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

August 11, 2016

The Corporate Relationship Department
BSE 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

Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)
Sub: Investor Presentation on the Financial Results for the First Quarter and Three Months ended June 30, 2016

Dear Sir,

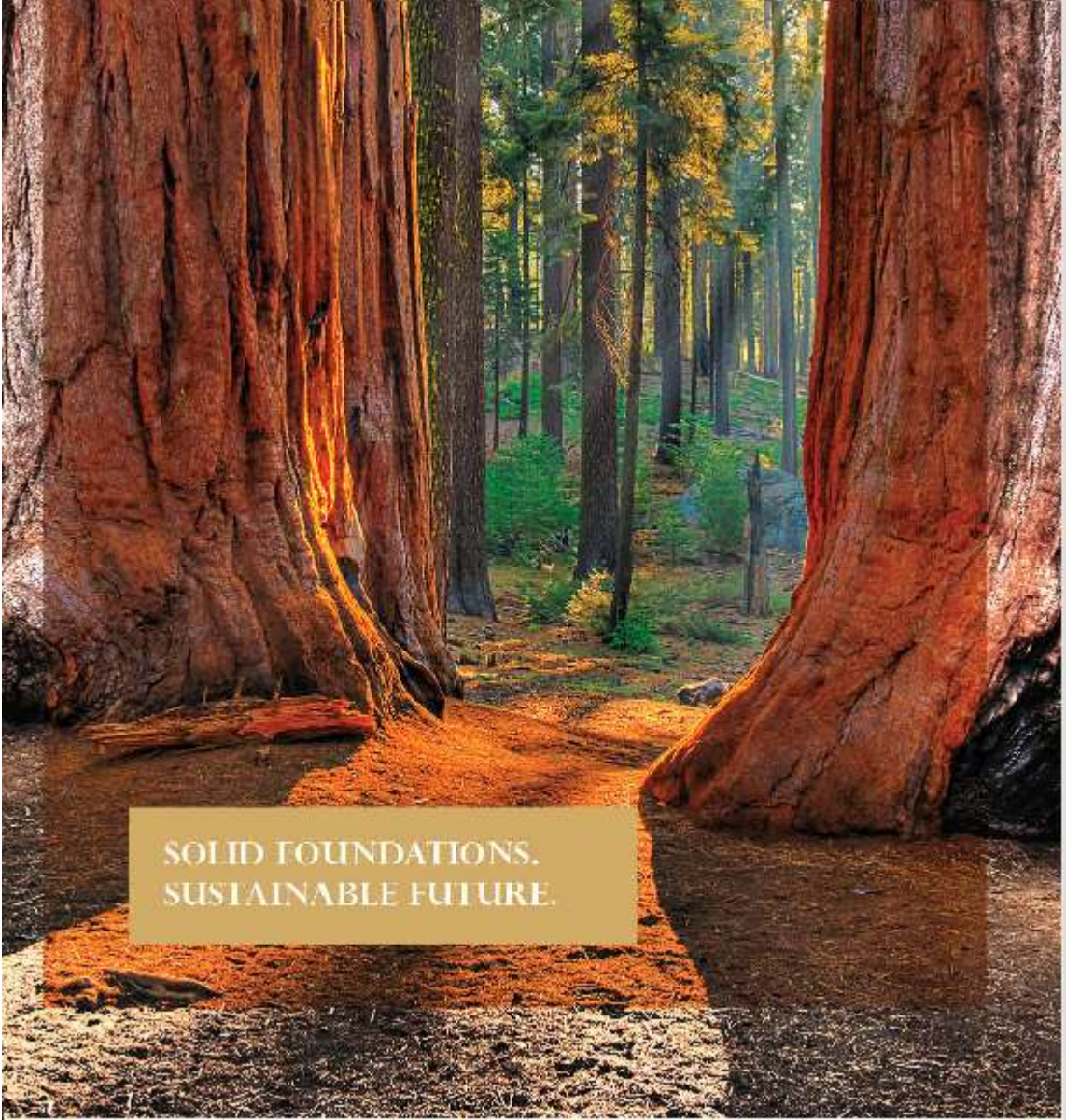
Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), please find enclosed herewith the Investor Presentation on the financial results for the first quarter and three months ended June 30, 2016.

Kindly take the same on your record.

Regards,
for **The Phoenix Mills Limited**

Puja Tandon
Company Secretary

THE PHOENIX MILLS LIMITED MUMBAI



THE PHOENIX MILLS LIMITED

Q1 FY2017 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

Income From Operations^

53%

CAGR over 5 years#

EBITDA^

41%

CAGR over 5 years#

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

^ Consolidated
# FY11-FY16

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 in July 2015
- Palladium hotel rebranded as The St .Regis, Mumbai
- Acquired controlling stake in Gangetic Hotels, Agra

Note – Year denotes calendar year

Our Diversified Portfolio

THE PHOENIX MILLS LIMITED

MALL PORTFOLIO (5.78 MSF)		
HSP & Palladium	Mumbai	0.74
Phoenix MarketCity	Chennai	1.00
Phoenix MarketCity	Pune	1.13
Phoenix MarketCity	Bengaluru	0.98
Phoenix MarketCity	Mumbai	1.11
Phoenix United	Lucknow	0.33
Phoenix United	Bareilly	0.31
Phoenix Paragon Plaza	Mumbai	0.18

MALLS UNDER DEVELOPMENT (0.22 MSF)		
Palladium ^	Chennai	0.22

MATURE RESIDENTIAL PORTFOLIO (5.51 MSF)		
One Bangalore ^ West	Bengaluru	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

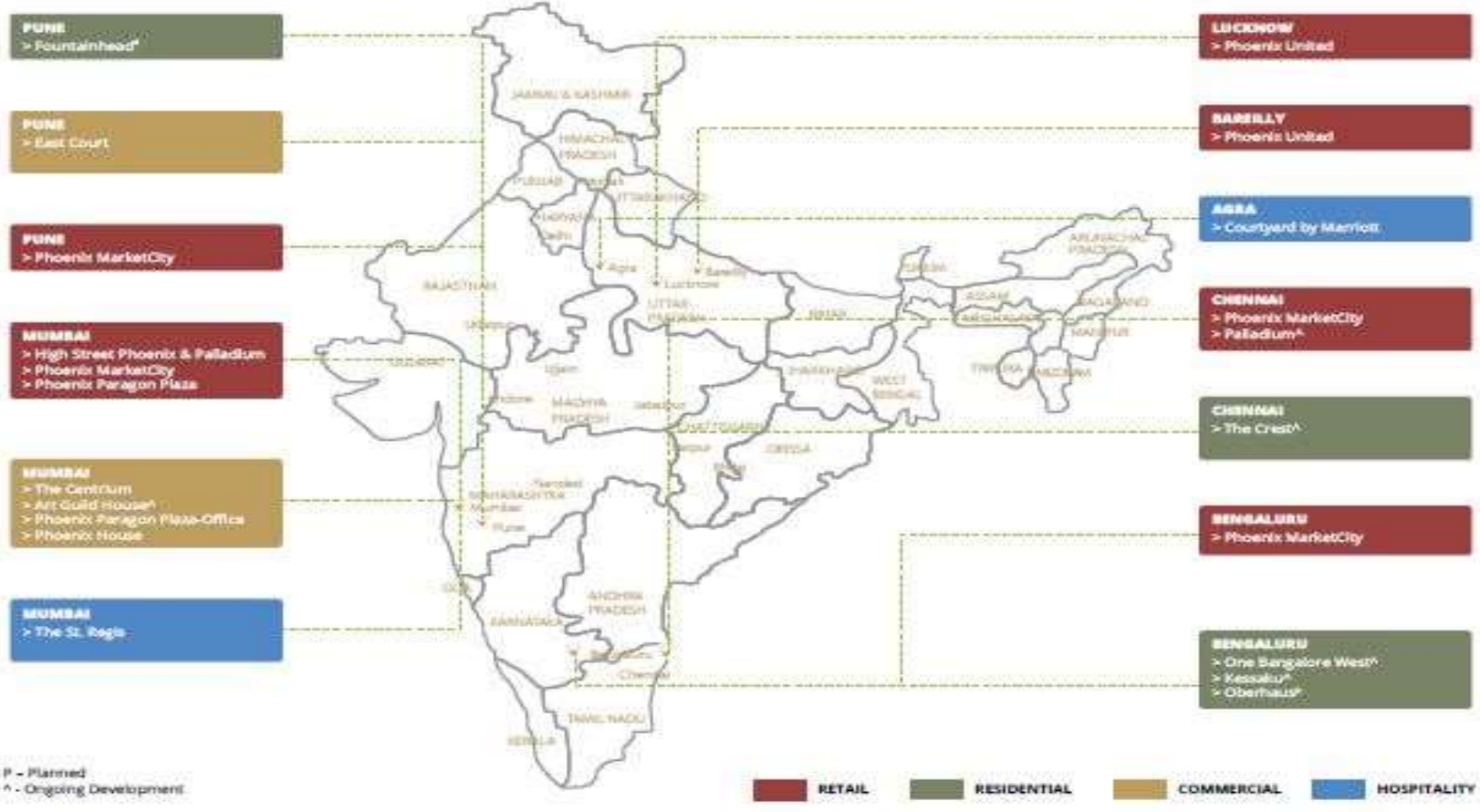
MATURE OFFICE PORTFOLIO (1.94 MSF)		
Phoenix Paragon Plaza	Mumbai	0.24
The Centrium	Mumbai	0.28
East Court	Pune	0.25
Art Guild House	Mumbai	0.76
Phoenix House	Mumbai	0.13
West Court P	Pune	0.28

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

THE PHOENIX MILLS LIMITED



Financial Overview – Standalone P&L

THE PHOENIX MILLS LIMITED

+6% yoy

Income from Operations

Rs. 912mn

+5% yoy

EBITDA

Rs. 627 mn

(Rs. mn)	Q1 FY17	Q1 FY16^	% yoy growth
Income from operations	**912**	**863**	**6%**
EBITDA	**627**	**596**	**5%**
EBITDA Margin (%)	69%	69%	
Profit after tax & comprehensive income	**453**	**445**	
Diluted EPS# (Rs.)	2.93	3.07	

^ Q1FY16 numbers are restated as per Ind-AS #The number of shares outstanding has increased post Q1FY16 on account of QIP issue in July 2015 and ESOP allotment

Financial Overview – Consolidated P&L

THE PHOENIX MILLS LIMITED

+12% yoy

Income from Operations

Rs. 4,424 mn

+12% yoy

EBITDA

Rs. 2,023 mn

+34% yoy

PAT^^

Rs. 477 mn

(Rs. mn)	Q1 FY17	Q1 FY16^	% yoy growth
Income from operations	**4,424**	**3,963**	**12%**
Retail	2,878	2,732	5%
Residential	544	325	67%
Commercial	379	443	-14%
Hospitality & Others	623	464	34%
EBITDA	**2,023**	**1,810**	**12%**
EBITDA Margin (%)	46%	46%	
Profit after tax	305	308	
PAT after minority interest & comprehensive income	**477**	**356**	**34%**
Diluted EPS#	2.81	2.52	

^^PAT after minority interest & comprehensive income ^Q1FY16 numbers are restated as per Ind-AS #The number of shares outstanding has increased post Q1FY16 on account of QIP issue in July 2015 and ESOP allotment

Consolidated Holdings across Subsidiaries

THE PHOENIX MILLS LIMITED

PML's shareholding in subsidiaries – Progressive Stake Acquisitions

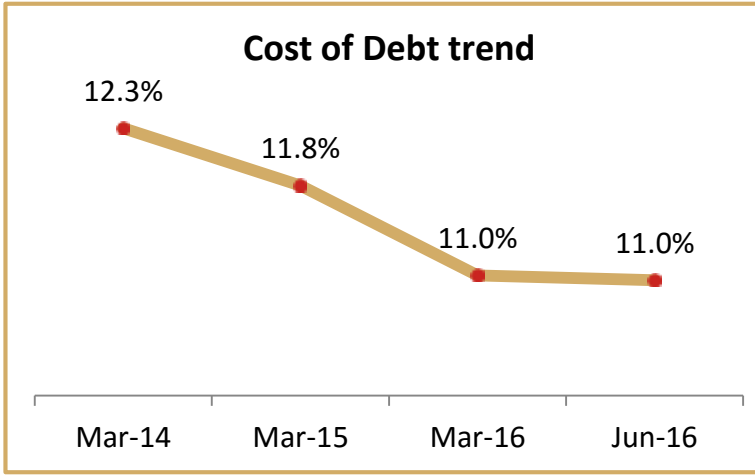
Subsidiary	Development Name	2010	Current
Island Star	Phoenix MarketCity, Bengaluru	28%	100%^
Offbeat Developers	Phoenix MarketCity, Mumbai	24%	75%
Vamona Developers	Phoenix MarketCity, Pune	59%	87%^
Classic Mall	Phoenix MarketCity, Chennai	31%	50%^
Classic Housing	Crest A, B	34%	50%^
Palladium Construction	One Bangalore West & Kessaku	70%	100%^
Big Apple Real Estate (BARE)	Phoenix United – Lucknow, Bareilly	73%	100%
Gangetic Hotels	Courtyard by Marriott, Agra	21%	61%^
Pallazzio Hotels	The St. Regis, Mumbai	53%	58.5%

^Effective shareholding of PML including that of its subsidiaries

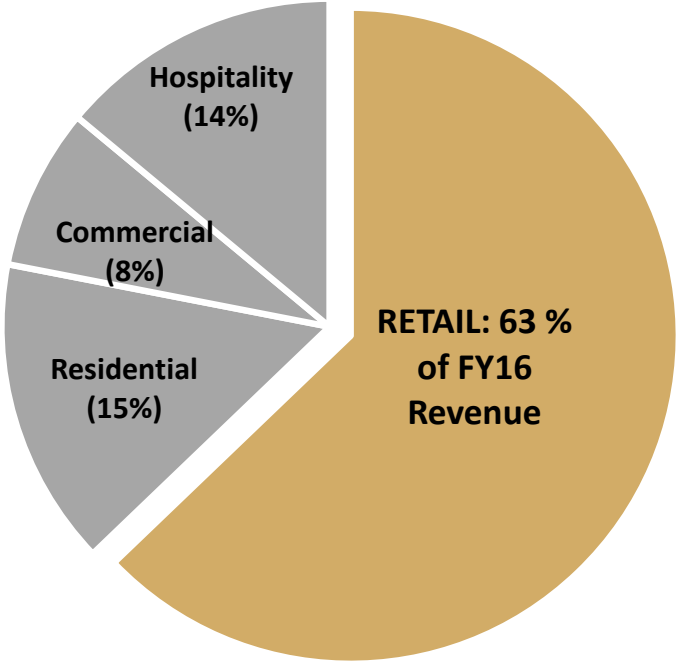
Consolidated Debt Profile

Asset Type	SPV	Asset Name	Q1 FY17 Debt (Rs. mn)
Mall & Mixed-Use	PML Standalone	High Street Phoenix, Mumbai	6,977
	Classic Mall Development	Phoenix MarketCity, Chennai	4,500
		The Crest C	
	Vamona Developers	Phoenix MarketCity, Pune	4,771
		East Court	
	Island Star Mall Developers	Phoenix MarketCity, Bengaluru	4,651
		OberHaus	
	Offbeat Developers	Phoenix MarketCity, Kurla	7,320
		Art Guild House	
		Centrium	
	Blackwood Developers	Phoenix United, Bareilly	912
	UPAL Developers	Phoenix United, Lucknow	683
	Graceworks Realty & Leisure	Phoenix Paragon Plaza	925
Residential	Palladium Constructions	One Bangalore West	0
		Kessaku	
	Alliance Spaces	Fountainhead	287
Hotel	Pallazzio Hotels & Leisure	The St. Regis, Mumbai	5,334
	Gangetic Hotels	Courtyard by Marriott, Agra	1,324
	Total		**37,684**

- 93% of consolidated debt is LRD or equivalent (CMBS + hotel debt)
- Completed refinance and drawdown of Pallazzio loan from Yes Bank in July 2016

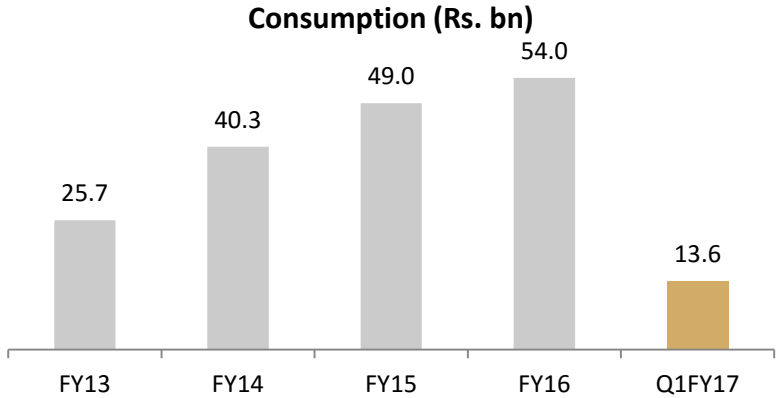


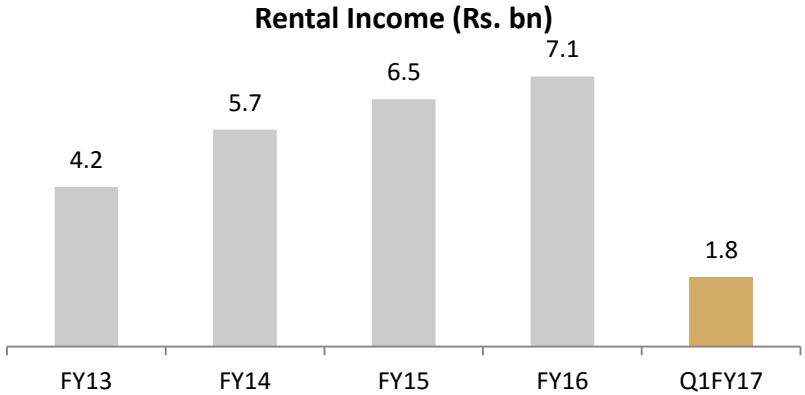
The Retail Portfolio



Operational Update – Retail Portfolio

	HSP & Palladium	Phoenix MarketCity				Phoenix United		PPP	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	258	297	263	310	330	95	126	305	76
Average Rental (Rs. psf)**	302	98	118	84	95	59	63	63	NA
Trading Occupancy %**	91%	87%	93%	84%	80%	79%	78%	24%	NA
Area leased but not trading (%)^^	7%	9%	2%	11%	15%	1%	8%		NA
Leased Occupancy %*	**98%**	**96%**	**95%**	**95%**	**95%**	**79%**	**86%**	**24%**	**NA**

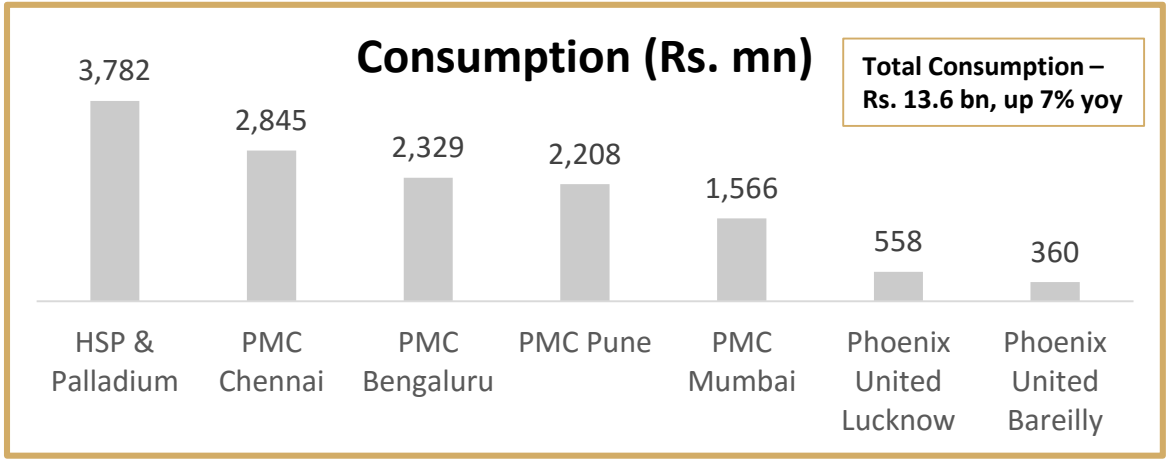


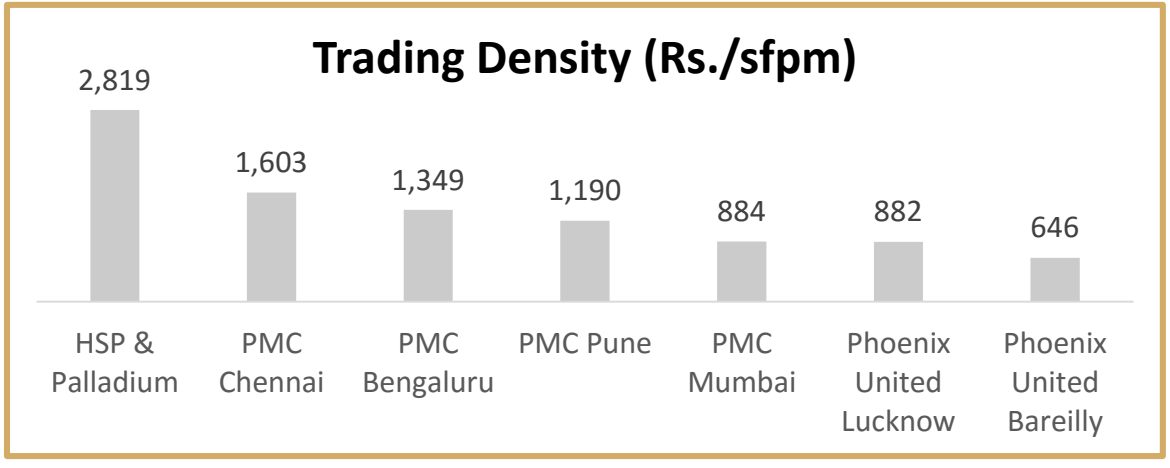


Expected to become operational from during FY2017 ** Average for quarter ended June 2016 * As of end-June 2016

^^ Area leased but not trading is as of end-June 2016 – this area is expected to commence trading over next two quarters

Q1 FY17 – Retail Key Highlights





Retail Portfolio

- Q1FY17 consumption at Rs. 13.6 bn, up 7% yoy
- Rental income in Q1FY17 at Rs. 1.8 bn, up 5% yoy

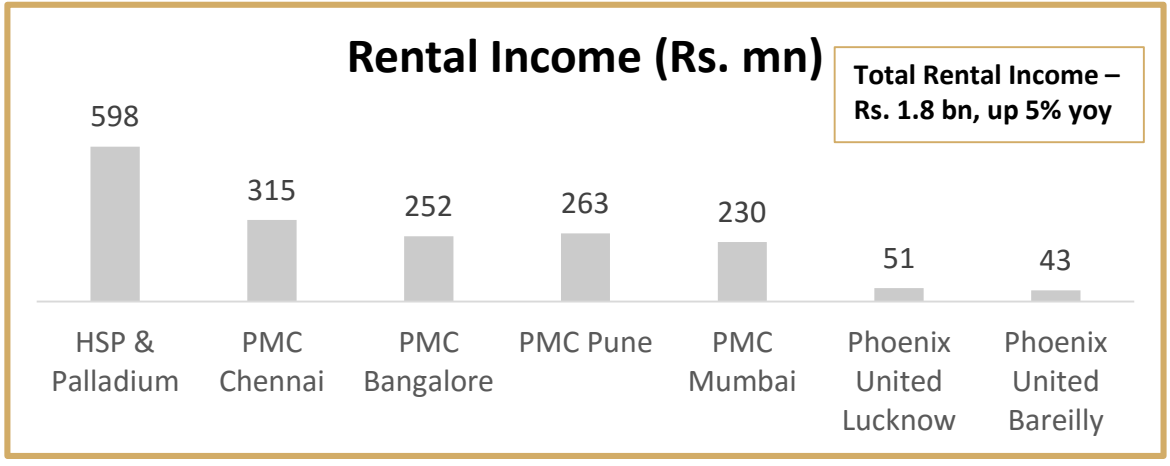
PMC Bengaluru

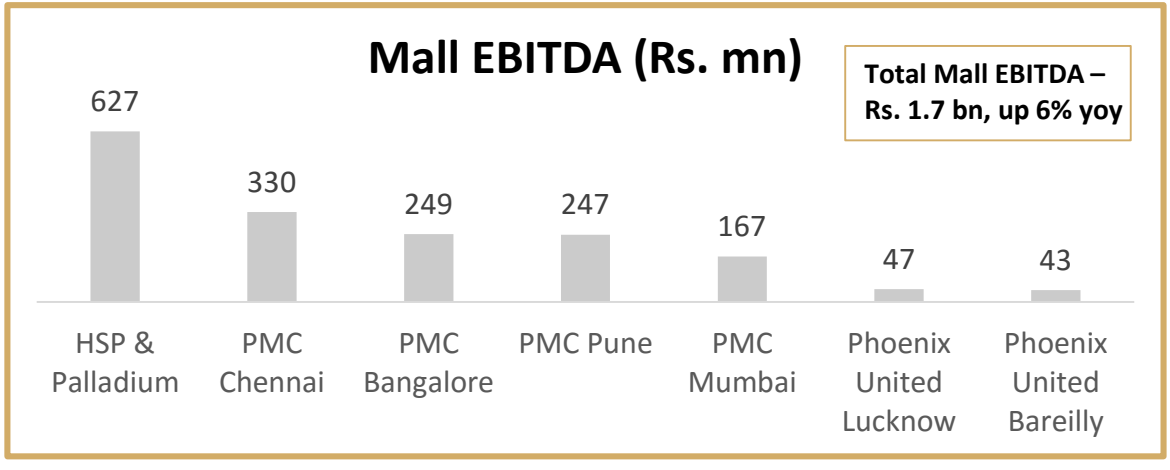
- Consumption growth remains strong in PMC Bengaluru in Q1FY17, up 16% yoy
- Trading Density at Rs. 1,350 psf pm for the quarter, up 11%

PMC Chennai

- Trading density at Rs. 1,603 psf pm in PMC Chennai for Q1FY17, up 10% yoy
- Rental rate for the quarter at Rs. 118 psf pm

Q1 FY17 – Retail Key Highlights





HSP & Palladium

- Q1FY17 consumption number of Rs. 3,782 mn, Trading Density at Rs. 2,819 psf pm
- Rental income growth of 7% yoy in Q1FY17, rental rate of Rs. 302 psf pm

PMC Pune

- Trading density at Rs. 1,190 psf pm for Q1 FY17, up 10% yoy
- Rental rate for the quarter at Rs. 95 psf pm

PMC Mumbai

- Consumption in Q1 FY17 of Rs. 1,565 mn, up 13% yoy
- Trading density up 20% yoy in Q1 FY17 at Rs 884 psf pm

High Street Phoenix & Palladium Mall

THE PHOENIX MILLS LIMITED

+5% yoy

Consumption

Rs. 3,781 mn

+11% yoy

Trading Density

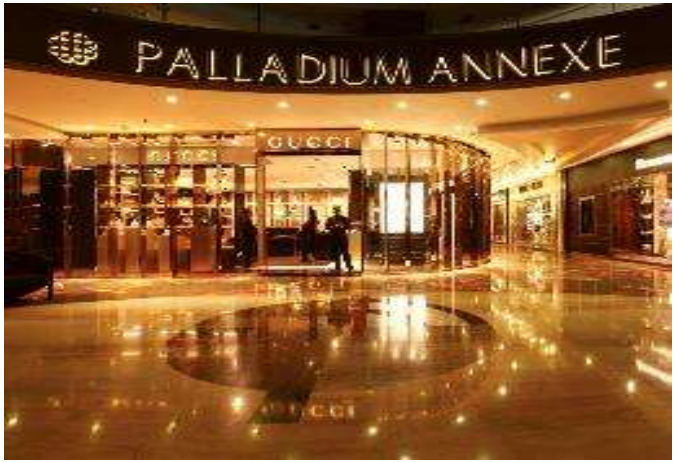
Rs. 2,819 per sft/pm

+7% yoy

Rental Income

Rs. 674 mn

	Q1FY17	Q1FY16	% yoy growth
Rental Income (Rs. mn) ^	674	632	7%
Recoveries (CAM and other) (Rs. mn)	238	231	
Total Income (Rs. mn)	**912**	**863**	**6%**
EBITDA (Rs. mn)	627	596	5%
EBIDTA Margin (as % of Rental Income)	93%	92%	
Rental Rate (Rs./sft pm) ^	302	276	9%
Consumption (Rs. mn)	3,781	3,604	5%
Trading Density (Rs./sft pm)	2,819	2,550	11%
Trading Occupancy (%)	91%	94%	



^ Rental Income & Rental rate is including Phoenix House (Commercial)

Phoenix MarketCity Chennai

THE PHOENIX MILLS LIMITED

+8% yoy

Consumption

Rs. 2,845 mn

+10% yoy

Trading Density

Rs. 1,603 per sft/pm

+8% yoy

Rental Income

Rs. 315 mn

	Q1FY17	Q1FY16	% yoy growth
Rental Income (Rs. mn)	315	291	8%
Recoveries (CAM and other) (Rs. mn)	199	197	
Total Income (Rs. mn)	513	488	5%
EBITDA (Rs. mn)	330	331	0%
EBIDTA Margin (as % of Rental Income)	105%	113%	

Rental Rate (Rs./sft pm)	118	107	10%
Consumption (Rs. mn)	2,845	2,634	8%
Trading Density (Rs./sft pm)	1,603	1,462	10%
Trading Occupancy (%)	93%	94%	

Income from Residential Sales (Crest Tower C)	97	59	63%

Phoenix MarketCity Bengaluru

THE PHOENIX MILLS LIMITED

+16% yoy

Consumption

Rs. 2,332 mn

+11% yoy

Trading Density

Rs. 1,350 per sft/pm

+11% yoy

Rental Income

Rs. 252 mn

	Q1FY17	Q1FY16	% yoy growth
Rental Income (Rs. mn)	252	227	11%
Recoveries (CAM and other) (Rs. mn)	151	141	
Total Income (Rs. mn)	**403**	**368**	**10%**
EBITDA (Rs. mn)	249	238	5%
EBIDTA Margin (as % of Rental Income)	99%	105%	

Rental Rate (Rs./sft pm)	98	90	9%
Consumption (Rs. mn)	2,332	2,015	16%
Trading Density (Rs./sft pm)	1,350	1,216	11%
Trading Occupancy (%)	87%	85%	

Phoenix MarketCity Pune

THE PHOENIX MILLS LIMITED

+4% yoy

Consumption

Rs. 2,208 mn

+10% yoy

Trading Density

Rs. 1,190 per sft/pm

+5% yoy

Rental Income

Rs. 263 mn

	Q1FY17	Q1FY16	% yoy growth
Rental Income (Rs. mn)	263	251	5%
Recoveries (CAM and other) (Rs. mn)	191	186	
Total Income (Rs. mn)	454	437	4%
EBITDA (Rs. mn)	247	245	1%
EBIDTA Margin (as % of Rental Income)	94%	98%	

Rental Rate (Rs./sft pm)	95	87	10%
Consumption (Rs. mn)	2,208	2,116	4%
Trading Density (Rs./sft pm)	1,190	1,084	10%
Trading Occupancy (%)	80%	85%	

Phoenix MarketCity Mumbai

THE PHOENIX MILLS LIMITED

+13% yoy

Consumption

Rs. 1,565 mn

+20% yoy

Trading Density

Rs. 884 per sft/pm

+22% yoy

EBITDA

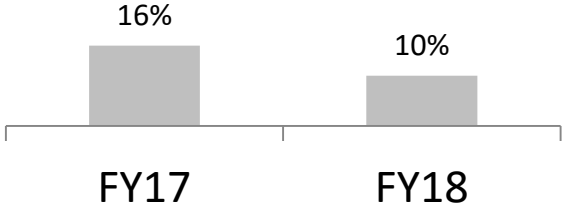
Rs. 167 mn

	Q1FY17	Q1FY16	% yoy growth
Rental Income (Rs. mn)	230	253	-9%
Recoveries (CAM and other) (Rs. mn)	145	159	
Total Income (Rs. mn)	375	412	-9%
EBITDA (Rs. mn)	167	137	22%
EBIDTA Margin (as % of Rental Income)	73%	54%	
Rental Rate (Rs./sft pm)	84	88	-5%
Consumption (Rs. mn)	1,565	1,390	13%
Trading Density (Rs./sft pm)	884	734	20%
Trading Occupancy (%)	84%	88%	
Income from Commercial Sales (AGH, Centrium)	374	113	

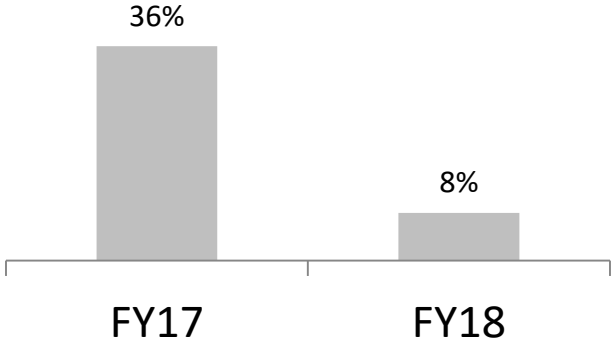
Renewal Schedule (% of total leasable area)

THE PHOENIX MILLS LIMITED

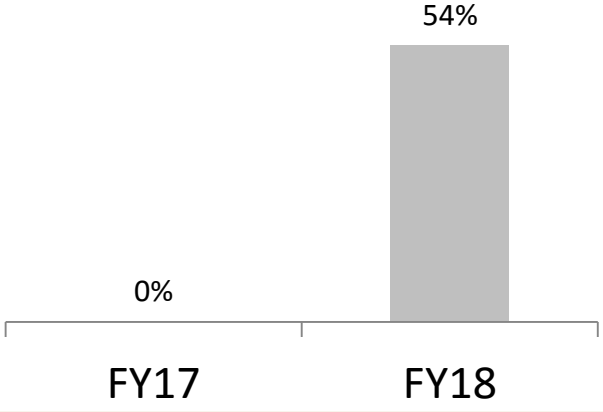
HSP & Palladium



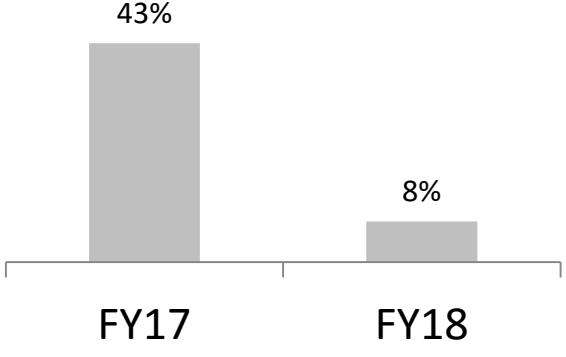
PMC Bengaluru



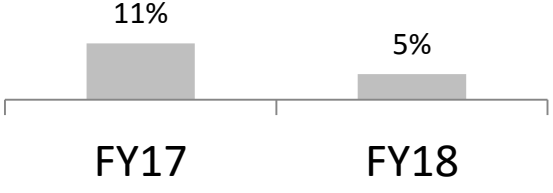
PMC Chennai



PMC Mumbai



PMC Pune



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

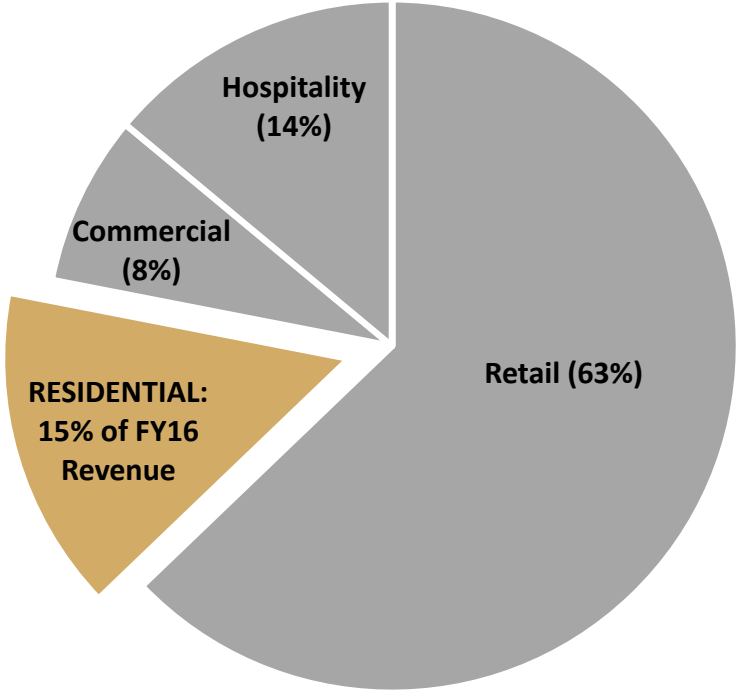
The Residential Portfolio

ONE BANGALORE WEST - BENGALURU

OBERHAUS - BENGALURU

FOUNTAINHEAD - PUNE

KESSAKU - BENGALURU



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 Q1 FY17	Cumulative
One Bangalore West, Bengaluru	2.20	1.74	0.46[##]	1.16	11,102	9,595	8,769	447	8,715
Kessaku, Bengaluru	0.99	0.57	0.42	0.21	3,173	14,835	1,245	-	-
OberHaus, Bengaluru	1.02	-	1.02	Yet to launch					
Fountainhead, Pune	0.35	0.15	0.20	0.01	158	11,203	99	-	-
The Crest[#], Chennai	0.94	0.53	0.41	0.39	3,434	8,738	2,875	126[###]	3,104
TOTAL	**5.50**	**2.99**	**2.51**	**1.78**	**17,867**	**10,049**	**12,987**	**573[###]**	**11,819**

[#] 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 June 2016; [###] In Crest residential development, only Tower C is consolidated in our financials.

One Bangalore West, Bengaluru

THE PHOENIX MILLS LIMITED

	Q1FY17	Q1FY16	Q4FY16
Saleable Area (msf)	2.20	2.20	2.20
Cumulative Sale Value (Rs. mn)	11,102	10,149	10,974
Cumulative Sale Volume (msf)	1.16	1.09	1.15
Cumulative Collections (Rs. mn)	8,769	7,188	8,216
Average Realization (Rs./sft)	9,595	9,346	9,549

Project Update

Occupation Certificate (OC) for Towers 1-3 received in Aug 2016

ONE BANGALORE WEST

One Bangalore West, Bengaluru

THE PHOENIX MILLS LIMITED

CLUB HOUSE INTERIORS

CLUB HOUSE EXTERIORS

One Bangalore West, Bengaluru

THE PHOENIX MILLS LIMITED

CRECHE FOR KIDS

GYMNASIUM

One Bangalore West, Bengaluru

THE PHOENIX MILLS LIMITED

CLUBHOUSE INTERIOR

INDOOR THEATRE

Kessaku, Bengaluru

	Q1FY17	Q1FY16	Q4FY16
Saleable Area (msf)	0.99	0.99	0.99
Cumulative Sale Value (Rs. mn)	3,173	2,473	3,509
Cumulative Sale Volume (msf)	0.21	0.17	0.24
Cumulative Collections (Rs. mn)	1,245	302	963
Average Realization (Rs./sft)	14,835	14,330	14,924

Project Update
SORA -18th floor slab complete, NIWA -17th floor shuttering WIP, MIZU – 15th Floor concreting done, FAIA & ZEFA – 16th floor Shuttering WIP

KESSAKU

Kessaku, Bengaluru

THE PHOENIX MILLS LIMITED

BIRD'S EYE VIEW OF KESSAKU DEVELOPMENT

STRUCTURE WORK OF KESSAKU

The Crest, Chennai - Towers A, B and C

THE PHOENIX MILLS LIMITED

	Q1FY17	Q1FY16	Q4FY16
Saleable Area (msf)	0.53	0.53	0.53
Cumulative Sale Value (Rs. mn)	3,434	3,023	3,312
Cumulative Sale Volume (msf)	0.39	0.35	0.38
Cumulative Collections (Rs. mn)	2,875	2,485	2,734
Average Realization (Rs./sft)	8,738	8,528	8,639

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

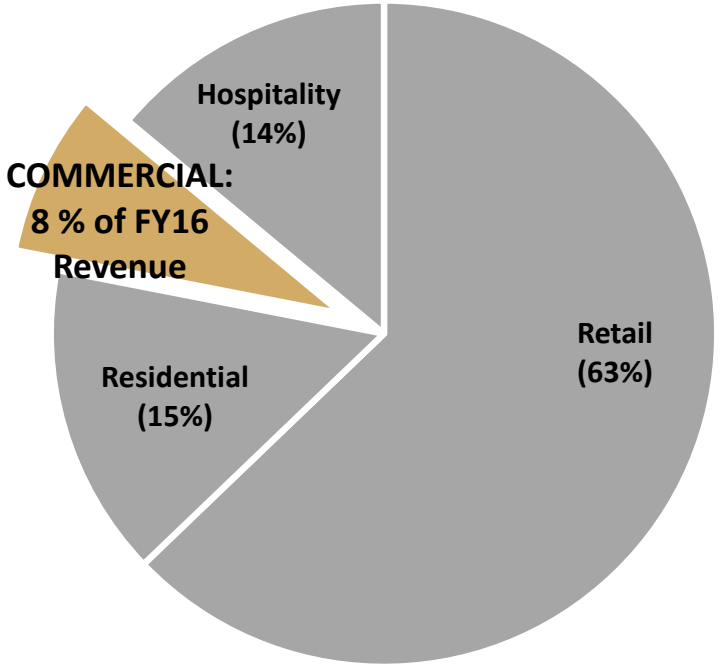
The Commercial Portfolio

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 Q1 FY17 (Rs. mn)	Cumulative till Q1 FY17 (Rs. mn)
Phoenix House, Mumbai	0.13	NA	0.13	0.00	NA	NA	NA	NA
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	1,681	0	1,469
Phoenix Paragon Plaza, Mumbai	0.42	0.13	0.10	0.19	1,816	1,789	5	1,835
-- Retail	0.18	0.08	0.03	0.07				
-- Commercial	0.24	0.05	0.07	0.12				
Art Guild House, Mumbai	0.76	0.38	0.15	0.23	3,170	2,480	369	2,745
TOTAL	**1.84**	**1.03**	**0.38**	**0.43**	**9,154**	**8,411**	**373**	**8,317**

Art Guild House, Mumbai

	As of Q1 FY17
Saleable Area (msf)	0.76
Sale Value (Rs. mn)	3,170
Cumulative Sale Volume (msf)	0.38
Cumulative Collections (Rs. mn)	2,480
Average Realization (Rs./sft)	8,386
Area Leased (msf) (Including LOI signed)	0.15
Average Gross Rate (Rs./sft pm)	83

ART GUILD HOUSE - MUMBAI

Art Guild House, Mumbai

THE PHOENIX MILLS LIMITED

INTERIOR SHOT - ART GUILD HOUSE LOBBY

INTERIOR SHOT - ART GUILD HOUSE

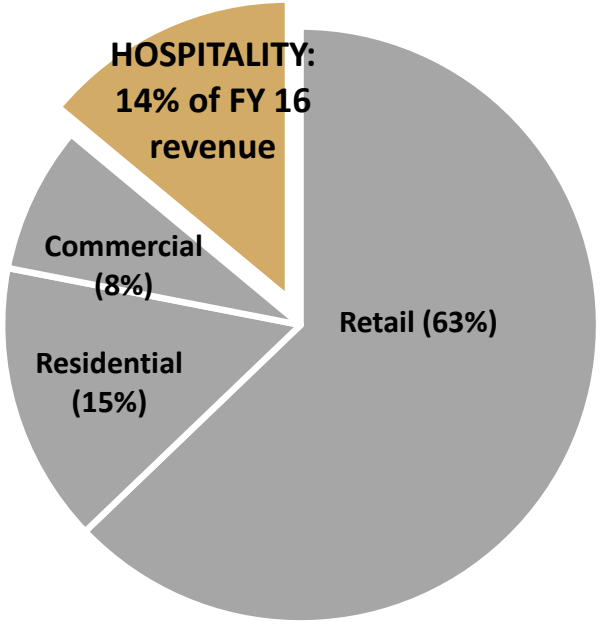
Phoenix Paragon Plaza, Mumbai

	Retail	Office	Total (as of Q1FY17)
Saleable Area (msf)	0.18	0.24	0.42
Area Sold (msf)	0.08	0.05	0.13
Sale Value (Rs. mn)	1,251	564	1,816
Cumulative Collections (Rs. mn)	1,235	553	1,789
Average Realization (Rs./sft)	16,415	10,748	14,103
Area Leased (msf)	0.03	0.07	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]	61%	40%
Average room rent (Rs. / room night) [4]	9,957	3,610

The St. Regis, Mumbai

- Q1 FY17 room occupancy at 61% at an ADR of Rs. 9,957
- In Q1 FY17, ADR grew 19% yoy and revenue from rooms grew 34% yoy

Courtyard by Marriott, Agra

- Q1 FY17 room occupancy at 40% at with ADR of Rs. 3,610
- In Q1 FY17, revenue from rooms is up 37% yoy and total income is up 35% yoy

[1]Currently 386 rooms are operational; [2] Currently 10 restaurants are operational; [3] Currently 3 restaurants are operational; [4] For Q1 FY17

The St. Regis, Mumbai

	Q1FY17	Q1FY16	% yoy growth
Revenue from Rooms (Rs. mn)	214	159	34%
Revenue from F&B and Banqueting (Rs. mn)	255	235	8%
Other Operating Income (Rs. mn)	55	50	10%
Total Income (Rs. mn)	**524**	**444**	**18%**
Operating EBITDA (Rs. mn)	168	143	18%
Occupancy (%)	61%	63%	
ARR (Rs.)	9,957	8,340	19%

Note - Average rooms available per night in Q1FY17 were 386 compared to 336 in Q1FY16

THE ST.REGIS, MUMBAI

Courtyard by Marriott, Agra

THE PHOENIX MILLS LIMITED

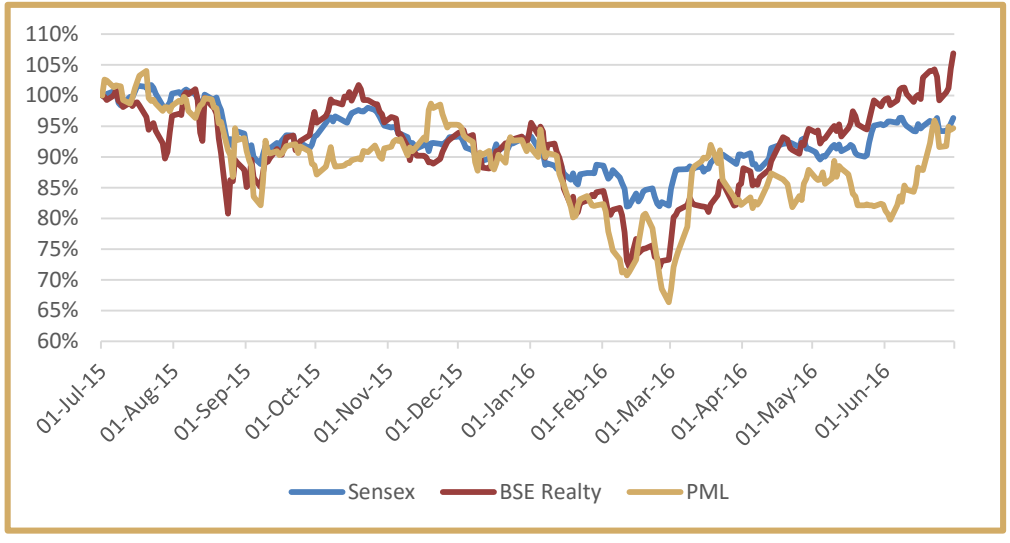
	Q1FY17	Q1FY16	% growth yoy
Revenue from Rooms (Rs. mn)	25	18	37%
Revenue from F&B and Banqueting (Rs. mn)	27	22	24%
Other Operating Income (Rs.mn)	3	1	
Total Income (Rs. mn)	**55**	**40**	**35%**
Occupancy (%)	40%	28%	12 pps
ARR (Rs.)	3,610	3,756	-4%

COURTYARD BY MARRIOTT,AGRA

Shareholding Pattern

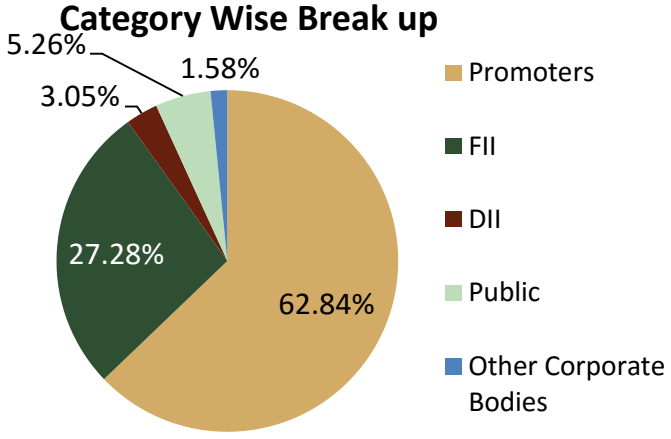
THE PHOENIX MILLS LIMITED

1 Year Share Price Return



Market Data – As on 30th June, 2016 - NSE	
Market Capitalisation (Rs.mn)	52,957
Price (Rs.)	346
No. of shares outstanding (mn)	153.06
Face Value (Rs.)	2.00
52 week High/Low	380.4/242.4

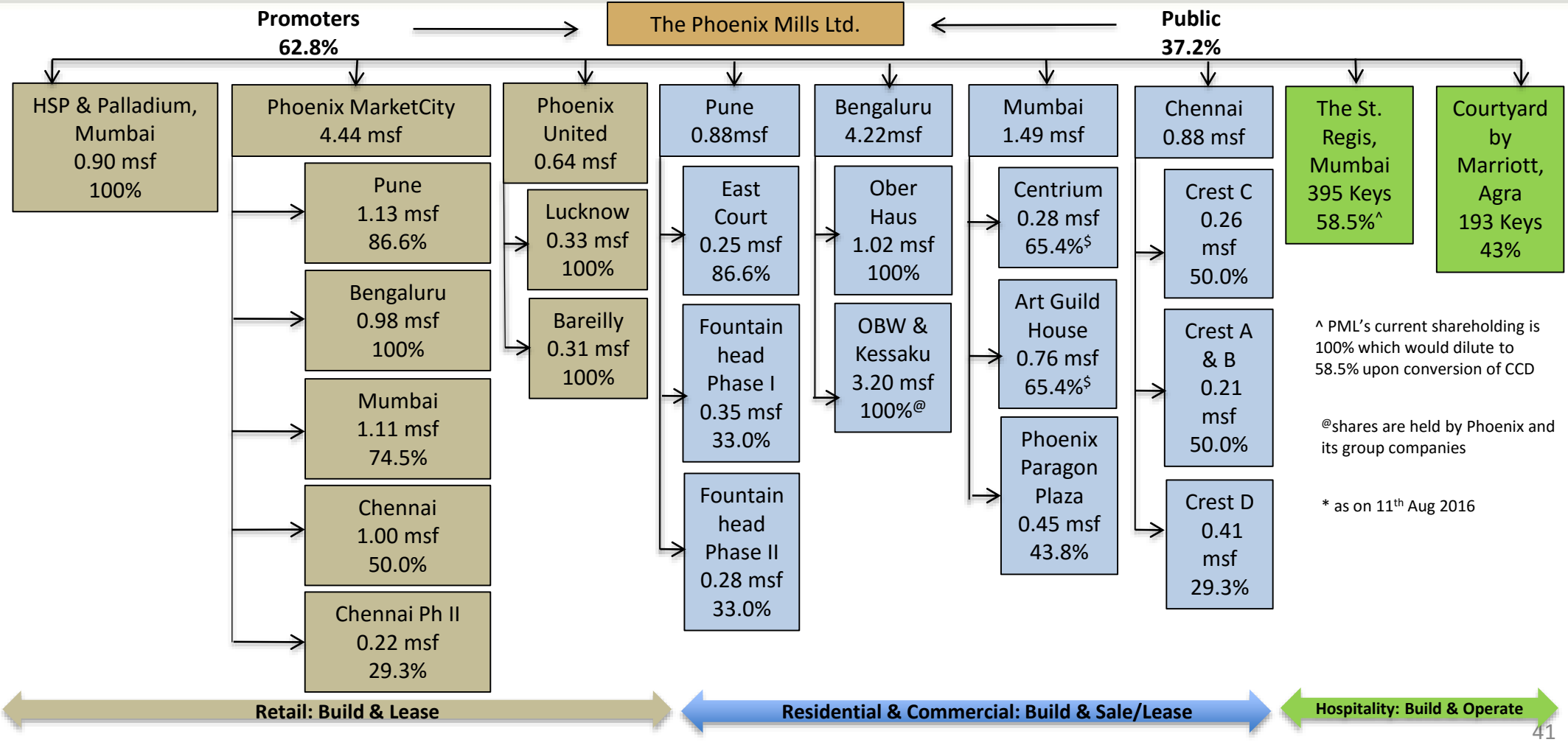
Shareholding pattern as on 30th June, 2016



Key Institutional Investors (As on 30th June, 2016)	% Shareholding
Nordea Bank	8.87%
Fidelity Investment Trust	4.61%
TIAA-CREF Funds	1.84%
Mondrian	1.80%
Schroder	1.32%
Reliance Capital	1.31%
Van Eck	1.18%
Vanguard	1.08%

Our Portfolio*

THE PHOENIX MILLS LIMITED



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

@shares are held by Phoenix and its group companies

* as on 11th Aug 2016

Annexure

THE PHOENIX MILLS LIMITED

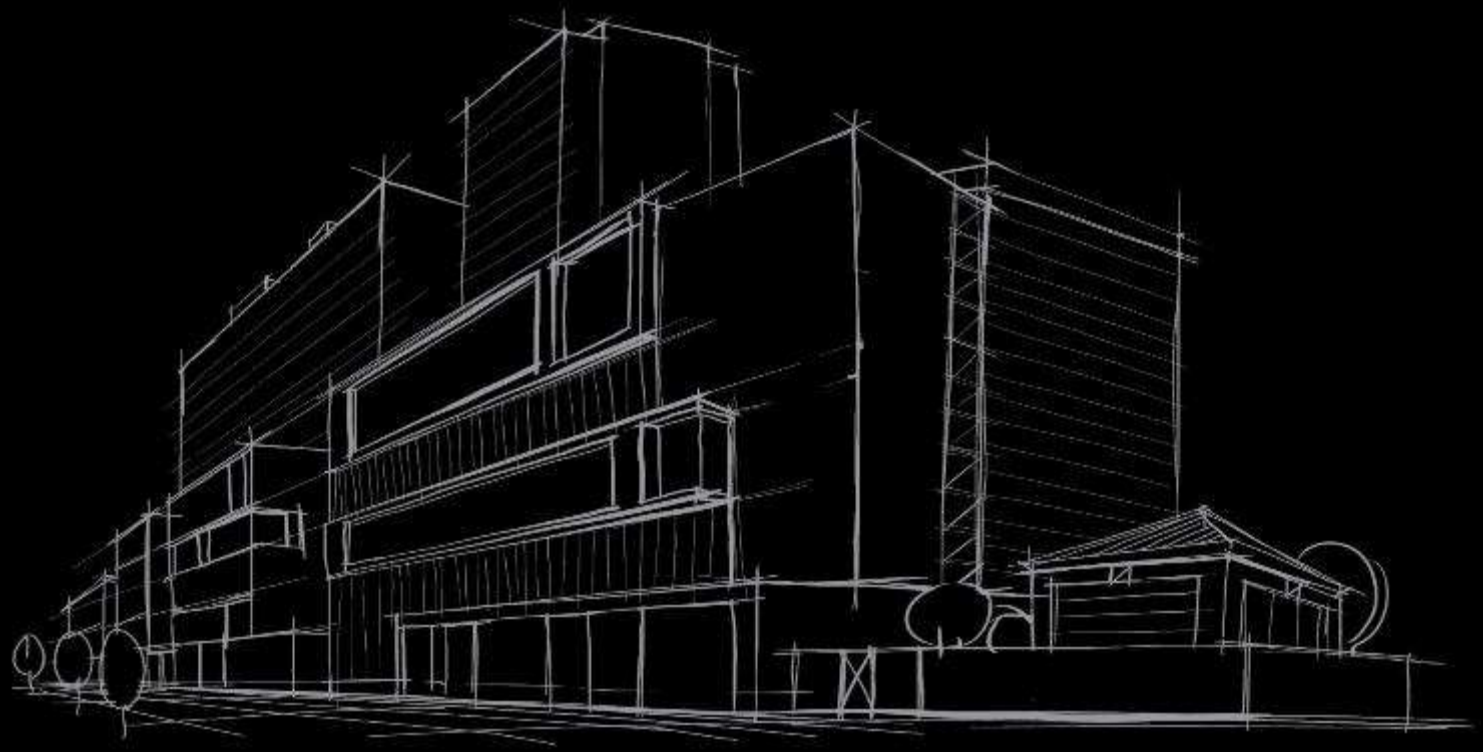
Retail Portfolio

Residential Portfolio

Commercial Portfolio

Hotels & Restaurants Portfolio

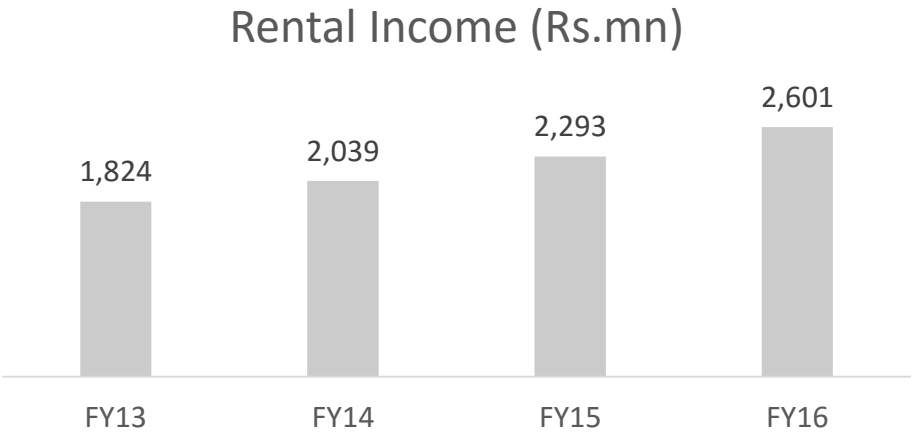
The Retail Portfolio

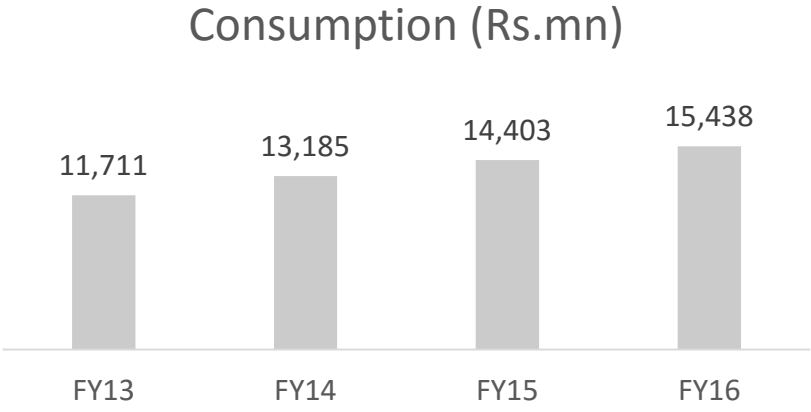


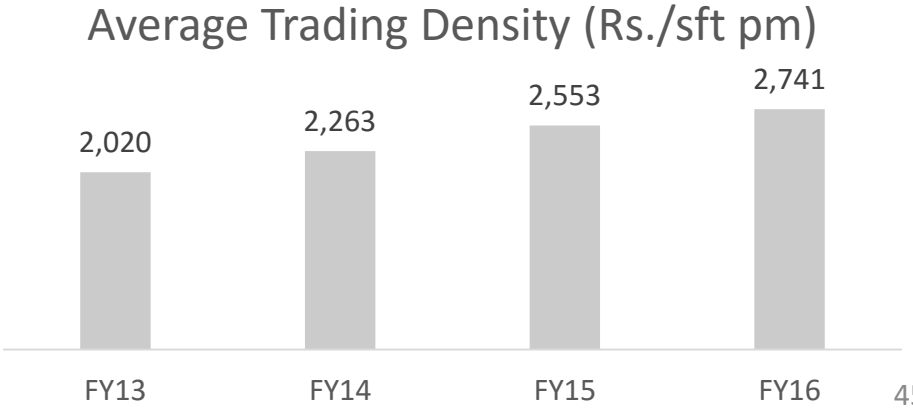
Retail Portfolio – Snapshot

	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, Bengaluru	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

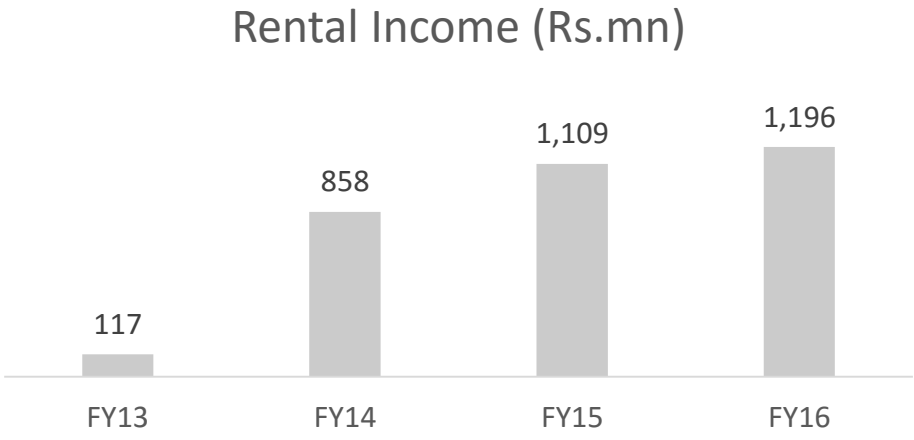
High Street Phoenix & Palladium

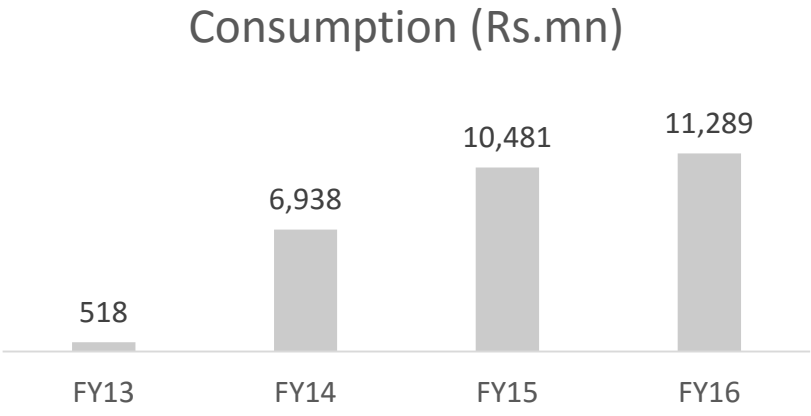


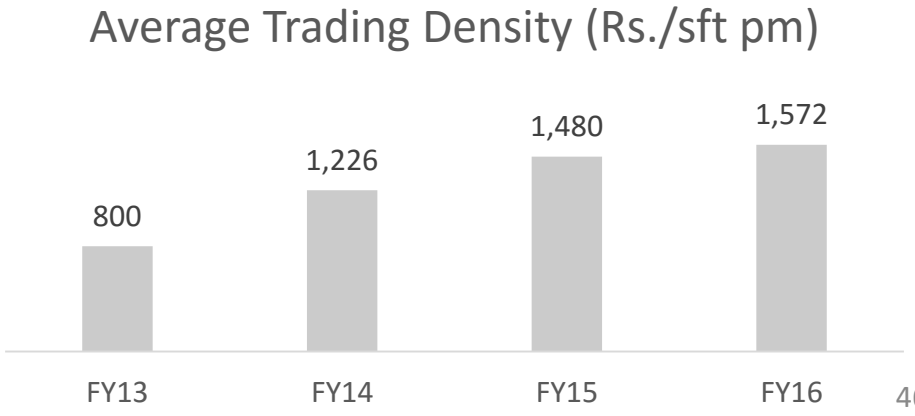




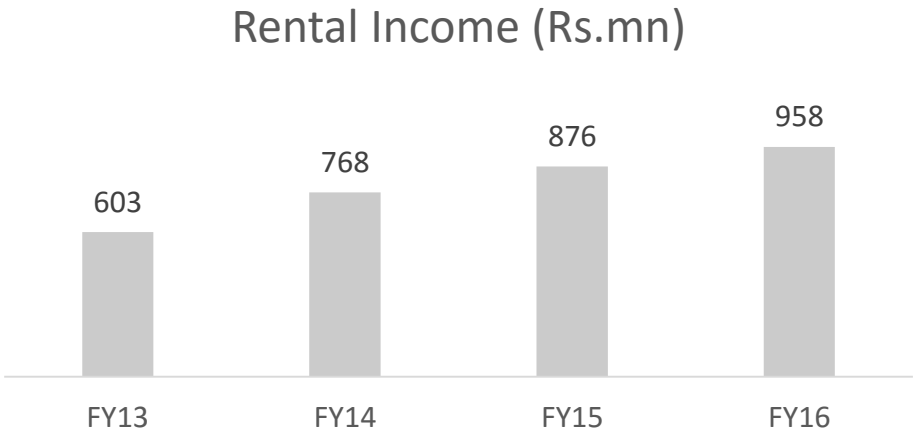
Phoenix MarketCity Chennai

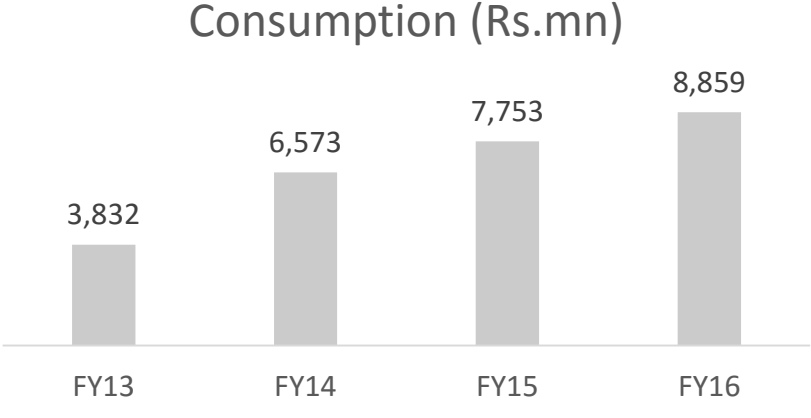


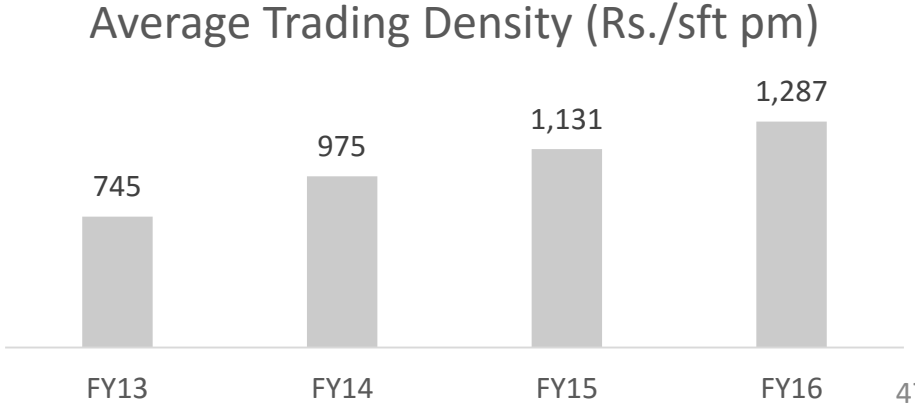




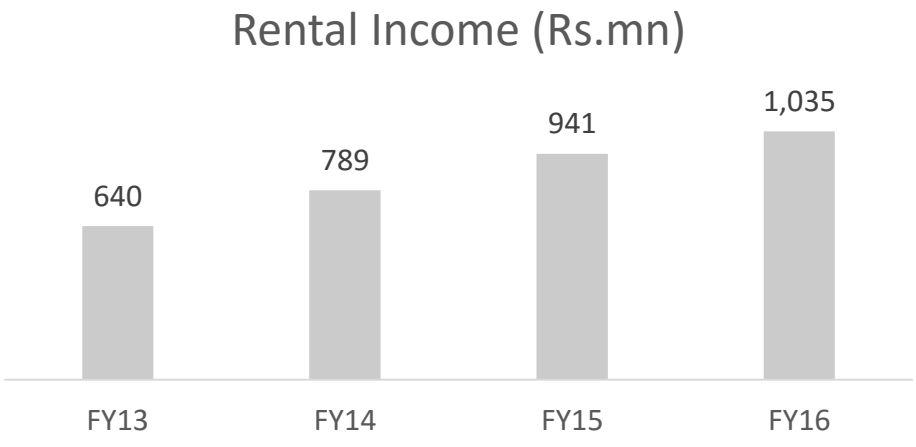
Phoenix MarketCity Bengaluru

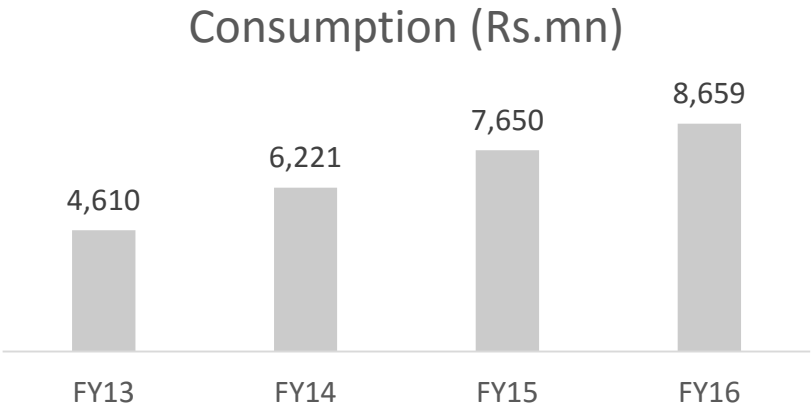


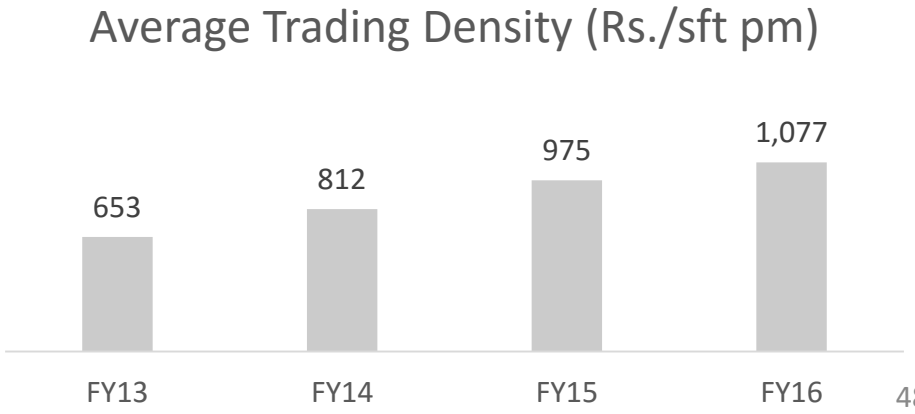




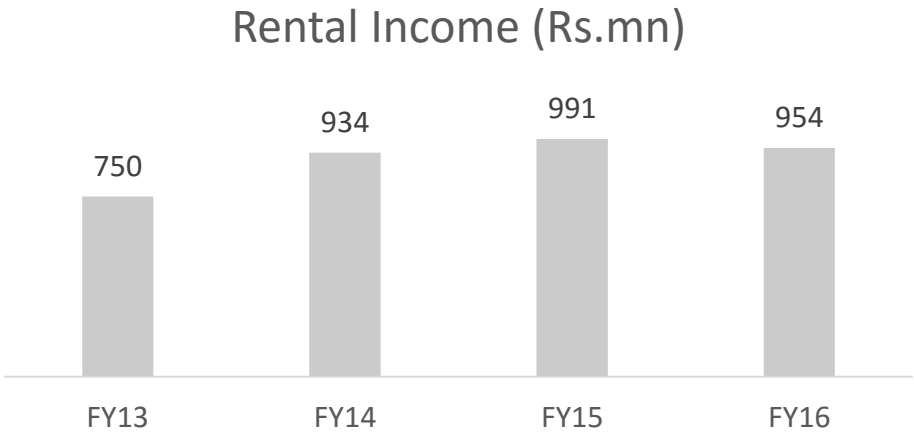
Phoenix MarketCity Pune

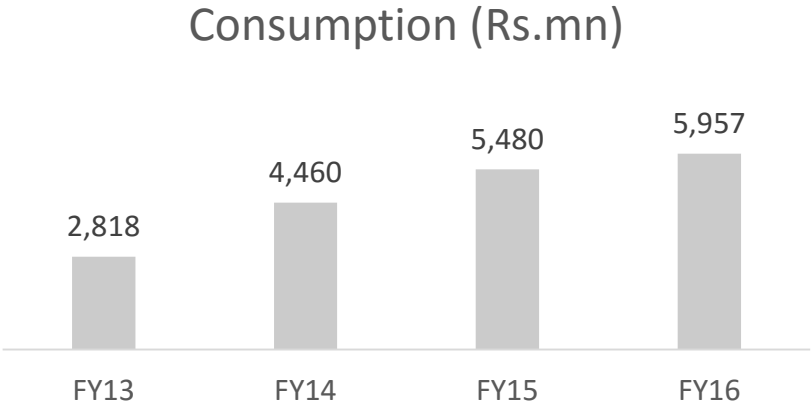


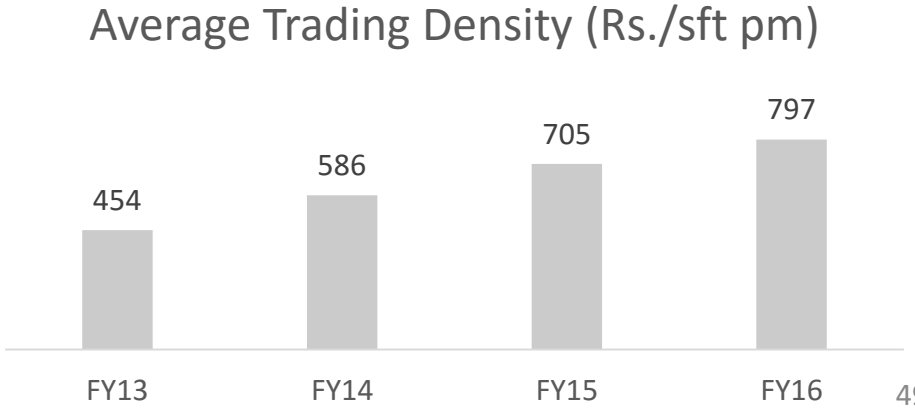




Phoenix MarketCity Mumbai







Awards ● Accolades ● Excellence

THE PHOENIX MILLS LIMITED

HIGH STREET PHOENIX & PALLADIUM	PHOENIX MARKETCITY PUNE	PHOENIX MARKETCITY BENGALURU	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, Bengaluru	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, Bengaluru	5	0.99	Q3 2013	Q1 2015	Q2 2018
ŌBERHAUS LIMITED EDITION RESIDENCES	Whitefield, Bengaluru	2	1.02	Under planning	Under Planning	Under Planning
FOUNTAINHEAD	Nagar Road, Pune	2	0.35	Phase I – Q1 2012	Phase I – Q1 2014	2018
The Crest	Velachery, Chennai	4	0.94	2009	Tower A, B & C – Q3 2011 Tower D – Q3 2015	Construction Completed. Awaiting Occupation Certificate
TOTAL			**5.51**			

Note – Year denotes calendar year

Awards ● Accolades ● Excellence

THE PHOENIX MILLS LIMITED

ONE BANGALORE WEST	KESSAKU	FOUNTAINHEAD
Asia Pacific Property Awards 2013 Developer Website	**3rd Asian CEF Awards 2014** The Residential Project of the Year – Towers	**3rd Asia CEF Awards 2014** The Residential Project of the Year – Residential Buildings
7th Estate Awards 2014 (Franchise India & ET NOW) Regional Project of the Year – South	**7th Estate Awards 2014** (Franchise India & ET NOW) Project of the Year – National	**Asia Pacific Property Awards 2015** Apartment/Condominium Developer Website Development Marketing Residential Interior (Show Home)
Asia Pacific Property Awards 2015 Architecture Multiple Residence Residential High-rise Development	**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	**Designomics Awards 2014** Integrated Design Project / Marketing Strategy Direct Response – Brochures / Catalogue	**Estate Award 2015** Best Marketer of the year 2015
CNBC-AWAAZ Real Estate Awards 15-16 Best Residential Project in Bengaluru City (Luxury)	**Estate Award 2015** Best Marketer of the year 2015	

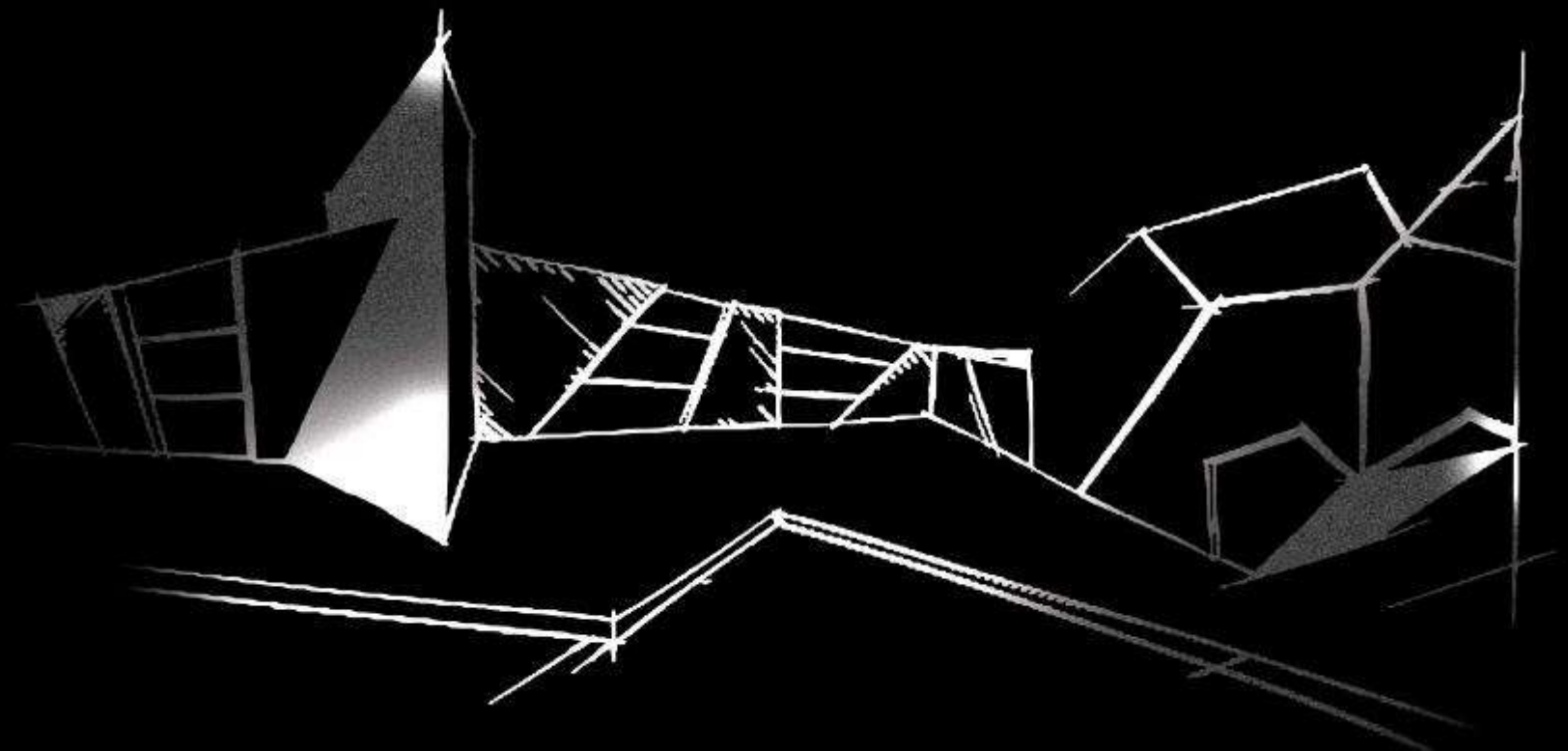
The Commercial Portfolio

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	Completed
West Court *	Viman Nagar, Pune	0.28	-
TOTAL		**1.92**	

* Planned Project

Hotels & Restaurants



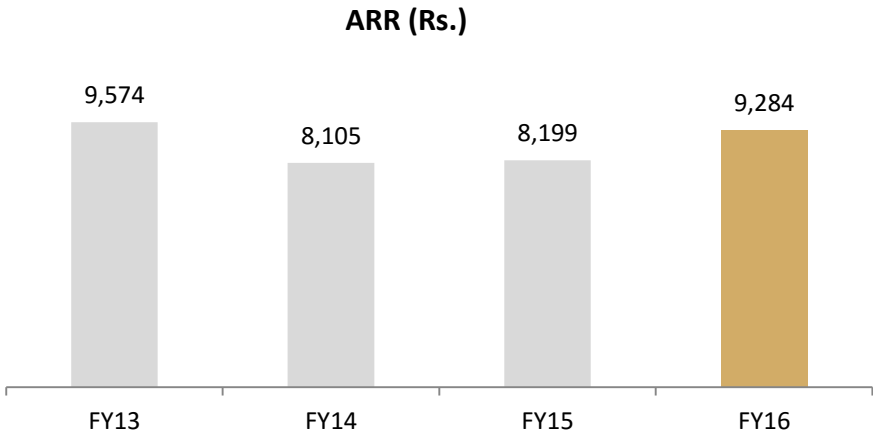
Hospitality

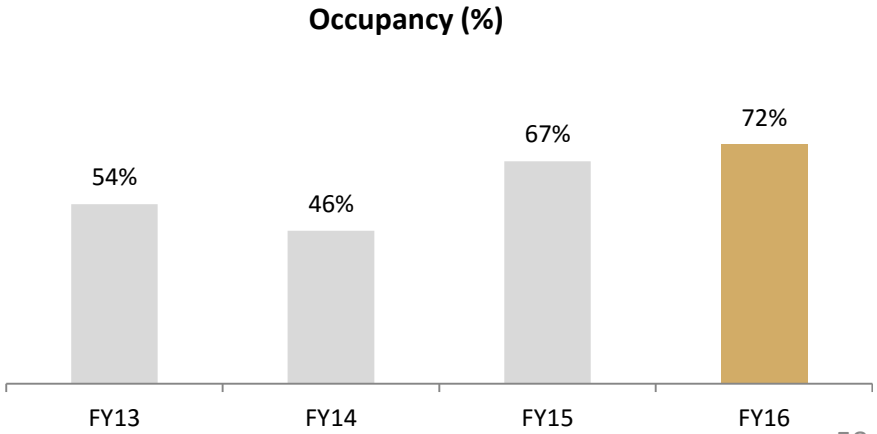
	The St. Regis, Mumbai	Courtyard by Marriott Agra
Year of Establishment	2012	2015
Total Rooms	395[3]	193
Restaurants & Bar	11[1]	4[2]

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

The St. Regis, Mumbai

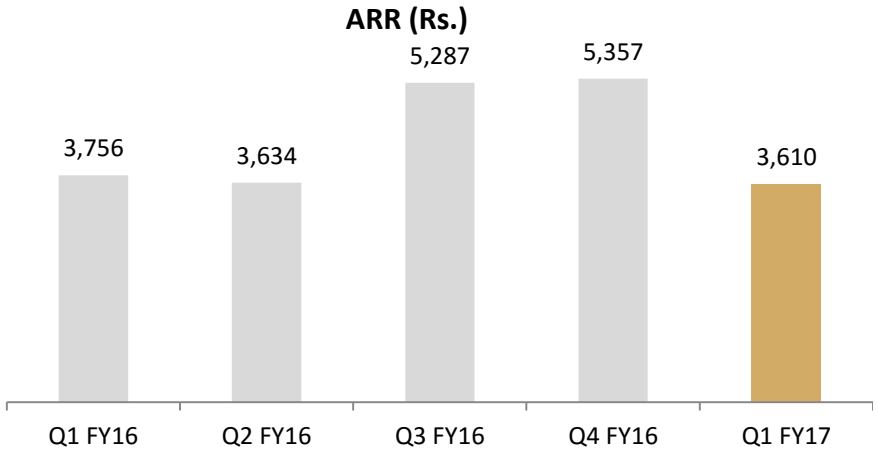
WEDDING SETUP AT THE ST.REGIS, MUMBAI

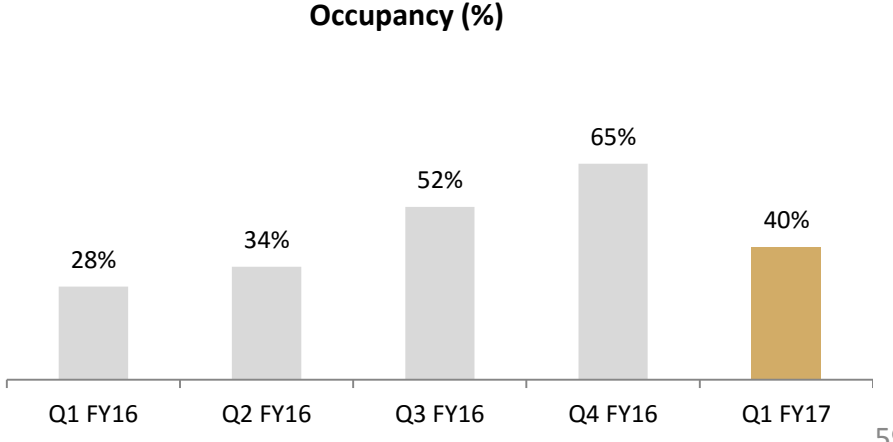




Courtyard by Marriott, Agra

WEDDING SETUP AT COURTYARD BY MARRIOTT, AGRA





Restaurants & Banquets

LI BAI

BANQUETS

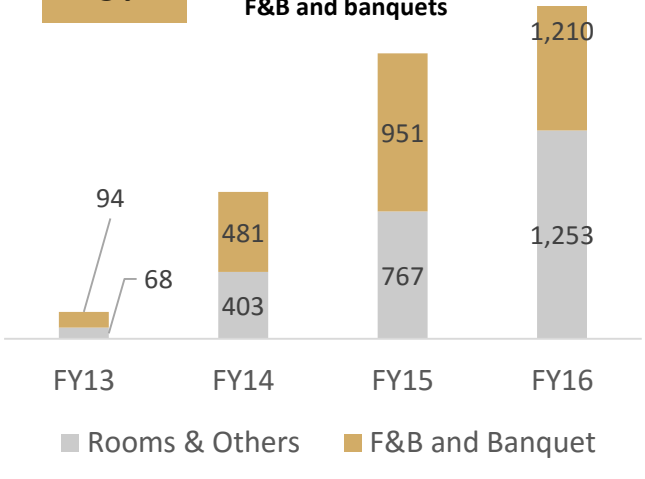
Restaurants at The St. Regis,	Type
Piano Lounge & Bar	Lobby Lounge
Seven Kitchens	All Day, Global Cuisine
The Sahib Room & Kipling Bar	Indian
By the Mekong	Asian
Li Bai. The Social Bar	Penthouse Bar
EXO	Night Club
Anais	European
YUUKA *by Ting Yen*	Modern Japanese
LED	Deli Style Cafe
Zenith Party Suite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

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 15 stores (4 are under fit-outs)
- 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	Concept	Operational Stores	Under Fit-out
AMAYA Indian Grill & Kitchen	Indian restaurant that serves cuisine from the North West Frontier Province of India	PMC Mumbai	
SICHUAN HOUSE	Chinese restaurant that combines spices, flavours and techniques from the Sichuan Province of China	PMC Mumbai	
ASIA BAR	Neighbourhood bar that offers great daily deals to its patrons	PMC Mumbai	
212 ALL DAY Café & Bar	Casual dining space with a chic alfresco that serves European cuisine	PMC Mumbai & PMC Pune	HSP, Mumbai
THE BIG KAHUNA	Tiki cultural Inspired resto-bar that serves world cuisine	PMC Mumbai	
CRAFT Deli. Bistro. Bar	Premium Deli, Up-market Bistro, Wine & Cocktail Bar	PMC Mumbai	
Bar Bar	Chic concept Bar. Focused on "Economies of Scale"	PMC Mumbai & PMC Pune	PMC Bengaluru
NOOK Nightlife	Trendy Nightclub	PMC Mumbai	
SHIZUSAN The Asian Bistro	Asian Bistro with menu influenced by East India served with a pop and modern twist	PMC Pune	HSP, Mumbai & PMC Bengaluru

Thank You!

THE PHOENIX MILLS LIMITED

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

Varun Parwal

Contact: +91 22 30016737

Email: varun.p@phoenixmarketcity.in

Advait Phatarfod

Contact: +91 22 30016804

Email: advait.p@phoenixmarketcity.in