

July 8, 2020

To,

**BSE Limited.**

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

**National Stock Exchange of India Limited.**

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

Security code: 503100

Symbol: PHOENIXLTD

Dear Sir/Madam,

**Sub: Press Release on launch of new Mall “Phoenix Palassio” in Lucknow - Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)**

Pursuant to Para B Part A of the Regulation 30 read with Schedule III of the Listing Regulations, as amended read with Company's Policy for determination of materiality for disclosure of events or information to be disclosed to Stock Exchange, we wish to inform you the launch/opening of the Company's new mall “Phoenix Palassio” in Lucknow, today i.e. July 8, 2020. The said Mall is owned by Company's wholly-owned subsidiary namely Destiny Retail Mall Developers Private Limited.

The official Press Release in this regard is enclosed herewith.

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

You are requested to take the aforesaid information on record.

Thanking you,

Yours Faithfully,

**For The Phoenix Mills Limited**



**Gajendra Mewara  
Company Secretary**



**Encl:** As above



## The Phoenix Mills Ltd. opens doors of its grand palatial shopping mall, Phoenix Palassio, in Lucknow

**Lucknow, July 08, 2020:** As the gradual unlocking of India takes place, Lucknow will now have a new destination — **Phoenix Palassio**.

Spread across 13.53 acres and a built-up area of 1 million sq. ft, the mall has been used as an expansive canvas for the grandest architecture ever seen in shopping malls. Standing out distinctly on Shaheed Path expressway as a visual delight, the mall's linear colonnade façade captures the eye. The mall is flanked by **three grand entrances** (in the North, South, and West) and a **200-foot tall musical fountain** that introduces its visitors to its magnificence before they walk through its grand rotunda entrances. Phoenix Palassio's eclectic fusion of **classic architecture with European and Awadhi influence** pays homage to the city's rich cultural legacy and modern spirit.

Enconced in high-arched ceilings and embellishing every inch of the mall's premise are **100 unique art chandeliers** to dazzle patrons. Lighting, artwork, and sculptures at every corner come together to provide a sense of discovery as mall visitors continue their journey through Phoenix Palassio's tribute to Lucknow's artistic legacy. With a well thought out horticulture program, the landscaped exteriors complete the grandeur that this mall brings to the city of Lucknow.

More significantly, being launched in the COVID-19 phase, Phoenix Palassio prioritizes the well-being and safety of its shoppers -- many of whom will be making their first trip to a mall since the first lockdown. The mall has implemented **best global practices in its operating procedures** to provide shoppers with an enhanced luxurious experience in a safe and stress-free environment. Phoenix Palassio has made significant investments in COVID-proofing every touchpoint. These include minimal contact services, floor markers to ensure social distancing, UV screening of bags, pre-sanitised shopping trolleys, hand sanitisers placed at multiple locations for easy access, and contactless payments at retail outlets and car parking. These have been implemented for customers, retail partners and employees, ensuring a safe retail experience for all.

### Safety precautions at Phoenix Palassio:

- Thermal camera screening at all entries
- UV Scanners at entrances to disinfect handbags
- Wearing of masks is mandatory
- Safe central air conditioning as per CPWD & ISHRAE guidelines
- Sanitisation mat for disinfection of footwear
- Real-time customer density check to ensure crowd control
- Strong rules on social distancing in stores, queues, escalators and elevators
- UV Box for disinfecting shopping bags after shopping
- Food courts to be operated at 50% occupancy
- Round-the-clock deep sanitisation of mall and cleaning of frequent touch points

**Mr. Atul Ruia, Non-Executive Chairman, The Phoenix Mills Limited, said,** "Phoenix Palassio is the first mall to become operational of the five that we are developing as a part of our ongoing expansion of over 5 million sq. ft. across Lucknow, Pune, Bengaluru, Indore and Ahmedabad. This expansion will see us double our mall portfolio by FY24. We are confident that as the nation unlocks, rigorous compliance to government guidelines and global best practices in retail will set the tone for the sector's revival. Phoenix Mills is focused on ensuring the safety of its patrons by setting new benchmarks in mall management and we put our best foot forward towards a new normal as we announce the opening of Phoenix Palassio in Lucknow today. The opening of Phoenix Palassio in the current environment is testament to our commitment to continue to serve and provide livelihoods, through our malls, to the communities that we operate in."

**Speaking on the development, Ms. Rashmi Sen, Chief Operations Officer - Malls, The Phoenix Mills, said,** "Our vision is to offer customers an unprecedented experience in all our properties, one that combines never-seen-before grandeur and luxury with international safety protocols. We are humbled and touched



that our partners have expressed confidence in us in the current business climate as we open doors of close to 150 brands at Phoenix Palassio in the opening month.”

Speaking on the notable brands that have partnered with Phoenix Palassio, she added, “We are happy to share that the mall is fully leased. Several renowned international and national brands have partnered with us, including some who will showcase their products in Lucknow for the first time. Phoenix Palassio will be introducing 60 new brands to Lucknow. Brands like H&M, Aldo, Mango, Bath & Body Works, Steve Madden, The Collective, Under Armour, Brooks Brothers, Armani Exchange, Gas, Cover Story, Charles & Keith amongst others will be opening doors in the city of Lucknow for the first time. Starbucks will also make a debut in Lucknow at Phoenix Palassio. Anchor brands like Lifestyle, Westside, Marks & Spencer, Shoppers Stop, Pantaloons, Max and Big Bazaar will make shopping at Phoenix Palassio an experience befitting even the most discerning shopper’s palate.”

“Having been associated with Lucknow for almost a decade via Phoenix United, we have a deep understanding and appreciation of the city’s customers. Phoenix United has seen a positive response since its re-opening post the lockdown, signaling that the economy is slowly but surely on the recovery path. Our rigorous emphasis on safety and an unprecedented brand portfolio will make us a destination of the region in no time. The location in upscale Gomati Nagar extension will not only help the Phoenix Palassio garner footfalls from the Lucknow city’s shoppers, but also attract consumers from nearby cities and towns such as Kanpur, Barabanki, Rae Bareli, Faizabad and Varanasi, who are keen to shop for premium and luxury brands and have elevated experiences.” **added Mr. Sanjeev Sarin, Centre Director – Phoenix Palassio.**

#### **About The Phoenix Mills Limited (PML)**

PML (BSE: 503100 | NSE: PHOENIXLTD) is a leading retail mall developer and operator in India and is the pioneer of retail-led, mixed-use developments in India with completed development of over 19 million square feet spread across retail, hospitality, commercial, and residential asset classes. The company has an operational retail portfolio of approximately 6.9 million square feet of retail space spread across 9 operational malls in 6 gateway cities of India. The company is further developing 4 malls with over 4.0 million sq. feet of retail space in 4 gateway cities of India. Besides retail, the company has an operating commercial office portfolio with gross leasable area of 1.28 million sq. feet and plans to add approximately 4.0 million sq. feet of commercial office across existing retail properties going forward.

**For further information, kindly contact:**

**For Media :**

**The Phoenix Mills Limited**

Deepinder Singh

+91 98190 96255

[deepinder.s@phoenixmarketcity.in](mailto:deepinder.s@phoenixmarketcity.in)

**Edelman Pvt Ltd**

Shilpi Dasgupta

+919029480457

[shilpi.dasgupta@edelman.com](mailto:shilpi.dasgupta@edelman.com)

**For Investors & Analysts**

Varun Parwal

+91 22 3001 6737

[varun.p@phoenixmarketcity.in](mailto:varun.p@phoenixmarketcity.in)



**Disclaimer**

*Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations. The Phoenix Mills Ltd. (PML) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*