

Date: January 22, 2018

**From Acquirer:** Mr. Atul Ruia

**To**  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001

The National Stock Exchange of India Ltd  
Bandra-Kurla Complex,  
Mumbai.

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub – Intimation under Regulation 10(5) of SEBI (SAST) Regulations, 2011**

Dear Sirs,

This is with reference to the above referred subject.

I, Atul Ruia, Promoter of The Phoenix Mills Limited (the Company) and the Acquirer, am enclosing herewith necessary intimation under Regulation 10(5) of the SEBI (SAST) Regulations, 2011, in the prescribed format for your kind information and records.

Kindly take the same on record.

Thanking You

Yours Faithfully



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**Atul Ruia**

**Disclosures under Regulation 10(5) – Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1.	Name of the Target Company (TC)	The Phoenix Mills Limited
2.	Name of the acquirer(s)	Mr. Atul Ruia
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Mr. Atul Ruia is the Promoter and a part of the promoter group of the TC
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Mr. Ashokkumar Ruia (Promoter of the TC and father of the Acquirer)
	b. Proposed date of acquisition	On or after 30 <sup>th</sup> January, 2018.
	c. Number of shares to be acquired from each person mentioned in 4(a) above	<ol style="list-style-type: none"> <li>7,65,545 equity shares constituting 0.50% of the equity share capital of the TC are proposed to be received by Mr. Atul Ruia (Acquirer) by way of gift from Mr. Ashokkumar Ruia (Acquirer's father).</li> <li>12,50,000 equity shares constituting 25% of the equity share capital of Ruia International Holding Company Private Limited ("RIHCPL"), are proposed to be received by Mr. Atul Ruia (Acquirer) by way of gift from Mr. Ashokkumar Ruia (Acquirer's father). Prior to such gift, Mr. Atul Ruia (Acquirer) holds 50% of the equity share capital of RIHCPL. RIHCPL, in turn, holds 4,93,47,248 shares (32.23%) in the shareholding of the TC</li> <li>1,220 shares constituting 57.60% of the equity share capital of Ashok Apparels Private Limited ("AAPL"), are proposed to be received by Mr. Atul Ruia (Acquirer) by way of gift from Mr. Ashokkumar Ruia (Acquirer's father). Prior to such gift, Mr. Atul Ruia (Acquirer) holds 16.71% of the equity share capital of AAPL. AAPL in turn holds 96,70,665 shares (6.32%) in the shareholding of the TC.</li> <li>285 shares constituting 12.67% of the equity share capital of Radhakrishna Ramnarain Private Limited ("RRPL"), are proposed to be received by Mr. Atul Ruia (Acquirer) by way of gift from Mr. Ashokkumar Ruia (Acquirer's father). Prior to such gift, Mr. Atul Ruia (Acquirer) holds 25.24% of the equity share</li> </ol>



			<p>capital of RRPL. This shareholding along with Mr. Atul Ruia's majority shareholding in AAPL (which holds 36.18% shareholding in RRPL) would enable Mr. Atul Ruia to control 74.09% of the voting rights of RRPL. RRPL in turn holds 1,16,67,800 shares (7.62%) in the shareholding of the TC.</p> <p>5. 99.91% voting rights of Senior Advisory Services Private Limited ("SASPL"), is being indirectly acquired by Mr. Atul Ruia (Acquirer) by virtue of the proposed acquisition at pt. 4 above. Prior to such gift, Mr. Atul Ruia (Acquirer) holds 0.03% equity shares in SASPL. SASPL in turn holds 1,54,90,049 shares (10.12%) in the shareholding of the TC.</p> <p>6. 100% voting rights of Ashton Real Estate Development Private Limited ("AREDPL"), is being indirectly acquired by Mr. Atul Ruia (Acquirer) by virtue of the proposed acquisition at pt. 3 above. Prior to such gift, Mr. Atul Ruia (Acquirer) does not hold any equity shares of AREDPL. AREDPL in turn holds 33,200 shares (0.02%) in the shareholding of the TC.</p> <p><i>Please see detailed Footnote below.</i></p>
	d.	Total shares to be acquired as % of share capital of TC	<p>By virtue of all the proposed transactions hereinabove, the Acquirer would indirectly acquire additional voting rights in the TC representing 56.81% of the equity share capital of the TC, taking the Acquirer's entitlement to exercise voting rights on his own (without counting persons acting in concert) from 1.57% to 58.38%. Since this would attract Regulation 3(1) read with Regulation 3(3), the exemptions available under Regulations 10(1)(a)(i) and (ii) are being invoked. Hence this disclosure.</p> <p><i>Please see detailed Footnote below.</i></p>
	e.	Price at which shares are proposed to be acquired	N.A.
	f.	Rationale, if any, for the proposed transfer	Transfer of shares as detailed above are proposed to be effected by way of gift from Acquirer's father, Mr. Ashokkumar Ruia to Mr. Atul Ruia (Acquirer).



5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	10(1)(a)(i) 10(1)(a)(ii)			
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Rs. 569.29			
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	N.A.			
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	N.A. as transfers are proposed to be effected by way of gift from the Acquirer's father, Mr. Ashokkumar Ruia to Mr. Atul Ruia (Acquirer).			
9.	<p>i. Declaration by the acquirer, that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)</p> <p>ii. The aforesaid disclosures made during previous 3 years prior to the date of proposed acquisition to be furnished.</p>	<p>i. I confirm that the transferor and transferee have complied (during 3 years prior to the date of proposed acquisition) / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997).</p> <p>ii. Attached separately</p>			
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	I also confirm that all the conditions specified under regulation 10(1)(a) (i) and (ii) with respect to exemptions have been duly complied with.			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC





a	Acquirer(s) and PACs (other than sellers)(*)	9,25,51,288	60.45 %	9,33,16,833	60.95%
b	Seller (s)	36,59,594	2.39%	28,94,049	1.89%

  
Atul Ruia

Date: 22 January 2018

Place: Mumbai

- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

**Footnote:**

- a) RIHCPL, AAPL, RRPL, SASPL and AREDP (collectively the "Promoter Companies")
- b) The proposed restructuring entails an *inter-se* transfer from Mr. Ashokkumar Ruia to his son, Mr. Atul Ruia, of equity shares in the TC and of the equity shares in the Promoter Companies in the manner set out below (collectively, the "Proposed Transactions")

**a. Transfer of shares of the TC: -**

Name of Transferor	Name of the Transferee	% equity shareholding proposed to be transferred	% equity shareholding of the Transferee, pre- transfer	% equity shareholding of the transferee in the TC post-transfer
Mr. Ashokkumar Ruia	Mr. Atul Ruia	0.50%	1.57%	2.07%

**b. Transfer of shares of RIHCPL: -**

Name of Transferor	Name of the Transferee	% equity shareholding proposed to be transferred	% equity shareholding of the Transferee, pre- transfer	% equity shareholding of the transferee in RIHCPL, post-transfer
Mr. Ashokkumar Ruia	Mr. Atul Ruia	25%	50%	75%



c. Transfer of shares of AAPL: -

Name of Transferor	Name of the Transferee	% equity shareholding proposed to be transferred	% equity shareholding of the Transferee, pre- transfer	% equity shareholding of the transferee in AAPL, post-transfer
Mr. Ashokkumar Ruia	Mr. Atul Ruia	57.60%	16.71%	74.31%

d. Transfer of shares of RRPL

Name of Transferor	Name of the Transferee	% equity shareholding proposed to be transferred	% equity shareholding of the Transferee, pre- transfer	% equity shareholding of the transferee in RRPL, post-transfer
Mr. Ashokkumar Ruia	Mr. Atul Ruia	12.67%	25.24%	37.91%

c) In a nutshell, as a result of the Proposed Transactions:

- (i) The Acquirer, Mr. Atul Ruia would acquire from Mr. Ashokkumar Ruia, 0.50% directly in the TC;
- (ii) The Acquirer, Mr. Atul Ruia would acquire from Mr. Ashokkumar Ruia, 25% equity shares in RIHCPL, which along with his current holding of 50% would give him majority ownership of RIHCPL and thereby the ability to direct the exercise of the 32.23% voting rights held by RIHCPL in the TC;
- (iii) The Acquirer, Mr. Atul Ruia would acquire from Mr. Ashokkumar Ruia, 57.60% equity shares in AAPL, which along with his current holding of 16.71% would give him majority ownership of 74.31% in AAPL and thereby the ability to direct the exercise of 6.32% voting rights held by AAPL in the TC;
- (iv) AAPL is majority owned by Mr. Ashokkumar Ruia. As a result of the proposed transactions, the Acquirer would acquire a majority stake in AAPL and get the entitlement to direct the exercise of: (x) 74.09% of the shares and voting rights in RRPL (aggregate of Acquirer's current holding of 25.24% in RRPL, his proposed acquisition of 12.67% in RRPL and 36.18% of AAPL's holding in RRPL); (y) 99.91% of the shares and voting rights held by RRPL in SASPL (by acquiring 74.09% of RRPL) and (iii) 100% of the shares and voting rights in AREDPL (by acquiring 74.31% of the voting rights of AAPL);
- (v) The entitlement to exercise voting rights attached to shares in the TC held by these Companies would therefore come within the power of the Acquirer;
- (vi) Consequently, the Acquirer would be entitled to direct the exercise of: (x) 6.32% of the shares and voting rights held by AAPL in the TC; (y) 7.62% of the shares and voting



rights in the TC held by RRPL; (z) 10.12% of SASPL; and (xx) 0.02% held by AREDPL in the TC;

- (vii) All of the proposed acquisitions aggregate to an entitlement of the Acquirer to exercise additional voting rights of 56.81% in the TC. Hence this disclosure under Regulation 10(5).

A handwritten signature in black ink, appearing to be 'A. K. Singh', is located in the center of the page.

**April 28, 2015**

**To**

**The Corporate Relationship Department  
Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61**

**The Listing Department,  
The National Stock Exchange of India Ltd  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38**

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of shares in the prescribed form.

Kindly take the same on record.

Regards,



**Atul Ashok Ruia**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ashok Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal-as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :	95,569,963	65.930	N.A.
a) Shares carrying voting rights			
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	<b>95,569,963</b>	<b>65.930</b>	<b>N.A.</b>
Details of acquisition/sale	6,520	0.005	N.A.
a) Shares carrying voting rights acquired/sold			
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	<b>6,520</b>	<b>0.005</b>	<b>N.A.</b>

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	95576483	65.935	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95576483	65.935	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27.04.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 289,913,390 (144,956,695 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 289,913,390 (144,956,695 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



Atul Ashok Ruia

**Signature of the acquirer / ~~seller~~ / Authorised Signatory**

Place: Mumbai

Date: 28.04.2015

ATUL RUIA

Ruia House No. 19, Bhau Saheb Hire  
Marg, Malabar Hill, Mumbai- 400006

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August 28, 2015

To

**The Corporate Relationship Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,**  
**The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 11,000 equity shares of The Phoenix Mills Limited in the prescribed form.

Kindly take the same on record.

Regards,

  
Atul Ruia

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

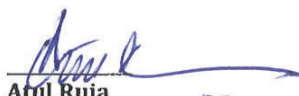
Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal-as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of:			
a)Shares carrying voting rights	9,55,82,008	62.476	N.A.
b)Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c)Voting rights (VR) otherwise than by shares			
d)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e)Total (a+b+c+d)	<b>9,55,82,008</b>	<b>62.476</b>	<b>N.A.</b>
Details of acquisition/sale			
a)Shares carrying voting rights acquired/sold	11,000	0.01	N.A.
b)VRs acquired /sold otherwise than by shares			
c)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d)Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	<b>11,000</b>	<b>0.01</b>	<b>N.A.</b>



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,55,93,008	62.484	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,582,008	62.484	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	26.08.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital / total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



Atul Ruia

Signature of the acquirer /seller / Authorised Signatory

Place: Mumbai

Date: 28.08.2015

August 31, 2015

To

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: **The Phoenix Mills Limited (503100/ PHOENIXLTD)**

Sub: **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 13,394 equity shares of The Phoenix Mills Limited on August 27, 2015 and 6,000 equity shares on August 28, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

  
Atul Ruia

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	9,55,93,008	62.484	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d)	9,55,93,008	62.484	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	19,394	0.013	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	19,394	0.013	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,56,16,622***	62.499	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,56,16,622***	62.499	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27.08.2015 and 28.08.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 4,220 shares on August 27, 2015 by Radhakrishna Ramnarain Private Limited, one of the promoters for which disclosure has been filed separately.

  
Atul Ruia

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai  
Date: 31.08.2015

# **RADHAKRISHNA RAMNARAIN PRIVATE LIMITED**

Registered Office: Phoenix Mills Premises, 462 Senapati Bapat Marg, Lower Parel, Mumbai - 400013.  
CIN : U70101MH1956PTC009836

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August 31, 2015

To

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: **The Phoenix Mills Limited (503100/ PHOENIXLTD)**

Sub: **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**


Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 4,220 equity shares of The Phoenix Mills Limited on August 27, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

For Radhakrishna Ramnarain Private Limited

  
**Ashokkumar Ruia**  
Director

Encl.: as above



**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Radhakrishna Ramnarain Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	9,55,93,008	62.484	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	9,55,93,008	62.484	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	4,220	0.003	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	4,220	0.003	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,56,16,622***	62.499	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,56,16,622***	62.499	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27.08.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 19,394 shares on August 27 and August 28, 2015 by Atul Ruia, one of the promoters and director for which disclosure has been filed separately.

For Radhakrishna Ramnarain Private Limited ..



Ashokkumar Ruia

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 31.08.2015

**RUIA INTERNATIONAL HOLDING COMPANY PRIVATE LIMITED**

Reg. Off.: C/o Market City Resources Pvt. Ltd., Ground Floor, Opp. Shakti Mills, R.R. Hosiery Bldg, Shree  
Laxmi Woollen Mills Estate, Mahalaxmi, Mumbai - 400011.

CIN: U45201MH2006PTC165254 Email: corpaffairs@highstreetphoenix.com Tel: 022-30016800

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December 11, 2015

To

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")


Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 5,419 equity shares of The Phoenix Mills Limited on December 9, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Ruia International Holding Company Private Limited**

  
**Ashokkumar Ruia  
Director**

Encl.: as above



**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ruia International Holding Company Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share / voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights			
	Person Acting In Concert - 4,65,98,284	30.458	N.A.
	Ruia International Holding Company Pvt. Ltd. - 4,93,41,829	32.252	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d).	9,59,40,113	62.710	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	5,419	0.004	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	5,419	0.004	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 4,65,98,284	30.459	N.A.
b) Shares encumbered with the acquirer	Ruia International Holding Company Pvt. Ltd. - 4,93,47,248	32.255	N.A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,945,532	62.714	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	09.12.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Ruia International Holding Company Private Limited

  
 Ashokkumar Ruia  
 Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 11.12.2015

**RUIA INTERNATIONAL HOLDING COMPANY PRIVATE LIMITED**

Reg. Off.: C/o Market City Resources Pvt. Ltd., Ground Floor, Opp. Shakti Mills, R.R. Hosiery Bldg, Shree Laxmi Woollen Mills Estate, Mahalaxmi, Mumbai - 400011.

CIN: U45201MH2006PTC165254 Email: corpaffairs@highstreetphoenix.com Tel: 022-30016800

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**December 2, 2015**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**


Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 3,302 equity shares of The Phoenix Mills Limited on November 30, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Ruia International Holding Company Private Limited**

  
**Ashokkumar Ruia  
Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ruia International Holding Company Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share / voting capital of the TC (**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights			
	Person Acting In Concert - 4,65,98,284	30.458	N.A.
	Ruia International Holding Company Pvt. Ltd. - 4,93,38,527	32.250	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d).	9,59,36,811	62.708	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	3,302	0.002	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	3,302	0.002	N.A.



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 4,65,98,284	30.458	N.A.
	Ruia International Holding Company Pvt. Ltd. - 4,93,41,892	32.252	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,940,113	62.710	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	30.11.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Ruia International Holding Company Private Limited



Ashokkumar Ruia

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 2.12.2015

March 31, 2017

To

**The Corporate Relationship Department  
BSE Limited**Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38Ref: **The Phoenix Mills Limited (503100/ PHOENIXLTD)**Sub: **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding the following inter se transfer of shares between me and the Persons Acting in Concert (PAC) with the Promoters of The Phoenix Mills Limited on March 30, 2017 in the prescribed form.

Name of the Promoter/PAC	No. of shares held	Details of shares transferred				No. of shares held post inter se transfer between Promoters and PACs
		No. of shares transferred to PAC	Name of the PAC shares transferred to	No. of shares acquired from PAC	Name of the PAC shares acquired from	
Atul Ruia	2403501	1257955	Gayatri Ruia	1414400	Gayatri Ruia	-
		156445	Sharanya A. Ruia Beneficiary Trust	-	-	-
<b>Total</b>	<b>2403501</b>	<b>1414400</b>		<b>1414400</b>		<b>2403501</b>

Kindly take the same on record.

Regards,


  
Atul Ruia

Encl.: as above

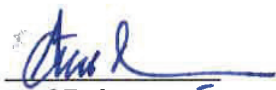
**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal-as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a)Shares carrying voting rights	Person Acting In Concert - 9,38,07,381	61.285	N.A.
	Atul Ruia – 24,03,501	01.570	N.A.
b)Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c)Voting rights (VR) otherwise than by shares			
d)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e)Total (a+b+c+d)	<b>9,62,10,882</b>	<b>62.855</b>	<b>N.A.</b>
Details of acquisition/sale			
a)Shares carrying voting rights acquired/sold	<b><i>Inter se Transfer between Promoters</i></b>		N.A.
	14,14,400 (transferred from Gayatri Ruia)	0.924	
	12,57,955 (transferred to Gayatri Ruia)	(0.822)	
	1,56,445 (transferred to Sharanya A. Ruia Beneficiary Trust)	(0.102)	
b)VRs acquired /sold otherwise than by shares			
c)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			

d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	<b>No change in holding post inter se transfer</b>	<b>0.000</b>	<b>N.A.</b>
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 9,38,07,381	61.285	N.A.
	Atul Ruia - 24,03,501	01.570	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	<b>9,62,10,882</b>	<b>62.855</b>	<b>N.A.</b>
Mode of acquisition / sale-(e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Inter-se transfer of shares between Promoters and PAC		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	30.03.2017		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 306,133,814 (153,066,907 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 306,133,814 (153,066,907 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



**Atul Ruia**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 31.03.2017



**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	95,576,483	62.473	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	95,576,483	62.473	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	5,525	0.0036	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	5,525	0.0036	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	95,582,008	62.476	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	<b>95,582,008</b>	<b>62.476</b>	<b>N.A.</b>
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	22.07.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



Atul Ruia

**Signature of the acquirer /seller / Authorised Signatory**

Place: Mumbai

Date: 24.07.2015

## **SENIOR ADVISORY SERVICES PRIVATE LIMITED**

(formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016)  
**Registered office:** State Bank Building Annexure, 1<sup>st</sup> Floor, Mahalaxmi, Mumbai- 400013.  
**CIN:** U67120MH1984PTC034206

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**March 18, 2016**

**To**

**The Corporate Relationship Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,**  
**The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref:** **The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub:** **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**


Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are enclosing herewith the disclosure regarding acquisition of 2,27,650 equity shares of The Phoenix Mills Limited on March 17, 2016 in the prescribed form.

Kindly take the same on record.

Regards,

**For Senior Advisory Services Private Limited**

  
**Ashokkumar Ruia**  
**Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Senior Advisory Services Private Limited (formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016)		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert - 8,07,07,833	52.754	N.A.
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	Senior Advisory Services Private Limited. - 1,52,37,699	09.960	N.A.
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d)	95,945,532	62.714	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	2,27,650	0.149	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	2,27,650	0.149	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 8,07,07,833	52.754	N.A.
b) Shares encumbered with the acquirer	Senior Advisory Services Private Limited - 1,54,65,349	10.109	N.A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	96,173,182	62.863	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	17.03.2016		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**For Senior Advisory Services Private Limited**



**Ashokkumar Ruia**

**Director**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 18.03.2016

## **SENIOR ADVISORY SERVICES PRIVATE LIMITED**

(formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016)  
**Registered office:** State Bank Building Annexure, 1<sup>st</sup> Floor, Mahalaxmi, Mumbai- 400013.  
**CIN: U67120MH1984PTC034206**

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**March 21, 2016**

**To**

**The Corporate Relationship Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,**  
**The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are enclosing herewith the disclosure regarding acquisition of 24,700 equity shares of The Phoenix Mills Limited on March 18, 2016 in the prescribed form.

Kindly take the same on record.

Regards,

**For Senior Advisory Services Private Limited**



**Atul Ruia**  
**Director**

Encl.: as above



**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Senior Advisory Services Private Limited (formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016)		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	Person Acting In Concert – 8,07,07,833	52.754	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)	Senior Advisory Services Private Limited. – 1,54,65,349	10.109	N.A.
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	96,173,182	62.863	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	24,700	0.016	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	24,700	0.016	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 8,07,07,833	52.754	N.A.
b) Shares encumbered with the acquirer	Senior Advisory Services Private Limited - 1,54,90,049	10.125	N.A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,61,97,882	62.879	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	18.03.2016		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**For Senior Advisory Services Private Limited**



**Atul Ruia**

**Director**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 21.03.2016



# **RADHAKRISHNA RAMNARAIN PRIVATE LIMITED**

Registered Office: Phoenix Mills Premises, 462 Senapati Bapat Marg, Lower Parel, Mumbai - 400013.  
CIN : U70101MH1956PTC009836 Email: corpaffairs@highstreetphoenix.com Tel: 022-30016800

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**March 23, 2016**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 13,000 equity shares of The Phoenix Mills Limited on March 21, 2016 in the prescribed form.

Kindly take the same on record.

Regards,

**For Radhakrishna Ramnarain Private Limited**



**Ashokkumar Ruia  
Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Radhakrishna Ramnarain Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal-as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a)Shares carrying voting rights	Person Acting In Concert - 8,45,43,082	55.261	N.A.
	Radhakrishna Ramnarain Private Limited - 1,16,54,800	07.618	N.A.
b)Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c)Voting rights (VR) otherwise than by shares			
d)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e)Total (a+b+c+d)	9,61,97,882	62.879	N.A.
Details of acquisition/sale			
a)Shares carrying voting rights acquired/sold	13,000	0.008	N.A.
b)VRs acquired /sold otherwise than by shares			
c)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d)Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	13,000	0.008	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 8,45,43,082	55.261	N.A.
	Radhakrishna Ramnarain Private Limited - 1,16,67,800	7.627	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,62,10,882	62.888	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	21.03.2016		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Radhakrishna Ramnarain Private Limited



**Ashokkumar Ruia**

**Signature of the acquirer /seller / Authorised Signatory**

Place: Mumbai

Date: 23.03.2016

# SENIOR HOLDING PRIVATE LIMITED

Registered office: State Bank Building Annexure, 1<sup>st</sup> Floor, Mahalaxmi, Mumbai- 400013.

CIN: U67120MH1984PTC034206

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November 30, 2015

To

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are enclosing herewith the disclosure regarding acquisition of 11,300 equity shares of The Phoenix Mills Limited on November 26, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

For Senior Holding Private Limited



**Ashokkumar Ruia  
Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Senior Holding Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert – 8,06,39,172	52.709	N.A.
	Senior Holding Pvt. Ltd. – 1,52,26,399	09.953	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	9,58,65,571	62.662	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	11,300	0.007	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	11,300	0.007	N.A.



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 8,06,99,112***	52.748	N.A.
	Senior Holding Pvt. Ltd. - 1,52,37,699	9.960	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,936,811***	62.708	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	26.11.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 2,650 shares by Radhakrishna Ramnarain Pvt. Ltd, 28,490 shares by Ruia International Holding Company Private Limited and 28,800 shares by Aston Real Estate Development Private Limited on November 26, 2015, promoter group companies for which disclosures are been filed separately.

#### For Senior Holding Private Limited



**Ashokkumar Ruia**  
Director

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai  
Date: 30.11.2015



# **RADHAKRISHNA RAMNARAIN PRIVATE LIMITED**

Registered Office: Phoenix Mills Premises, 462 Senapati Bapat Marg, Lower Parel, Mumbai - 400013.  
CIN : U70101MH1956PTC009836 Email: corpaffairs@highstreetphoenix.com Tel: 022-30016800

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**November 30, 2015**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**


Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 2650 equity shares of The Phoenix Mills Limited on November 26, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Radhakrishna Ramnarain Private Limited**

  
**Ashokkumar Ruia  
Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Radhakrishna Ramnarain Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert - 8,42,13,421	55.046	N.A.
	Radhakrishna Ramnarain Private Limited - 1,16,52,150	07.616	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
e) Total (a+b+c+d)	9,58,65,571	62.662	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	2,650	0.002	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	2,650	0.002	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 8,42,82,011***	55.09	N.A.
	Radhakrishna Ramnarain Private Limited - 1,16,54,800	7.618	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	<b>95,936,811***</b>	<b>62.708</b>	<b>N.A.</b>
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	26.11.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 11,300 shares by Senior Holdings Pvt. Ltd, 28,490 shares by Ruia International Holding Company Private Limited and 28,800 shares by Aston Real Estate Development Private Limited on November 26, 2015, promoter group companies for which disclosures are been filed separately.

**For Radhakrishna Ramnarain Private Limited**



**Ashokkumar Ruia**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 30.11.2015

**RUIA INTERNATIONAL HOLDING COMPANY PRIVATE LIMITED**

Reg. Off.: C/o Market City Resources Pvt. Ltd., Ground Floor, Opp. Shakti Mills, R.R. Hosiery Bldg, Shree  
Laxmi Woollen Mills Estate, Mahalaxmi, Mumbai - 400011.

CIN: U45201MH2006PTC165254 Email: corpaffairs@highstreetphoenix.com Tel: 022-30016800

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**November 30, 2015**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")**


Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 28,490 equity shares of The Phoenix Mills Limited on November 26, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Ruia International Holding Company Private Limited**

  
**Ashokkumar Ruia  
Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ruia International Holding Company Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share / voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights			
	Person Acting In Concert - 4,65,55,534	30.431	N.A.
	Ruia International Holding Company Pvt. Ltd. - 4,93,10,037	32.231	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d).	9,58,65,571	62.662	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	28,490	0.019	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	28,490	0.019	N.A.



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 4,65,98,284***	30.458	N.A.
b) Shares encumbered with the acquirer	Ruia International Holding Company Pvt. Ltd. - 4,93,38,527	32.250	N.A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,936,811***	62.708	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	26.11.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 11,300 shares by Senior Holdings Pvt. Ltd, 2,650 shares by Radhakrishna Ramnarain Private Limited and 28,800 shares by Aston Real Estate Development Private Limited on November 26, 2015, promoter group companies for which disclosures are been filed separately.

**For Ruia International Holding Company Private Limited**

  
**Ashokkumar Ruia**

**Signature of the acquirer /-seller / Authorised Signatory**

Place: Mumbai

Date: 30.11.2015



# **ASHTON REAL ESTATE DEVELOPMENT PRIVATE LIMITED**

Registered office: Gr.floor, R.R. Hosiery Bldg, Shree Laxmi Woollen Mills Estate, Mahalaxmi, Mumbai -  
400011.Cin : U70100MH2006PTC161028

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November 30, 2015

To

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)

Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")

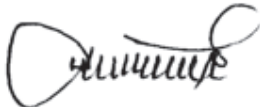
Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 28,800 equity shares of The Phoenix Mills Limited on November 26, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

For Ashton Real Estate Development Private Limited



**Haresh Morajkar  
Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ashton Real Estate Development Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / <del>disposal</del> as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert - 9,58,61,171	62.659	N.A.
	Aston Real Estate Development Private Limited - 4,400	0.003	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	9,58,65,571	62.662	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	28,800	0.019	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/ released by the acquirer			
e) Total (a+b+c+/-d)	28,800	0.019	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 95,903,611***	62.686	N.A.
b) Shares encumbered with the acquirer	Aston Real Estate Development Private Limited - 33,200	0.022	N.A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,936,811***	62.708	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	26.11.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 11,300 shares by Senior Holdings Pvt. Ltd, 28,490 shares by Ruia International Holding Company Private Limited and 2,650 shares by Radhakrishna Ramnarain Private Limited on November 26, 2015, promoter group companies for which disclosures are been filed separately.

For Ashton Real Estate Development Private Limited



Haresh Morajkar

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 30.11.2015

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ruia International Holding Company Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share / voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert - 4,64,47,534	30.360	N.A.
	Ruia International Holding Company Pvt. Ltd. - 4,92,07,037	32.164	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d).	9,56,54,571	62.524	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	1,03,000	0.067	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	1,03,000	0.067	N.A.



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 4 65 55,534***	30.431	N.A.
b) Shares encumbered with the acquirer	Ruia International Holding Company Pvt. Ltd. - 4,93,10,037	32.231	N.A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,865,571***	62.662	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	08.10.2015 and 09.10.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 78,000 shares (28,000 and 50,000 shares on October 08, 2015 and October 09, 2015 respectively) by Senior Holdings Pvt. Ltd.) and 30000 shares on October 08, 2015 by Radhakrishna Ramnarain Private Limited, promoter group companies for which disclosures are been filed separately.

For Ruia International Holding Company Private Limited



Ashokkumar Ruia

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 12.10.2015



# **RADHAKRISHNA RAMNARAIN PRIVATE LIMITED**

**Registered Office:** Phoenix Mills Premises, 462 Senapati Bapat Marg, Lower Parel, Mumbai - 400013.  
**CIN :** U70101MH1956PTC009836 **Email:** corpaffairs@highstreetphoenix.com **Tel:** 022-30016800

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**October 12, 2015**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 30,000 equity shares of The Phoenix Mills Limited on October 08, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Radhakrishna Ramnarain Private Limited**

  
**Ashokkumar Ruia**  
**Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Radhakrishna Ramnarain Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert - 8,40,32,421	54.927	N.A.
	Radhakrishna Ramnarain Private Limited - 1,16,22,150	07.597	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	9,56,54,571	62.524	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	30,000	00.020	N.A.
b) VRs acquired /sold otherwise than by shares			N.A.
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	30,000	00.020	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 8,42,13,421***	55.046	N.A.
	Radhakrishna Ramnarain Private Limited - 1,16,52,150	07.616	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,865,571***	62.662	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	08.10.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 78,000 shares (28,000 and 50,000 shares on October 08, 2015 and October 09, 2015 respectively) by Senior Holdings Pvt. Ltd.) and 1,03,000 shares (43,000 and 60,000 shares on October 08, 2015 and October 09, 2015 respectively) by Ruia International Holding Company Private Limited, promoter group companies for which disclosures are been filed separately.

For Radhakrishna Ramnarain Private Limited



Ashokkumar Ruia

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 12.10.2015

# **SENIOR HOLDING PRIVATE LIMITED**

Registered office: State Bank Building Annexure, 1<sup>st</sup> Floor, Mahalaxmi, Mumbai- 400013.  
CIN: U67120MH1984PTC034206

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October 12, 2015

To

**The Corporate Relationship Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,**  
**The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: **The Phoenix Mills Limited (503100/ PHOENIXLTD)**

Sub: **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are enclosing herewith the disclosure regarding acquisition of 28,000 and 50000 equity shares of The Phoenix Mills Limited on October 8, 2015 and October 9, 2015 respectively in the prescribed form.

Kindly take the same on record.

Regards,

For Senior Holding Private Limited

  
**Ashokkumar Ruia**  
Director

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Senior Holding Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / <del>disposal</del> as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert - 8,05,06,172	52.622	N.A.
	Senior Holding Pvt. Ltd. - 1,51,48,399	09.902	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	9,56,54,571	62.524	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	78,000	0.051	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	78,000	0.051	N.A.



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 8,06,39,172***	52.709	N.A.
	Senior Holding Pvt. Ltd. - 1,52,26,399	09.953	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,865,571***	62.662	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	08.10.2015 and 09.10.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 30,000 shares on October 08, 2015 by Radhakrishna Ramnarain Pvt. Ltd. and 1,03,000 shares (43,000 and 60,000 shares on October 08, 2015 and October 09, 2015 respectively) by Ruia International Holding Company Private Limited, promoter group companies for which disclosures are been filed separately.

**For Senior Holding Private Limited**



**Ashokkumar Ruia**

**Director**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 12.10.2015

March 31, 2017

To

**The Corporate Relationship Department  
BSE Limited**Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61**The Listing Department,  
The National Stock Exchange of India Ltd**Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding the following inter se transfer of shares between me and the Promoters and Persons Acting in Concert (PAC) with the promoters of The Phoenix Mills Limited on March 30, 2017 and March 31, 2017 in the prescribed form.

Name of the Promoter/ PAC	No. of shares held	Details of shares transferred				No. of shares held post inter se transfer between Promoters and PACs
		No. of shares transferred to PAC	Name of the Promoter/PAC shares transferred to	No of shares acquired from PAC	Name of the PAC shares acquired from	
Gayatri Ruia	1534890	1414400	Atul Ruia	1257955	Atul Ruia	-
		120490	Sharanya A. Ruia Beneficiary Trust	276935	Sharanya A. Ruia Beneficiary Trust	-
<b>Total</b>	<b>1534890</b>	<b>1534890</b>		<b>1534890</b>		<b>1534890</b>

Kindly take the same on record.

Regards,

  
 Gayatri Ruia

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Gayatri Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a)Shares carrying voting rights	Person Acting In Concert - 9,46,75,992	61.852	N.A.
	Gayatri Ruia – 15,34,890	01.003	N.A.
b)Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c)Voting rights (VR) otherwise than by shares			
d)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e)Total (a+b+c+d)	<b>9,62,10,882</b>	<b>62.855</b>	<b>N.A.</b>
Details of acquisition/sale			
a)Shares carrying voting rights acquired/sold	<b><i>Inter se Transfer between Promoters</i></b>		N.A.
	14,14,400 (transferred to Atul Ruia)	(0.924)	
	1,20,490 (transferred to Sharanya A. Ruia Beneficiary Trust)	(0.079)	
	12,57,955 (transferred by Atul Ruia)	0.822	
	2,76,935 (transferred by Sharanya A. Ruia Beneficiary Trust)	0.181	
b)VRs acquired /sold otherwise than by shares			
c)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares			

carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	<b>No change in holding post inter se transfer</b>	<b>0.000</b>	<b>N.A.</b>
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 9,46,75,992	61.852	N.A.
	Gayatri Ruia - 15,34,890	01.003	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	<b>9,62,10,882</b>	<b>62.855</b>	<b>N.A.</b>
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Inter-se transfer of shares between Promoters and PAC		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	30.03.2017 and 31-03-2017		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 306,133,814 (153,066,907 Equity Shares)		
Equity share capital / total voting capital of the TC after the said acquisition / sale	Rs. 306,133,814 (153,066,907 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

  
Gayatri Ruia

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 31.03.2017

# Sharanya A Ruia Beneficiary Trust

Phoenix Mills Premises, 462 Senapati Bapat Marg, Lower Parel (West) Mumbai - 400013.

**March 31, 2017**

**To**

**The Corporate Relationship Department**

**BSE Limited**

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai- 400 001

Fax: 22722037/39/41/61

**The Listing Department,**

**The National Stock Exchange of India Ltd**

Bandra-Kurla Complex, Mumbai.

Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding the following inter se transfer of shares between me and the Promoters and Persons Acting in Concert (PAC) with the promoters of The Phoenix Mills Limited on March 30, 2017 and March 31, 2017 in the prescribed form.

Name of the Promoter/PAC	No. of shares held	Details of shares transferred				No. of shares held post inter se transfer between Promoters and PACs
		No. of shares transferred to PAC	Name of the PAC shares transferred to	No. of shares acquired from PAC	Name of the PAC shares acquired from	
Sharanya A Ruia Beneficiary Trust	278935	276935	Gayatri Ruia	156445	Atul Ruia	-
				120490	Gayatri Ruia	-
<b>Total</b>	<b>278935</b>	<b>276935</b>		<b>276935</b>		<b>278935</b>

Kindly take the same on record.

Regards,

For **Sharanya A Ruia Beneficiary Trust**



**Ashokkumar Ruia**  
**Trustee**

Encl.: as above



**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Sharanya A. Ruia Beneficiary Trust		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Person Acting In Concert - 9,59,31,947	62.673	N.A.
	Sharanya A. Ruia Beneficiary Trust - 2,78,935	00.182	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	<b>9,62,10,882</b>	<b>62.855</b>	<b>N.A.</b>
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	<b><i>Inter se Transfer between Promoters and PACs</i></b>		N.A.
	1,20,490 (transferred from Gayatri Ruia)	0.079	
	1,56,445 (transferred from Atul Ruia)	0.102	
	2,76,935 (transferred to Gayatri Ruia)	(0.181)	
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			

d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	<b>No change in holding post inter se transfer</b>	<b>0.000</b>	<b>N.A.</b>
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	Person Acting In Concert - 9,59,31,947	62.673	N.A.
b) Shares encumbered with the acquirer	Sharanya A. Ruia Beneficiary Trust - 2,78,935	00.182	N.A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities / any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	<b>9,62,10,882</b>	<b>62.855</b>	<b>N.A.</b>
Mode of acquisition / sale-(e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Inter-se transfer of shares between Promoters and PAC		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	30.03.2017 and 31.03.2017		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 306,133,814 (153,066,907 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 306,133,814 (153,066,907 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For **Sharanya A Ruia Beneficiary Trust**



**Ashokkumar Ruia**  
Trustee

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 31.03.2017

# SENIOR HOLDING PRIVATE LIMITED

Registered office: State Bank Building Annexure, 1<sup>st</sup> Floor, Mahalaxmi, Mumbai- 400013.

CIN: U67120MH1984PTC034206

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September 10, 2015

To

**The Corporate Relationship Department**

**BSE Limited**

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai- 400 001

Fax: 22722037/39/41/61

**The Listing Department,**

**The National Stock Exchange of India Ltd**

Bandra-Kurla Complex, Mumbai.

Fax: 022-26598237/3B

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are enclosing herewith the disclosure regarding acquisition of 2,459 equity shares of The Phoenix Mills Limited on September 8, 2015 and 500 equity shares on September 9, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Senior Holding Private Limited**



**Ashokkumar Ruia**

**Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Senior Holding Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / <del>disposal</del> as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	9,56,43,412	62.517	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	<b>9,56,43,412</b>	<b>62.517</b>	<b>N.A.</b>
Details of acquisition/sale			
a) Shares carrying voting rights acquired/ <del>sold</del>	2,959	0.002	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	<b>2,959</b>	<b>0.002</b>	<b>N.A.</b>

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,56,51,871***	62.522	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,651,871***	62.522	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	08.09.2015 and 09.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 5,500 shares on September 09, 2015 by Atul Ruia, one of the promoters and director for which disclosure has been filed separately.

**For Senior Holding Private Limited**



**Ashokkumar Ruia**

**Director**

**Signature of the acquirer /-seller / Authorised Signatory**

Place: Mumbai

Date: 10.09.2015



ATUL RUIA

Ruia House No. 19, Bhau Saheb Hire  
Marg, Malabar Hill, Mumbai- 400006

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**September 10, 2015**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**

Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

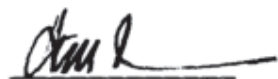
**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 5,500 equity shares of The Phoenix Mills Limited on September 9, 2015 in the prescribed form.

Kindly take the same on record.

Regards,



**Atul Ruia**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	95,646,371***	62.518	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	95,645,871***	62.518	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	5,500	0.004	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	5,500	0.004	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	95,651,871	62.522	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,651,871	62.522	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	09.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Includes acquisition of 2,459 shares and 500 shares on September 08, 2015 and September 9, 2015 respectively by Senior Holding Private Limited, one of the promoter group Company for which disclosure has been filed separately.



Atul Ruia

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 10.09.2015

September 15, 2015

To

**The Corporate Relationship Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,**  
**The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 500 equity shares of The Phoenix Mills Limited on September 11, 2015 and 200 equity shares on September 14, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

  
Atul Ruia

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / <del>disposal</del> as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	95,651,871	62.522	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	95,651,871	62.522	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	700	0.000	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	700	0.000	N.A.



a) Shares carrying voting rights	95,652,571	62.523	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,652,571	62.523	N.A.
Mode of acquisition / <del>sale</del> (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / <del>sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable</del>	11.09.2015 and 14.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / <del>sale</del>	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / <del>sale</del>	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



Atul Ruia

Signature of the acquirer / ~~seller~~ / Authorised Signatory

Place: Mumbai

Date: 15.09.2015

## **Sharanya A Ruia Beneficiary Trust**

Phoenix Mills Premises, 462 Senapati Bapat Marg, Lower Parel (West) Mumbai - 400013.

**September 18, 2015**

**To**

**The Corporate Relationship Department**

**BSE Limited**

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai- 400 001

Fax: 22722037/39/41/61

**The Listing Department,**

**The National Stock Exchange of India Ltd**

Bandra-Kurla Complex, Mumbai.

Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 1350 equity shares of The Phoenix Mills Limited on September 15, 2015 and 650 equity shares on September 16, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Sharanya A Ruia Beneficiary Trust**



**Ashokkumar Ruia**  
**Trustee**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Sharanya A Ruia Beneficiary Trust		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	95,652,571	62.523	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares *			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	95,652,571	62.523	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	2000	0.001	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	2000	0.001	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	95,654,571	62.524	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	95,654,571	62.524	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	15.09.2015 and 16.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

For Sharanya A Ruia Beneficiary Trust



**Ashokkumar Ruia**  
Trustee

**Signature of the acquirer /seller / Authorised Signatory**

Place: Mumbai

Date: 18.09.2015

ATUL RUIA

Ruia House No. 19, Bhau Saheb Hire  
Marg, Malabar Hill, Mumbai- 400006

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September 2, 2015

To

**The Corporate Relationship Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,**  
**The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-2659B237/38

Ref: **The Phoenix Mills Limited (503100/ PHOENIXLTD)**

Sub: **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 6,000 equity shares of The Phoenix Mills Limited on August 31, 2015 and 7,000 equity shares on September 1, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

  
Atul Ruia

Encl.: as above



**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	9,56,16,622	62.499	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	9,56,16,622	62.499	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	13,000	0.008	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	13,000	0.008	N.A.

After the acquisition/ <del>sale</del> , holding of:			
a) Shares carrying voting rights	9,56,29,622	62.508	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,56,29,622	62.508	N.A.
Mode of acquisition / <del>sale</del> -(e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / <del>sale</del> of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	31.08.2015 and 01.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / <del>sale</del>	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / <del>sale</del>	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



Atul Ruia

Signature of the acquirer / ~~seller~~ / Authorised Signatory

Place: Mumbai

Date: 02.09.2015

ATUL RUIA

Ruia House No. 19, Bhau Saheb Hire  
Marg, Malabar Hill, Mumbai- 400006

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September 2, 2015

To

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

Ref: **The Phoenix Mills Limited (503100/ PHOENIXLTD)**

Sub: **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 6,500 equity shares of The Phoenix Mills Limited on September 2, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

  
Atul Ruia

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Atul Ruia		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	9,56,29,622	62.50B	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	<b>9,56,29,622</b>	<b>62.508</b>	<b>N.A.</b>
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	6,500	0.004	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	<b>6,500</b>	<b>0.004</b>	<b>N.A.</b>

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,56,36,122	62.512	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,56,36,122	62.512	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	02.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.



**Atul Ruia**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 02.09.2015



# **ASHTON REAL ESTATE DEVELOPMENT PRIVATE LIMITED**

**Registered office:** Gr.floor, R.R. Hosiery Bldg, Shree Laxmi Woollen Mills Estate, Mahalaxmi, Mumbai -  
400011.Cin : U70100MH2006PTC161028

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**September 7, 2015**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400 001  
Fax: 22722037/39/41/61

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.  
Fax: 022-26598237/38

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of  
Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, I am enclosing herewith the disclosure regarding acquisition of 1,400 equity shares of The Phoenix Mills Limited on September 3, 2015 and 3,000 equity shares on September 4, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

**For Ashton Real Estate Development Private Limited**



**Haresh Morajkar  
Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ashton Real Estate Development Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / disposal-as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a)Shares carrying voting rights	9,56,36,122	62.512	N.A.
b)Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/others)			
c)Voting rights (VR) otherwise than by shares			
d)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e)Total (a+b+c+d)	9,56,36,122	62.512	N.A.
Details of acquisition/sale			
a)Shares carrying voting rights acquired/sold	4,400	0.003	N.A.
b)VRs acquired /sold otherwise than by shares			
c)Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d)Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	4,400	0.003	N.A.

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,56,40,522	62.515	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,56,40,522	62.515	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	03.09.2015 and 04.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**For Ashton Real Estate Development Private Limited**



**Haresh Morajkar**

**Director**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 07.09.2015

## SENIOR HOLDING PRIVATE LIMITED

Registered office: State Bank Building Annexure, 1<sup>st</sup> Floor, Mahalaxmi, Mumbai- 400013.

CIN: U67120MH1984PTC034206

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September 8, 2015

To

**The Corporate Relationship Department**

**BSE Limited**

Phiroze Jeejeebhoy Towers

Dalal Street, Mumbai- 400 001

Fax: 22722037/39/41/61

**The Listing Department,**

**The National Stock Exchange of India Ltd**

Bandra-Kurla Complex, Mumbai.

Fax: 022-26598237/38

Ref: **The Phoenix Mills Limited (503100/ PHOENIXLTD)**

Sub: **Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Regulations")**

Dear Sir(s),

Pursuant to the requirements of Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, we are enclosing herewith the disclosure regarding acquisition of 2,890 equity shares of The Phoenix Mills Limited on September 7, 2015 in the prescribed form.

Kindly take the same on record.

Regards,

For Senior Holding Private Limited



**Ashokkumar Ruia**  
**Director**

Encl.: as above

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	The Phoenix Mills Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Senior Holding Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited BSE Limited		
Details of the acquisition / <del>disposal</del> as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	9,56,40,522	62.515	N.A.
b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	9,56,40,522	62.515	N.A.
Details of acquisition/sale			
a) Shares carrying voting rights acquired/ <del>sold</del>	2,890	0.002	N.A.
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	2,890	0.002	N.A.



After the acquisition/sale, holding of:			
a) Shares carrying voting rights	9,56,43,412	62.517	N.A.
b) Shares encumbered with the acquirer			
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
e) Total (a+b+c+d)	9,56,43,412	62.517	N.A.
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market Purchase		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	07.09.2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 305,977,704 (152,988,852 Equity Shares)		
Total diluted share/voting capital of the TC after the said acquisition	N.A.		

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

**For Senior Holding Private Limited**



**Ashokkumar Ruia**

**Director**

**Signature of the acquirer / seller / Authorised Signatory**

Place: Mumbai

Date: 08.09.2015

**Disclosure under Regulation 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of Shareholding**

1. Name of the Target Company (TC)	The Phoenix Mills Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	National Stock Exchange of India Limited and BSE Limited		
3. Particulars of the shareholder(s) :  a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive in TC) is more than 25% of voting rights of the TC  or  b. Name (s) of promoter(s), member of the promoter group and PAC with him.	<p>Disclosure as given in point 3 b.</p> <p><b>Promoters</b>  1. Mr. Ashokkumar Radhakrishna Ruia  2. Mr. Atul Ashokkumar Ruia</p> <p><b>Persons Acting in Concert</b>  <b>Relatives of Promoters</b>  3. Ms. Amla Ashokkumar Ruia  4. Ms. Gayatri Atul Ruia</p> <p><b>Group Companies</b>  5. Ashok Apparels Private Limited  6. Radhakrishna Ramnarain Private Limited  7. Senior Holdings Private Limited  8. Ruia International Holding Company Pvt. Ltd.  9. Sharanya A Ruia Beneficiary Trust</p>		
4. Particulars of the shareholding of person(s) mentioned at (3) above	Number of shares	% w.r.t. total share/voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31st of the year, 2015 holding of: a) Shares			
<b>Promoter</b>			
1. Ashokkumar Radhakrishna Ruia	36,59,594	2.52	2.52
2. Atul Ashokkumar Ruia	23,35,362	1.61	1.61
<b>Persons Acting in Concert</b>			
<b>Relatives of Promoters</b>			
3. Amla Ashokkumar Ruia	21,25,000	1.47	1.47
4. Gayatri Atul Ruia	15,34,890	1.06	1.06
<b>Group Companies</b>			
5. Ashok Apparels Private Limited	96,70,665	6.67	6.67
6. Radhakrishna Ramnarain Private Limited	1,16,17,930	8.01	8.01
7. Senior Holdings Private Limited	1,51,42,550	10.45	10.45
8. Ruia International Holding Company Pvt. Ltd.	4,92,07,037	33.95	33.95

9. Sharanya A Ruia Beneficiary Trust	276935	0.19	0.19
b) Voting Rights (otherwise than by shares)	-	-	-
c) Warrants	-	-	-
d) Convertible Securities	-	-	-
e) Any other instrument that would entitle the o holder to receive shares in the TC.	-	-	-
<b>Total</b>	<b>95,569,963</b>	<b>65.93</b>	<b>65.93</b>

**Part-B\*\***

**Name of the Target Company:** The Phoenix Mills Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the person and PACs
Ashokkumar Radhakrishna Ruia	Promoter	AAJPR8275M
Atul Ashokkumar Ruia	Promoter	ABHPR8582Q
Amla Ashokkumar Ruia	Promoter group	ABVPR7369D
Gayatri Atul Ruia	Promoter group	ADQPR3700F
Ashok Apparels Private Limited	Promoter group	AABCA1436E
Radhakrishna Ramnarain Private Limited	Promoter group	AAACR3297H
Senior Holdings Private Limited	Promoter group	AAECS7488P
Ruia International Holding Company Pvt. Ltd.	Promoter group	AACCB9771C
Sharanya A Ruia Beneficiary Trust	Promoter group	AADTS0295G

Signature of the Authorised Signatory :   
**(Ashokkumar Ruia (On behalf of other Promoters, Promoter Group Companies and Persons Acting in Concert))**

Place : Mumbai  
Date : April 2, 2015

**Note:**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

**April 1, 2016**

**To**

**The Corporate Relationship Department  
BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai - 400 001

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.

**The Phoenix Mills Limited,**  
462, Senapati Bapat Marg,  
Lower Parel,  
Mumbai- 400013

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Dear Sir,

I, promoter of The Phoenix Mills Limited, am enclosing herewith disclosure under Regulation 30(1) and (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as on March 31, 2016, on behalf of all promoters, promoter group companies and persons acting in concert which are as follows:

1. Mr. Ashokkumar Radhakrishna Ruia
2. Mr. Atul Ashokkumar Ruia
3. Ms. Amla Ashokkumar Ruia
4. Ms. Gayatri Atul Ruia
5. Senior Advisory Services Pvt. Ltd. (formerly known as Senior Holding Pvt. Ltd.).
6. Ashok Apparels Pvt. Ltd.
7. Radhakrishna Ramnarain Pvt. Ltd.
8. Ruia International Holding Company Pvt. Ltd.
9. Ashton Real Estate Development Pvt. Ltd.
10. Sharanya A Ruia Beneficiary Trust

Kindly take the same on record.

Regards,



.....  
**Ashokkumar Ruia**  
**On behalf of other Promoters,**  
**Promoter Group Companies and**  
**Persons Acting in Concert**

Encl.: as above

**Disclosure under Regulation 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of Shareholding**

1. Name of the Target Company (TC)	The Phoenix Mills Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	National Stock Exchange of India Limited and BSE Limited		
3. Particulars of the shareholder(s) : a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive in TC) is more than 25% of voting rights of the TC or b. Name (s) of promoter(s), member of the promoter group and PAC with him.	<p>Disclosure as given in point 3 b.</p> <p><b>Promoters</b>  1. Mr. Ashokkumar Radhakrishna Ruia  2. Mr. Atul Ashokkumar Ruia  <b>Persons Acting in Concert</b>  <b>Relatives of Promoters</b>  3. Ms. Amla Ashokkumar Ruia  4. Ms. Gayatri Atul Ruia  <b>Group Companies</b>  5. Ashok Apparels Private Limited  6. Radhakrishna Ramnarain Private Limited  7. Senior Advisory Services Private Limited (formerly known as Senior Holding Pvt. Ltd.)  8. Ruia International Holding Company Pvt. Ltd.  9. Ashton Real Estate Development Pvt. Ltd.  10. Sharanya A Ruia Beneficiary Trust</p>		
4. Particulars of the shareholding of person(s) mentioned at (3) above	Number of shares	% w.r.t. total share/voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
As of March 31st of the year, 2016 holding of:			
a) Shares			
<b>Promoter</b>			
1. Ashokkumar Radhakrishna Ruia	36,59,594	2.39	2.39
2. Atul Ashokkumar Ruia	24,03,501	1.57	1.57
<b>Persons Acting in Concert</b>			
<b>Relatives of Promoters</b>			
3. Amla Ashokkumar Ruia	21,25,000	1.39	1.39
4. Gayatri Atul Ruia	15,34,890	1.00	1.00
<b>Group Companies</b>			
5. Ashok Apparels Private Limited	96,70,665	6.32	6.32
6. Radhakrishna Ramnarain Private Limited	1,16,67,800	7.63	7.63
7. Senior Advisory Services Private Limited (formerly known as Senior Holding Pvt. Ltd.)	1,54,90,049	10.13	10.13
8. Ruia International Holding Company Pvt. Ltd.	4,93,47,248	32.25	32.25
9. Ashton Real Estate Development Private Limited	33,200	0.02	0.02
10. Sharanya A Ruia Beneficiary Trust	2,78,935	0.18	0.18



b) Voting Rights (otherwise than by shares)	-	-	-
c) Warrants	-	-	-
d) Convertible Securities	-	-	-
e) Any other instrument that would entitle the holder to receive shares in the TC.	-	-	-
<b>Total</b>	<b>96,210,882</b>	<b>62.88</b>	<b>62.88</b>

**Part-B\*\***

**Name of the Target Company:** The Phoenix Mills Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the person and PACs
Ashokkumar Radhakrishna Ruia	Promoter	AAJPR8275M
Atul Ashokkumar Ruia	Promoter	ABHPR8582Q
Amla Ashokkumar Ruia	Promoter group	ABVPR7369D
Gayatri Atul Ruia	Promoter group	ADQPR3700F
Ashok Apparels Private Limited	Promoter group	AABCA1436E
Radhakrishna Ramnarain Private Limited	Promoter group	AAACR3297H
Senior Advisory Services Private Limited (formerly known as Sehior Holding Private Limited)	Promoter group	AAECS7488P
Ruia International Holding Company Pvt. Ltd.	Promoter group	AACCB9771C
Ashton Real Estate Development Private Limited	Promoter group	AAFCA7183A
Sharanya A Ruia Beneficiary Trust	Promoter group	AADTS0295G

Signature of the Authorised Signatory : 

**Ashokkumar Ruia (On behalf of other Promoters, Promoter Group Companies and Persons Acting in Concert)**

Place : Mumbai  
Date : April 1, 2016

**Note:**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

**April 7, 2017**

**To**

**The Corporate Relationship Department  
BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai - 400 001

**The Listing Department,  
The National Stock Exchange of India Ltd**  
Bandra-Kurla Complex, Mumbai.

**The Phoenix Mills Limited,**  
462, Senapati Bapat Marg,  
Lower Parel,  
Mumbai- 400013

**Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)**

**Sub: Disclosure under Regulation 30(1) and 30(2) of SEBI (Substantial  
Acquisition of Shares and Takeovers) Regulations, 2011**

Dear Sir,

I, promoter of The Phoenix Mills Limited, am enclosing herewith disclosure under Regulation 30(1) and (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as on March 31, 2017, on behalf of all promoters, promoter group companies and persons acting in concert which are as follows:

1. Mr. Ashokkumar Radhakrishna Ruia
2. Mr. Atul Ashokkumar Ruia
3. Ms. Amla Ashokkumar Ruia
4. Ms. Gayatri Atul Ruia
5. Senior Advisory Services Pvt. Ltd. (formerly known as Senior Holding Pvt. Ltd.).
6. Ashok Apparels Pvt. Ltd.
7. Radhakrishna Ramnarain Pvt. Ltd.
8. Ruia International Holding Company Pvt. Ltd.
9. Ashton Real Estate Development Pvt. Ltd.
10. Sharanya A Ruia Beneficiary Trust

Kindly take the same on record.

Regards,

  
.....  
**Ashokkumar Ruia**  
**On behalf of other Promoters,**  
**Promoter Group Companies and**  
**Persons Acting in Concert**

Encl.: as above

**Disclosure under Regulation 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A- Details of Shareholding**

1. Name of the Target Company (TC)	The Phoenix Mills Limited		
2. Name(s) of the stock exchange(s) where the shares of the TC are listed	National Stock Exchange of India Limited and BSE Limited		
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4. Particulars of the shareholding of person(s) mentioned at (3) above	Number of shares	% w.r.t. total share/voting capital wherever applicable	% of total diluted share/voting capital of TC(*)
As of March 31st of the year, 2017 holding of:			
a) Shares			
<b>Promoter</b>			
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<b>Persons Acting in Concert</b>			
<b>Relatives of Promoters</b>			
3. Amla Ashokkumar Ruia	21,25,000	1.39	1.39
4. Gayatri Atul Ruia	15,34,890	1.00	1.00
<b>Group Companies</b>			
5. Ashok Apparels Private Limited	96,70,665	6.32	6.32
6. Radhakrishna Ramnarain Private Limited	1,16,67,800	7.62	7.62
7. Senior Advisory Services Private Limited (formerly known as Senior Holding Pvt. Ltd.)	1,54,90,049	10.12	10.12
8. Ruia International Holding Company Pvt. Ltd.	4,93,47,248	32.24	32.24
9. Ashton Real Estate Development Private Limited	33,200	0.02	0.02
10. Sharanya A Ruia Beneficiary Trust	2,78,935	0.18	0.18

b) Voting Rights (otherwise than by shares)	-	-	-
c) Warrants	-	-	-
d) Convertible Securities	-	-	-
e) Any other instrument that would entitle the holder to receive shares in the TC.	-	-	-
<b>Total</b>	<b>96,210,882</b>	<b>62.85</b>	<b>62.85</b>

**Part-B\*\***

**Name of the Target Company:** The Phoenix Mills Limited

Name(s) of the person and Persons Acting in Concert (PAC) with the person	Whether the person belongs to Promoter/ Promoter group	PAN of the person and PACs
Ashokkumar Radhakrishna Ruia	Promoter	AAJPR8275M
Atul Ashokkumar Ruia	Promoter	ABHPR8582Q
Amla Ashokkumar Ruia	Promoter group	ABVPR7369D
Gayatri Atul Ruia	Promoter group	ADQPR3700F
Ashok Apparels Private Limited	Promoter group	AABCA1436E
Radhakrishna Ramnarain Private Limited	Promoter group	AAACR3297H
Senior Advisory Services Private Limited (formerly known as Senior Holding Private Limited)	Promoter group	AAECS7488P
Ruia International Holding Company Pvt. Ltd.	Promoter group	AACCB9771C
Ashton Real Estate Development Private Limited	Promoter group	AAFCA7183A
Sharanya A Ruia Beneficiary Trust	Promoter group	AADTS0295G

Signature of the Authorised Signatory :   
**Ashokkumar Ruia (On behalf of other Promoters, Promoter Group Companies and Persons Acting in Concert)**

Place : Mumbai  
Date : April 7, 2017

**Note:**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.