



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

Phoenix Mills raises Rs. 3.18 billion through a Preferential Issue

Mumbai, 3 August, 2007

Phoenix Mills Limited (Phoenix), pioneers in large mixed-use developments, has indicated that its Board has approved the preferential allotment of 19,85,756 equity shares of Rs 10 each for cash at a price of Rs 1600 (including a premium of Rs 1590 per equity share) aggregating to Rs. 317,72,09,600 at its board meeting held on 9 June, 2007.

The preferential allotment has been made to multiple investors, which include:

- DWS Invest Bric Plus – 320,000 shares
- DB Fund Mauritius Ltd. – 90,000 shares
- HSBC Financial Services (Middle East) Ltd. – 415,000 shares
- Americorp Ventures Ltd. – 300,000 shares
- Barclays Capital Mauritius Ltd. – 126,756 shares
- Citigroup Global Markets Mauritius Pvt. Ltd. – 471,500 shares
- Rhodes Diversified – 262,500 shares

The equity share capital of the Company has increased to Rs 142 million following the completion of the preferential issue.

Phoenix is undertaking various initiatives to accelerate its growth and size of operations. The Company plans to utilize the proceeds of the issue towards acquisition and development of various market city projects, retirement of high cost debt and infusion of equity in various Market City SPVs.

Phoenix is currently scouting the property market to identify suitable locations across the country for the development of "Market Cities". Market City is a unique concept developed by Phoenix, which are city centric, large-size mixed format retail developments of approximately 2 million square feet. The Company intends to set up about 10 Market Cities across Metros and relatively smaller retail format developments of about 1 million square feet in Tier II cities across the nation. The Market City brand is owned by Phoenix.

About Phoenix Mills Limited

Phoenix Mills Limited was incorporated in 1905 and is now focused on real estate development and allied businesses. It has emerged as a leading retail centre developer in India with its High Street Phoenix property in Mumbai.

For more information on the Company, its products and services please log on to www.highstreetphoenix.com

For further information please contact:

Sherna Pestonji / Kunal Arya
Citigate Dewe Rogerson
Tel: 022 4007 5004/5008
Fax: 022 2284 4561
Email: sherna@cdr-india.com
kunal@cdr-india.com

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