

February 14, 2017

**The Corporate Relationship Department
BSE Limited**
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai- 400 001

**The Listing Department,
The National Stock Exchange of India Ltd**
Bandra-Kurla Complex, Mumbai.

Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)
**Sub: Investor Presentation on the Financial Results for the Third Quarter and
Nine Months ended December 31, 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 third quarter and nine months ended December 31, 2016.

Kindly take the same on your record.

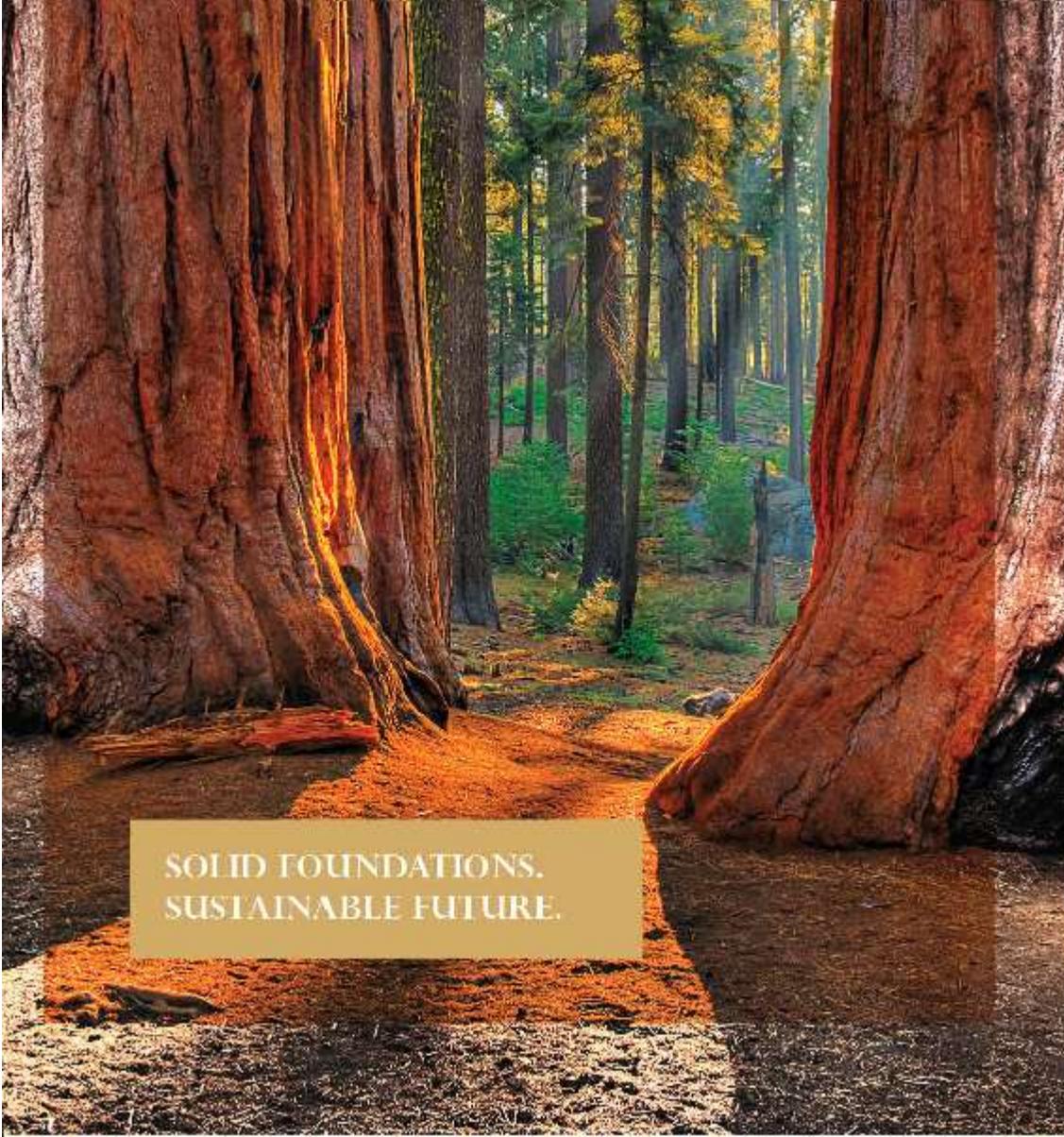
**Regards,
The Phoenix Mills Limited**



**Puja Tandon
Company Secretary**



Q3 & 9M FY2017 Results



SOLID FOUNDATIONS.
SUSTAINABLE FUTURE.

Disclaimer



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.

Company Overview

Financial Overview

Debt Profile

Portfolio Performance

Shareholding Pattern

Annexure

Assets Overview

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

Retail

8 Malls in 6 cities; 1 Mall 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

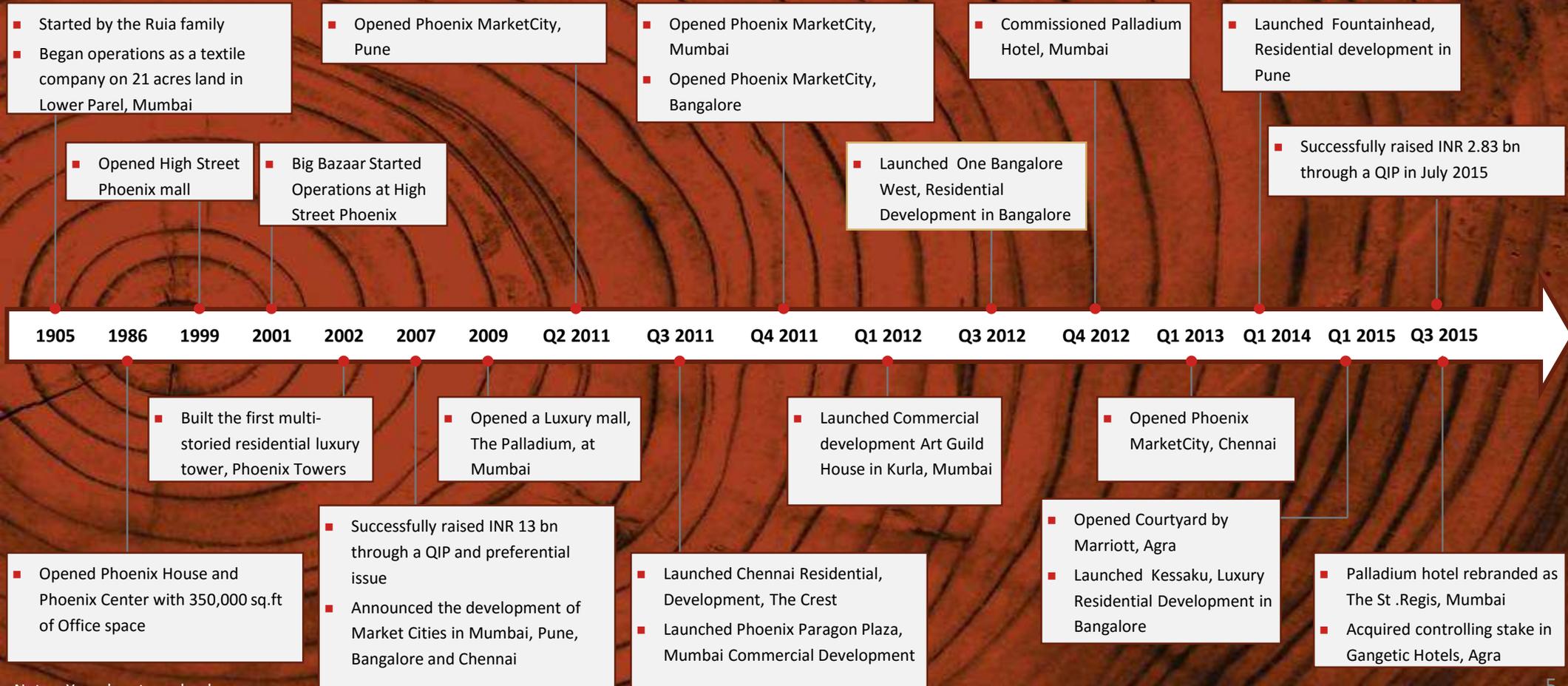
[^] Consolidated

[#] FY11-FY16

Key Execution Milestones



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



Note – Year denotes calendar year

Our Diversified Portfolio



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
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MATURE RESIDENTIAL PORTFOLIO (5.51 MSF)

One Bangalore West ^	Bengaluru	2.20
Kessaku ^		0.99
OberHaus ^P		0.38
OberHaus ^P		0.64
The Crest ^	Chennai	0.53
The Crest ^D ^P		0.41
Fountainhead ^	Pune	0.35

MATURE OFFICE PORTFOLIO (1.95 MSF)

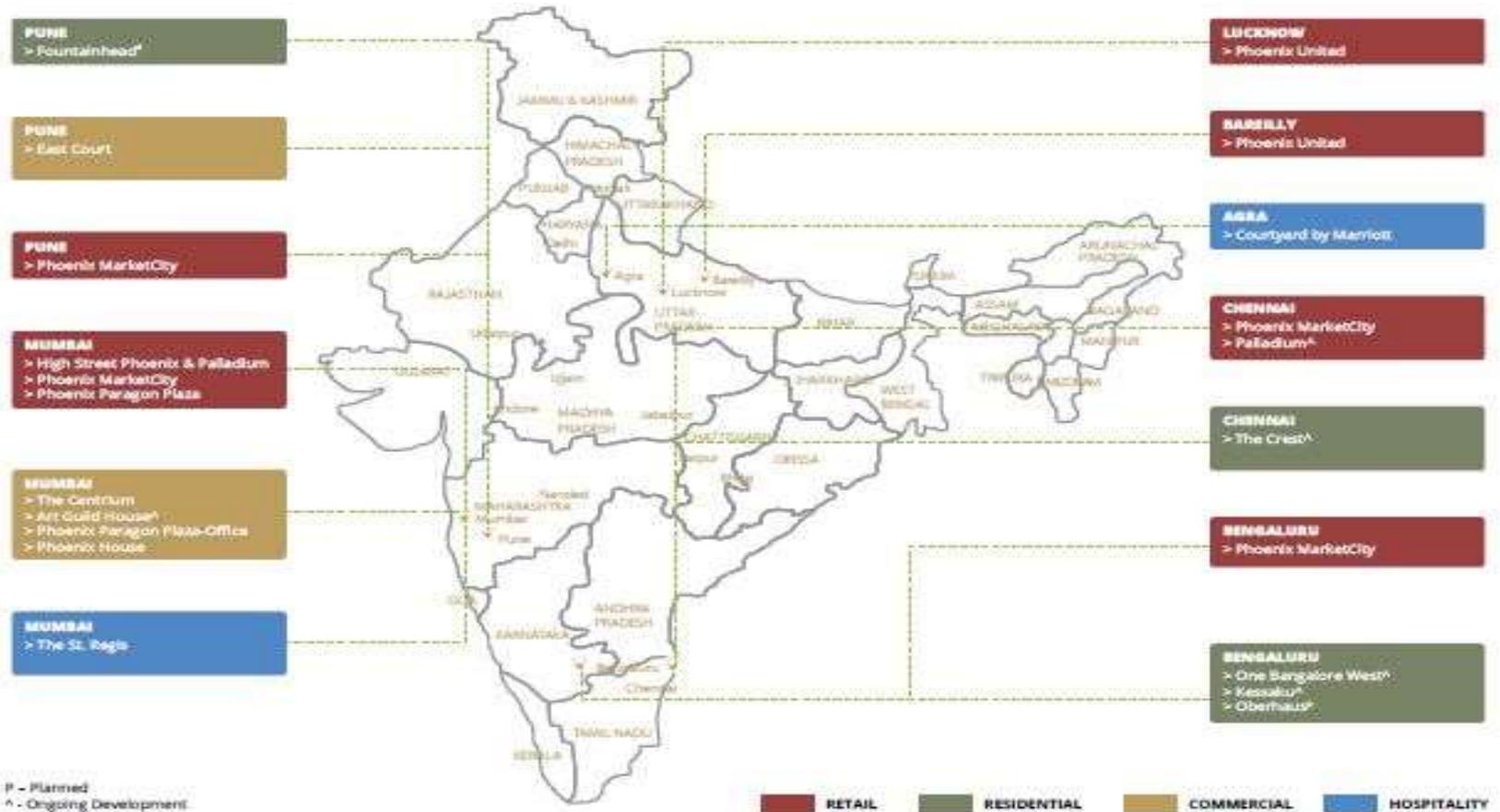
Phoenix Paragon Plaza	Mumbai	0.24
The Centrium	Mumbai	0.28
East Court	Pune	0.25
Art Guild House	Mumbai	0.76
Phoenix House	Mumbai	0.14
West Court ^P	Pune	0.28

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



Financial Overview – Standalone P&L



9M FY17 Income from Operations

Rs. 2,840 mn



9M FY17 EBITDA

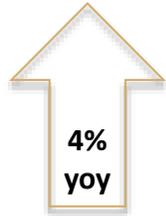
Rs. 1,935 mn

(Rs. mn)	Q3 FY17	Q3 FY16 [^]	% yoy growth	9M FY17	9M FY16 [^]	% yoy growth
Income from operations	1,000	911	10%	2,840	2,643	7%
EBITDA	668	603	11%	1,935	1,782	9%
EBITDA Margin (%)	67%	66%		68%	67%	
Profit Before Tax and exceptional item	354	605		1,648	1,798	
Profit after tax & before comprehensive income [#]	57	455		968	1,341	
Diluted EPS (Rs.)	0.37	2.96		6.32	8.99	

[^] 9MFY16 & Q3FY16 numbers are re-stated as per Ind-AS

[#]The Company had an outstanding loan of Rs. 32,660.04 lacs (including interest accrued thereon) receivable from one of its subsidiary as on 31st March 2016. During the quarter, the Company has renegotiated the terms based on which Rs. 16,046.07 lacs of the said loan has been converted into Optionally Fully Convertible Debentures [OFCD] w.e.f. 1st April, 2016. Further, the Interest receivable of Rs. 3500 lacs, for the period upto 31st March, 2016 has been waived as per the said renegotiated terms and is considered as an exceptional item in the Statement of Profit & Loss for the period. Further, the interest accounted for the period of six months ended 30th September, 2016 has been reworked based on the renegotiated terms of the loan given to Subsidiary and the resultant excess interest of Rs. 1175.98 lacs for the said six months period has been reversed/adjusted in the other income for the quarter ended 31st December, 2016.

Financial Overview – Consolidated P&L



9M FY17 Income from Operations[#]
Rs. 13,702 mn



9M FY17 EBITDA[#]
Rs. 6,473 mn



9M FY17 PAT^{^^#}
Rs. 1,388 mn

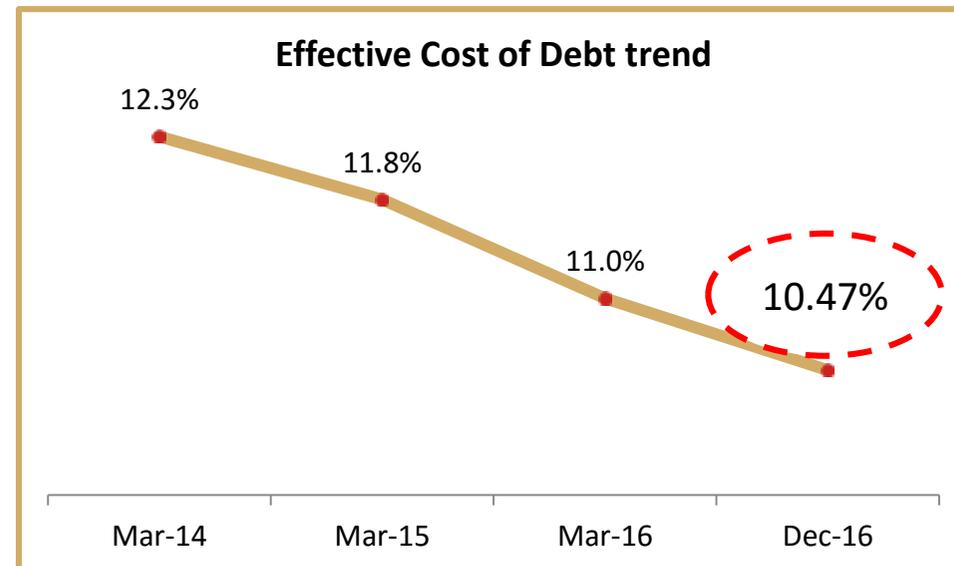
(Rs. mn)	Q3 FY17	Q3 FY16 [^]	% yoy growth	9M FY17	9M FY16 [^]	% yoy growth
Income from operations	4,367	4,947		13,702	13,135	4%
Retail	3,075	2,847	8%	8,878	8,364	6%
Residential	388	1,070		2,130	2,045	4%
Commercial	42	287		523	1,048	
Hospitality & Others	863	743	16%	2,172	1,678	29%
EBITDA	2,137	2,155		6,473	5,820	11%
EBITDA Margin (%)	49%	44%		47%	44%	
Profit after tax	630	350	80%	1,388	925	50%
PAT after minority interest & before other comprehensive income	445	478		1,419	1,226	16%
PAT after minority interest & after other comprehensive income	377	530		1,340	1,265	6%
Diluted EPS (Rs.) [#]	2.91	2.97		9.27	8.46	

[^]PAT before minority interest & before comprehensive income [^]Q3FY16 & 9MFY16 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 [#] For Q3FY17

Consolidated Debt Profile

- 94% of consolidated debt is LRD or equivalent (CMBS + hotel debt)
- Bankers have reduced the interest rate for debt at PML (standalone) and Vamona to sub-10%
- Reduction of interest rates at Offbeat and debt refinance at Graceworks and UPAL have brought overall interest rate to 10.47%, down 53 bps compared to September 2016 → **Annualized pre-tax saving of approx. Rs. 21 cr**
- Further expect interest rates to moderate over next 1-2 quarters

Entity	Old Interest Rate (%)	New Interest Rate (%)	Change (bps)
PML Standalone	10.47	9.90	↓ 57 bps
Offbeat Developers	11.44	10.75	↓ 69 bps
Vamona Developers	11.31	9.52	↓ 179 bps
UPAL Developers	11.65	10.65	↓ 100 bps
Graceworks Realty & Leisure [#]	11.80	10.35	↓ 145 bps



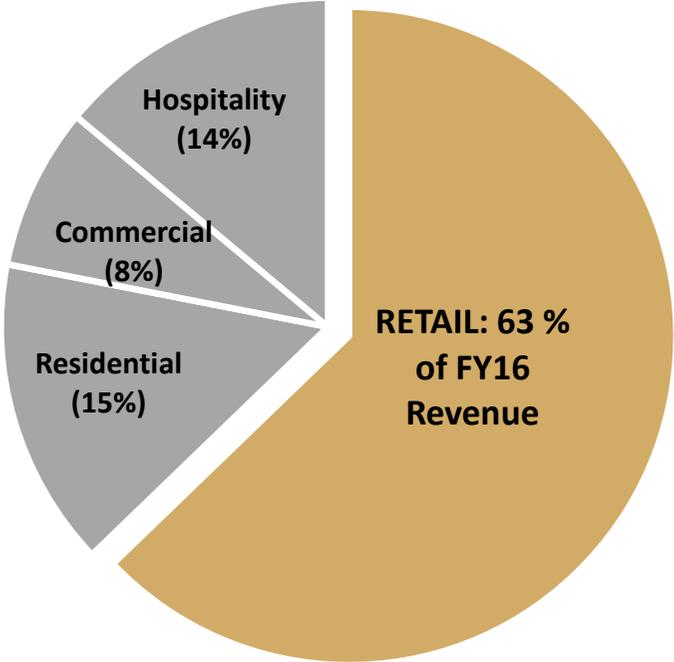
[#] effective from January 4, 2017

Consolidated Debt Profile



Asset Type	SPV	Asset Name	Q3 FY17 Debt (Rs. mn)
Retail & Mixed-Use	PML Standalone	High Street Phoenix, Mumbai	7,499
	Classic Mall Development	Phoenix MarketCity, Chennai	4,350
		The Crest C	
	Vamona Developers	Phoenix MarketCity, Pune	5,475
		East Court	
	Island Star Mall Developers	Phoenix MarketCity, Bengaluru	4,784
		OberHaus	
	Offbeat Developers	Phoenix MarketCity, Kurla	7,256
		Art Guild House	
		Centrium	
Blackwood Developers	Phoenix United, Bareilly	859	
UPAL Developers	Phoenix United, Lucknow	842	
Graceworks Realty & Leisure	Phoenix Paragon Plaza	555	
Residential	Palladium Constructions	One Bangalore West	0
		Kessaku	
	Alliance Spaces	Fountainhead	0
Hotel	Pallazzo Hotels & Leisure	The St. Regis, Mumbai	6,372
	Gangetic Hotels	Courtyard by Marriott, Agra	1,277
Total			39,269

The Retail Portfolio

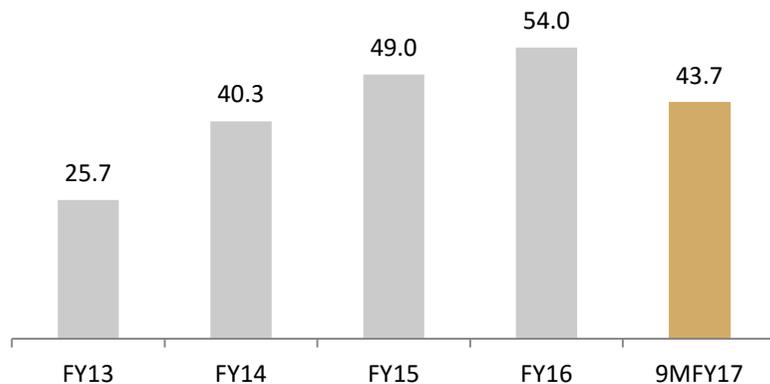


Operational Update – Retail Portfolio

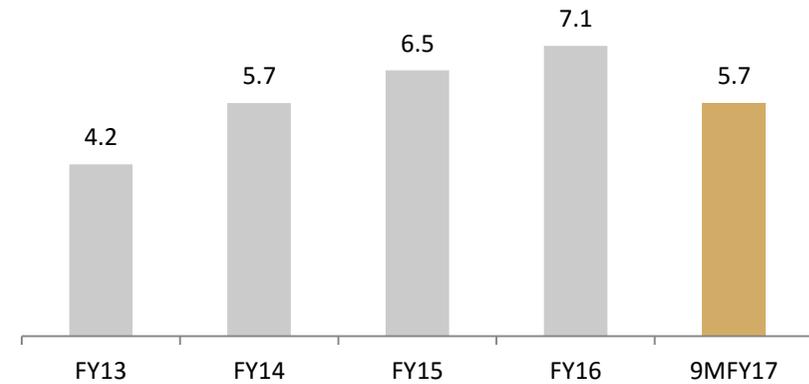


	HSP & Palladium	Phoenix MarketCity				Phoenix United		PPP	Palladium##
	Mumbai	Bengaluru	Chennai	Mumbai	Pune	Bareilly	Lucknow	Mumbai	Chennai
Retail Leasable/Licensable Area (msf)	0.74	0.98	1.00	1.11	1.13	0.31	0.33	0.18	0.22
Total No. of Stores	257	301	262	312	344	147	132	305	76
Average Rental (Rs. psf)**	324	107	116	82	102	57	76	72	NA
Trading Occupancy %**	97%	91%	91%	87%	91%	81%	78%	31%	NA
Leased Occupancy %*	99%	97%	96%	92%	96%	84%	92%	31%	NA

Consumption (Rs. bn)

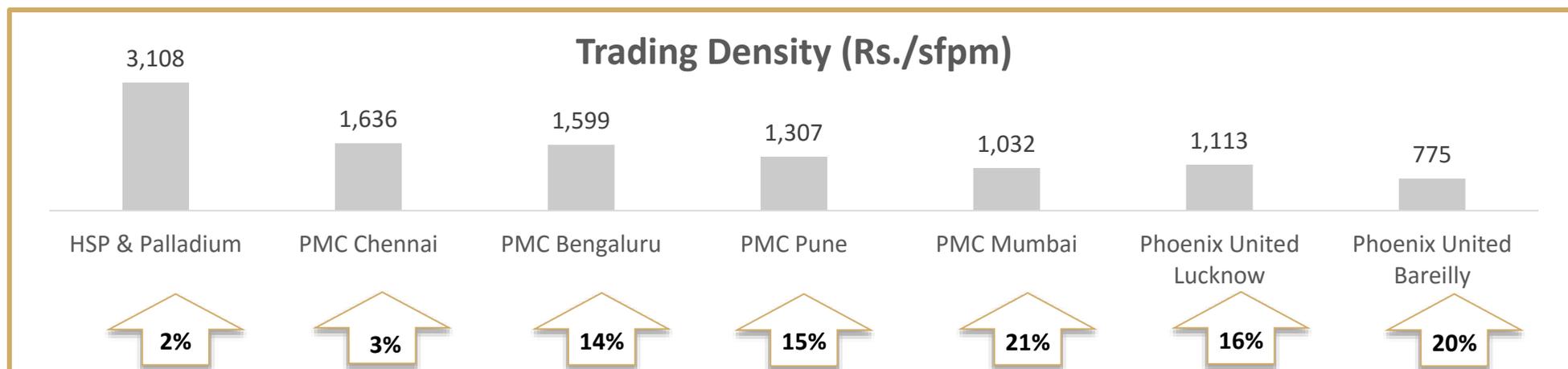
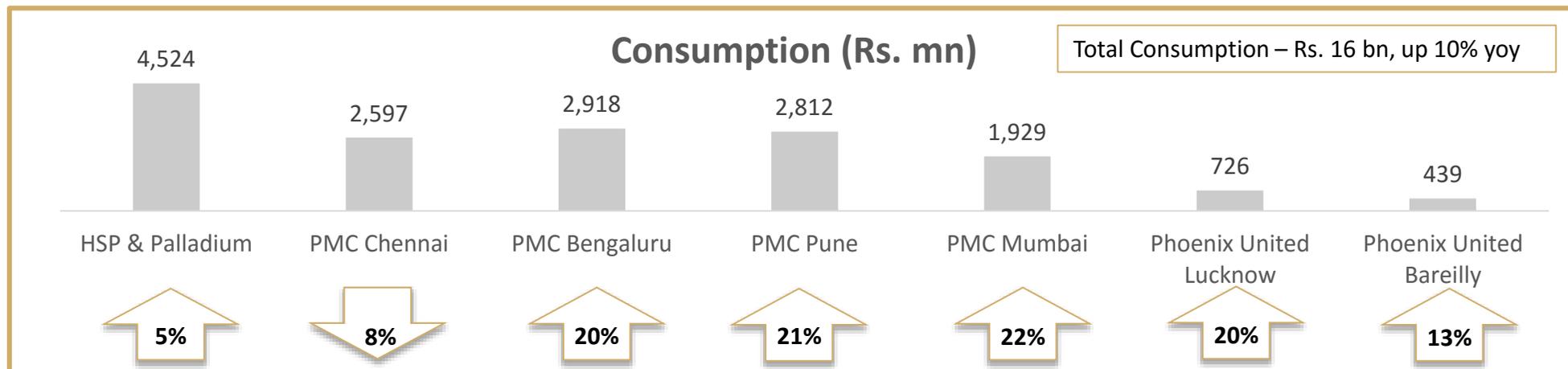


Rental Income (Rs. bn)



** Average for quarter ended Dec 2016 * As of end-Dec 2016

Q3 FY17 – Retail Key Highlights

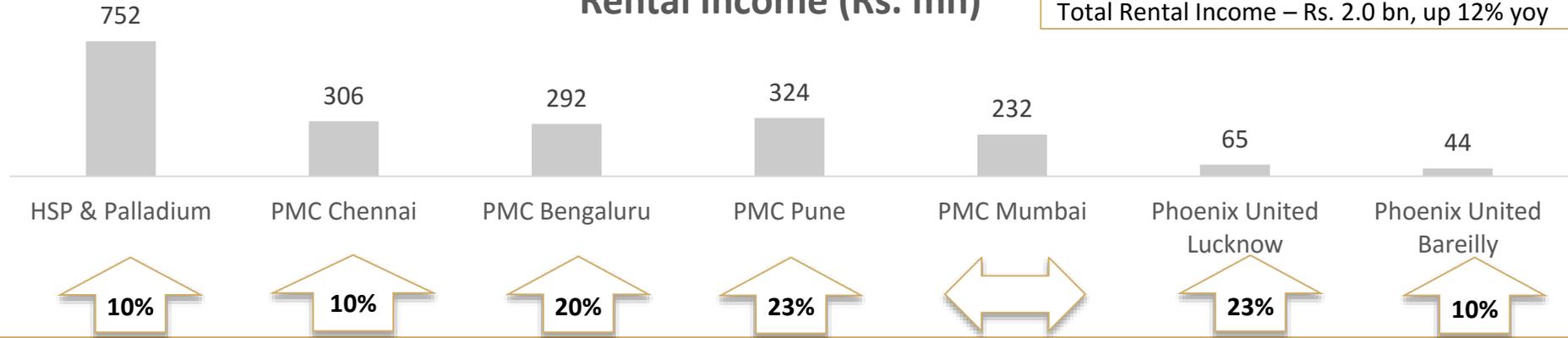


Q3 FY17 – Retail Key Highlights



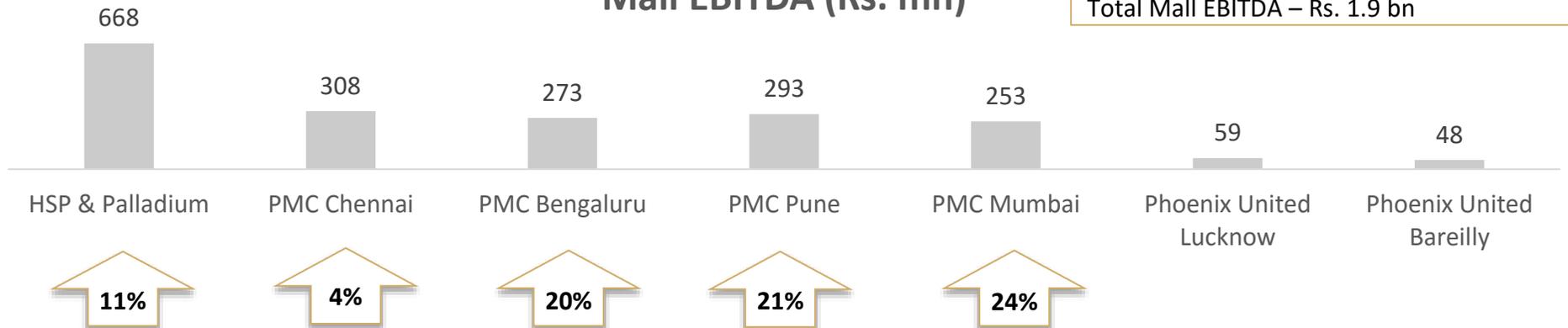
Rental Income (Rs. mn)

Total Rental Income – Rs. 2.0 bn, up 12% yoy



Mall EBITDA (Rs. mn)

Total Mall EBITDA – Rs. 1.9 bn



Q3 FY17 – Retail Key Highlights



Retail Portfolio

- Q3FY17 consumption at Rs. 16 bn, up 10% yoy driven by festive demand in October and strong recovery in December 2016
- Consumption growth of 17% yoy in December 2016

PMC Bengaluru

- Consumption growth remains strong in PMC Bengaluru in Q3FY17, up 20% yoy
- Q3FY17 Rental income up 20% yoy; Rental Rate at Rs. 107 psf pm, up 13% yoy

PMC Chennai

- Trading density at Rs. 1,636 psf pm in PMC Chennai for Q3FY17, up 3% yoy
- Rental rate for the quarter at Rs. 116 psf pm, up 10% yoy

HSP & Palladium

- Q3FY17 consumption at Rs. 4,524 mn, up 5% yoy, Trading Density at Rs. 3,108 psf pm
- Rental income growth of 8% yoy in Q3FY17, rental rate of Rs. 324 psf pm

PMC Pune

- Consumption in Q3FY17 of Rs. 2,812 mn, up 21% yoy
- Trading density at Rs. 1,307 psf pm for Q3 FY17, up 15% yoy
- Rental rate for the quarter at Rs. 102 psf pm, up 17% yoy

PMC Mumbai

- Consumption in Q3 FY17 of Rs. 1,929 mn, up 22% yoy
- Trading density up 21% yoy in Q3 FY17 at Rs 1,032 psf pm
- EBITDA margins improved to 109% due to improved performance and part-reversal of provisions made earlier

High Street Phoenix & Palladium Mall

	Q3FY17	Q3FY16	% yoy growth	9MFY17	9MFY16	% yoy growth
Rental Income (Rs. mn) ^	752	675	11%	2,128	1,940	10%
Recoveries (CAM and other) (Rs. mn)	248	237	5%	712	703	1%
Total Income (Rs. mn)	1,000	911	10%	2,840	2,643	7%
EBITDA (Rs. mn)	668	604	11%	1,935	1,787	8%
EBIDTA Margin (as % of Rental Income)	89%	90%		91%	92%	

Rental Rate (Rs./sft pm) ^	324	300	8%	310	288	8%
Consumption (Rs. mn)	4,524	4,306	5%	12,330	11,669	6%
Trading Density (Rs./sft pm)	3,108	3,034	2%	2,923	2,766	6%
Trading Occupancy (%)	97%	93%		94%	92%	



Phoenix MarketCity Chennai



	Q3FY17	Q3FY16	% yoy growth	9MFY17	9MFY16	% yoy growth
Rental Income (Rs. mn)	306	294	4%	947	886	7%
Recoveries (CAM and other) (Rs. mn)	171	185		554	581	
Total Income (Rs. mn)	477	479		1,501	1,467	2%
EBITDA (Rs. mn)	308	297	4%	970	949	2%
EBIDTA Margin (as % of Rental Income)	101%	101%		102%	107%	

Rental Rate (Rs./sft pm)	116	106	10%	119	107	11%
Consumption (Rs. mn)	2,597	2,825		8,299	8,374	
Trading Density (Rs./sft pm)	1,636	1,592	3%	1,619	1,560	4%
Trading Occupancy (%)	91%	96%		92%	96%	

Income from Residential Sales (Crest Tower C)	30	120		184	244	
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Phoenix MarketCity Bengaluru

	Q3FY17	Q3FY16	% yoy growth	9MFY17	9MFY16	% yoy growth
Rental Income (Rs. mn)	292	243	20%	807	711	14%
Recoveries (CAM and other) (Rs. mn)	153	140	9%	456	417	9%
Total Income (Rs. mn)	444	383	16%	1,263	1,129	12%
EBITDA (Rs. mn)	273	228	20%	802	702	14%
EBIDTA Margin (as % of Rental Income)	94%	94%		99%	99%	



Rental Rate (Rs./sft pm)	107	94	13%	102	90	13%
Consumption (Rs. mn)	2,918	2,433	20%	7,645	6,719	14%
Trading Density (Rs./sft pm)	1,599	1,403	14%	1,441	1,307	10%
Trading Occupancy (%)	93%	87%		89%	87%	



Phoenix MarketCity Pune



	Q3FY17	Q3FY16	% yoy growth	9MFY17	9MFY16	% yoy growth
Rental Income (Rs. mn)	324	263	23%	872	768	14%
Recoveries (CAM and other) (Rs. mn)	190	190		565	575	
Total Income (Rs. mn)	514	453	13%	1,437	1,344	7%
EBITDA (Rs. mn)	293	241	21%	798	749	7%
EBIDTA Margin (as % of Rental Income)	90%	92%		92%	97%	



Rental Rate (Rs./sft pm)	102	87	17%	101	87	16%
Consumption (Rs. mn)	2,812	2,333	21%	7,208	6,617	9%
Trading Density (Rs./sft pm)	1,307	1,139	15%	1,241	1,100	13%
Trading Occupancy (%)	91%	89%		83%	87%	



Phoenix MarketCity Mumbai

	Q3FY17	Q3FY16	% yoy growth	9MFY17	9MFY16	% yoy growth
Rental Income (Rs. mn)	232	231		691	731	
Recoveries (CAM and other) (Rs. mn)	175	175		459	481	
Total Income (Rs. mn)	407	406		1,150	1,211	
EBITDA (Rs. mn)	253	203	24%	554	473	17%
EBIDTA Margin (as % of Rental Income)	109%	88%		80%	65%	

Rental Rate (Rs./sft pm)	82	89		82	89	
Consumption (Rs. mn)	1,929	1,581	22%	5,173	4,515	15%
Trading Density (Rs./sft pm)	1,032	855	21%	943	804	17%
Trading Occupancy (%)	87%	87%		86%	87%	

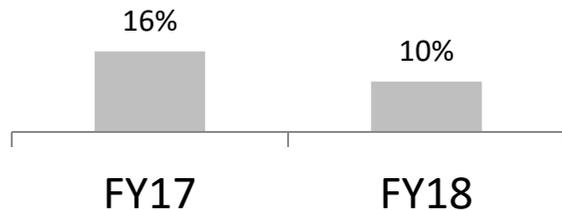
Income from Commercial Sales (AGH, Centrium)	42	188		514	498	3%
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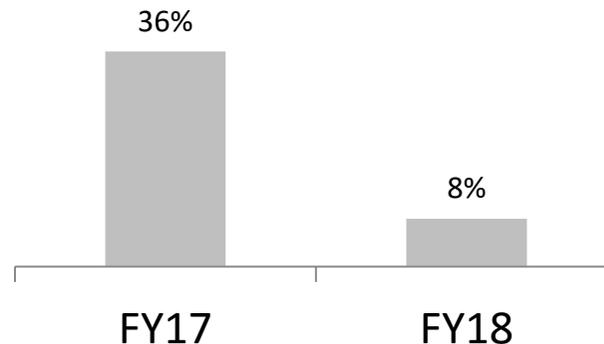
Renewal Schedule (% of total leasable area)



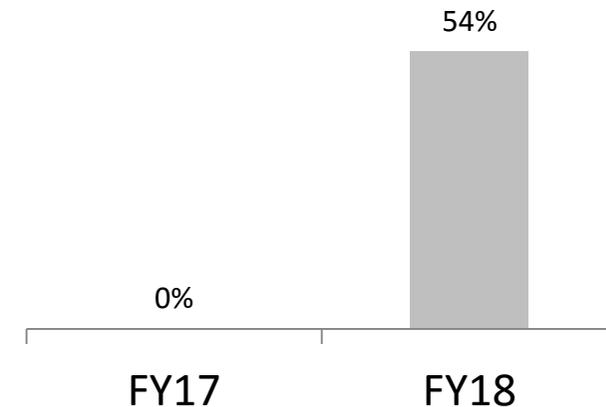
HSP & Palladium



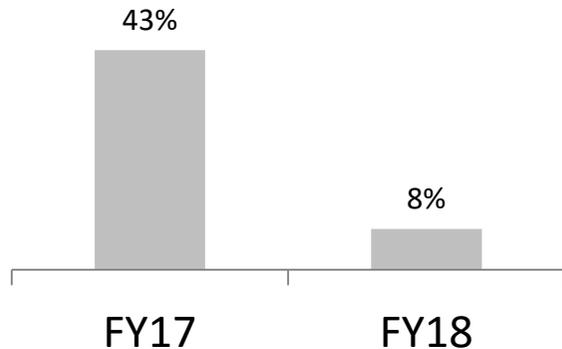
PMC Bengaluru



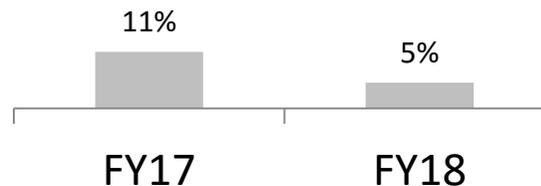
PMC Chennai



PMC Mumbai



PMC Pune



- 37% of total area in PMC Mumbai renewed in 9MFY17
- 33% of total area in PMC Bengaluru renewed in 9MFY17
- 16% of total area in HSP & Palladium renewed in 9MFY17

The Residential Portfolio



ONE BANGALORE WEST - BENGALURU



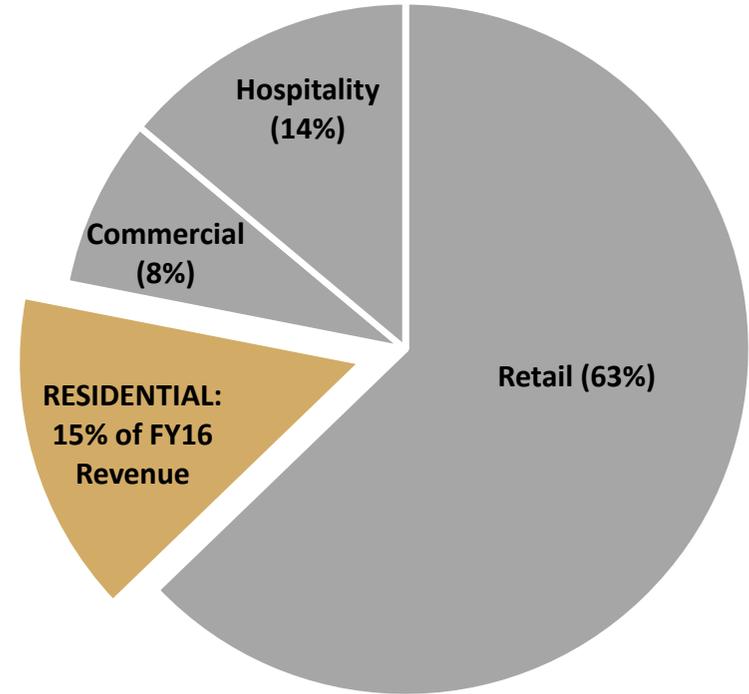
OBERHAUS - BENGALURU



FOUNTAINHEAD - PUNE



KESSAKU - BENGALURU



Operational Update – Residential Portfolio



Project Name (operational)	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 Q3 FY17	Cumulative
One Bangalore West, Bengaluru	2.20	1.74	0.46 ^{###}	1.17	11,198	9,549	9,507	270	9,193
Kessaku, Bengaluru	0.99	0.57	0.42	0.21	3,193	15,378	1,763	68	1,000
The Crest, Chennai	0.94	0.53	0.41	0.40	3,464	8,760	3,190	98 ^{####}	3,291
TOTAL	4.13	2.84	1.29	1.78	17,855	10,055	14,460	436	13,484

^{##} Note that of the nine towers in One Bangalore West (OBW), only Towers 1-6 have been launched as of December 2016; ^{###} In Crest residential development, only Tower C is consolidated in our financials.

Note that above table does not include Oberhaus, Bangalore (saleable area of 1.0 msf) and Fountainhead, Pune (saleable area of 0.35 msf)

Key highlights

- Commenced handover of flats in OBW Towers 1-3
- Maintained good pace of execution for OBW Tower 6 and Kessaku
- Q3 FY17 Collections strong at Rs. 861 mn

One Bangalore West, Bengaluru

	Q3FY17	Q3FY16	Q2FY17
Saleable Area (msf)	2.20	2.20	2.20
Cumulative Sale Value (Rs. mn)	11,198	10,801	11,137
Cumulative Sale Volume (msf)	1.17	1.14	1.17
Cumulative Collections (Rs. mn)	9,507	7,716	9,072
Average Realization (Rs./sft)	9,549	9,499	9,544

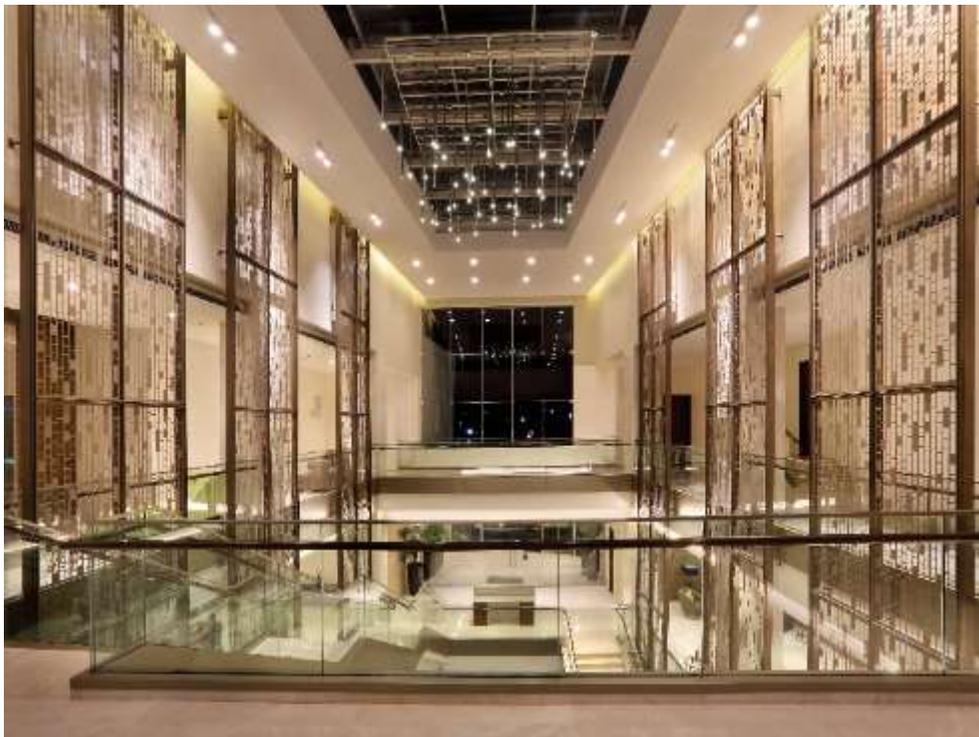
Project Update

Occupation Certificate (OC) for Towers 1-3 received in Aug 2016; currently handover of possession is in progress



ONE BANGALORE WEST

One Bangalore West, Bengaluru

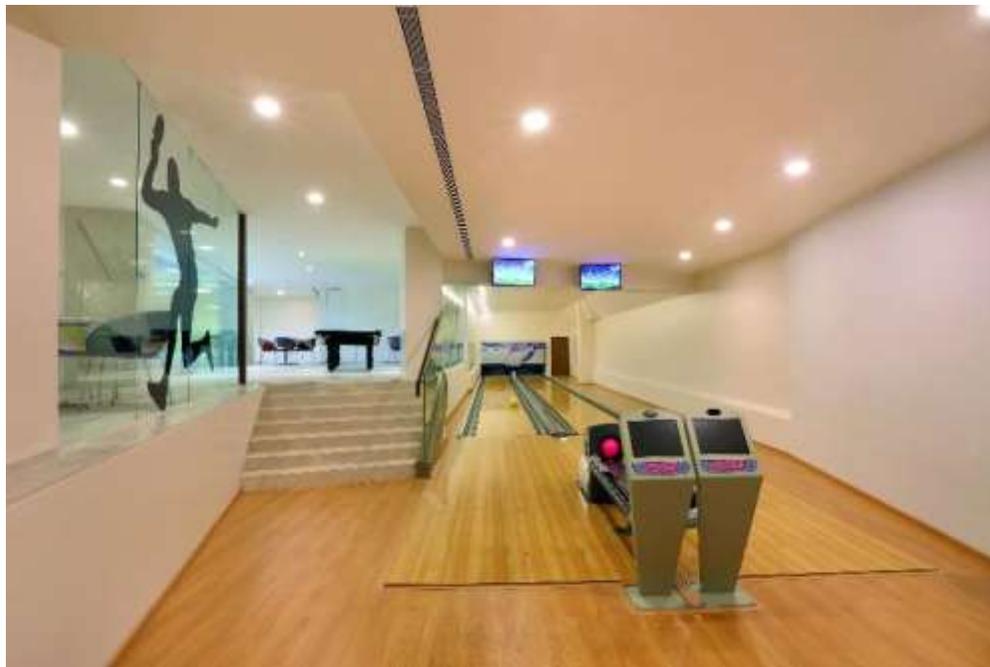


CLUBHOUSE INTERIOR



OUTDOOR POOL

One Bangalore West, Bengaluru



BOWLING ALLEY



GAMING ROOM

Kessaku, Bengaluru

	Q3FY17	Q2FY17
Saleable Area (msf)	0.99	0.99
Cumulative Sale Value (Rs. mn)	3,193	3,173
Cumulative Sale Volume (msf)	0.21	0.21
Cumulative Collections (Rs. mn)	1,763	1,453
Average Realization (Rs./sft)	15,378	14,839

Project Update

SORA, NIWA, MIZU, FAIA & ZEFA – 30th floor Shuttering and reinforcement WIP



KESSAKU

Kessaku, Bengaluru



BIRD'S EYE VIEW OF KESSAKU DEVELOPMENT



STRUCTURE WORK OF KESSAKU

The Crest, Chennai - Towers A, B and C

	Q3FY17	Q3FY16	Q2FY17
Saleable Area (msf)	0.53	0.53	0.53
Cumulative Sale Value (Rs. mn)	3,464	3,110	3,434
Cumulative Sale Volume (msf)	0.40	0.37	0.38
Cumulative Collections (Rs. mn)	3,190	2,670	3,074
Average Realization (Rs./sft)	8,760	8,493	8,738

CREST TOWERS A & B



CREST TOWER C



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. Pvt. Ltd.

The Commercial Portfolio



ART GUILD HOUSE - MUMBAI



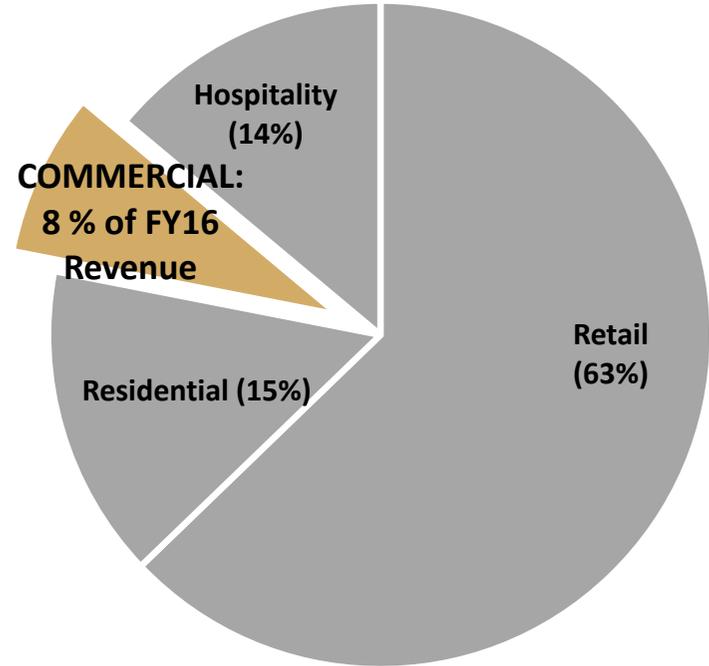
CENTRIUM - MUMBAI



EAST COURT - PUNE



PHOENIX PARAGON PLAZA - MUMBAI



Operational Update – Commercial Portfolio

Project Name	Total Area (msf)	Area Sold (msf)	Net Leasable Area (msf)	Area Leased (msf)	Average Rate (Rs./sq.ft)
Phoenix House	0.14	-	0.14	0.13	110 [^]
Centrium	0.28	0.18	0.10 [#]	0.07	91
Art Guild House	0.76	0.21 [@]	0.55 [@]	0.21	90
Phoenix Paragon Plaza	0.24	0.05	0.19	0.08	95
Total	1.42	0.45	0.98	0.48	-

@Total Area sold is 0.38 msf out of which PML owns 0.17 msf – this area is also counted in area available for lease

[^]Rental Income from Phoenix House is part of Standalone results

[#]Area owned by PML



Art Guild House, Mumbai

	As of Q3 FY17
Area Sold	
Area Sold (msf)	0.38 [@]
Sale Value (Rs. mn)	3,170
Cumulative Collections (Rs. mn)	3,158
Average Realization (Rs./sft)	8,387

Area Leased	
Area Leased (msf) (Including LOI signed)	0.21
Average Gross Rate (Rs./sft pm)	90



ART GUILD HOUSE - MUMBAI

[@]Total Area sold is 0.38 msf out of which PML owns 0.17 msf

Art Guild House, Mumbai



INTERIOR SHOT - ART GUILD HOUSE LOBBY 1



INTERIOR SHOT - ART GUILD HOUSE LOBBY 2

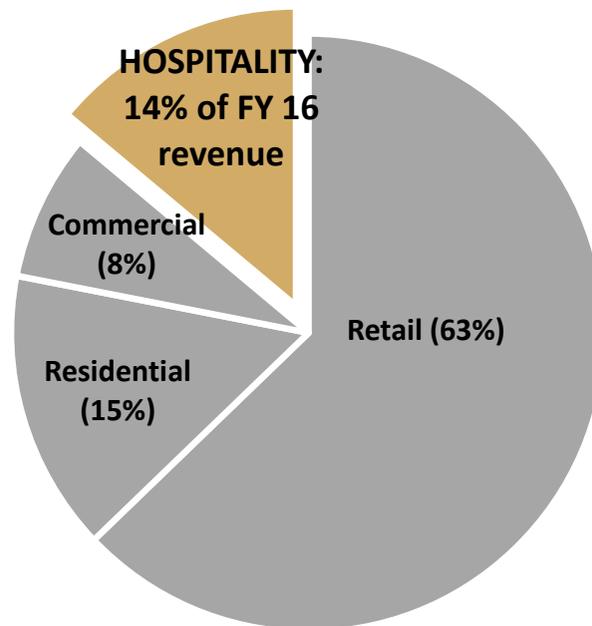
Phoenix Paragon Plaza, Mumbai

	Retail	Office	Total (as of Q3FY17)
Saleable Area (msf)	0.18	0.24	0.42
Area Sold (msf)	0.08	0.05	0.13
Area Leased (msf)	0.02	0.08	0.10
Rental rate (Rs./sft pm)	92		



PHOENIX PARAGON PLAZA, MUMBAI

The Hospitality Portfolio



Operational Update – Hospitality



	The St. Regis, Mumbai	Courtyard by Marriott, Agra
Keys	395	193
Restaurants & Bar	10	4
Occupancy (%)#	79%	71%
Average room rent (Rs. / room night) #	10,666	4,809



The St. Regis, Mumbai

- Q3 FY17 room occupancy at 79% at an ADR of Rs. 10,666
- In Q3 FY17, ADR grew 7% yoy and revenue from rooms grew 26% yoy

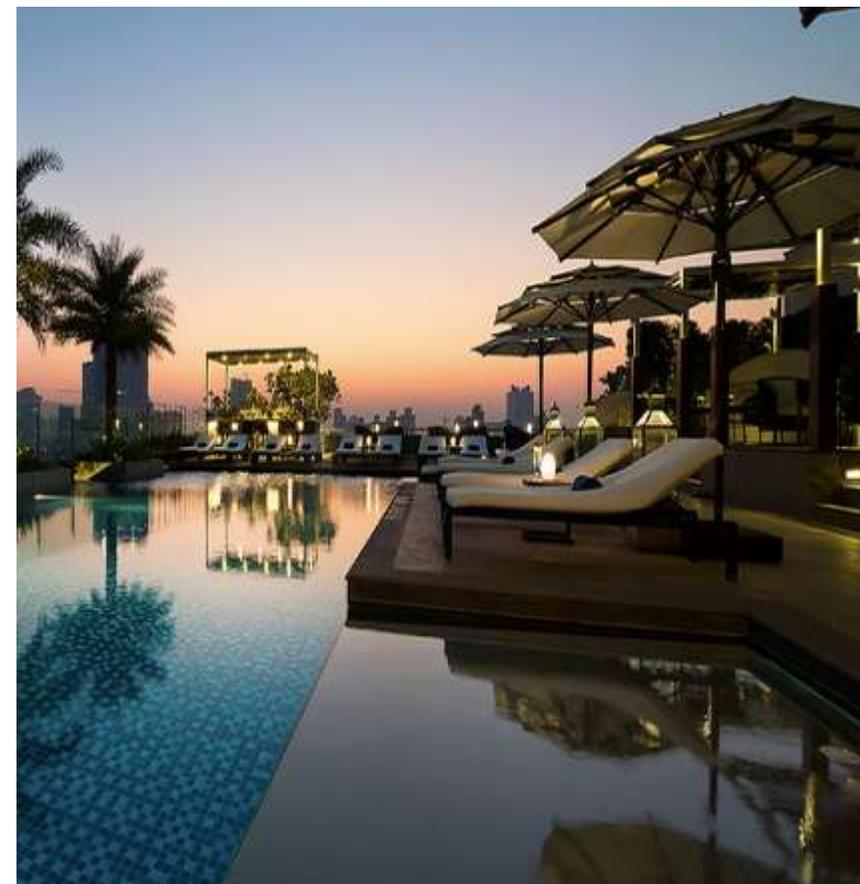
Courtyard by Marriott, Agra

- Q3 FY17 room occupancy at 71% at with ADR of Rs. 4,809
- In Q3 FY17, total income was up 26% yoy

The St. Regis, Mumbai

	Q3FY17	Q3FY16	% yoy growth	9MFY17	9MFY16	% yoy growth
Revenue from Rooms (Rs. mn)	307	244	26%	759	562	35%
Revenue from F&B and Banqueting (Rs. mn)	320	327		848	806	5%
Other Operating Income (Rs. mn)	65	71		184	168	9%
Total Income (Rs. mn)	691	642	8%	1,790	1,536	17%
Operating EBITDA (Rs. mn)	250	227	10%	598	487	23%
Occupancy (%)	79%	78%		70%	70%	
ARR (Rs.)	10,666	9,978	7%	10,134	8,810	15%

Note - Average rooms available per night in Q3FY17 were 395 compared to 335 in Q3FY16



THE ST.REGIS, MUMBAI

Courtyard by Marriott, Agra

	Q3FY17	Q3FY16	% growth yoy
Revenue from Rooms (Rs. mn)	59	48	23%
Revenue from F&B and Banqueting (Rs. mn)	45	38	20%
Other Operating Income (Rs.mn)	4	0	
Total Income (Rs. mn)	108	86	26%
Occupancy (%)	71%	52%	
ARR (Rs.)	4,809	5,287	

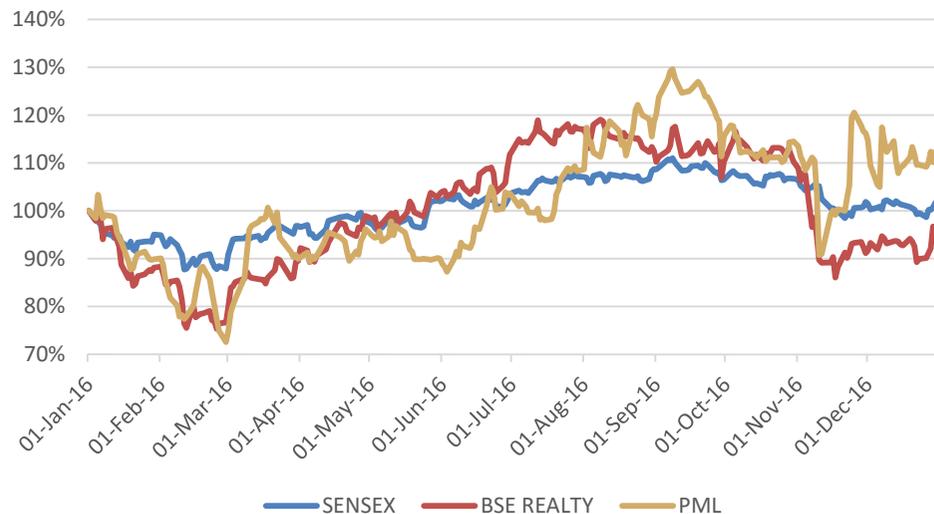


COURTYARD BY MARRIOTT,AGRA

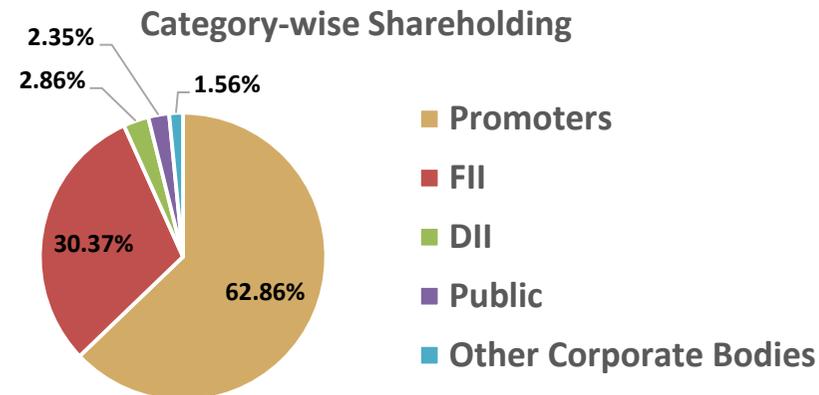
Shareholding Pattern – December 2016



1 Year Share Price Return



Shareholding Pattern



Key Institutional Investors

Key Institutional Investors	% Shareholding
Nordea Bank	9.54%
Fidelity Investment Trust	4.71%
TIAA-CREF Funds	1.77%
Mondrian	1.57%
Reliance Capital	1.31%
Schroder	1.26%
Van Eck	1.25%
Vanguard	1.06%

Market Data – NSE (As on 31st Dec 2016)

Market Capitalisation (Rs.mn)	57,419
Price (Rs.)	375
No. of shares outstanding (mn)	153.06
Face Value (Rs.)	2.00
52 week High/Low	432.8/242.4

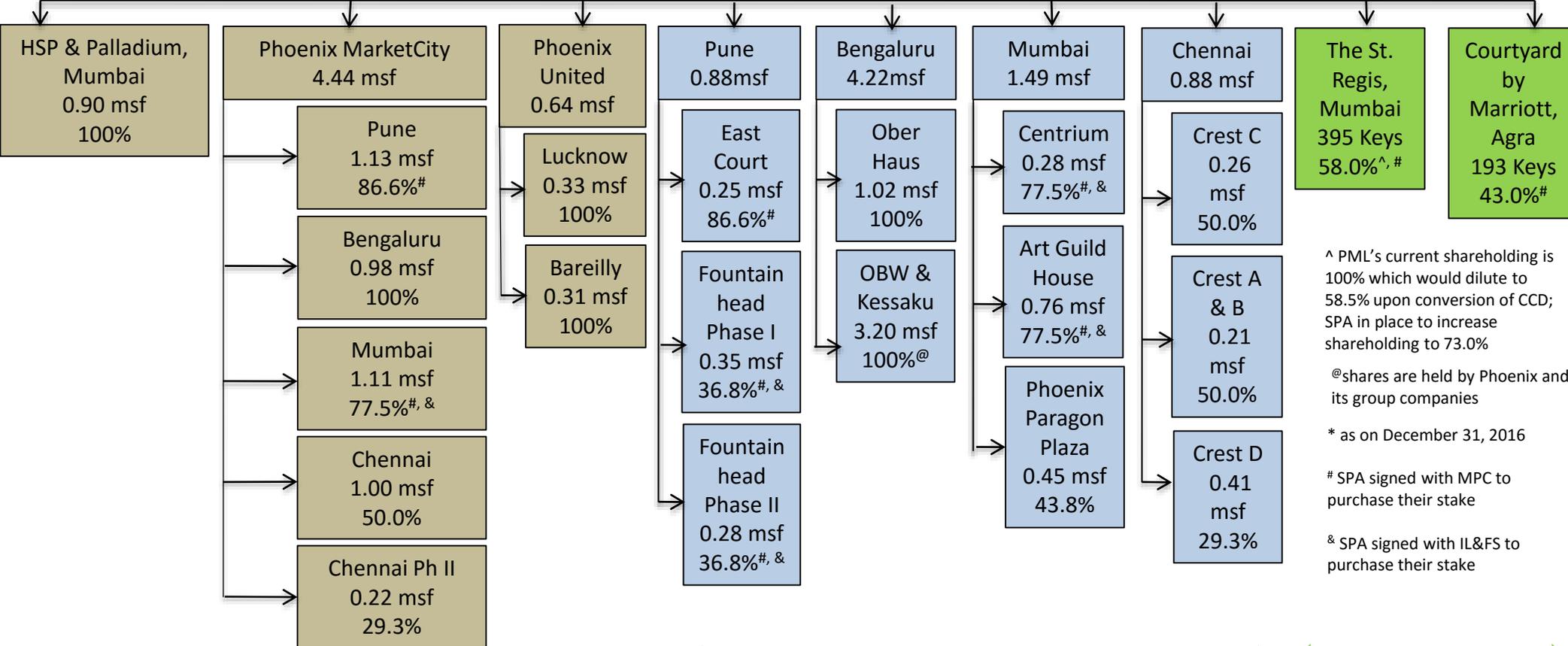
Our Portfolio*



Promoters
62.9%

The Phoenix Mills Ltd.

Public
37.1%



^ PML's current shareholding is 100% which would dilute to 58.5% upon conversion of CCD; SPA in place to increase shareholding to 73.0%

@shares are held by Phoenix and its group companies

* as on December 31, 2016

SPA signed with MPC to purchase their stake

& SPA signed with IL&FS to purchase their stake

Retail: Build & Lease

Residential & Commercial: Build & Sale/Lease

Hospitality: Build & Operate

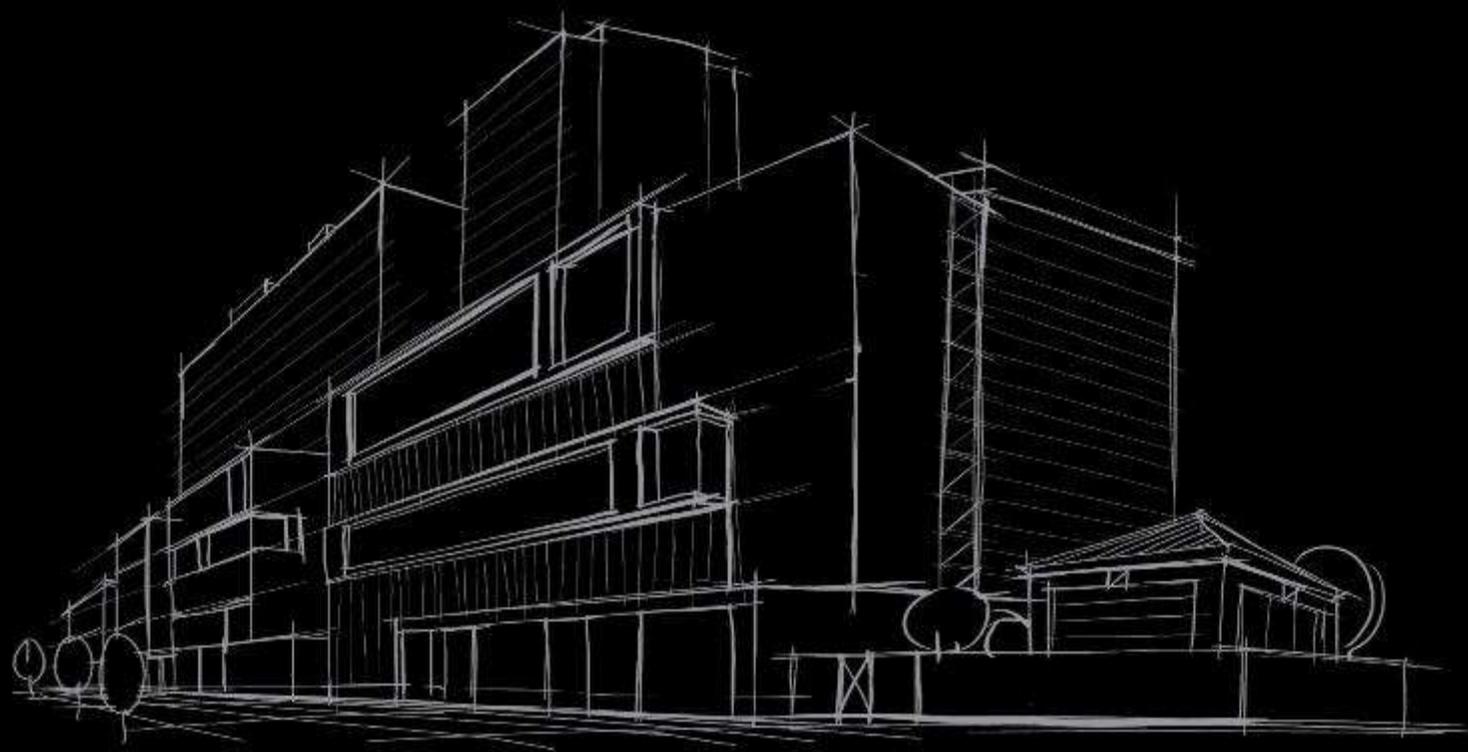
Retail Portfolio

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 Mall – Our Flagship Mall



India Shopping Centre Awards by Images Group

Recognised High Street Phoenix and Palladium as “Shopping Centre of the Year (West) - Metro” in 2016



India Shopping Centre Awards by Images Group

Recognised High Street Phoenix and Palladium as “Shopping Centre of the Year – Sales per Sq. Feet” in 2016



Retail Excellence Awards

Recognised High Street Phoenix and Palladium as “Shopping Centre of the Year” in 2016



Images Shopping Centre Award

Recognised HSP as ‘Most Admired Shopping Centre of the Year’ twice in 2015

0.74 Million Sq. Ft.

Total Leasable Area

92%

FY16 Occupancy

243

No of Stores

Rs 15,438 Million

FY16 Consumption

Rs 2,741 psf pm

FY16 Trading Density

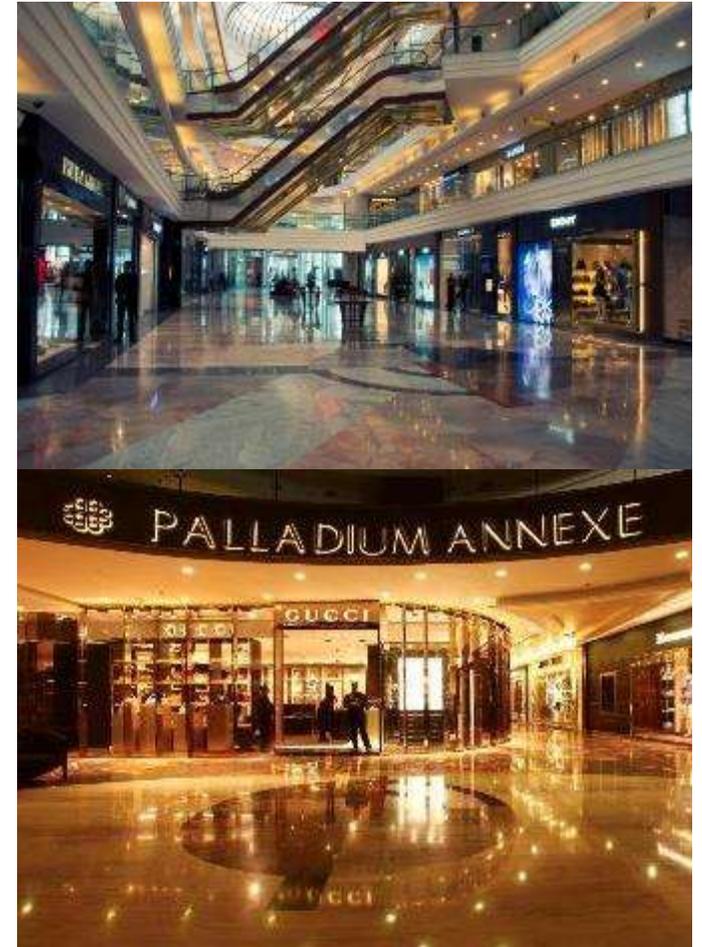
Rs 289 psf pm

FY16 Rental Rate

Rs 2,601 Million

FY16 Rental Income

High Street Phoenix & Palladium Mall



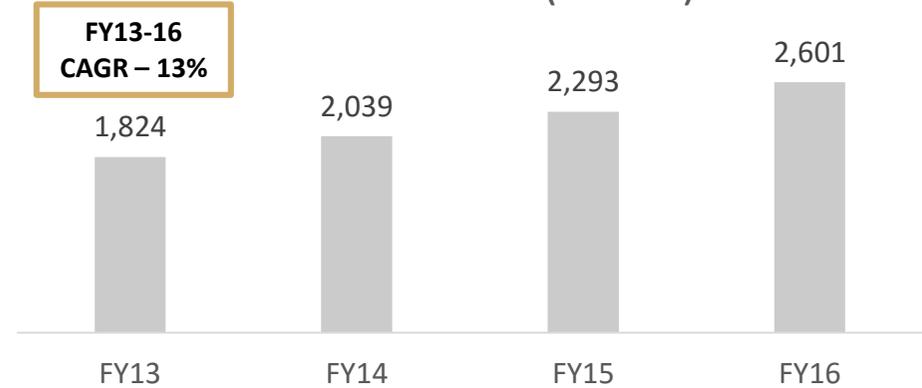
High Street Phoenix & Palladium Mall – Housing Global Brands



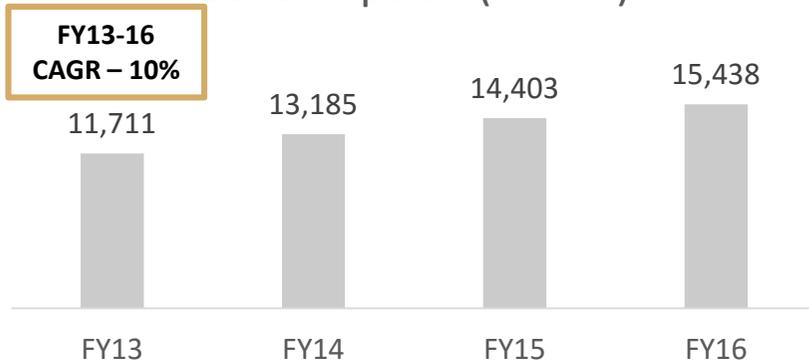
High Street Phoenix & Palladium Mall



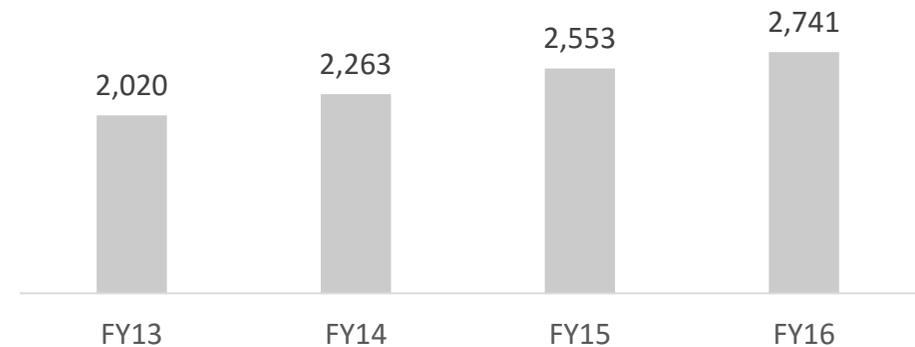
Rental Income (Rs.mn)



Consumption (Rs.mn)



Average Trading Density (Rs./sft pm)



Phoenix MarketCity Chennai



“Construction Industry Award 2015 –
Excellence in Commercial/Mixed Use-
Development



“Best Malls & Shopping Centre of the Year
2015 – Operational Mixed Used
Development” by Estate Avenues



“Most Admired Shopping Centre of the
Year” by CMO Asia’s Shopping Centre & Mall
Awards 2014



“Best Retail Project of the City – CNBC
Awaaz Real Estate 2013 Development” by
Estate Avenues



1.00 Million Sq. Ft.
Total Leasable Area

94%
FY16 Occupancy

264
No of Stores

Rs 11,289 Million
FY16 Consumption

Rs 1,572 psf pm
FY16 Trading Density

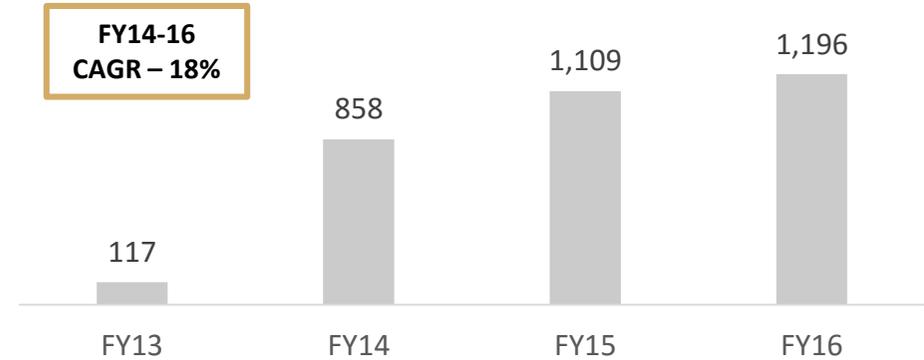
Rs 109 psf pm
FY16 Rental Rate

Rs 1,196 Million
FY16 Rental Income

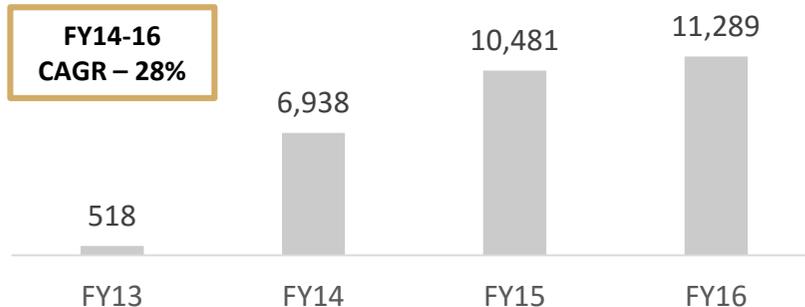
Phoenix MarketCity Chennai



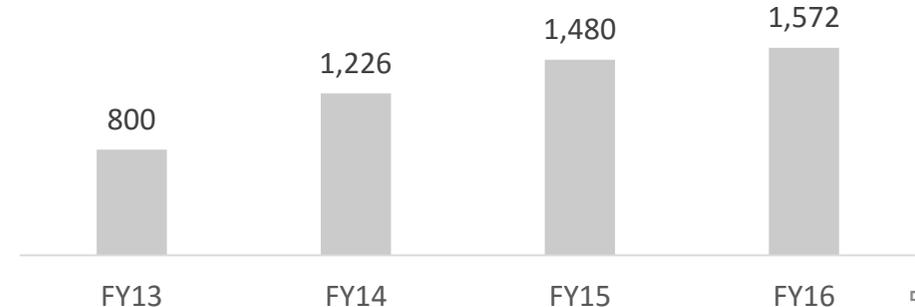
Rental Income (Rs.mn)



Consumption (Rs.mn)



Average Trading Density (Rs./sft pm)



Phoenix MarketCity Bengaluru



Asia Shopping Centre & Mall Awards 2014 – Most admired marketing campaign of the year



CNBC Awaaz Real Estate Awards 2013 – Best retail project of the city – PMC Bengaluru

0.98 Million Sq. Ft.
Total Leasable Area

87%
FY16 Occupancy

301
No of Stores

Rs 8,859 Million
FY16 Consumption

Rs 1,287 psf pm
FY16 Trading Density

Rs 91 psf pm
FY16 Rental Rate

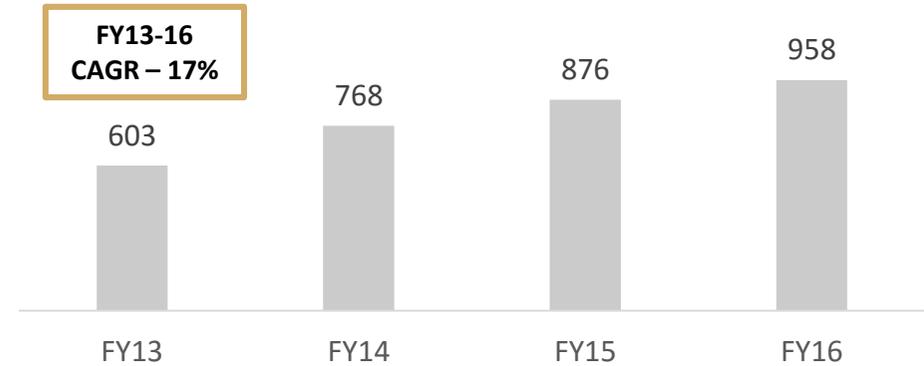
Rs 958 Million
FY16 Rental Income



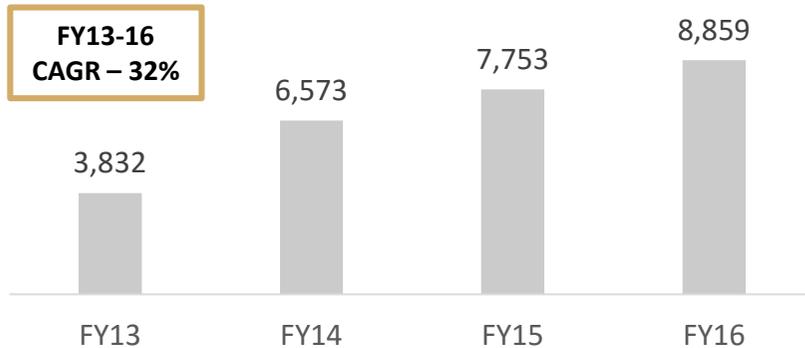
Phoenix MarketCity Bengaluru



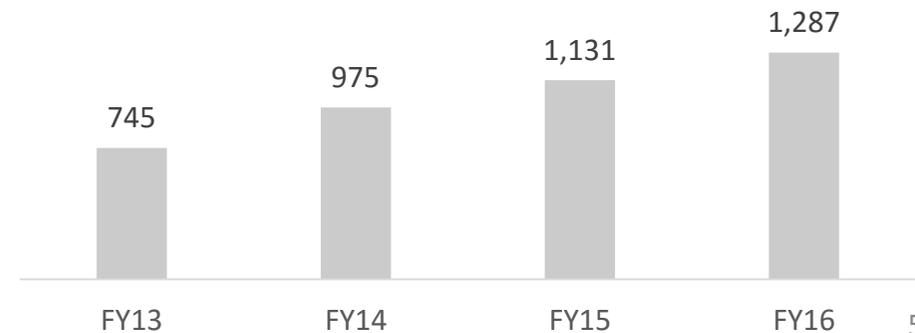
Rental Income (Rs.mn)



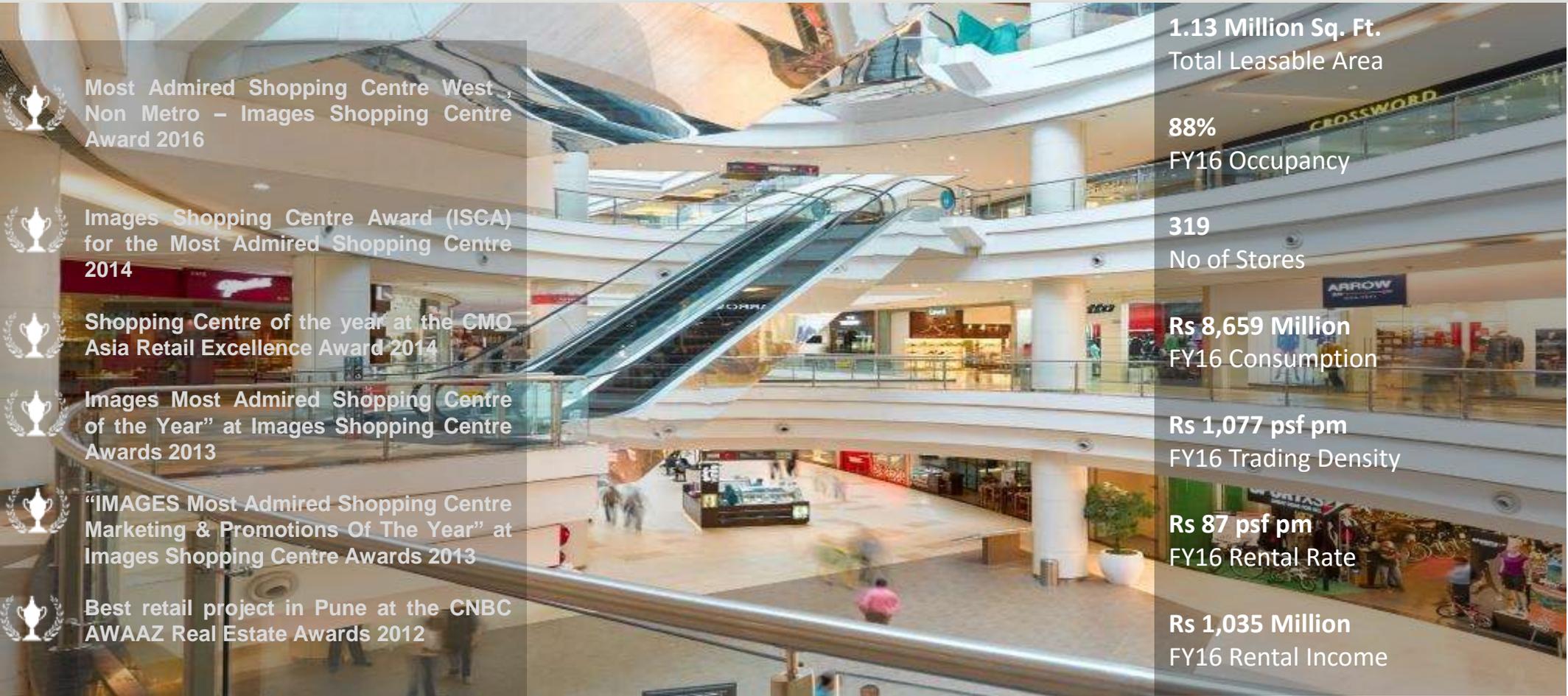
Consumption (Rs.mn)



Average Trading Density (Rs./sft pm)



Phoenix MarketCity Pune



Most Admired Shopping Centre West ,
Non Metro – Images Shopping Centre
Award 2016



Images Shopping Centre Award (ISGA)
for the Most Admired Shopping Centre
2014



Shopping Centre of the year at the CMO
Asia Retail Excellence Award 2014



Images Most Admired Shopping Centre
of the Year” at Images Shopping Centre
Awards 2013



“IMAGES Most Admired Shopping Centre
Marketing & Promotions Of The Year” at
Images Shopping Centre Awards 2013



Best retail project in Pune at the CNBC
AWAAZ Real Estate Awards 2012

1.13 Million Sq. Ft.
Total Leasable Area

88%
FY16 Occupancy

319
No of Stores

Rs 8,659 Million
FY16 Consumption

Rs 1,077 psf pm
FY16 Trading Density

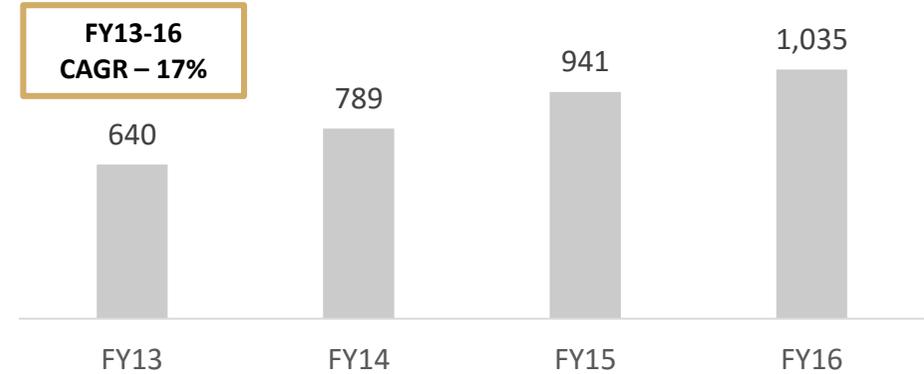
Rs 87 psf pm
FY16 Rental Rate

Rs 1,035 Million
FY16 Rental Income

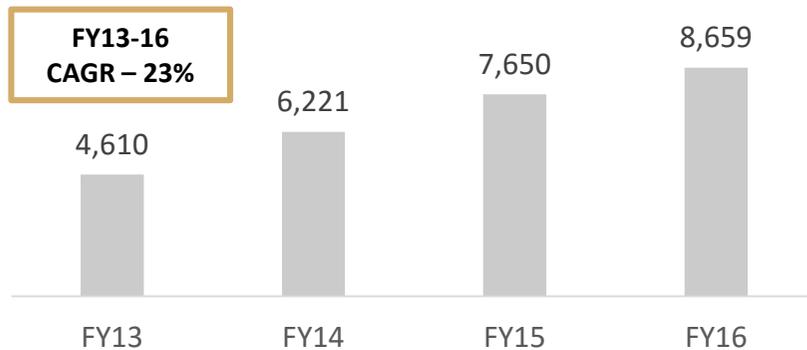
Phoenix MarketCity Pune



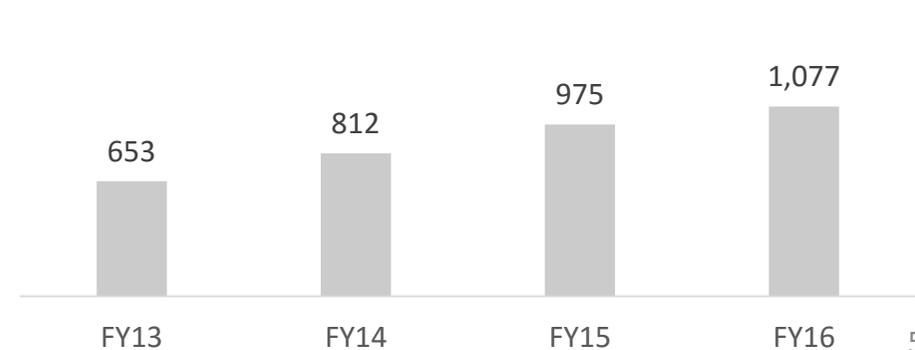
Rental Income (Rs.mn)



Consumption (Rs.mn)



Average Trading Density (Rs./sft pm)



Phoenix MarketCity Mumbai



1.11 Million Sq. Ft.
Total Leasable Area

87%
FY16 Occupancy

310
No of Stores

Rs 5,957 Million
FY16 Consumption

Rs 797 psf pm
FY16 Trading
Density

Rs 88 psf pm
FY16 Rental Rate

Rs 954 Million
FY16 Rental
Income

THE CENTRIUM

PHOENIX MARKETCITY

PHOENIX PARAGON PLAZA

ART GUILD HOUSE



“India’s best existing neighbourhood shopping mall 2013-14” awarded by Estate Avenues

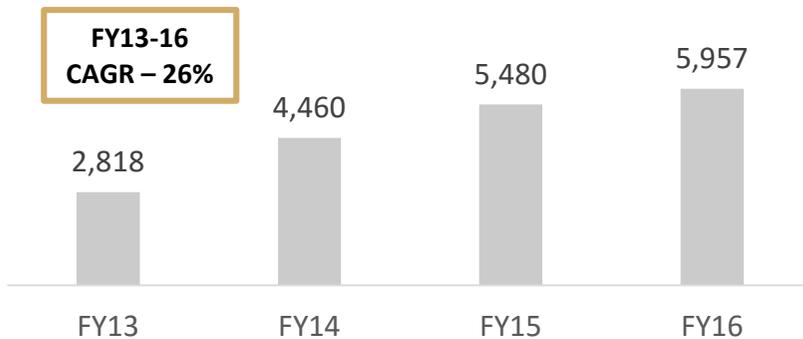


“Best Thematic decoration” by Asia Shopping Centre & Mall Awards , awarded by CMO Asia

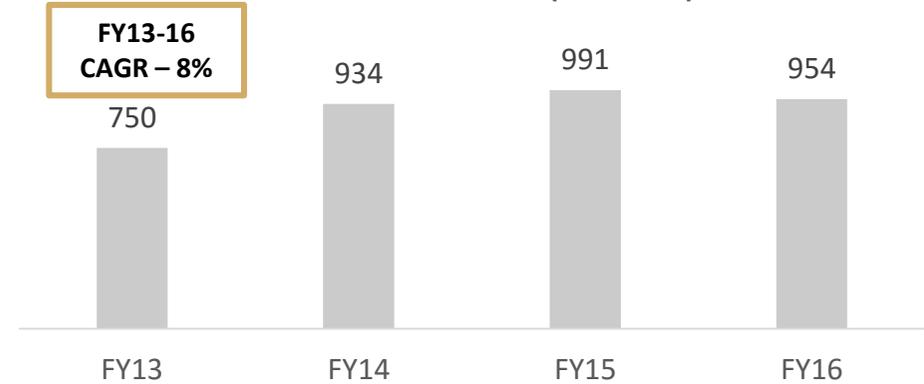
Phoenix MarketCity Mumbai



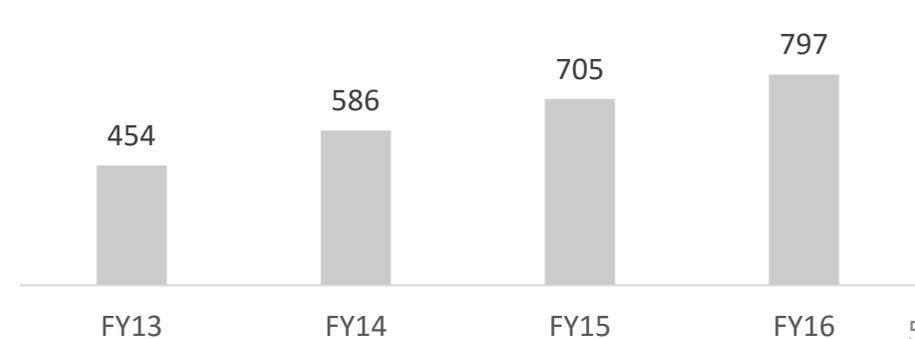
Consumption (Rs.mn)



Rental Income (Rs.mn)



Average Trading Density (Rs./sft pm)



Awards • Accolades • Excellence

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

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
 I ONE BANGALORE WEST	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
 ÖBERHAUS	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

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



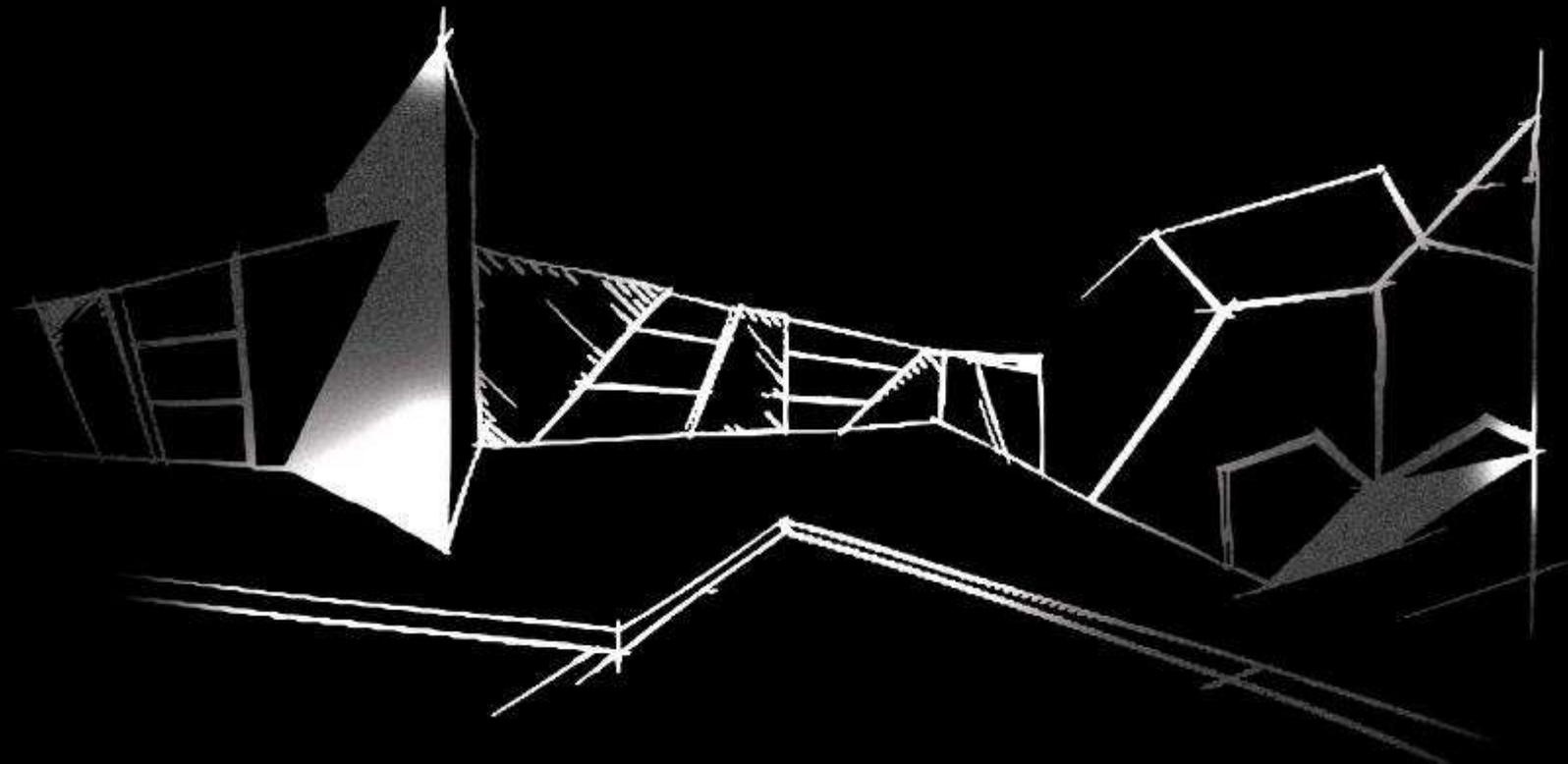
Commercial Portfolio – Building an Annuity Business

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	193
Restaurants & Bar	10	4

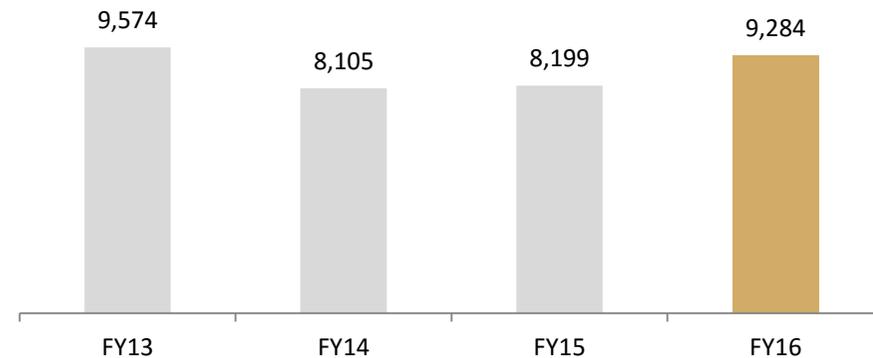


The St. Regis, Mumbai

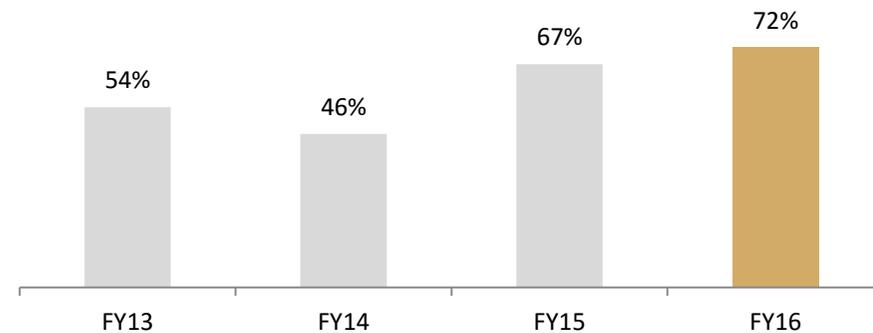


LIVING ROOM INSIDE THE SUITE AT THE ST.REGIS, MUMBAI

ARR (Rs.)



Occupancy (%)



Restaurants & Banquets



LI BAI



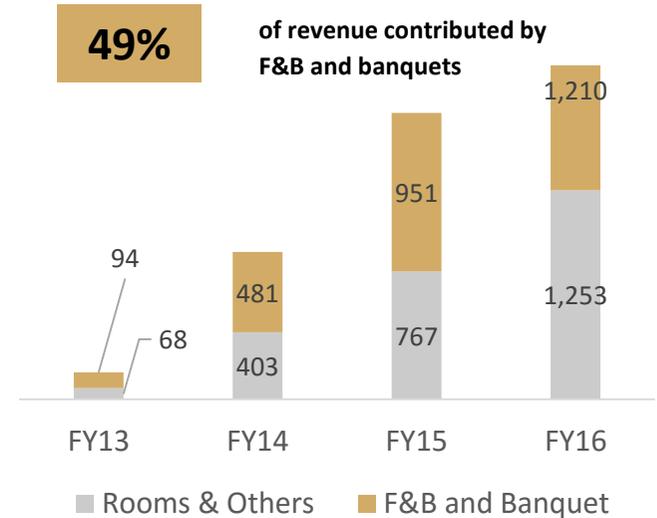
BANQUETS

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
Luna Gusta	European
Luna Nuda	Eclectic Bar
EXO	Night Club
YUUKA by Ting Yen	Modern Japanese
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
MoMo To You

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



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)
- **By the 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

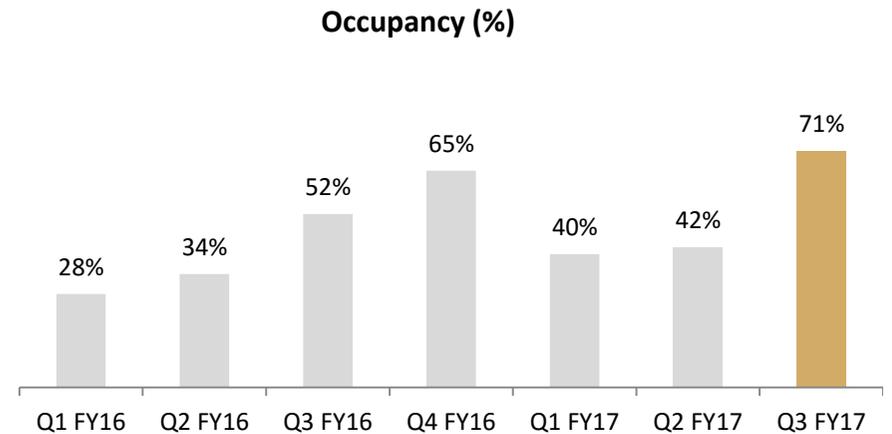
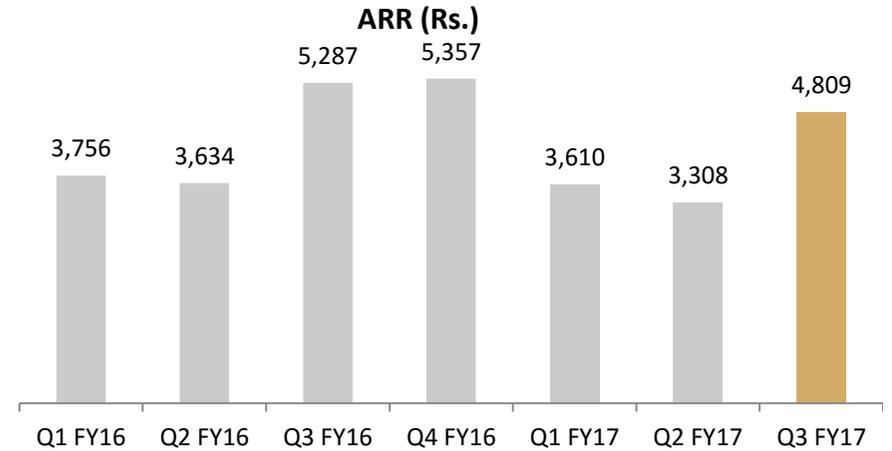
2016 Times Food & Nightlife Awards

- 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

Courtyard by Marriott, Agra



ENTRANCE LOBBY AT COURTYARD BY MARRIOTT, AGRA



Restaurants – F&B Concept

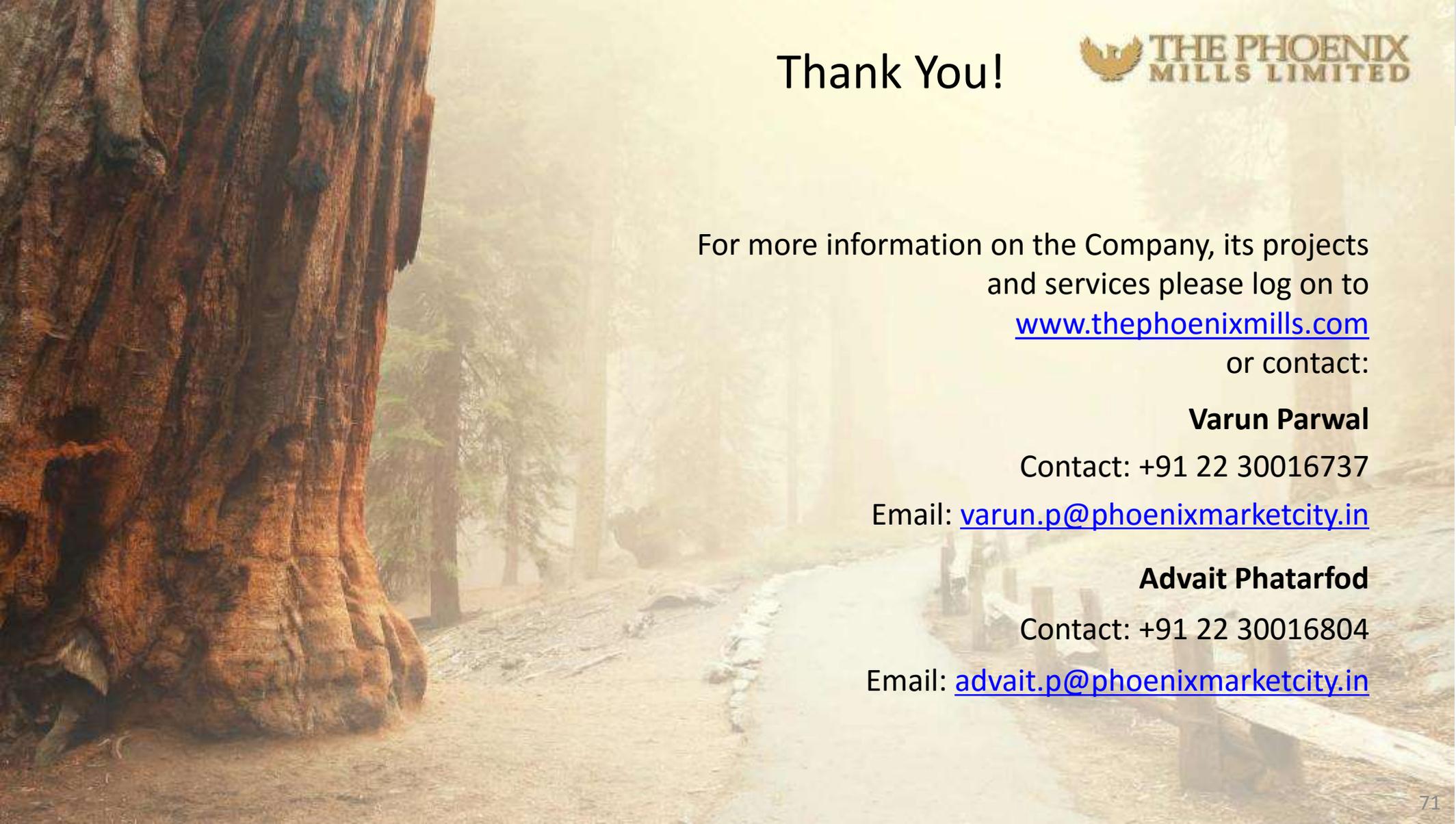
- 7 Food & Beverage Concepts/ brands rolled out across 12 stores (4 are under fit-outs)
- Potential for more rollouts with opportunities across all Phoenix malls at initial stage
- Adds to Phoenix malls leisure and entertainment bouquet, creating a larger consumption center
- Scalable model that can be replicated on a Pan India basis at other malls & stand alone locations



Restaurants - Food & Beverage Concepts

Name	Concept	Operational Stores	Under Fit-out
212 ALL DAY Café & Bar	Casual style café & bar that serves western comfort food and drinks. Popular for 'Flat 50% Off on Alcohol' from 4PM – 9PM	PMC Mumbai & PMC Pune	
212 All Good	A first-time ever café and bar with a focus on food & drinks that are good for your gut and free of preservatives.	HSP	
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	Southeast Asian eatery inspired by a Shophouse serving street and home-style food and Asian cocktails	PMC Pune	HSP, Mumbai & PMC Bengaluru
212 Junior	New atrium café that is kid friendly and allows adults to enjoy free time / get respite between shopping / visit to the Mall.		PMC Pune





Thank You!



For more information on the Company, its projects
and services please log on to
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