



## THE PHOENIX MILLS LTD

Registered Office: 462 Senapati Bapat Marg, Lower Parel, Mumbai – 400013, India

**Q1-FY2011 Income from Operations stood at Rs. 404 mn  
v/s Q1-FY2010 Rs. 248 mn – an increase of 63%**

Q1-FY2011 EBITDA increased by 56% as compared with Q1-FY2010

Q1-FY2011 PAT increased by 19% as compared with Q1-FY2010

### **Mumbai, 28 July 2010**

Phoenix Mills Limited, India's retail centre development leader, today announced its financial results for the quarter ended 30<sup>th</sup> June 2010, and consolidated audited financials for the year ended 31<sup>st</sup> March 2010.

### **Key Highlights of the Quarter**

#### **High Street Phoenix**

- The premium mall, Palladium at High Street Phoenix in Lower Parel, is now almost fully operational
- Key stores that opened in the quarter at HSP include Hamleys, Landmark Bookstore, Zara, Burberry, The Comedy Store, etc.
- Zara, the internationally acclaimed fashion brand, commenced operations of its store in June 2010 and has seen a tremendous response from customers.

#### **Other Projects of the Group**

- **Update on Project SPVs**
  - Handover of licensed premises to retailers for fitouts are commencing shortly for **Phoenix Market City, Pune**.
  - Handover of licensed premises to retailers for fitouts are expected to commence in October 2010 for **Phoenix Market City, Kurla**.
    - The Company launched the commercial offices in Phase 1 branded as '15 LBS' in July 2010
    - The response has been excellent, and with bookings having commenced, the entire area is expected to be booked in the near future.



- Handover of licensed premises to retailers for fitouts are expected to commence in Q2-FY11 for **Phoenix Market City, Bangalore (E)**. Key anchors in place and significant licenses finalised.
- Handover of licensed premises to retailers for fitouts are expected to commence in Q3-FY11 for **Phoenix Market City, Chennai**. Key anchors and vanilla retailers in place.
- **Pallazzo Hotels and Leisure Ltd. (The Shangri-La Hotel, Mumbai)**
  - Key activities on MEP services and vertical transportation are progressing
  - Facade work is progressing and is expected to be completed by October
  - All major equipment contracts have been awarded; delivery of goods expected within the next 4-5 months with installation commencing from October

#### **Entertainment World Developers Ltd. (EWDL)**

- EWDL has filed its Draft Red Herring Prospectus with SEBI in July 2010 and is looking to raise capital by diluting up to 30% equity to investors through an IPO.
- The Company is currently developing 23.3 million sq. ft. across 14 projects in eight cities across India
- It has reported total consolidated revenues of Rs. 1,062 mn for FY2010.

#### **Big Apple Real Estate (BARE)**

- Phoenix United Mall in Lucknow, the first mall by BARE, commenced operations in May 2010.
- Anchors include Big Bazaar, Pantaloons, Max, Reliance Trends, Reliance CDIT, Reliance Time Out, Treasure Showcase and PVR with F&B brands like McDonalds, KFC, Pizza Hut etc.
- Phoenix United Mall in Bareilly, is progressing on schedule and is expected to be completed in FY2012. Big Bazaar and Treasure Showcase have been confirmed as key anchors.

#### **Other Highlights**

- **Residential Developments** – The Company intends to roll-out residential developments at Bangalore and Chennai
  - The master-plan for the project at Bangalore (W) has been finalized. Execution is expected to start shortly.
- The Board of Directors have announced a dividend of Rs. 1.20 per share. This would result in an outflow of Rs. 203.4 mn including dividend distribution tax.



**Commenting on the Company's performance, Mr. Shishir Shrivastava - Executive Director, The Phoenix Mills Ltd. said:**

*"The Company is on track to deliver its various key projects over the next twelve months. We are witnessing a revival in retailer sentiment and we believe that the negotiating power is shifting gradually from the retailer to the developer. As stated previously, we are confident that the retail rentals would sustain healthy levels and the growth momentum is expected to increase the prices further in the coming quarters.*

*Our mall, Palladium, and our commercial office launch at Kurla, 15 LBS, has proven that we have the pulse of the discerning consumer and that our products are finding strong acceptance amongst our customers. We aspire to continue building on this momentum and continue charting our course in becoming the leading retail-led mixed-use developer in the country."*

### **About The Phoenix Mills Limited**

The Phoenix Mills was incorporated in 1905 as a textile mill, and is now focused on real estate development and entertainment. It has emerged as the leader for large scale, mixed format retail-led developments in India with its landmark High Street Phoenix property in Mumbai.

For more information on the Company, its products and services please log on to [www.thephoenixmills.com](http://www.thephoenixmills.com) or contact:

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*Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause the actual results to differ materially from those contemplated by the relevant forward-looking statements. The Phoenix Mills Limited 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.*



A handwritten signature in black ink, appearing to be "S. Shrivastava".

## Details to the Announcement

### Standalone Financial overview

(Rs Million)	Q1 FY2011	Q1 FY2010	% Change	Q4 FY2010	% Change	FY2010 Audited
<b>Income from Operations</b>	404	248	63%	345	17%	1,158
<b>EBIDTA</b>	294	189	56%	198	48%	746
<b>EBITDA Margins</b>	72.6%	76.2%		57.4%		64.4%
<b>Other Income</b>	44					240
<b>Depreciation</b>	69	24		59		160
<b>Interest</b>	35	10		35		86
<b>Profit before Tax</b>	234	208	13%	161	45%	740
<b>Profit after Tax</b>	153	153	19%	157	15%	500
<b>EPS – FV of Rs. 2 each (Rs.)</b>	1.26	1.06		1.08		4.13

- Income from operations increased by 63%, from Rs. 248 mn in Q1-FY2010 to Rs. 404 mn in Q1-FY2011. The Company was able to deliver healthy revenue growth this quarter on account of its premium mall - Palladium at High Street Phoenix.
  - Growth over Q4-FY2010 has been primarily due to opening of several new stores at Palladium.
- EBIDTA was higher by 56% from Rs. 189 mn in Q1-FY2010 to Rs. 294 mn in Q1-FY2011.
  - EBIDTA also increased from Rs. 198 mn in Q4-FY2010 to Rs. 294 mn in Q1-FY2011, an increase of 48%. EBIDTA margins increased from 57.4% in Q4-FY2010 to 72.6%.
  - The increase in EBIDTA has primarily been due to increase in operational efficiencies.
- Depreciation was higher in Q1-FY2011 as compared to Q4-FY2010 on account of Palladium & the Parking facility.
- Interest expense has been the same for Q1-FY2011 v/s Q4-FY2010



- PBT has increased from Rs. 161 mn in Q4-FY2010 to Rs. 234 mn in Q1-FY2011, an increase of 45%.
- PAT was higher at Rs. 183 mn in Q1-FY2011 as compared to Rs. 153 mn in Q1-FY2010, an increase of 19%. PAT margins for the quarter were at 45%.

- **Consolidated Financial overview**

(Rs Million)	FY2010	FY2009	% Change
<b>Income from Operations</b>	1,230	996	23%
<b>EBIDTA</b>	775	602	29%
<b>EBITDA Margins</b>	63.0%	60.4%	
<b>Other income</b>	22	503	
<b>Depreciation</b>	172	93	
<b>Interest</b>	88	65	
<b>Profit before Tax</b>	759	957	
<b>Profit after Tax &amp; Minority interest</b>	625	768	
<b>EPS – FV of Rs. 2 each (Rs.)</b>	4.28	5.41	

- Consolidated income from operations increased by 23%, from Rs. 996 mn in FY2009 to Rs. 1,230 mn in FY2010.
- Consolidated EBIDTA was higher by 29% from Rs. 602 mn in FY2009 to Rs. 775 mn in FY2010.

**Key Financial Perspectives as on 30<sup>th</sup> June, 2010**

- Standalone Net Worth: Rs. 15.6 bn
- Standalone Debt: Rs. 1.0 bn
- Standalone Cash & Cash equivalents: Rs. 1.7 bn



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FOR THE PHOENIX MILLS LTD

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*Pradumna Kanodia*  
**PRADUMNA KANODIA**  
 GROUP CFO.