



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 15, 2020

To,

BSE Limited.

Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400001

National Stock Exchange of India Limited.

"Exchange Plaza", Bandra Kurla Complex,
Bandra (E),
Mumbai - 400051

Security code: 503100

Symbol: PHOENIXLTD

Dear Sir/Madam,

Sub: Press Release on launch of virtual personal shopping programme - Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

Pursuant to Para B Part A of the Regulation 30 read with Schedule III of the Listing Regulations, as amended, we wish to inform you regarding the launch of the Company's virtual shopping assistant programme.

The official Press Release in this regard is enclosed herewith.

This intimation is also being uploaded on the Company's website at <https://www.thephoenixmills.com>.

You are requested to take the aforesaid information on record.

Thanking you,

Yours Faithfully,

For The Phoenix Mills Limited

Gajendra Mewara
Company Secretary

Encl: As above

Styling and shopping in the new age of normal

The Phoenix Mills Ltd new virtual personal shopping programme is set to get Mumbai & Pune more fashionable!

All of us, have a unique sense of style that truly reflects our spirit and personality. But every once in a while, we like to seek inspiration from elsewhere, and when it comes to fashion – who better than some of the best stylists in the industry?

The Phoenix Mills Ltd. has come up with something fun and fashionable for all their shoppers in Mumbai & Pune For, **High Street Phoenix/Palladium and Phoenix Marketcity Mumbai & Pune**, a new service has been introduced, the - **virtual personal shopping**. This is a cool initiative that is specially designed to allow shoppers seek inspiration from style gurus who have worked with some of the biggest names in fashion! With these tips, shoppers know that they will not have to worry about a fashion faux pas anytime soon.

The personal shopper allows customers to get a virtual tour of the stores and get recommendations as per what is in trend and most suited to them. Having a ‘pocket -stylist’ has never been easier.

Coming on board for this new concept initiative, are different celebrity stylists, including wardrobe consultant **Namita Alexander**. She is all set to help shoppers with a bit of retail therapy.

*“What I really like about the **virtual personal shopping programme** by Phoenix is how you can seek style advice at your finger -tips from the comfort of your own home. As a shopper, I love the aspect of having a styling guru at my fingertips. And I am glad that I can now help shoppers like me. All of us at some point wonder about what would look better on us and what would be a good purchase – and this is where the **Virtual shopping programme** by Phoenix is going to be the perfect thing! We can bring our experience and expertise to you – even if it is about finding the most comfortable and stylish pairs of pajamas”, says **Namita Alexander**.*

While we love the idea of style experts like Namita helping us out in our shopping, to get us started, here are some quick styling tips from Namita herself, that can give you a dose of fashion inspiration

Presenting; 5 Stylish Must haves to Work from Home

By Namita Alexander – Digi- Stylist at Phoenix Marketcity, Mumbai

1. White Waist coat –*While you are lounging at home in a T-shirt (and most likely pyjamas underneath!), a chic belted waistcoat can help achieve an instantly formal look.*
2. Printed shirt & Culottes – *A beautiful printed shirt paired with a pair of comfortable culottes is relaxed and makes a fashion statement for your work from home look.*
3. Checked Jumpsuit –*Want to be both comfortable and stylish in your WFH look, then opt for a jumpsuit. You can easily transition from work from home to drinks at home!*
4. Coloured Head Bands – *Take care of that messy mane with cute broad-based head bands that can transform you to ‘Gossip Girl chic’. Perfect for those last-minute zoom meetings to put on and look posh.*

5. Cheek tint blush & cherry Red lipstick – *A little cheek tint blush and some smooth creamy lipstick from Bobbi Brown, can make a tired over rested face instantly bright!*

How does the virtual personal shopping programme work?

Step 1: A Customer goes to the Phoenix Chatbot (on Phoenix’s website) to avail the Personal Shopper service

Step 2: The customer is sent a form and asked to fill details

Step 3: Details are shared with the stylist & the team

Step 4: The Stylist connected with the customer and gives inputs and feedback

Step 5: Once done with the session the customer is taken on a virtual shopping experience

Step 6: The customer finalizes the look along with the stylist and makes the purchase.

The Customer can opt for home delivery or curbside pickup of the package

About The Phoenix Mills Limited (PML)

PML (BSE: 503100 | NSE: PHOENIXLTD) is a leading retail mall developer and operator in India and is the pioneer of retail-led, mixed-use developments in India with completed development of over 17.5 million square feet spread across retail, hospitality, commercial, and residential asset classes. The company has an operational retail portfolio of approximately 7 million square feet of retail space spread across 9 operational malls in 6 key cities of India. The company is further developing 4 malls with over 4 million sq. feet of retail space in 4 gateway cities of India. Besides retail, the company has an operating commercial office portfolio with gross leasable area of approximately 1.3 million sq. feet and plans to add approximately 5 million sq. feet of commercial office across existing and under development mixed-use projects going forward.

For further information, kindly contact:

The Phoenix Mills Limited Deepinder Singh +91 98190 96255 deepinder.s@phoenixmarketcity.in	Edelman Pvt Ltd Yayati Gaikwad +91 9821861158 yayati.gaikwad@edelman.com
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