



**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

**September 9, 2014**

**The Corporate Relationship Department  
Bombay Stock Exchange Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037 / 39 / 41 / 61

**The Corporate Relationship Department  
The National Stock Exchange of India Ltd**

Bandra-Kurla Complex, Mumbai.  
Fax: 26598237 / 38, 26598347 / 48

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Form D under Regulation 13(6) of SEBI (Prohibition of Insider Trading)  
Regulation, 1992**

Dear Sir(s),

We are enclosing herewith disclosure under Regulation 13(6) of SEBI (Prohibition of Insider Trading) Regulation, 1992 with respect to the allotment of 20,000 equity shares of The Phoenix Mills Limited pursuant to the Phoenix Mills Employees' Stock Option Plan 2007 to Mr. Shishir Ashok Shrivastava, Group CEO & Joint Managing Director.

Kindly take the same on record.

Thanking you,

**For The Phoenix Mills Limited**

  
**Puja Tandon  
Company Secretary**



**FORM D**

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992  
[Regulation 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoters or Person who is part of Promoter Group of a Listed Company

Regulation 13(6) - Details of change in shareholding of Directors and Officers of a Listed Company

Name, PAN & Address of Promoters/Person who is part of Promoter Group/Director/Officer	No. & % of shares/ voting rights held by the Promoters/Person who is part of Promoter Group/Director/Officer	Date of receipt of allotment advice/ acquisition/ sale of shares/ voting rights	Date of intimation to company	Mode of acquisition / Sale (market purchase/ public/ rights/ preferential offer etc.)	No. & % of shares/ voting rights post acquisition/sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
Mr. Shishir Ashok Shrivastava PAN: ANPPS0441P Group CEO and Joint Managing Director R/o: 1/1 Prakash CHS, Relief Road, Santacruz West, Mumbai - 400 054	3,200* (0.002%)	8-Sep-14	9-Sep-14	Preferential Offer (ESOP Allotment)	23,200* (0.016%)	Not Applicable	Not Applicable	20,000	Rs. 54,00,000**	Not Applicable	Not Applicable

\* Includes shares held jointly with Mrs. Shilpa S. Shrivastava, wife of Mr. Shishir Shrivastava and shares held by Mrs. Madhubala Ashok Shrivastava, mother of Mr. Shishir Shrivastava

\*\* Shares have been allotted at an exercise price of Rs. 270/- per share

Place: Mumbai  
Date: 09-09-2014



For Phoenix Mills Limited

*(Signature)*  
Puja Tandon  
Company Secretary