



THE PHOENIX MILLS LIMITED

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

March 18, 2016

**The Corporate Relationship Department
BSE 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 C - Disclosure under Regulation 7(2)(b) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015

Dear Sir(s),

We are enclosing herewith Form C containing disclosure under Regulation 7(2)(b) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 with respect to the acquisition of 2,27,650 equity shares of The Phoenix Mills Limited by Senior Advisory Services Private Limited (formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016) on March 17, 2016.

Kindly take the above information on record.

Regards,

For **The Phoenix Mills Limited**


Company Secretary
Encl.: as above



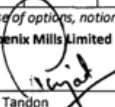
FORM C
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015
[Regulation 7 (2) read with Regulation 6 (2) – Continual Disclosure]
Name of the company: The Phoenix Mills Limited ISIN of the company: INE211B01039

Details of change in holding of Securities of Promoter, Employee or Director of a listed company and other such persons as mentioned in Regulation 6(2).

Name, PAN No., CIN/DIN & address with contact nos.	Category of Person (Promoters/KMP/Directors/immediate relatives/others etc)	Securities held prior to acquisition/disposal		Securities acquired /Disposed				Securities held post acquisition/disposal		Date of allotment advice/ acquisition of shares/ sale of shares specify		Date of intimation to company	Mode of acquisition/disposal (on market/public rights/preferential offer / off market/ Inter-se transfer, ESOP's etc)	Trading in derivatives (Specify type of contract, Futures or Options etc)				Exchange on which the trade was executed			
		Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No.	Value	Transaction Type (Buy/Sale/Pledge/Revoke/Invoke)	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	From	To			Type of Contract	Contract Specifications	Buy			Sell		
																Notional Value	Number of units (contract * lot size)		Notional Value	Number of units (contract * lot size)	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
Name: Senior Advisory Services Pvt. Ltd. (formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016) DIN: NA; PAN: AAEC57488P Address: C/o Market City Resources Pvt. Ltd., R.R. Hosiery Building, Shree Laxmi Woollen Mills Estate, Off Dr. E. Moses Road, Mahalaxmi, Mumbai- 400011. Contact No.:022-30016600	Promoters	Equity Shares	(1,52,37,699 Equity Shares) 9.960	Equity Shares	2,27,650 (0.149 %)	Rs. 7,48,94,573.50	Buy	Equity Shares	154653.49 (10.109 %)	17.03.2016 (acquisition of Shares)	17.03.2016 (acquisition of Shares)	18.03.2016	Market Purchase	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	National Stock Exchange of India Limited

Note: In case of options, notional value shall be calculated based on Premium plus strike price of options.

For The Phoenix Mills Limited

Signature: 
 Name: Puja Tandon
 Designation: Company Secretary
 Date: 18.03.2016, Place: Mumbai

