



**THE PHOENIX
MILLS LIMITED**

Corp. Office : Shree Laxmi Woolen Mills Estate, 2nd Floor,
R.R Hosiery, Off. Dr. E. Moses Rd. Mahalaxmi, Mumbai - 400 011
Tel: (022) 3001 6600 Fax : (022) 3001 6601
CIN No. : L17100MH1905PLC000200

March 21, 2016

**The Corporate Relationship Department
BSE Limited**

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

**The Corporate Relationship Department
The National Stock Exchange of India Ltd**

Bandra-Kurla Complex, Mumbai.
Fax: 26598237 / 38, 26598347 / 48

Ref: The Phoenix Mills Limited (503100/ PHOENIXLTD)

Sub: Form C - Disclosure under Regulation 7(2)(b) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015

Dear Sir(s),

We are enclosing herewith Form C containing disclosure under Regulation 7(2)(b) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 with respect to the acquisition of 24,700 equity shares of The Phoenix Mills Limited on March 18, 2016 by Senior Advisory Services Private Limited (formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016).

Kindly take the above information on record.

Regards,

For The Phoenix Mills Limited


Company Secretary
Encl.: as above



FORM C
Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015
[Regulation 7 (2) read with Regulation 6 (2) – Continual Disclosure]

Name of the company: The Phoenix Mills Limited ISIN of the company: INE211B01039

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

1	2	3		4				5		6		7	8	9		10		11	12	13	14	15				16	17	18	19	20	21	
		Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No.	Value	Transaction Type (Buy/Sale/Pledge/Revoke/Invoke)	Type of security (For eg. – Shares, Warrants, Convertible Debentures etc.)	No. and % of shareholding	From	To			Date of allotment advice/ acquisition of shares/ sale of shares specify	Date of intimation to Company	Mode of acquisition/disposal (on market/public rights/preferential offer / off market/inter-se transfer, ESOP's etc)	Type of Contract					Contract Specifications	Buy		Sell							
																							Notional Value	Number of units (contract * lot size)	Notional Value							Number of units (contract * lot size)
Name: Senior Advisory Services Pvt. Ltd. (Formerly known as Senior Holding Private Limited, name changed w.e.f March 1, 2016) CIN: U74900MH1984PTCO 34206; PAN:AAECS7488P Address: C/o Market City Resources Pvt. Ltd., R.R. Hosier Building, Shree Laxmi Woollen Mills Estate, Off Dr. E. Moses Road, Mahalaxmi, Mumbai- 400011. Contact No.:022-30016600	Promoters	Equity Shares	1,54,65,349 Equity Shares (10.109%)	Equity Shares	24,700 (0.016%)	Rs. 81,75,206	Buy	Equity Shares	1,54,90,049 (10.125%)	18.03.2016	18.03.2016	21.03.2016	Market Purchase	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	National Stock Exchange of India Limited	

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

For The Phoenix Mills Limited

Signature: _____
Name: Pujja Tandon
Designation: Company Secretary
Date: 21.03.2016, Place: Mumbai

