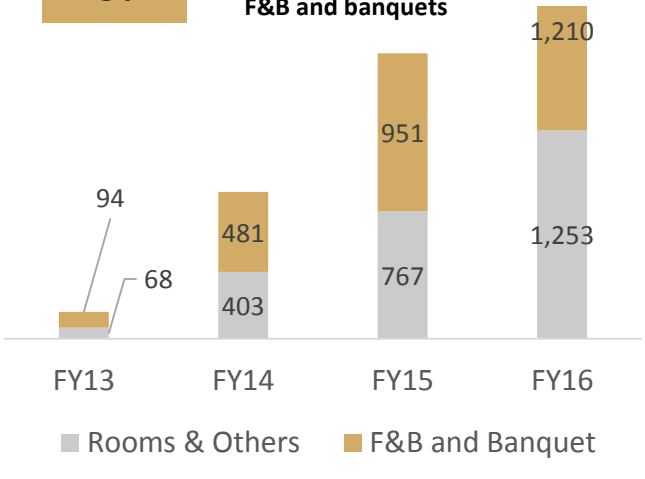
Restaurants at The St. Regis,	Type
Piano Lounge & Bar	Lobby Lounge
Seven Kitchens	All Day, Global Cuisine
The Sahib Room & Kipling Bar	Indian
By the Mekong	Asian
Li Bai. The Social Bar	Penthouse Bar
EXO	Night Club
Anais	European
YUUKA *by Ting Yen*	Modern Japanese
LED	Deli Style Cafe
Zenith Party Suite	Private Party Suite
ASILO	Al Fresco Roof Top Bar

Banquets at The St. Regis (42,500 SQ.FT)
8th Floor Banquets
Banquets I – Pallazzio
Banquets II – Imperial Hall
Banquets III – Alhambra
Grand Hall - Pre-function Area
Grand Cru Salon – Party Room
9th Floor Banquets
Grand Ball Room
Bridal Room
Pre-function Area
Open air panoramic Terrace Garden

Restaurants at Courtyard by Marriott
MoMo Café
MoMo to Go
Anise (Yet to be operational)
MoMo To You

Banquets at Courtyard by Marriott
The Grand Ballroom
Crystal Ballroom
Jasper
Emerald
Amethyst
Jade

49% **of revenue contributed by F&B and banquets**



Awards and Accolades

THE PHOENIX MILLS LIMITED

YUUKA by Ting Yen

THE SAHIB ROOM & KIPLING BAR

2014
Times Food & Nightlife Awards

- **Seven Kitchens**: Winner of Best All Day **Restaurant** (South Mumbai, Fine Dining
- **Mekong:** Winner of Best **Thai Restaurant** (Newcomer, South Mumbai, Fine Dining)
- **Li Bai: Winner of Best Bar** (South Mumbai)

TripAdvisor
Certificate of Excellence 2014

Condé Nast Readers' Travel Awards 2014
Favorite New Leisure Hotel in India
(Runners Up)

2015
Times Food & Nightlife Awards

The Sahib Room & Kipling Bar:
Winner of Best Indian (*Noteworthy Newcomer South Mumbai, Fine Dining)*

Yuuka: Winner of Best Japanese (*Noteworthy Newcomer South Mumbai, Fine Dining)*

Booking.com
Award of Excellence 2014, Preferred Hotel

ClearTrip
Award of Excellence 2014

2016
Times Food & Nightlife Awards

The Sahib Room & Kipling Bar: Winner of Best Indian Restaurant

EXO: Winner of Best Nightclub

LI BAI – Winner of Best Bar
By the Mekong – Winner of the best Thai restaurant
Booking.com
Award of Excellence 2014, Preferred Hotel

TTJ Award
Jury Choice award, 2016 for Innovative Edge in creating luxury experiences in India

Restaurants – F&B Concept

THE PHOENIX MILLS LIMITED

- 9 Food & Beverage Concepts/ brands rolled out across 11 stores (10 Operational & 1 under fit-out)
- Potential for more rollouts with opportunities across all Phoenix malls at initial stage
- Adds to Phoenix malls leisure and entertainment bouquet, creating a larger consumption center
- Scalable model that can be replicated on a Pan India basis at other malls & stand alone locations

Restaurants - Food & Beverage Concepts

THE PHOENIX MILLS LIMITED

Name	Sq Ft Area (Carpet)	Concept	Capacity	Operational Stores	Under Fit-out
AMAYA Indian Grill & Kitchen	956	Indian restaurant that serves cuisine from the North West Frontier Province of India	40	Mumbai	
SICHUAN HOUSE	1,911	Chinese restaurant that combines spices, flavours and techniques from the Sichuan Province of China	60	Mumbai	
ASIA BAR	1,622	Neighbourhood bar that offers great daily deals to its patrons	45	Mumbai	
212 ALL DAY Café & Bar	1,834 + 1,317	Casual dining space with a chic alfresco that serves European cuisine	100	Mumbai & Pune	
THE BIG KAHUNA	2,611	Tiki cultural Inspired resto-bar that serves world cuisine	100	Mumbai	
CRAFT Deli. Bistro. Bar	3,163	Premium Deli, Up-market Bistro, Wine & Cocktail Bar	110	Mumbai	
Bar Bar	2,691	Chic concept Bar. Focused on "Economies of Scale"	95	Pune	Mumbai
NOOK Nightlife	3,453	Trendy Nightclub	150	Mumbai	
SHIZUSAN The Asian Bistro	1,492	Asian Bistro with menu influenced by East India served with a pop and modern twist	90	Pune	

Thank you!

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

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