



**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

July 21, 2018

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.

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

**Sub: The Phoenix Mills Limited ("the Company") enters into a 50:50 joint venture with BSafal.kz Estate LLP ("BSafal") to acquire a 5.16 acre land parcel located in Ahmedabad.**

Dear Sirs,

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you that the Company has, on July 21, 2018, entered into a 50:50 joint venture with Ahmedabad-based BSafal Group to acquire, develop, operate and manage a retail mall on land parcel admeasuring approximately 5.16 acres situated at Thaltej in Ahmedabad. The JV entities involved in this transaction are SGH Realty LLP and True Value Infrabuild LLP. JV entities have completed the acquisition of the said land parcel today.

Disclosure in terms of Regulation 30 of SEBI (LODR) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 is attached as Annexure I:

We request you to kindly take the above information on record.

Regards,

**For The Phoenix Mills Limited**



**Pradumna Kanodia**  
**Director**  
**DIN: 01602690**



PK (X)



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**Annexure I**

| Sr. No. | Details of Events required to be disclosed                                                                                                                                                                                                                                                                                      | Disclosure                                                                                                                    |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| a.      | Name(s) of parties with whom the agreement is entered;                                                                                                                                                                                                                                                                          | The Company and BSafal.kz Estate LLP ("BSafal")                                                                               |
| b.      | Purpose of entering into the agreement;                                                                                                                                                                                                                                                                                         | The acquisition is in line with company's expansion plans for acquiring and developing greenfield / brownfield retail assets. |
| c.      | Shareholding, if any, in the entity with whom the agreement is executed;                                                                                                                                                                                                                                                        | Not Applicable (partnership interest has been acquired in SGH Realty LLP)                                                     |
| d.      | Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc.;                                                                                                          | The Company and BSafal are entitled to equal share in profits and other distributions.                                        |
| e.      | Whether, the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship;                                                                                                                                                                                                | No                                                                                                                            |
| f.      | Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arms length";                                                                                                                                                                                                        | No                                                                                                                            |
| g.      | In case of issuance of shares to the parties, details of issue price, class of shares issued;                                                                                                                                                                                                                                   | Not Applicable                                                                                                                |
| h.      | Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc;                                                                                                                                  | Not Applicable                                                                                                                |
| i.      | In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s):<br>a) name of parties to the agreement; b) nature of the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof. | Not Applicable                                                                                                                |



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PK *[Signature]*