

May 10, 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 Fourth Quarter and
Financial Year ended March 31, 2017**

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 fourth quarter and financial year ended March 31, 2017.

Kindly take the same on your record.

Regards,
for **The Phoenix Mills Limited**

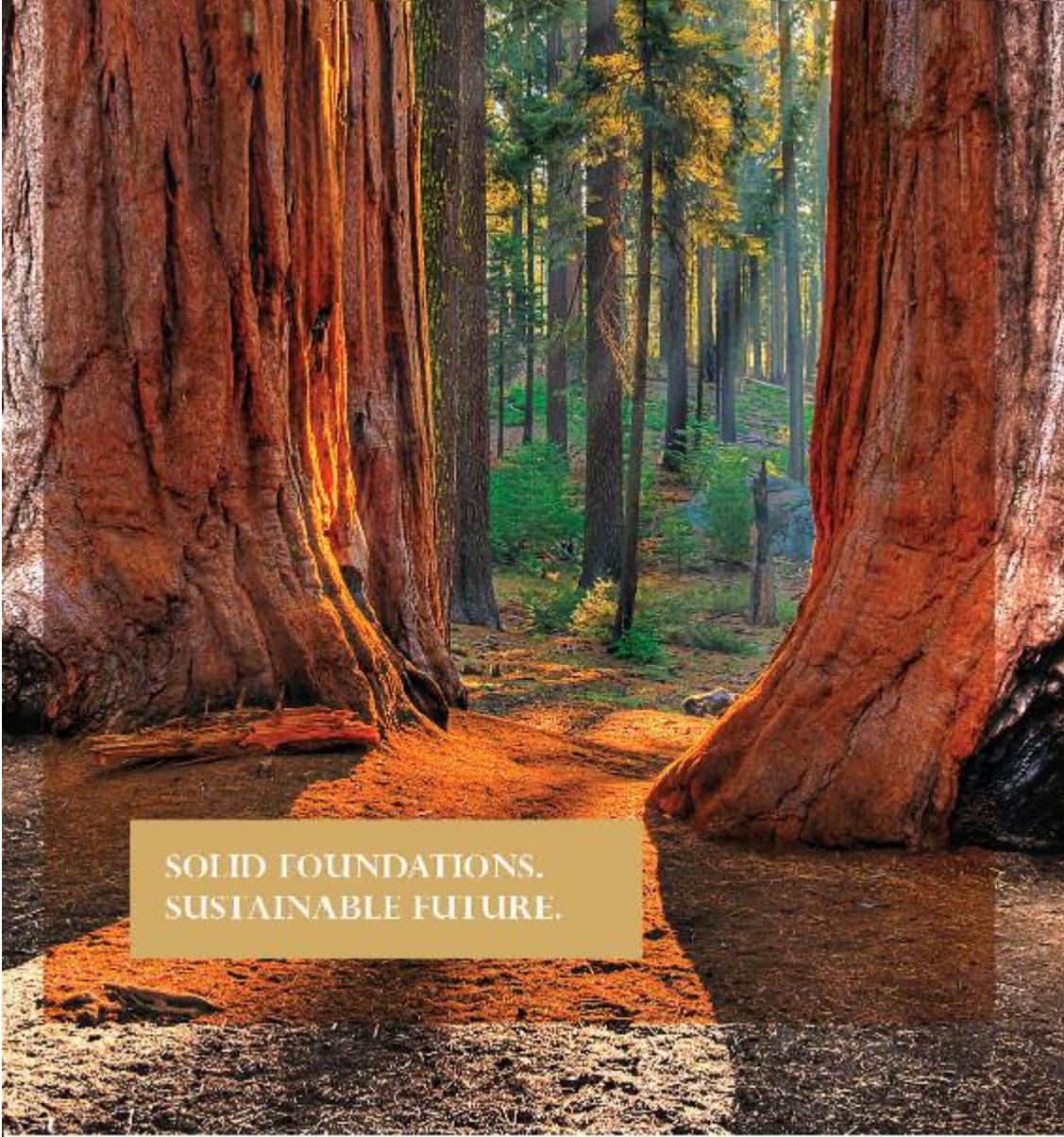


Puja Tandon

Company Secretary



Q4 & 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. 58 bn retail consumption in FY17

Rs. 7.7 bn rental Income in FY17



Income From Operations[^]

43%

CAGR over 6 years[#]



EBITDA[^]

35%

CAGR over 6 years[#]

Residential

5 Residential Projects under Development

4.13 mn sq. ft. of saleable area

Rs. 18 bn cumulative residential sales till FY17

Commercial & Hospitality

5 commercial centres in 2 cities

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

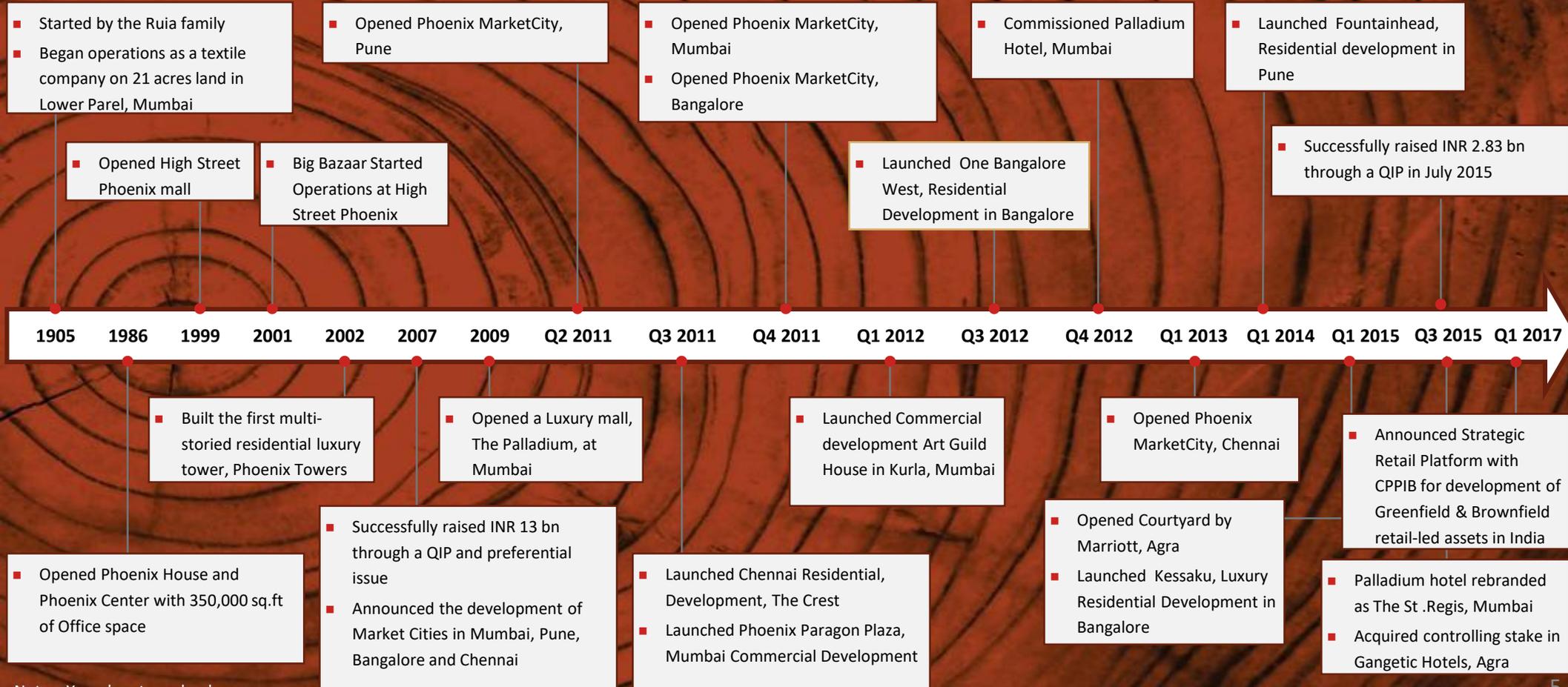
[^] Consolidated

[#] FY11-FY17

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 (5.85 MSF)

HSP & Palladium	Mumbai	0.74
Phoenix MarketCity	Chennai	1.00
Phoenix MarketCity	Pune	1.19
Phoenix MarketCity	Bengaluru	0.99
Phoenix MarketCity	Mumbai	1.11
Phoenix United	Lucknow	0.33
Phoenix United	Bareilly	0.31
Phoenix Paragon Plaza	Mumbai	0.18

MALLS UNDER FIT-OUT (0.22 MSF)

Palladium @	Chennai	0.22
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MATURE RESIDENTIAL PORTFOLIO (4.13 MSF)

One Bangalore West	Bengaluru	2.20
Kessaku		0.99
The Crest	Chennai	0.94

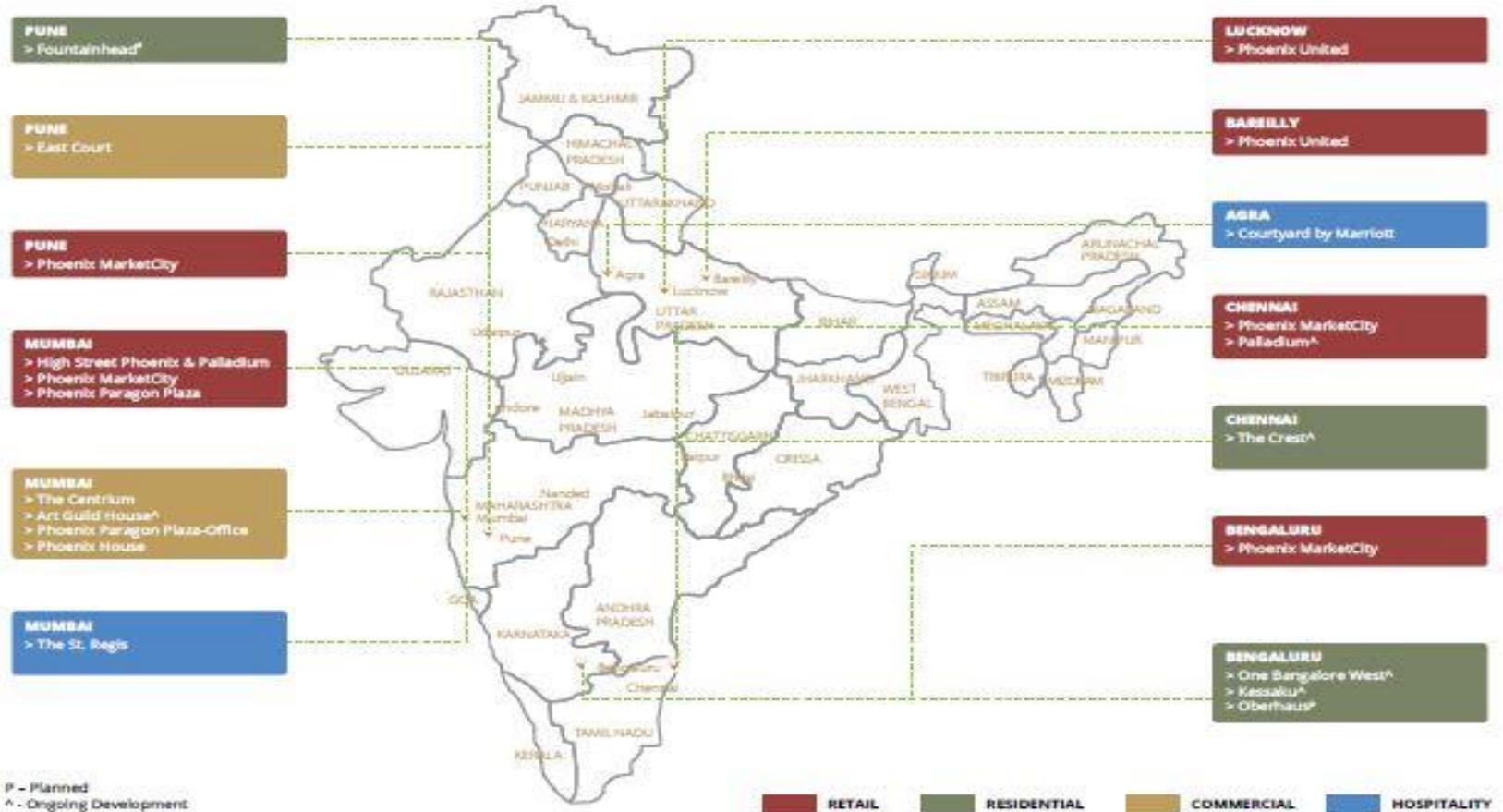
MATURE OFFICE PORTFOLIO (1.67 MSF)

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

HOTEL PORTFOLIO (588 KEYS)

The St. Regis	Mumbai	395
Courtyard by Marriot	Agra	193

Diverse Product-wise, Pan-India Portfolio



Financial Overview – Standalone P&L



FY17 Income from Operations
Rs. 3,759 mn



FY17 EBITDA
Rs. 2,538 mn

(Rs. mn)	Q4 FY17	Q4 FY16 [^]	% yoy growth	FY17	FY16 [^]	% yoy growth
Income from operations	919	915		3,759	3,558	6%
EBITDA	603	612		2,538	2,391	6%
EBITDA Margin (%)	66%	67%		68%	67%	
Profit Before Tax and exceptional item	445	591		1,975	2,395	
Profit after tax & before comprehensive income [#]	368	149	147%	1,335	1,496	
Diluted EPS (Rs.)	2.39	0.93	157%	8.71	9.93	

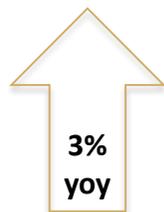
[^] Q4FY16 & FY16 numbers are re-stated as per Ind-AS

Financial Overview – Standalone Balance Sheet



(Rs. mn)	As on 31st Mar 2017	(Rs. mn)	As on 31st Mar 2017
Share Capital	306	Non Current Assets	
Reserves & Surplus	24,015	Tangible Assets	6,058
Sub-Total	24,321	Capital Work In Progress	1,434
Minority Interest	-	Non-Current Investments	22,826
Non – Current Liabilities		Long-term Loans and Advances	79
Long Term Borrowings	5,751	Other Non-Current Assets	1,551
Other Long-term Liabilities	1,100	Current Assets	
Long Term Provisions	7	Inventories	-
Current Liabilities		Trade Receivables	192
Short-term Borrowings	1,026	Cash & Cash Equivalents	68
Trade Payables	169	Short-term Loans and Advances	1,261
Other Current Liabilities	1,486	Other Current Assets	390
Total	33,859	Total	33,859

Financial Overview – Consolidated P&L



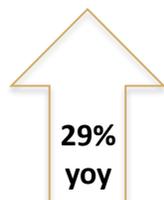
FY17 Income from Operations[#]

Rs. 18,246 mn



FY17 EBITDA[#]

Rs. 8,469 mn



FY17 PAT^{^^}#

Rs. 1,679 mn

(Rs. mn)	Q4 FY17	Q4 FY16 [^]	% yoy growth	FY17	FY16 [^]	% yoy growth
Income from operations	4,544	4,667		18,246	17,795	3%
Retail	3,052	2,781	10%	11,930	11,145	7%
Residential	319	697		2,449	2,742	
Commercial	273	383		796	1,431	
Hospitality & Others	900	815	10%	3,072	2,477	24%
EBITDA	1,997	2,049		8,469	7,869	8%
EBITDA Margin (%)	44%	44%		46%	44%	
Profit after tax	512	-105		1,900	820	132%
PAT after minority interest & before other comprehensive income	261	63		1,679	1,289	29%
PAT after minority interest & after other comprehensive income	63	30	110%	1,674	1,295	28%
Diluted EPS (Rs.) [#]	1.70	0.44		10.97	8.89	23%

[^]PAT after minority interest & before comprehensive income [^]Q4FY16 & FY16 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 Q4FY17

Financial Overview – Consolidated Balance Sheet

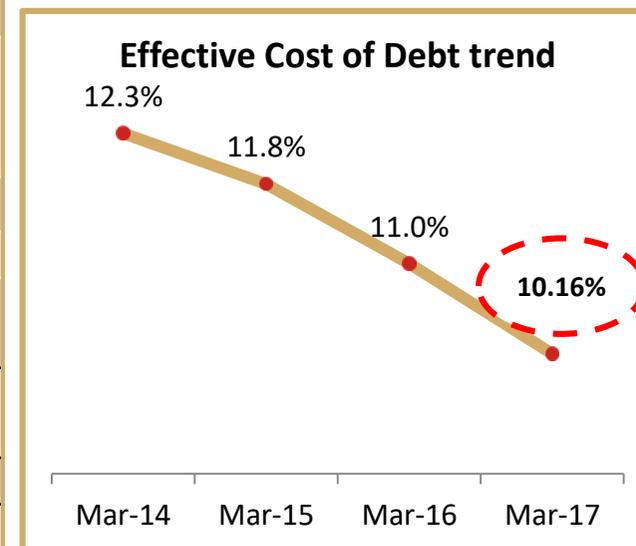


(Rs. Mn)	As on 31st Mar, 2017	(Rs. Mn)	As on 31st Mar, 2017
Shareholder's Equity		Non Current Assets	
Share Capital	306	Tangible Assets	42,002
Reserves & Surplus	21,565	Intangible Assets	3,377
Sub-Total	21,871	Capital Work in Progress	3,277
Minority Interest	2,797	Non-Current Investments	4,096
Non-Current Liabilities		Long-term Loans and Advances	89
Long-term Borrowings	31,066	Other Non-Current Assets	3,543
Other Long-term Liabilities	3,032	Current Assets	
Long-term Provisions	443	Inventories	9,455
Current Liabilities		Trade Receivables	1,470
Short-term Borrowings	2,476	Cash & Cash Equivalents and Current Investments	641
Trade Payables	1,077	Short-term Loans and Advances	340
Other Current Liabilities	7,345	Other Current Assets	2,162
Short-term Provisions	345		
Total	70,452	Total	70,452

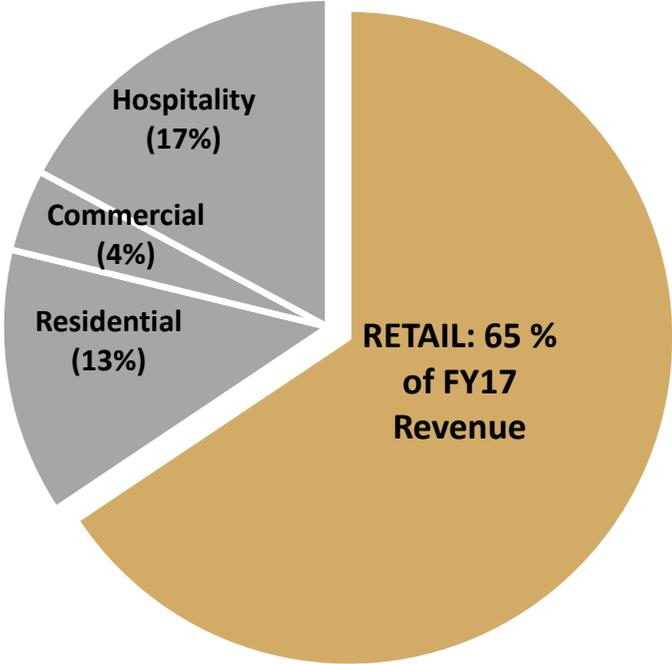
Consolidated Debt Profile

Asset Type	SPV	Asset Name	Q4 FY17 Debt (Rs. mn)
Retail & Mixed-Use	PML Standalone	High Street Phoenix, Mumbai	7,507
	Classic Mall Development	Phoenix MarketCity, Chennai	4,238
		The Crest C	
	Vamona Developers	Phoenix MarketCity, Pune	5,323
		East Court	
	Island Star Mall Developers	Phoenix MarketCity, Bengaluru	4,885
		OberHaus	
	Offbeat Developers	Phoenix MarketCity, Kurla	7,148
		Art Guild House	
		Centrium	
Blackwood Developers	Phoenix United, Bareilly	835	
UPAL Developers	Phoenix United, Lucknow	922	
Graceworks Realty & Leisure	Phoenix Paragon Plaza	1,134	
Hotel	Pallazzo Hotels & Leisure	The St. Regis, Mumbai	6,257
	Gangetic Hotels	Courtyard by Marriott, Agra	1,249
Total			39,498

- 93% of consolidated debt is LRD or equivalent (CMBS + hotel debt)
- Expect continued softening in interest rates in 1H FY18



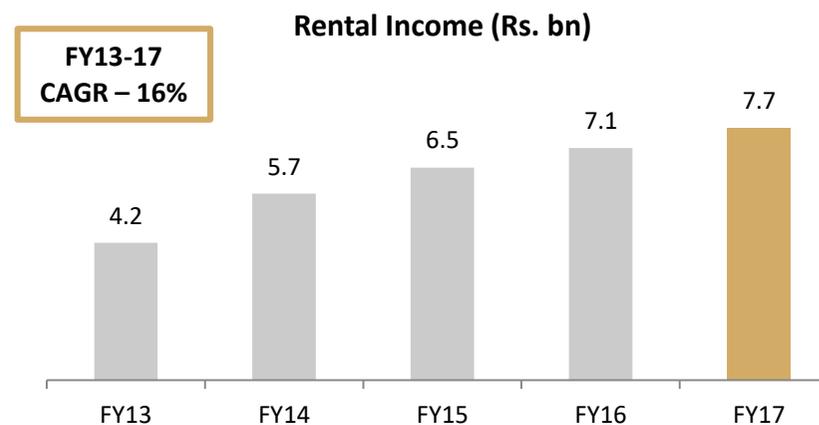
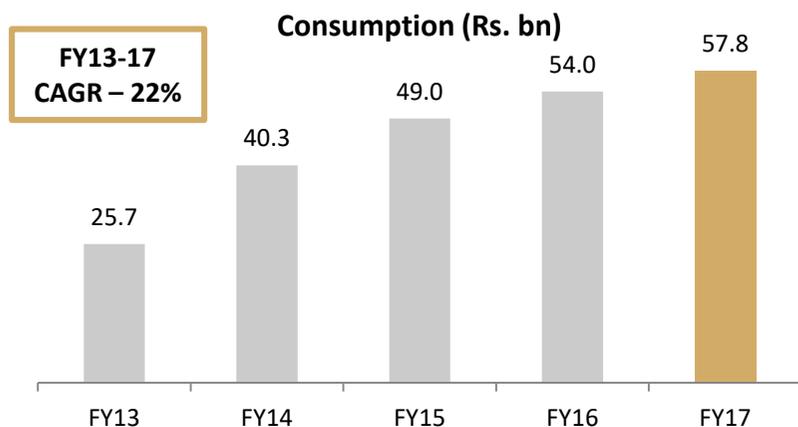
The Retail Portfolio



Operational Update – Retail Portfolio



	HSP & Palladium	Phoenix MarketCity				Phoenix United		Palladium##
	Mumbai	Bengaluru	Chennai	Mumbai	Pune	Bareilly	Lucknow	Chennai
Retail Leasable/Licensable Area (msf)	0.74	0.99	1.00	1.11	1.19	0.31	0.33	0.22
Total No. of Stores	269	296	261	317	341	147	128	Under Fit-Out
Average Rental (Rs. psf)**	313	104	125	81	102	60	72	
Trading Occupancy %**	92%	92%	94%	89%	91%	81%	81%	
Leased Occupancy %*	96%	97%	99%	93%	96%	83%	91%	

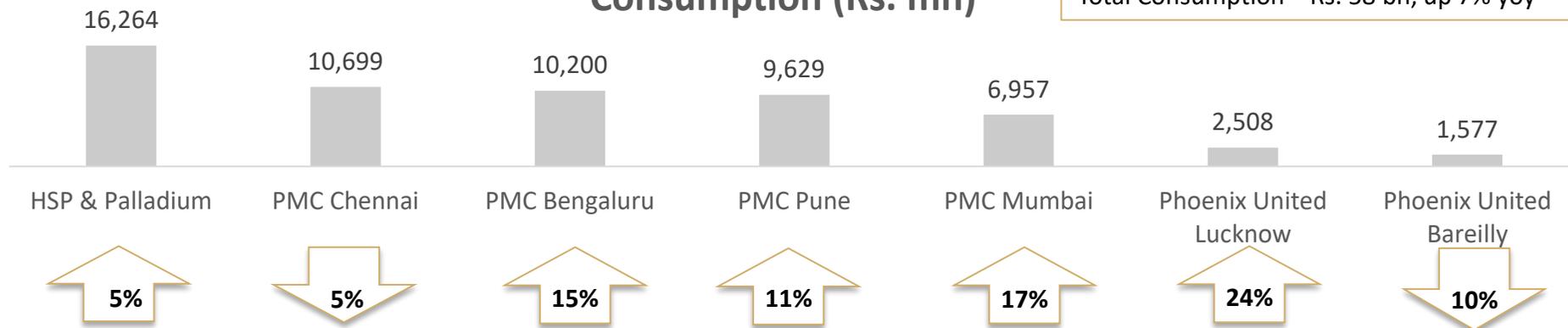


** Average for quarter ended Mar 2017 * As of end-Mar 2017

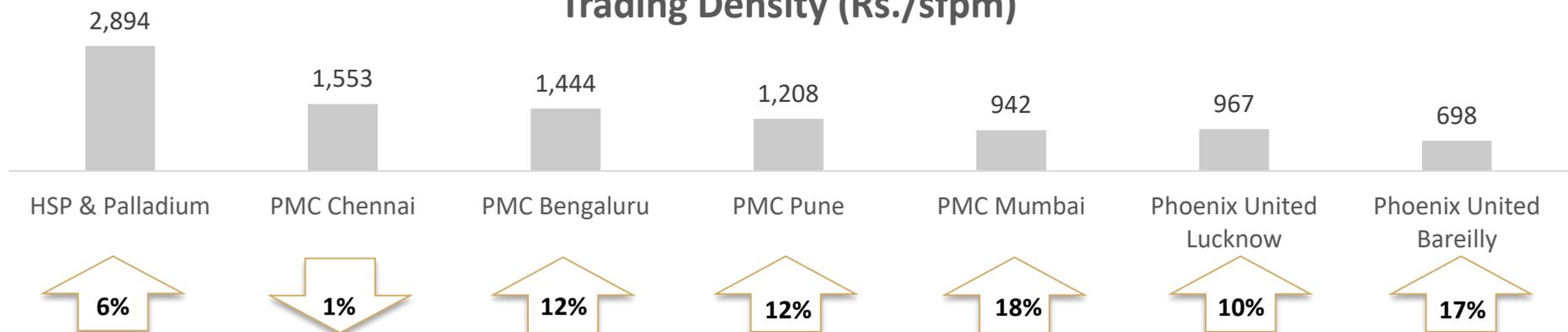
FY17 – Retail Key Highlights

Consumption (Rs. mn)

Total Consumption – Rs. 58 bn, up 7% yoy



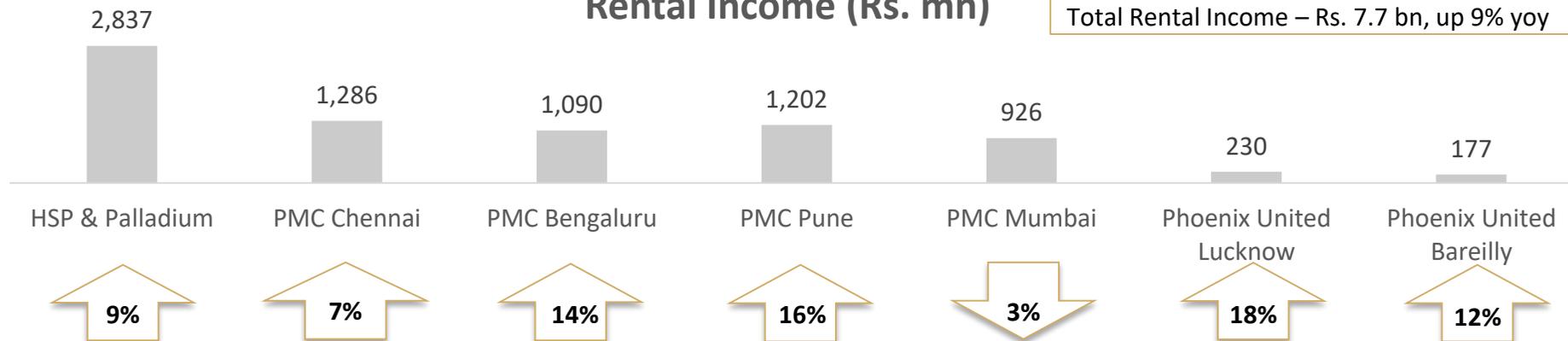
Trading Density (Rs./sfpm)



FY17 – Retail Key Highlights

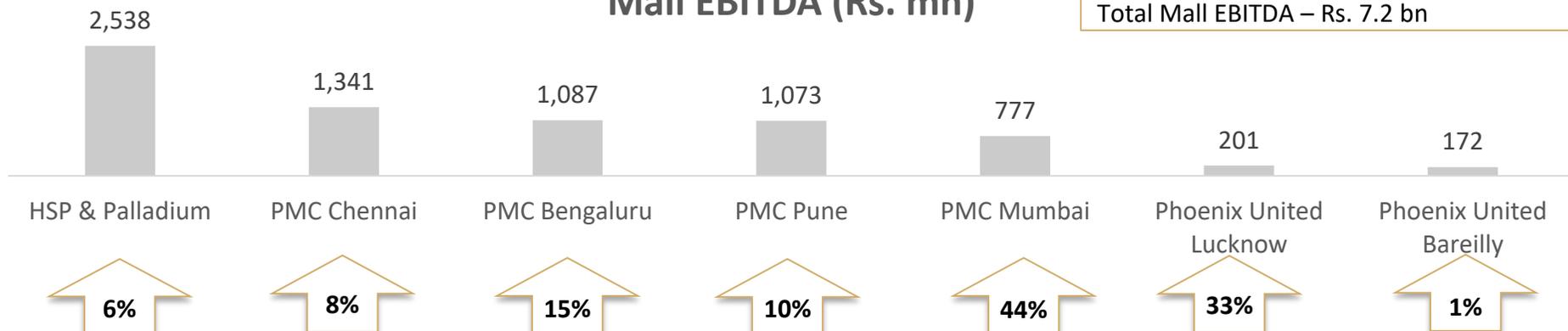
Rental Income (Rs. mn)

Total Rental Income – Rs. 7.7 bn, up 9% yoy



Mall EBITDA (Rs. mn)

Total Mall EBITDA – Rs. 7.2 bn



Q4 FY17 – Retail Key Highlights



Retail Portfolio

- Q4FY17 consumption at Rs. 14 bn, up 8% yoy
- Rental Income for Q4FY17 came in at Rs. 711 mn with an EBITDA of Rs. 603 mn

PMC Bengaluru

- Consumption growth remains strong in PMC Bengaluru in Q4FY17, up 18% yoy
- Q4FY17 Rental income up 15% yoy; Rental Rate at Rs. 104 psf pm, up 10% yoy

PMC Chennai

- Q4FY17 EBITDA is at Rs. 371 mn, up 26% yoy
- Rental rate for the quarter at Rs. 125 psf pm, up 9% yoy

HSP & Palladium

- Q4FY17 consumption at Rs. 3,934 mn, up 5% yoy, Trading Density at Rs. 2,809 psf pm
- Q4FY17 rental rate of Rs. 313 psf pm, up 6% yoy

PMC Pune

- Consumption in Q4FY17 of Rs. 2,422 mn, up 19% yoy
- Trading density at Rs. 1,110 psf pm for Q4 FY17, up 10% yoy
- Rental rate for the quarter at Rs. 102 psf pm, up 14% yoy

PMC Mumbai

- Consumption in Q4 FY17 of Rs. 1,784 mn, up 24% yoy
- Trading density up 21% yoy in Q4 FY17 at Rs 938 psf pm
- EBITDA margins improved to 95%

High Street Phoenix & Palladium Mall

	Q4FY17	Q4FY16	% yoy growth	FY17	FY16	% yoy growth
Rental Income (Rs. mn) ^	711	661	8%	2,837	2,601	9%
Recoveries (CAM and other) (Rs. mn)	210	254		922	957	
Total Income (Rs. mn)	919	915	1%	3,759	3,558	6%
EBITDA (Rs. mn)	603	611		2,538	2,397	6%
EBIDTA Margin (as % of Rental Income)	94%	92%		89%	92%	

Rental Rate (Rs./sft pm) ^	313	295	16%	311	289	28%
Consumption (Rs. mn)	3,934	3,752	5%	16,264	15,438	5%
Trading Density (Rs./sft pm)	2,809	2,656	6%	2,894	2,741	6%
Trading Occupancy (%)	92%	93%		93%	92%	



Phoenix MarketCity Chennai



	Q4FY17	Q4FY16	% yoy growth	FY17	FY16	% yoy growth
Rental Income (Rs. mn)	339	310	9%	1,286	1,196	7%
Recoveries (CAM and other) (Rs. mn)	181	179	1%	735	760	
Total Income (Rs. mn)	520	489	6%	2,021	1,957	3%
EBITDA (Rs. mn)	371	295	26%	1,341	1,244	8%
EBIDTA Margin (as % of Rental Income)	110%	95%		104%	104%	

Rental Rate (Rs./sft pm)	125	115	9%	121	109	10%
Consumption (Rs. mn)	2,401	2,855		10,699	11,289	
Trading Density (Rs./sft pm)	1,357	1,610		1,553	1,572	
Trading Occupancy (%)	94%	93%		92%	94%	

Income from Residential Sales (Crest Tower C)	0	32		184	277	
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Phoenix MarketCity Bengaluru

	Q4FY17	Q4FY16	% yoy growth	FY17	FY16	% yoy growth
Rental Income (Rs. mn)	283	247	15%	1,090	958	14%
Recoveries (CAM and other) (Rs. mn)	153	138	11%	609	555	10%
Total Income (Rs. mn)	436	384	14%	1,699	1,513	12%
EBITDA (Rs. mn)	285	242	18%	1,087	944	15%
EBIDTA Margin (as % of Rental Income)	101%	98%		100%	99%	



Rental Rate (Rs./sft pm)	104	95	10%	102	91	12%
Consumption (Rs. mn)	2,554	2,162	18%	10,200	8,859	15%
Trading Density (Rs./sft pm)	1,454	1,229	18%	1,444	1,287	12%
Trading Occupancy (%)	92%	87%		90%	87%	



Phoenix MarketCity Pune

	Q4FY17	Q4FY16	% yoy growth	FY17	FY16	% yoy growth
Rental Income (Rs. mn)	330	266	24%	1,202	1,035	16%
Recoveries (CAM and other) (Rs. mn)	195	182	8%	760	757	
Total Income (Rs. mn)	525	448	17%	1,962	1,792	10%
EBITDA (Rs. mn)	275	223	23%	1,073	971	10%
EBIDTA Margin (as % of Rental Income)	83%	84%		89%	94%	



Rental Rate (Rs./sft pm)	102	90	14%	99	87	13%
Consumption (Rs. mn)	2,422	2,042	19%	9,629	8,659	11%
Trading Density (Rs./sft pm)	1,110	1,007	10%	1,208	1,077	12%
Trading Occupancy (%)	91%	88%		85%	87%	



Phoenix MarketCity Mumbai

	Q4FY17	Q4FY16	% yoy growth	FY17	FY16	% yoy growth
Rental Income (Rs. mn)	235	223		926	954	
Recoveries (CAM and other) (Rs. mn)	119	136		577	616	
Total Income (Rs. mn)	353	359		1,503	1,570	
EBITDA (Rs. mn)	223	110	103%	777	583	33%
EBIDTA Margin (as % of Rental Income)	95%	49%		84%	61%	

Rental Rate (Rs./sft pm)	81	87		81	88	
Consumption (Rs. mn)	1,784	1,442	24%	6,957	5,957	17%
Trading Density (Rs./sft pm)	938	774	21%	942	797	18%
Trading Occupancy (%)	89%	87%		87%	87%	

Income from Commercial Sales (AGH, Centrium)	273	253	8%	788	751	5%
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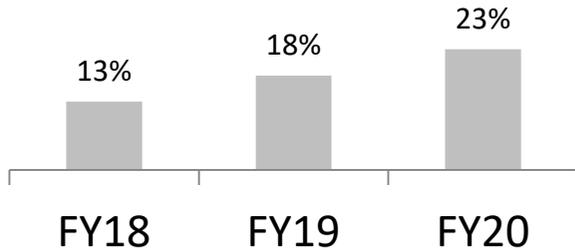


Renewal Schedule (% of total leasable area)



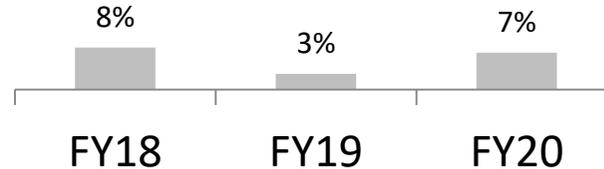
HSP & Palladium

54% of leasable area for renewal over next 3 years



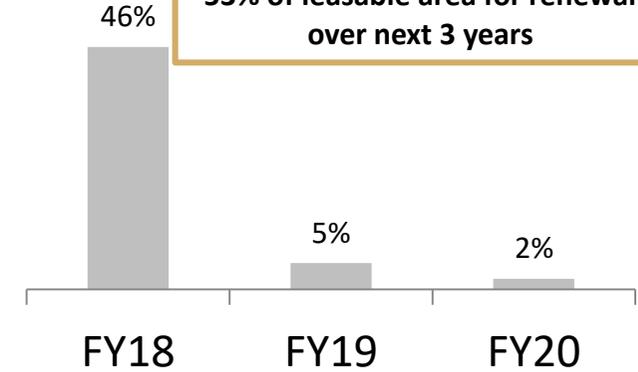
PMC Bengaluru

18% of leasable area for renewal over next 3 years



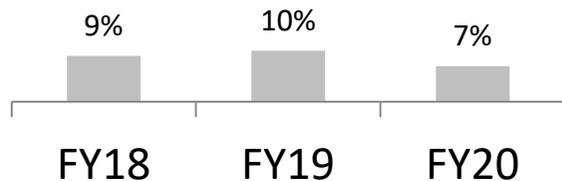
PMC Chennai

53% of leasable area for renewal over next 3 years



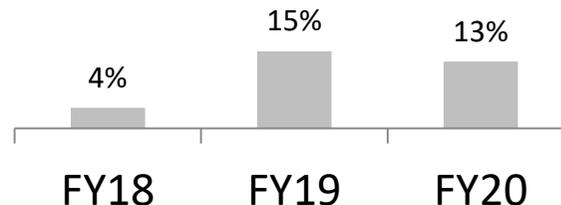
PMC Mumbai

26% of leasable area for renewal over next 3 years



PMC Pune

32% of leasable area for renewal over next 3 years



Renewal/re-leasing done in FY17

- 40% of leasable area in PMC Mumbai
- 45% of leasable area in PMC Bengaluru
- 21% of leasable area in HSP & Palladium

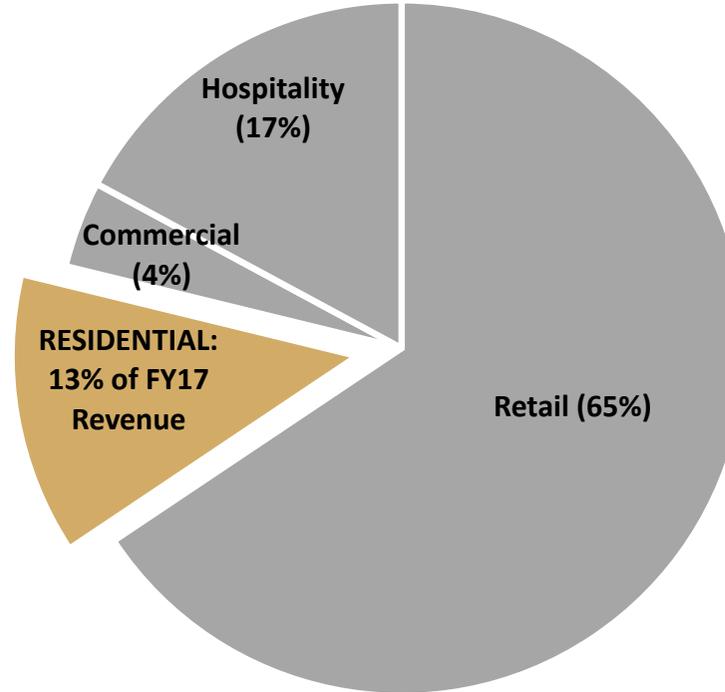
Upcoming major renewals in next 3 years

- 54% of leasable area at HSP & Palladium
- 53% of leasable area at PMC Chennai

The Residential Portfolio



ONE BANGALORE WEST - BENGALURU



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 Q4 FY17	Cumulative
One Bangalore West, Bengaluru	2.20	1.74	0.46 ^{###}	1.17	11,236	9,579	9,935	246	9,440
Kessaku, Bengaluru	0.99	0.57	0.42	0.21	3,193	15,378	1,975	53	1,053
The Crest, Chennai	0.94	0.53	0.41	0.40	3,464	8,656	3,209	21 ^{####}	3,311
TOTAL	4.13	2.84	1.29	1.78	17,893	10,048	15,120	320	13,804

^{##} Note that of the nine towers in One Bangalore West (OBW), only Towers 1-6 have been launched as of March 2017; ^{###} In Crest residential development, only Tower C is consolidated in our financials.

Key highlights

- Occupation Certificate (OC) for OBW Towers 1-5 received
- Commenced handover of flats in OBW Towers 1-5
- Maintained good pace of execution for OBW Tower 6 and Kessaku
- FY17 Collections strong at Rs. 3,107 mn

One Bangalore West, Bengaluru

	Q4FY17	Q4FY16	Q3FY17
Saleable Area (msf)	2.20	2.20	2.20
Cumulative Sale Value (Rs. mn)	11,236	10,974	11,198
Cumulative Sale Volume (msf)	1.17	1.15	1.14
Cumulative Collections (Rs. mn)	9,935	8,216	9,507
Average Realization (Rs./sft)	9,579	9,549	9,549

Project Update

Occupation Certificate (OC) for Towers 1-5 received; currently handover of possession is in progress



ONE BANGALORE WEST

Kessaku, Bengaluru

	Q4FY17	Q3FY17
Saleable Area (msf)	0.99	0.99
Cumulative Sale Value (Rs. mn)	3,193	3,193
Cumulative Sale Volume (msf)	0.21	0.21
Cumulative Collections (Rs. mn)	1,975	1,763
Average Realization (Rs./sft)	15,378	15,378

Project Update

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



KESSAKU

The Crest, Chennai - Towers A, B and C

	Q4FY17	Q4FY16	Q3FY17
Saleable Area (msf)	0.53	0.53	0.53
Cumulative Sale Value (Rs. mn)	3,464	3,312	3,464
Cumulative Sale Volume (msf)	0.40	0.38	0.40
Cumulative Collections (Rs. mn)	3,209	2,734	3,190
Average Realization (Rs./sft)	8,656	8,639	8,760

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



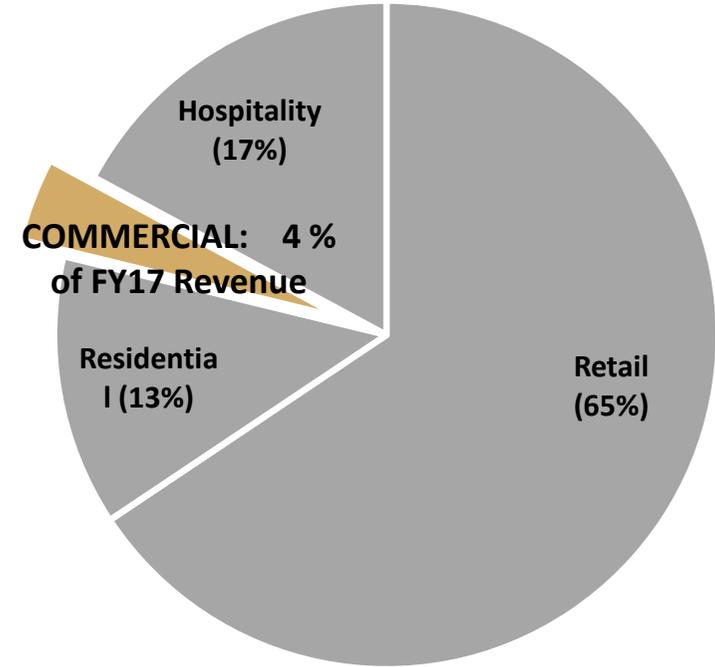
CENTRIUM - MUMBAI



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 [@]	0.26	93
Phoenix Paragon Plaza	0.24	0.05	0.19	0.08	102
Total	1.42	0.45	0.98	0.54	-

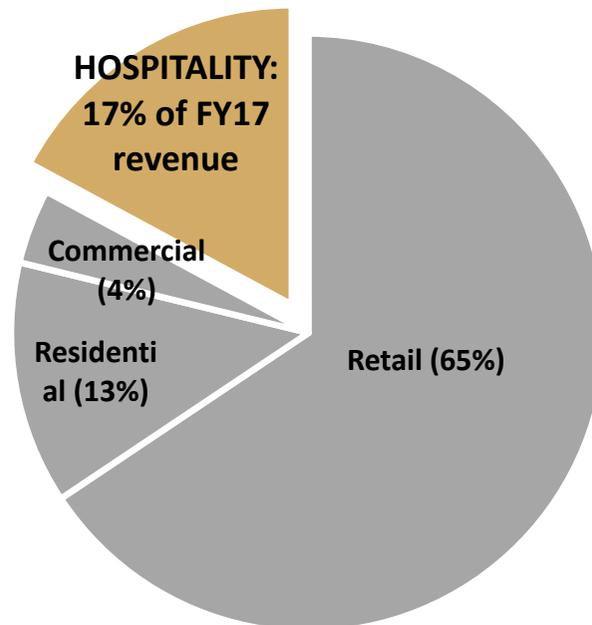
@Total Area sold is 0.38 msf out of which PML owns 0.17 msf – this area is also counted in area available for lease

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

[#]Area owned by PML



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) #	11,798	4,363



The St. Regis, Mumbai

- Q4 FY17 room occupancy at 80% at an ADR of Rs. 11,798
- In Q4 FY17, ADR grew 10% yoy and Operating EBITDA grew 25% yoy

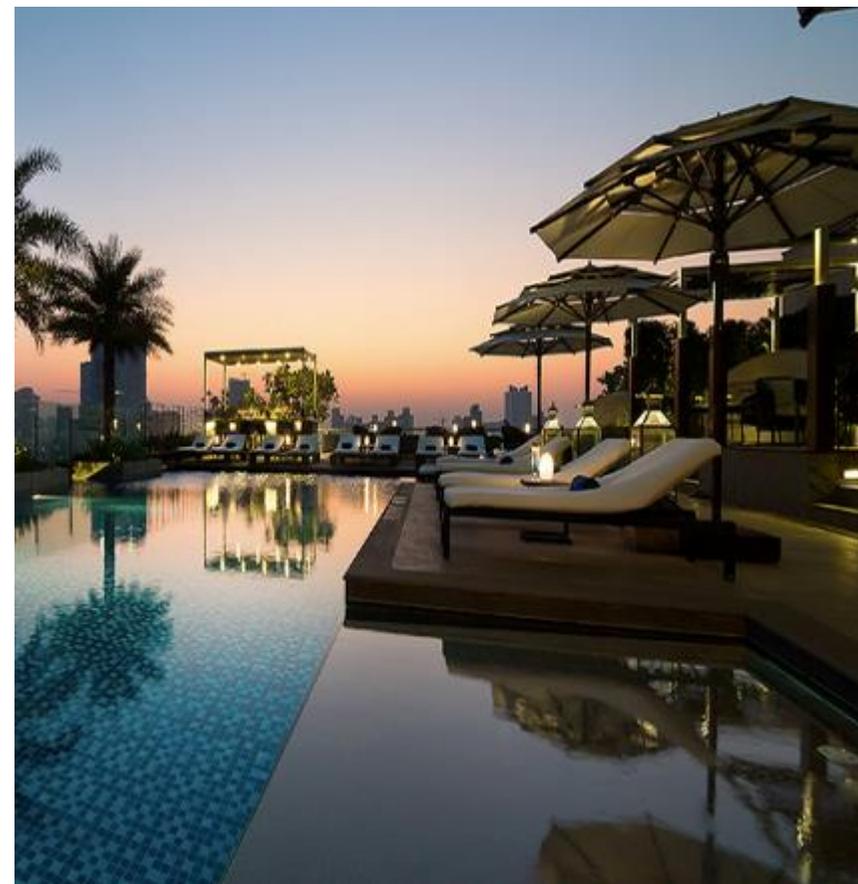
Courtyard by Marriott, Agra

- Q4 FY17 room occupancy at 74% at with ADR of Rs. 4,363
- In Q4 FY17, income from F&B was up 19% yoy

The St. Regis, Mumbai

	Q4FY17	Q4FY16	% yoy growth	FY17	FY16	% yoy growth
Revenue from Rooms (Rs. mn)	309	283	9%	1,068	845	26%
Revenue from F&B and Banqueting (Rs. mn)	329	283	16%	1,177	1,089	8%
Other Operating Income (Rs. mn)	91	80	14%	275	248	11%
Total Income (Rs. mn)	730	646	13%	2,520	2,182	16%
Operating EBITDA (Rs. mn)	310	247	25%	907	722	26%
Occupancy (%)	80%	75%		72%	72%	
ARR (Rs.)	11,798	10,705	10%	10,594	9,284	14%

Note - Average rooms available per night in Q4FY17 were 395 compared to 386 in Q4FY16



THE ST.REGIS, MUMBAI

Courtyard by Marriott, Agra

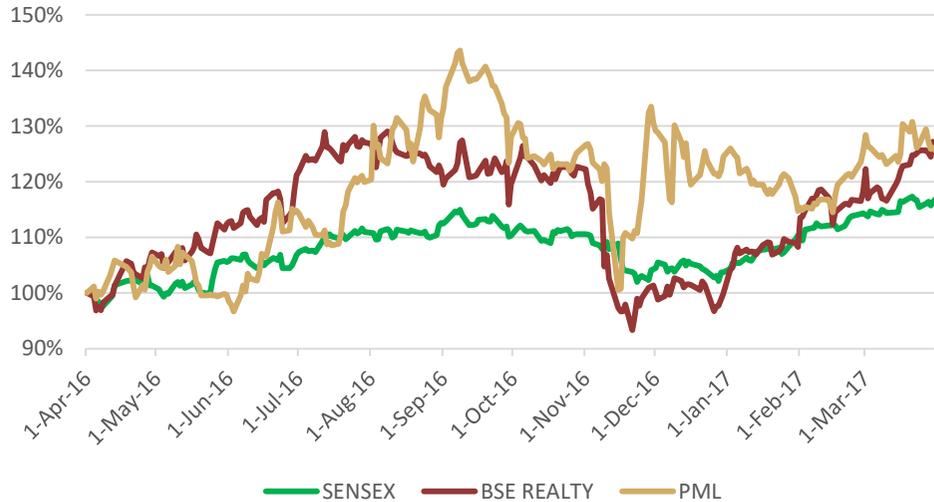
	Q4FY17	Q4FY16	% growth yoy	FY17	FY16	% growth yoy
Revenue from Rooms (Rs. mn)	54	60		162	148	9%
Revenue from F&B and Banqueting (Rs. mn)	47	40	19%	146	121	21%
Other Operating Income (Rs.mn)	5	3	34%	15	12	25%
Total Income (Rs. mn)	106	103	2%	323	281	15%
Occupancy (%)	74%	65%		57%	45%	
ARR (Rs.)	4,363	5,357		4,336	4,509	



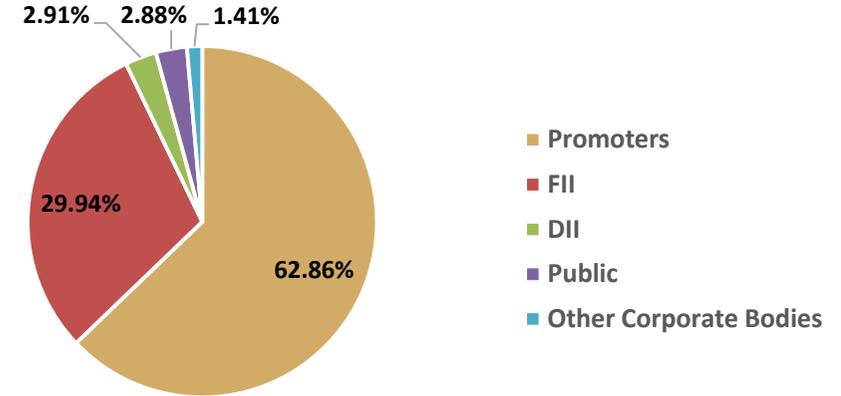
COURTYARD BY MARRIOTT,AGRA

Shareholding Pattern – March 2017

1 Year Share Price Return



Shareholding Pattern



Market Data – NSE (As on 31st March 2017)

Market Capitalisation (Rs.mn)	57,921
Price (Rs.)	379
No. of shares outstanding (mn)	153.06
Face Value (Rs.)	2.00
52 week High/Low	432.8/291.5

Key Institutional Investors

Key Institutional Investors	% Shareholding
Nordea Bank	9.79%
Fidelity Investment Trust	4.76%
TIAA-CREF Funds	1.77%
Schroder	1.68%
Mondrian	1.52%
Reliance Capital	1.31%
Van Eck	1.25%

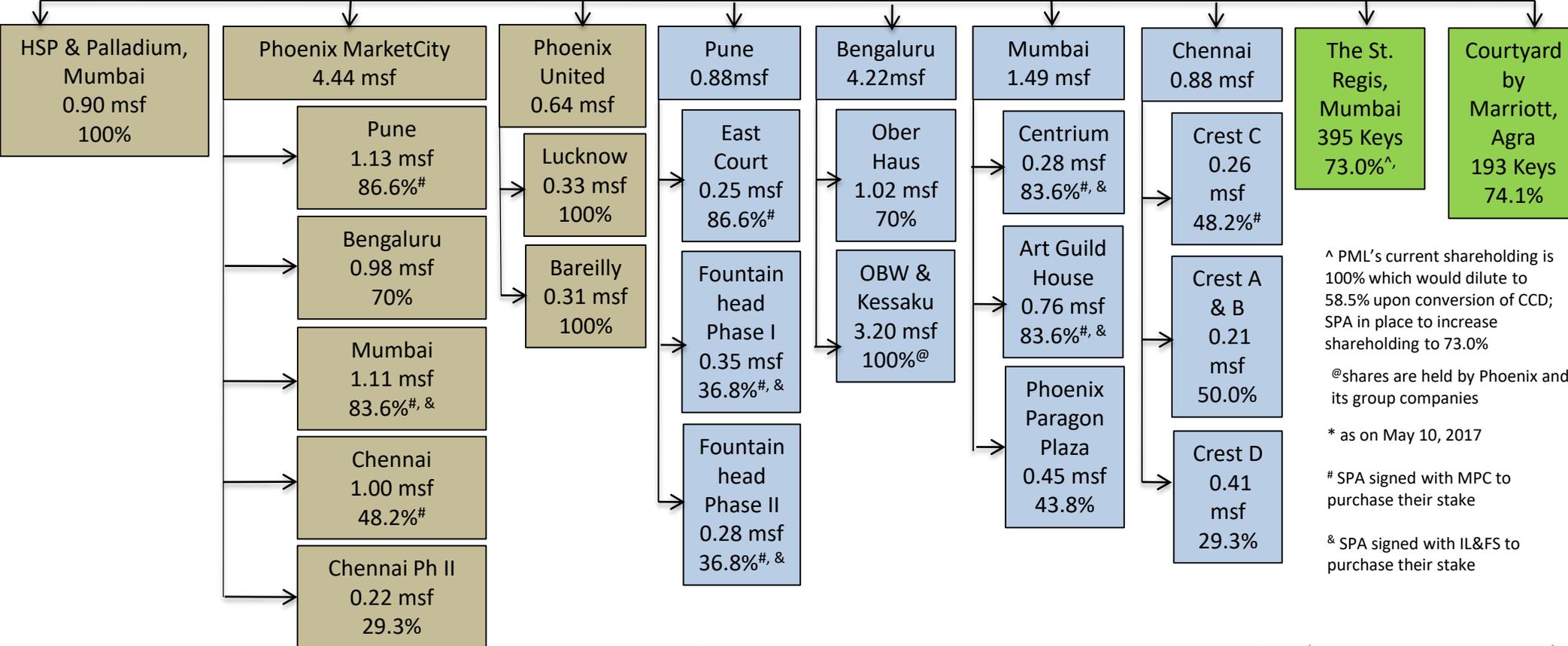
Our Portfolio*



**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 May 10, 2017

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

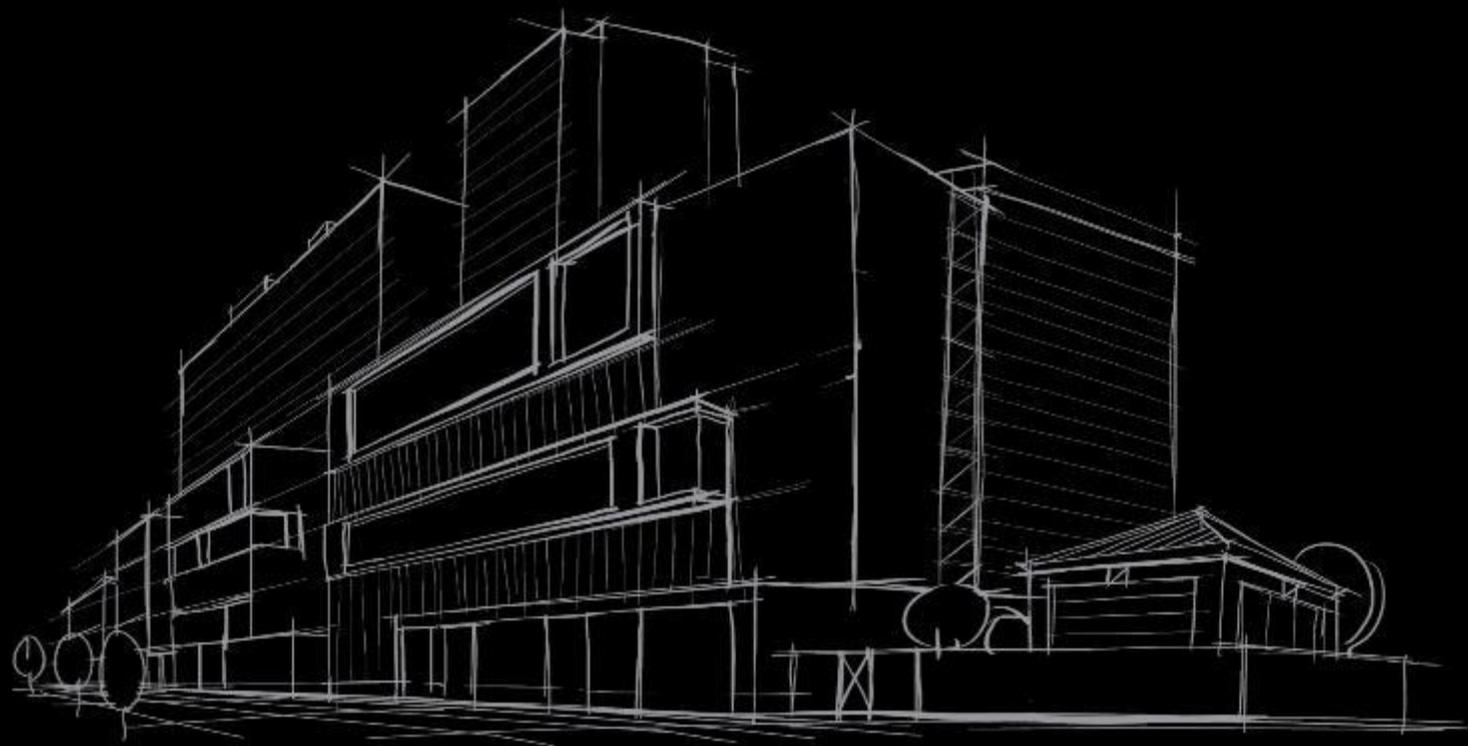
Retail Portfolio

Residential Portfolio

Commercial Portfolio

Hotels & Restaurants Portfolio

The Retail Portfolio



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

93%

FY17 Occupancy

269

No of Stores

Rs 16,264 Million

FY17 Consumption

Rs 2,894 psf pm

FY17 Trading Density

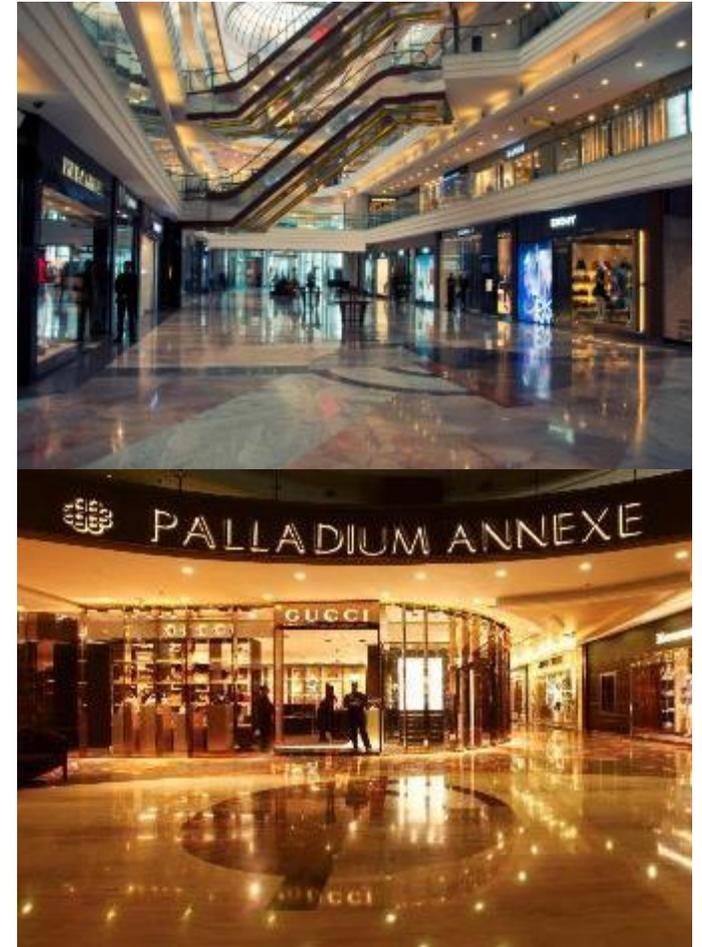
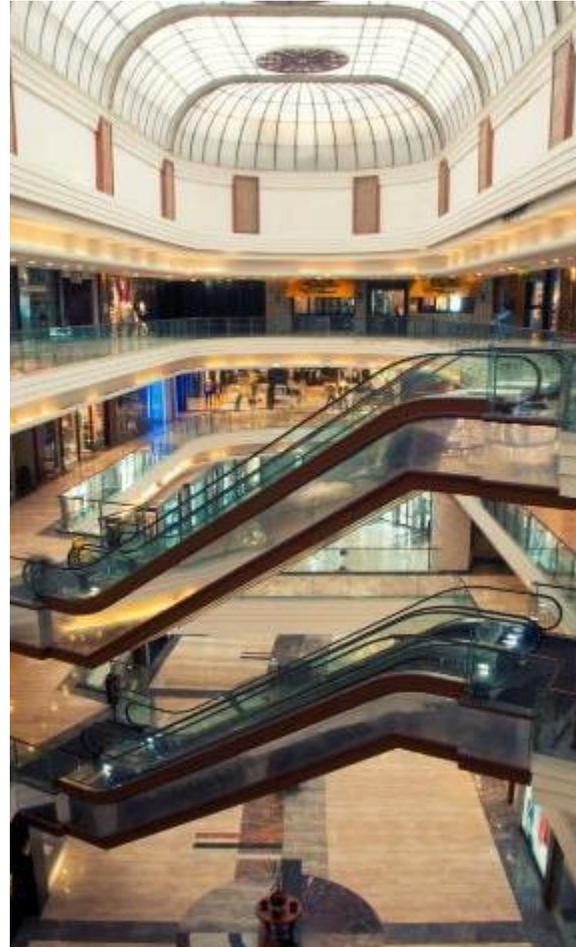
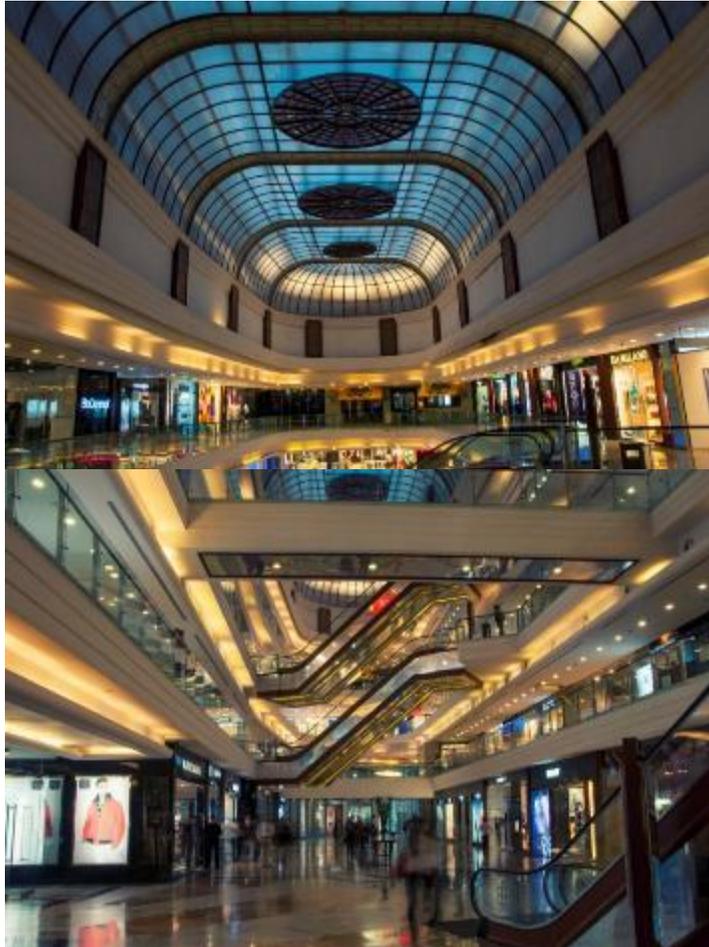
Rs 311 psf pm

FY17 Rental Rate

Rs 2,837 Million

FY17 Rental Income

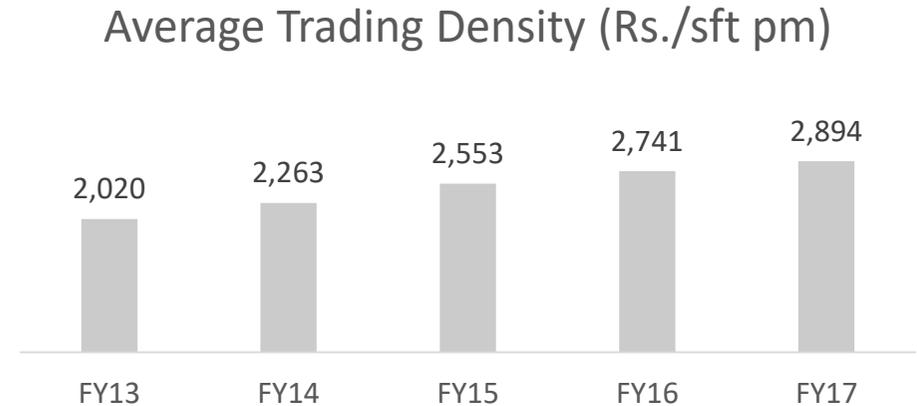
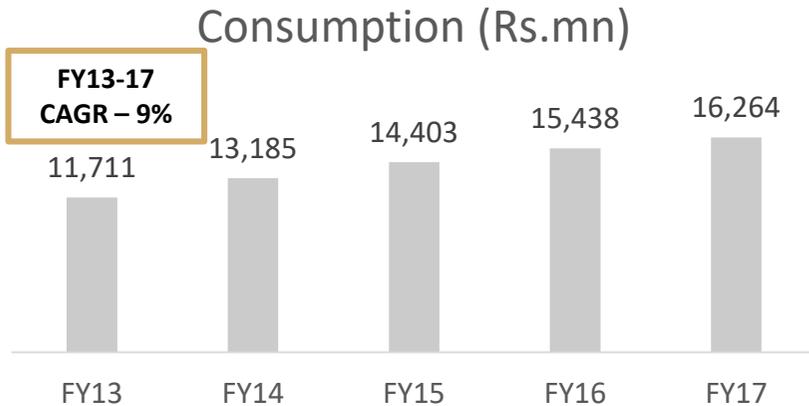
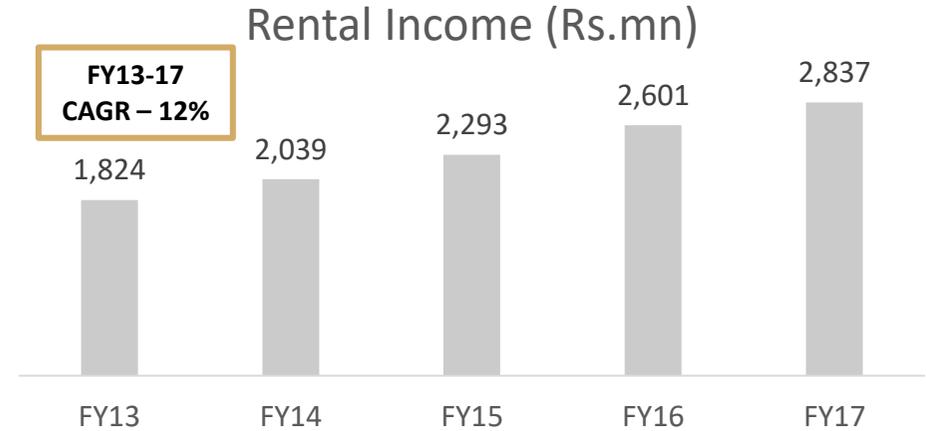
High Street Phoenix & Palladium Mall



High Street Phoenix & Palladium Mall – Housing Global Brands



High Street Phoenix & Palladium Mall



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

92%
FY17 Occupancy

261
No of Stores

Rs 10,699 Million
FY17 Consumption

Rs 1,553 psf pm
FY17 Trading Density

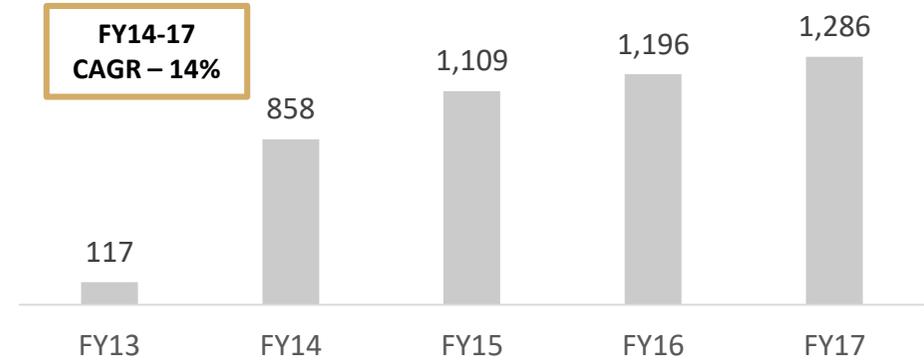
Rs 121 psf pm
FY17 Rental Rate

Rs 1,286 Million
FY17 Rental Income

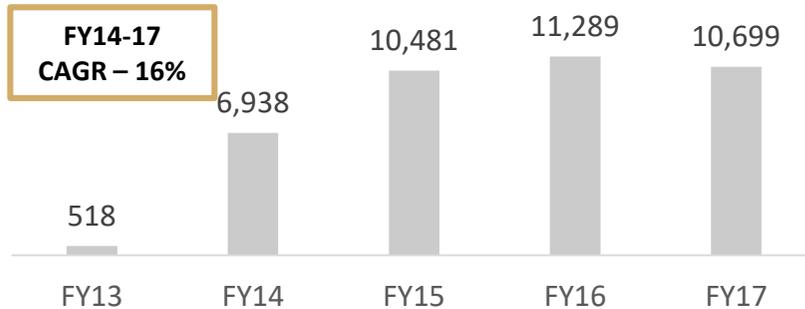
Phoenix MarketCity Chennai



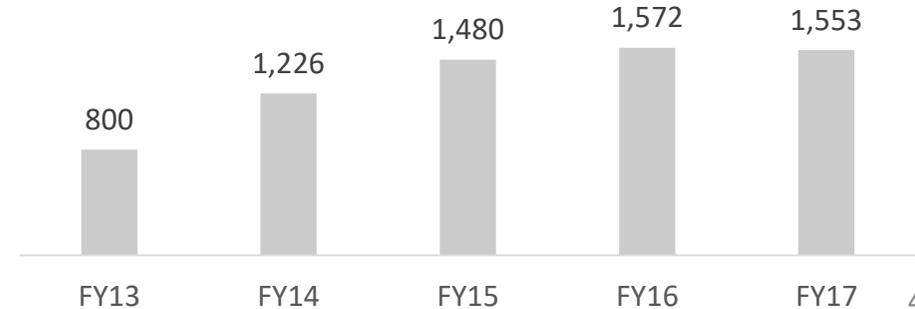
Rental Income (Rs.mn)



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

0.99 Million Sq. Ft.
Total Leasable Area

90%
FY17 Occupancy

296
No of Stores

Rs 10,200 Million
FY17 Consumption

Rs 1,444 psf pm
FY17 Trading Density

Rs 102 psf pm
FY17 Rental Rate

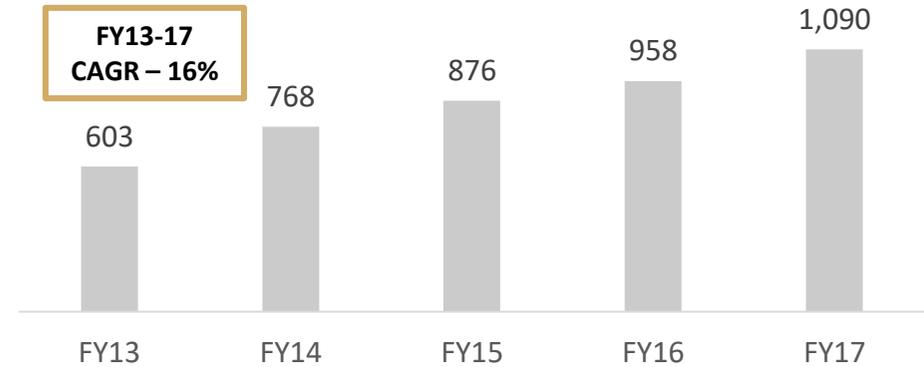
Rs 1,090 Million
FY17 Rental Income



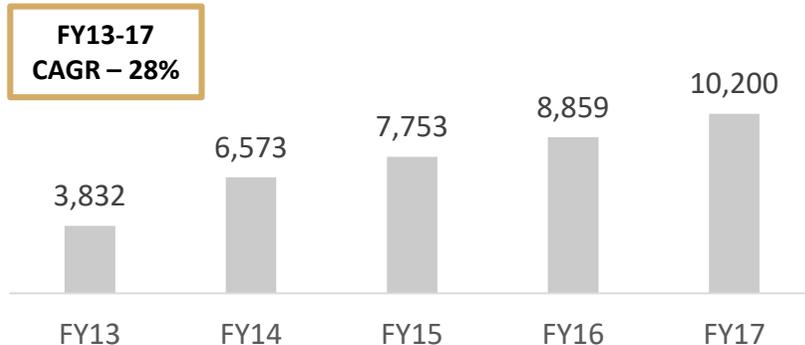
Phoenix MarketCity Bengaluru



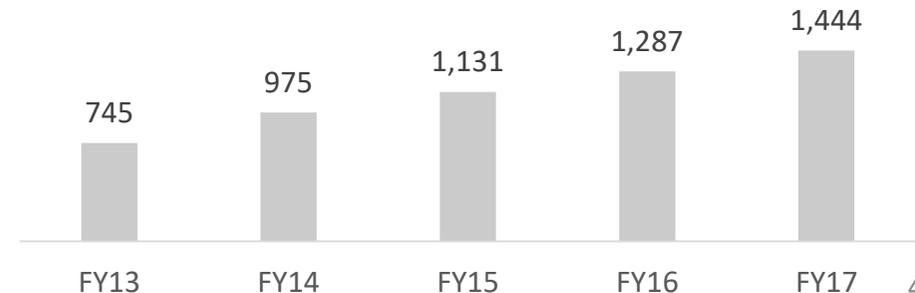
Rental Income (Rs.mn)



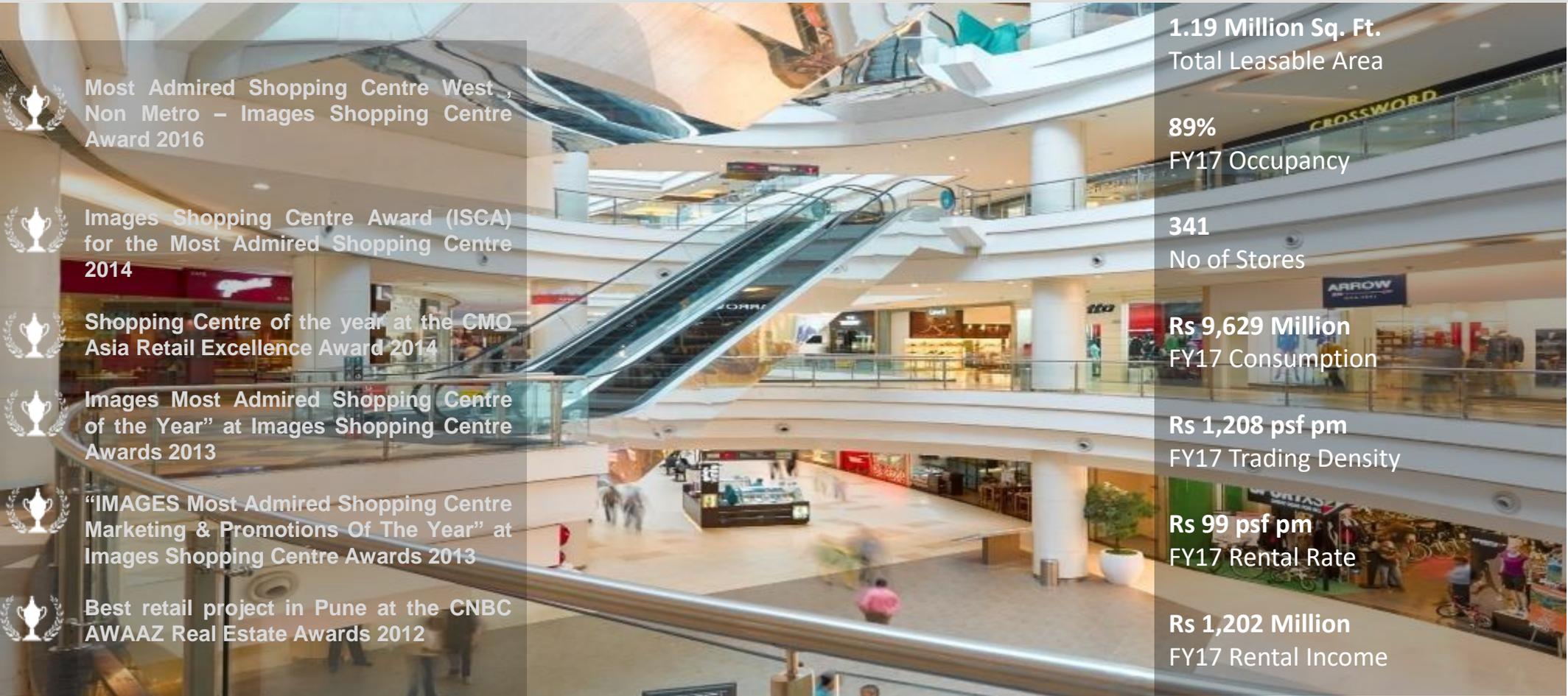
Consumption (Rs.mn)



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 (ISCA)
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

1.19 Million Sq. Ft.
Total Leasable Area

89%
FY17 Occupancy

341
No of Stores

Rs 9,629 Million
FY17 Consumption

Rs 1,208 psf pm
FY17 Trading Density

Rs 99 psf pm
FY17 Rental Rate

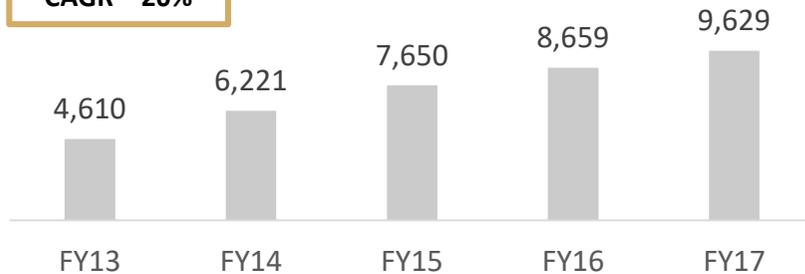
Rs 1,202 Million
FY17 Rental Income

Phoenix MarketCity Pune



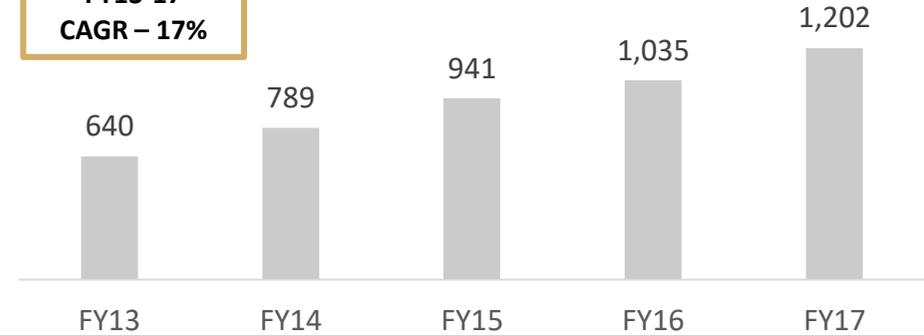
Consumption (Rs.mn)

**FY13-17
CAGR – 20%**

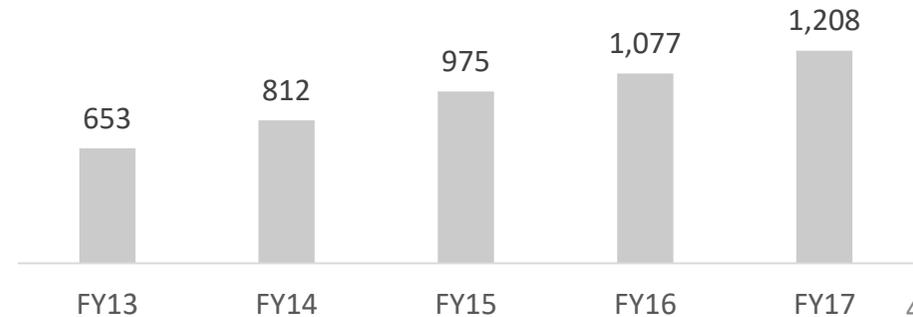


Rental Income (Rs.mn)

**FY13-17
CAGR – 17%**



Average Trading Density (Rs./sft pm)



Phoenix MarketCity Mumbai



THE CENTRIUM

PHOENIX MARKETCITY

PHOENIX PARAGON PLAZA

ART GUILD HOUSE

1.11 Million Sq. Ft.
Total Leasable Area

87%
FY17 Occupancy

317
No of Stores

Rs 6,957 Million
FY17 Consumption

Rs 942 psf pm
FY17 Trading
Density

Rs 81 psf pm
FY17 Rental Rate

Rs 926 Million
FY17 Rental
Income



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

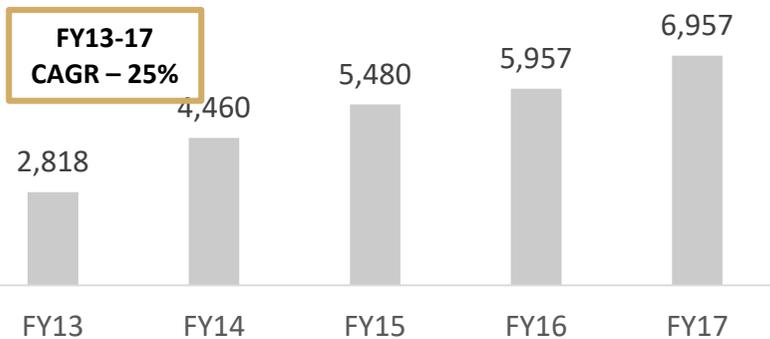


“Best Thematic decoration” by Asia Shopping Centre & Mall Awards , awarded by CMO Asia

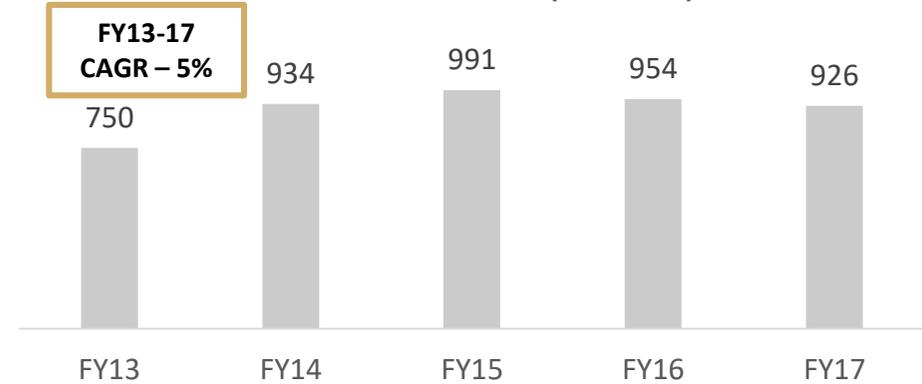
Phoenix MarketCity Mumbai



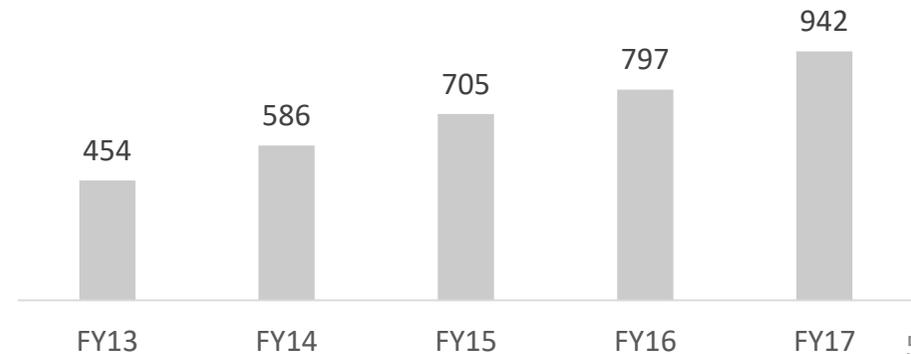
Consumption (Rs.mn)



Rental Income (Rs.mn)



Average Trading Density (Rs./sft pm)



Retail Portfolio – Snapshot

	Consumption (Rs. mn)					Rental Income (Rs. mn)					Average Trading Density (Rs./sft pm)				
	FY13	FY14	FY15	FY16	FY17	FY13	FY14	FY15	FY16	FY17	FY13	FY14	FY15	FY16	FY17
HSP & Palladium	11,711	13,185	14,403	15,438	16,264	1,824	2,039	2,293	2,601	2,839	2,020	2,263	2,553	2,741	2,894
PMC, Chennai	518	6,938	10,481	11,289	10,699	117	858	1,109	1,196	1,286	800	1,226	1,480	1,572	1,553
PMC, Bengaluru	3,832	6,573	7,753	8,859	10,200	603	768	876	958	1,090	745	975	1,131	1,287	1,444
PMC, Pune	4,610	6,221	7,650	8,659	9,629	640	789	941	1,035	1,202	653	812	975	1,077	1,208
PMC, Mumbai	2,818	4,460	5,480	5,957	6,957	750	934	991	954	926	454	586	705	797	942

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	 CMO Asia 2014 Shopping Centre of the Year	 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)	 CNBC Awaaz Real Estate 2012 Best Retail Project in Pune	 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	 Awards for retail Excellence 2016 Retailer of the Year			 Construction Industry Award 2015 Excellence in Commercial/ Mixed Use- Development Project
 Realty Plus Excellence 2012 Developer of the Year	 Indian retail Awards 2016 Retail Property of the Year 2016 Advertising Campaign of the Year			
 Property Awards Developer of the Year				

The Residential Portfolio



Overview of 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
	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 Q3 2018 Towers 7-9 – Under Planning
	Rajajinagar, Bengaluru	5	0.99	Q3 2013	Q1 2015	Q2 2018
	Velachery, Chennai	4	0.94	2009	Tower A, B & C – Q3 2011 Tower D – Under Planning	Construction Completed. Awaiting Occupation Certificate
TOTAL			4.13			

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



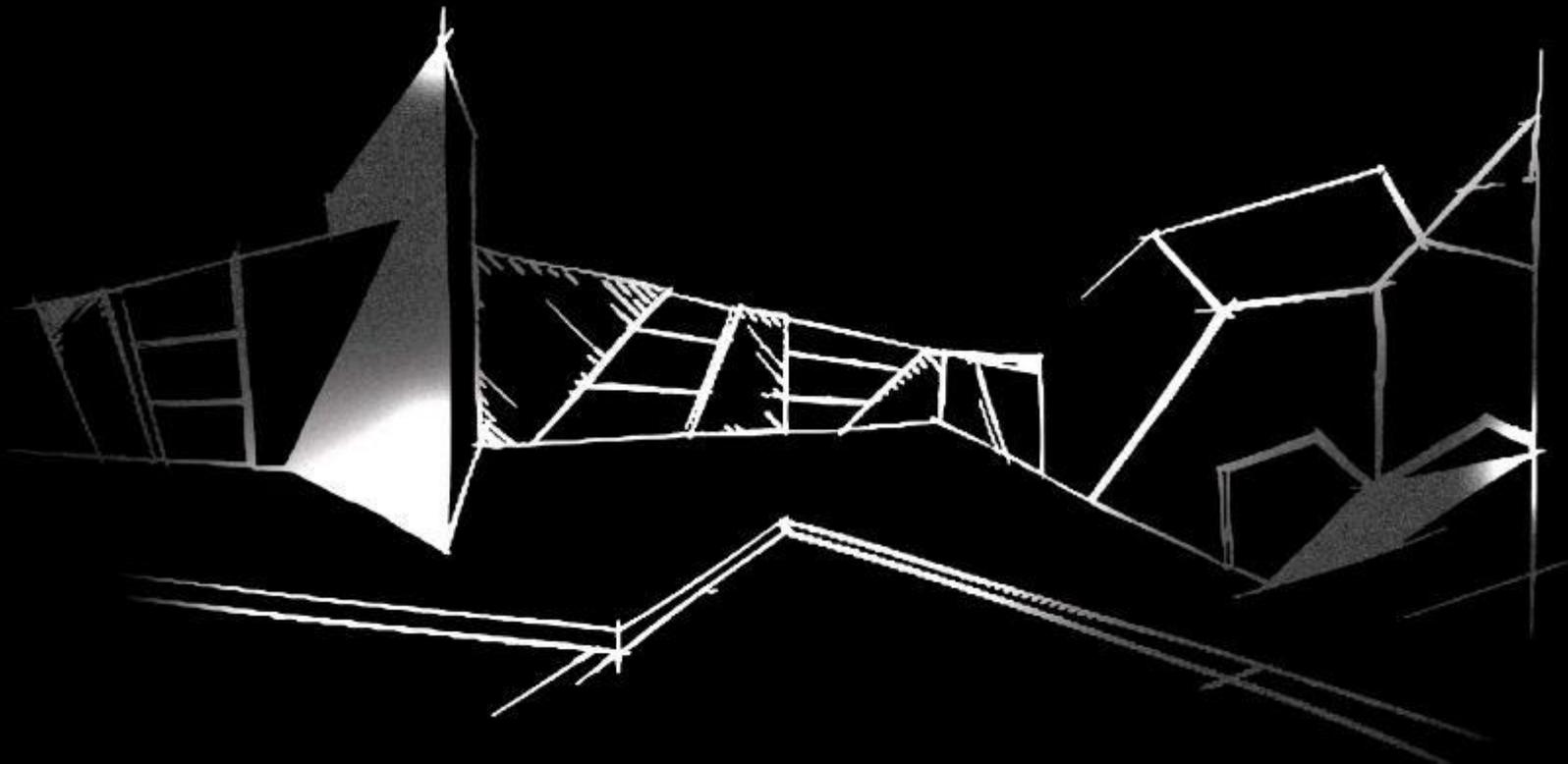
Commercial Portfolio – Building an Annuity Business

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



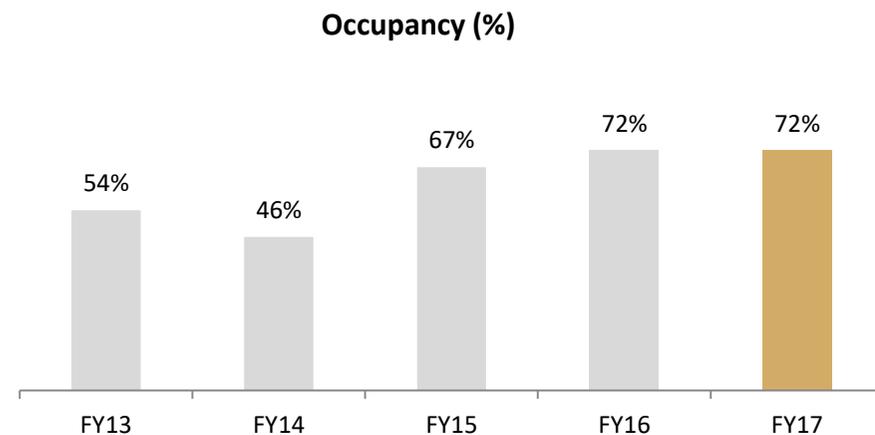
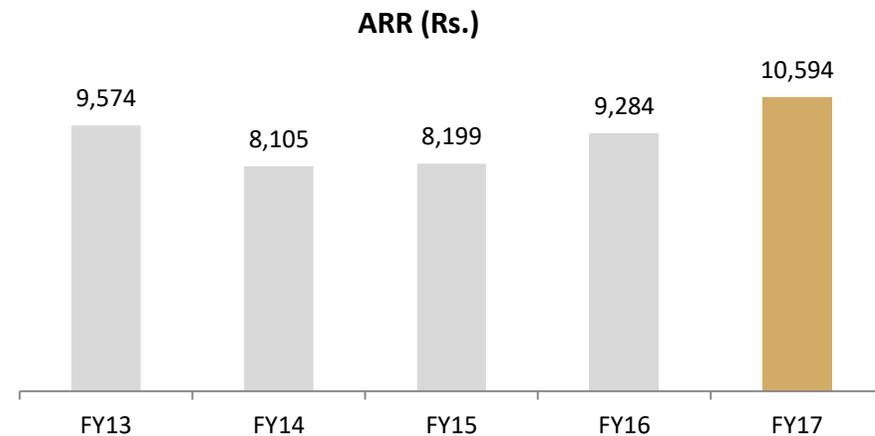
	The St. Regis, Mumbai	Courtyard by Marriott Agra
Year of Establishment	2012	2015
Total Rooms	395	193
Restaurants & Bar	10	4



The St. Regis, Mumbai



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



Restaurants & Banquets



LI BAI



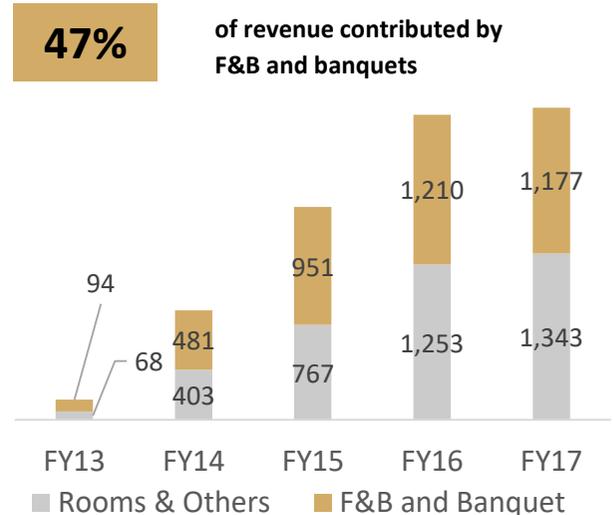
BANQUETS

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

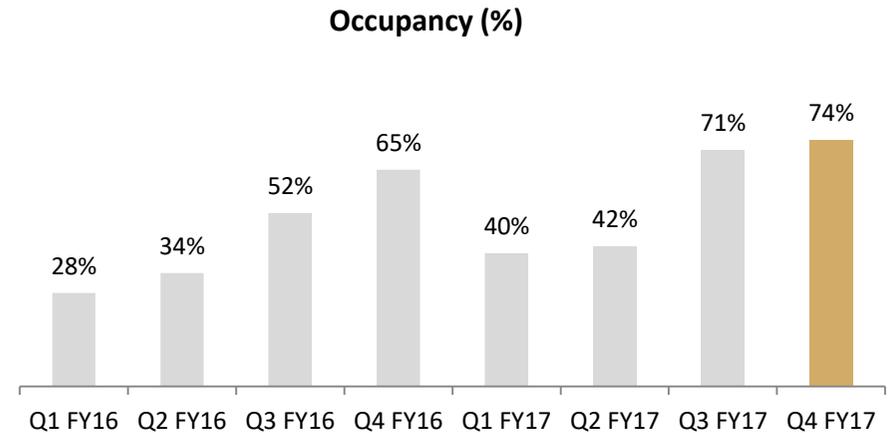
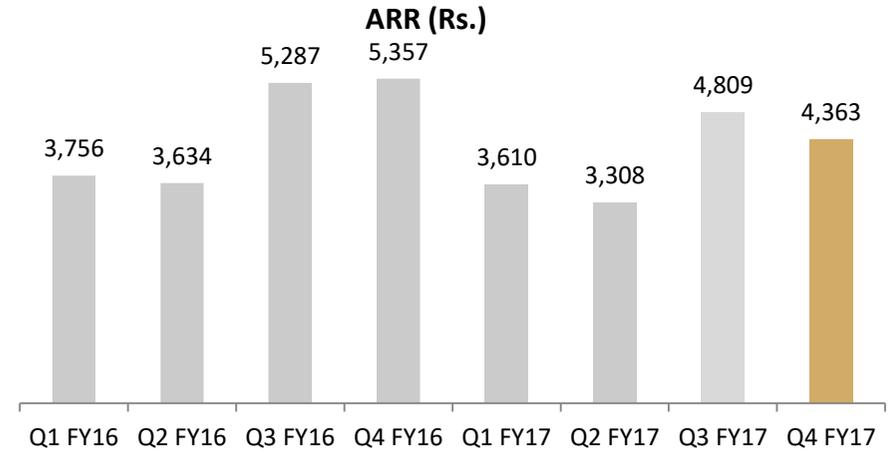
2016 Times Food & Nightlife Awards

- 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

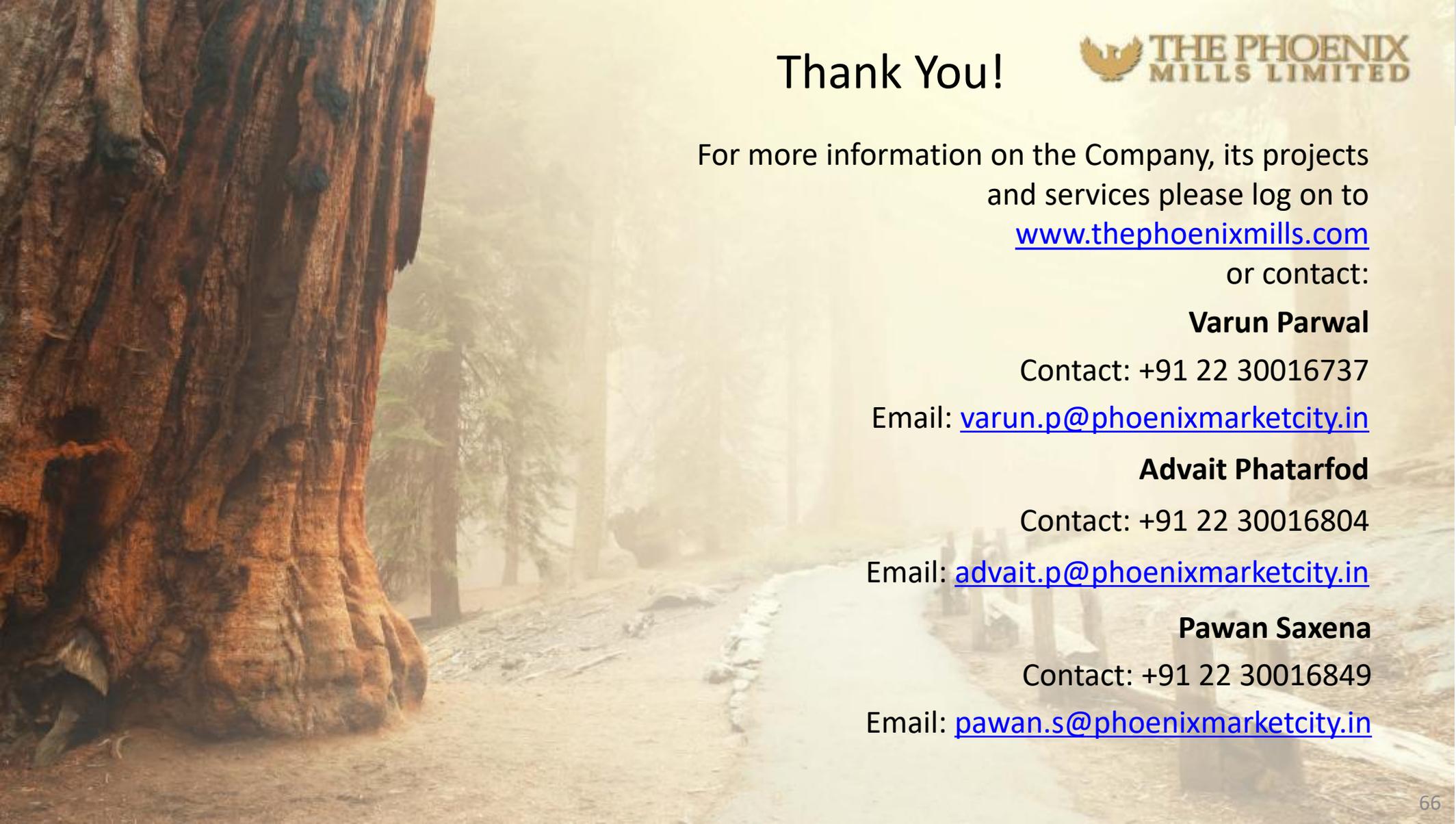
- 7 Food & Beverage Concepts/ brands rolled out across 13 stores (2 are under fit-outs)
- Potential for more rollouts with opportunities across all Phoenix malls at initial stage
- Adds to Phoenix malls leisure and entertainment bouquet, creating a larger consumption center
- Scalable model that can 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, 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	
212 Fresh	New atrium chic café that offers an American spin to a classic French (European) experience		PMC Pune





Thank You!



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