

Notice is hereby given that pursuant to Clause 41 of the Listing Agreement, a Meeting of the Board of Directors of the Company will be held on Thursday, 27th January, 2011 at 5.00 P.M. to consider and take on record the Unaudited Financial Results of the Company for the quarter ended December 31st, 2010.

Issued by:

Minal Bhate-Dandekar

Company Secretary

The Phoenix Mills Limited

Date : 18th January, 2011

Place : Mumbai