



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

Date: January 5, 2022

To,

BSE Limited.

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

(Security code: 503100)

National Stock Exchange of India Limited.

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

(Symbol: PHOENIXLTD)

Dear Sir/Madam,

Sub:- Corporate Presentation- Regulation 30(6) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30(6) read with Para A of Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, ("Listing Regulations"), please find attached herewith the latest Corporate Presentation of the Company.

The aforesaid presentation will be referred by the Company in its future interactions with Investors / Analysts.

This same is also being uploaded on the Company's website at <https://www.thephoenixmills.com> in compliance with regulation 46(2) of the Listing Regulations.

We request you to take the above information on record.

Thanking You,

Yours Faithfully,
For The Phoenix Mills Limited

Gajendra Mewara
Company Secretary



The Phoenix Mills Ltd.

Corporate Presentation
January 2022



Phoenix Marketcity and Palladium, Chennai



Diversified portfolio across asset class

Retail

**Operational
Retail Spaces GLA**

~7
msf

**Under-development &
Under-planning
Retail GLA**

~6
msf

**Total
~13 msf**

Commercial

**Operational
Office Spaces GLA**

~1.6
msf

**Under-development &
Under-planning
Offices GLA**

~5.0
msf

**Total
~6.6 msf**

Hospitality

**The St. Regis, Mumbai
+ Courtyard by Marriott, Agra**

588
keys

**Under-planning
Grand Hyatt, Bengaluru**

~300
keys

**Total
~888 keys**

Residential

**Total Saleable
Area**

~4
msf

**Completed Area
(OC Received)**

~3
msf

**Total
~4 msf**

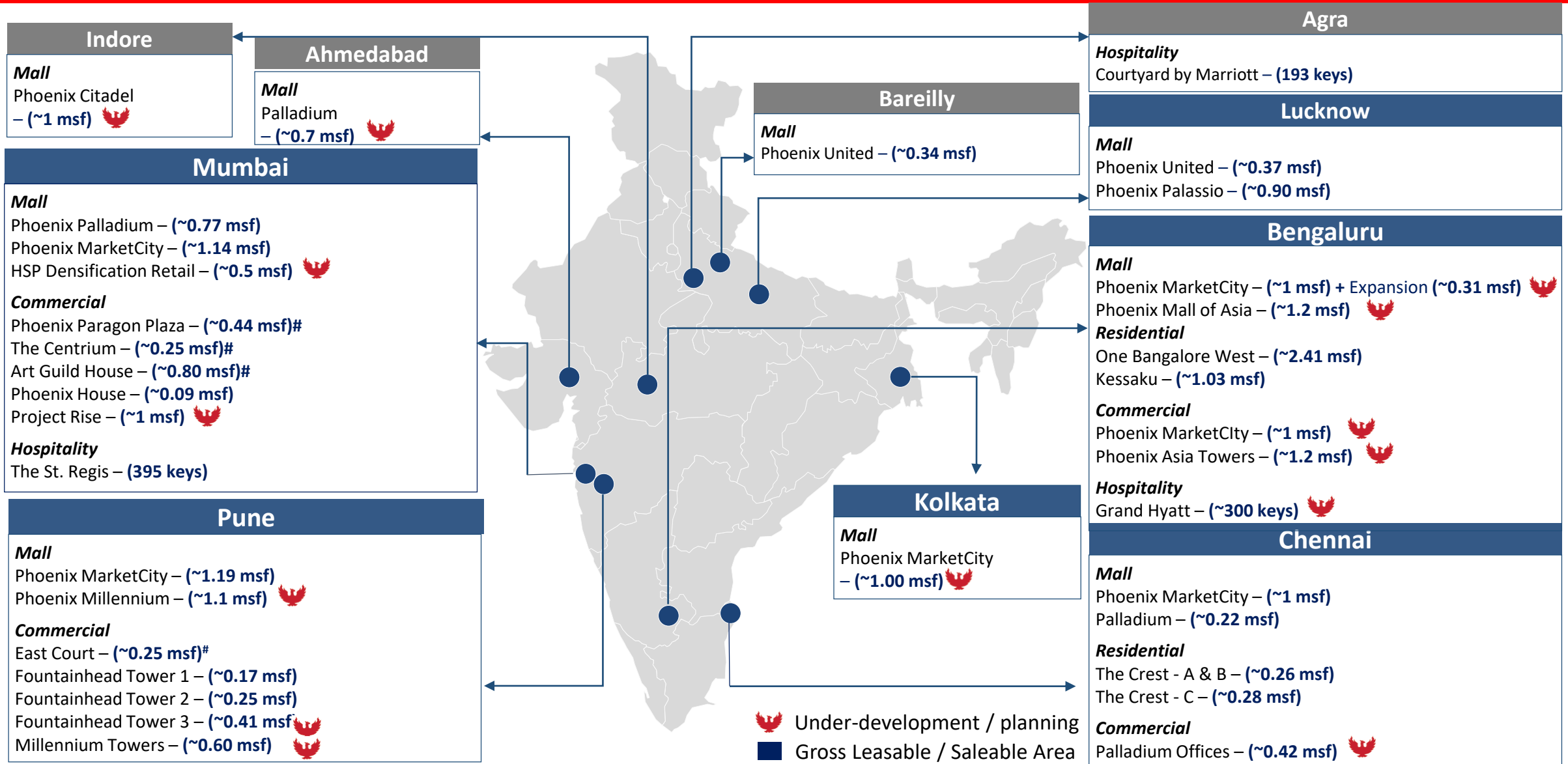
Note: Under development and under planning assets are subject to change and carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company.

GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations.

Grand Hyatt term sheet executed, definitive documentation underway. Data as on 31st Dec 2021



Portfolio in India's top cities



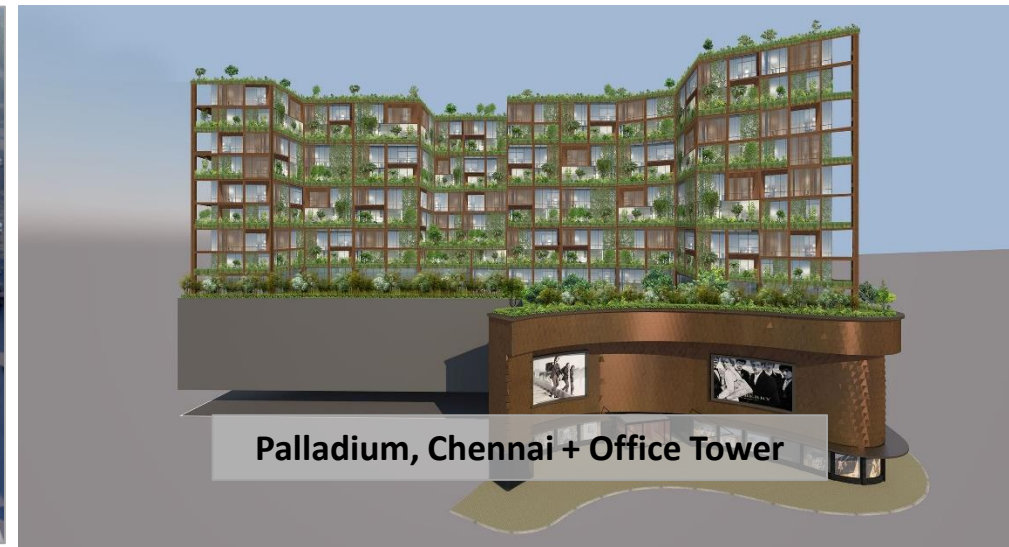
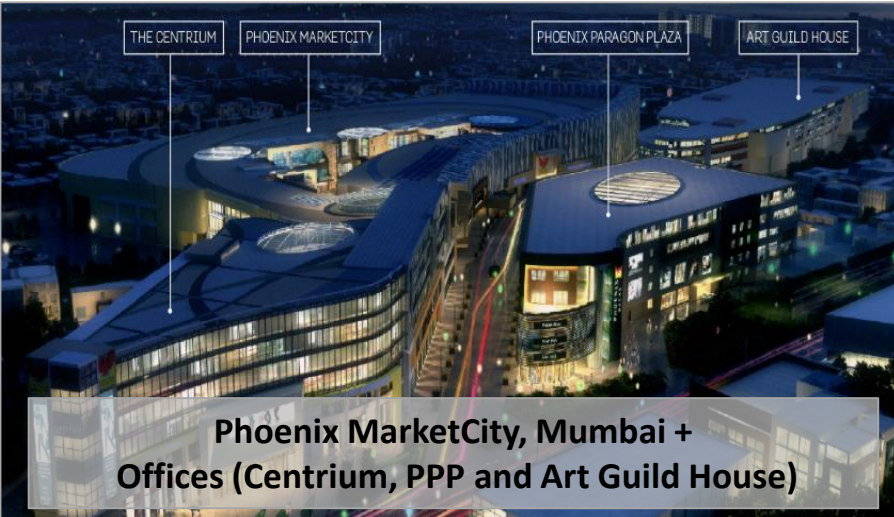
Includes sold area

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GLA is an estimate based on current plans and market/company norms and is subject to change based on changes in development plans and tenant negotiations. Data as on 31st Dec 2021



Developer of India's Iconic Mixed Use Developments



Development timelines and costs carry risks of planning, approvals, execution and market conditions which may be beyond the control of the Company. All images displayed are renders. Plans, design and design elements are subject to change.



Business Update

Business Performance

Financial Results

Annexure

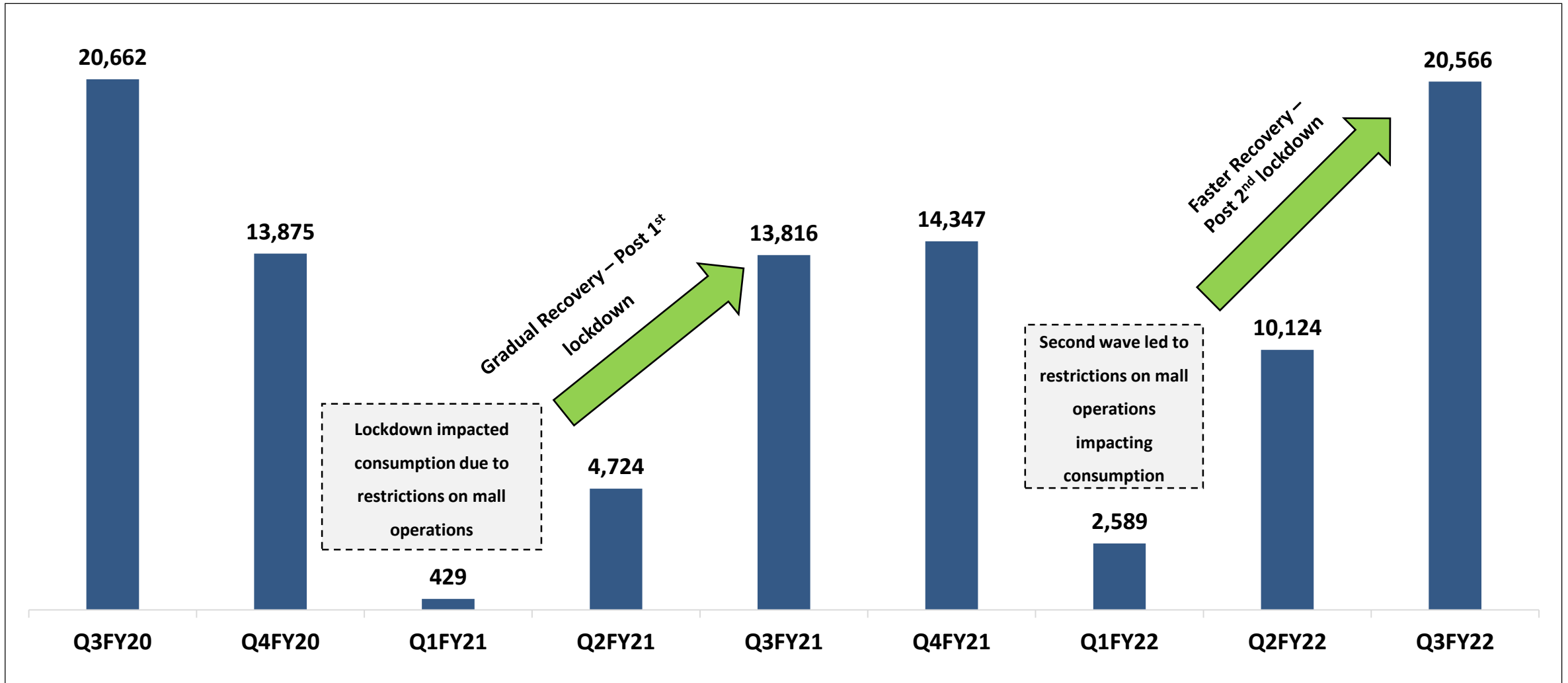


Phoenix Palladium, Mumbai



Retail Consumption back to pre-covid levels

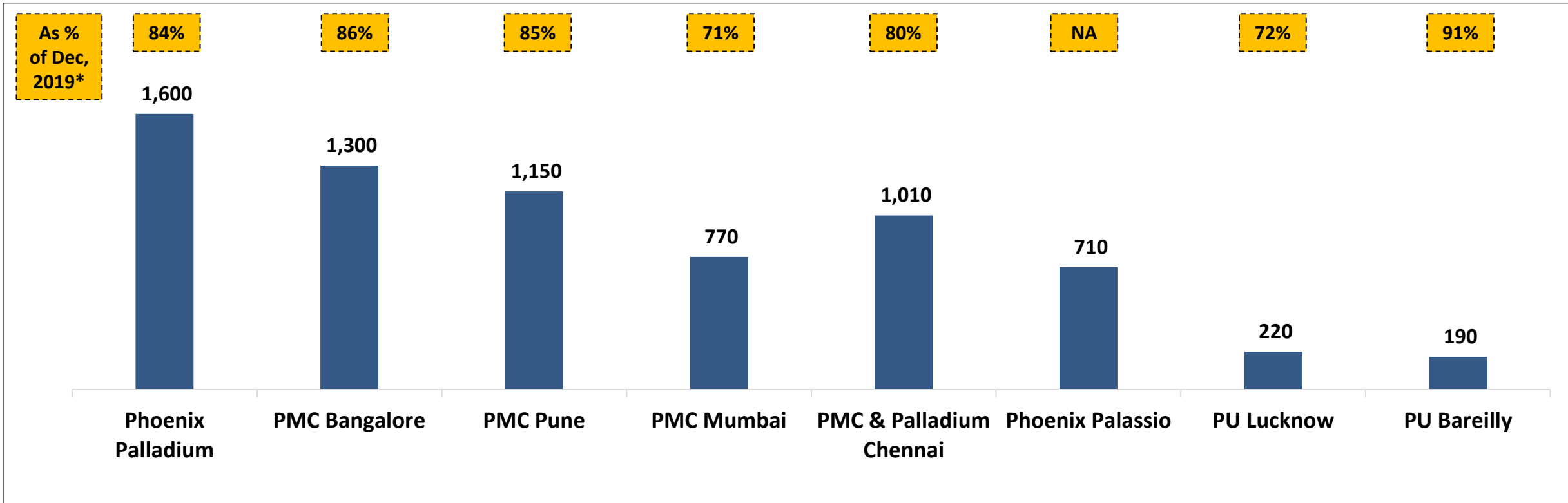
Consumption Trend (Rs mn)





Consumption in Dec 2021 at 91% of Dec 2019

Dec 2021 Consumption as % of Dec 2019



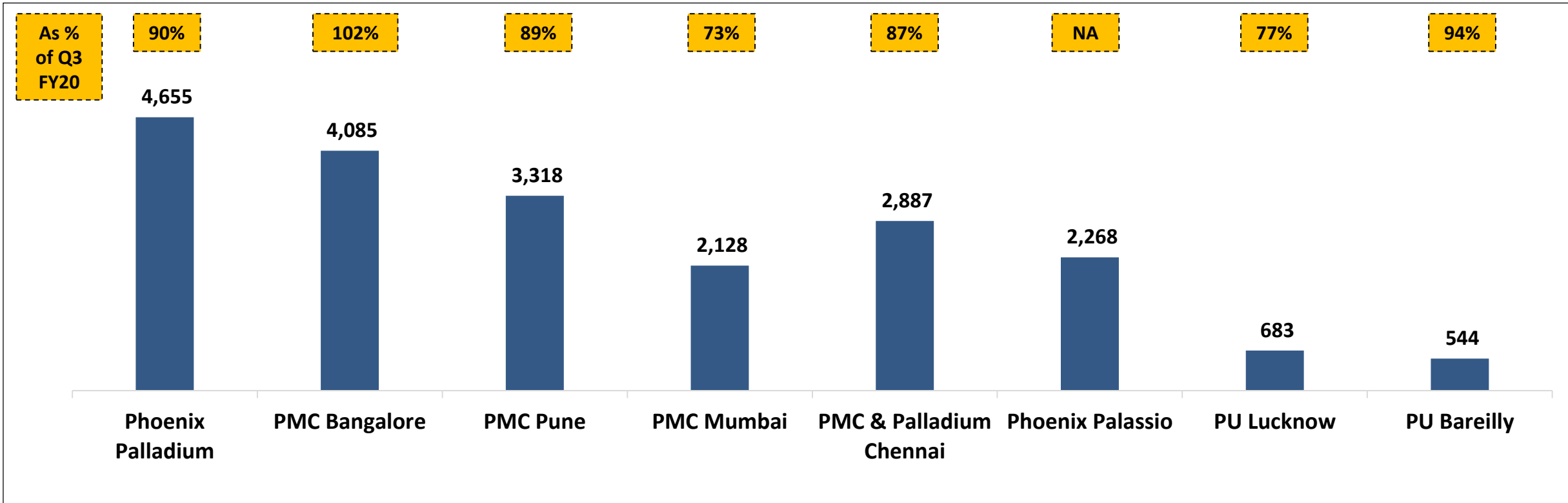
- Total consumption in December, 2021 was Rs. 6,950 mn, 91% of December, 2019 (excl. Phoenix Palassio's contribution, which opened in July, 2020; December, 2021 consumption was 82% of December, 2019)
- Strong recovery seen across all operational categories with many categories exceeding pre-covid levels

Note: Above nos are indicative unaudited numbers and presented for illustration purpose. The actual numbers could be materially different from indicative numbers



Consumption in Q3 FY22 at ~100% of Q3 FY20

Q3 FY22 Consumption as % of Q3 FY20

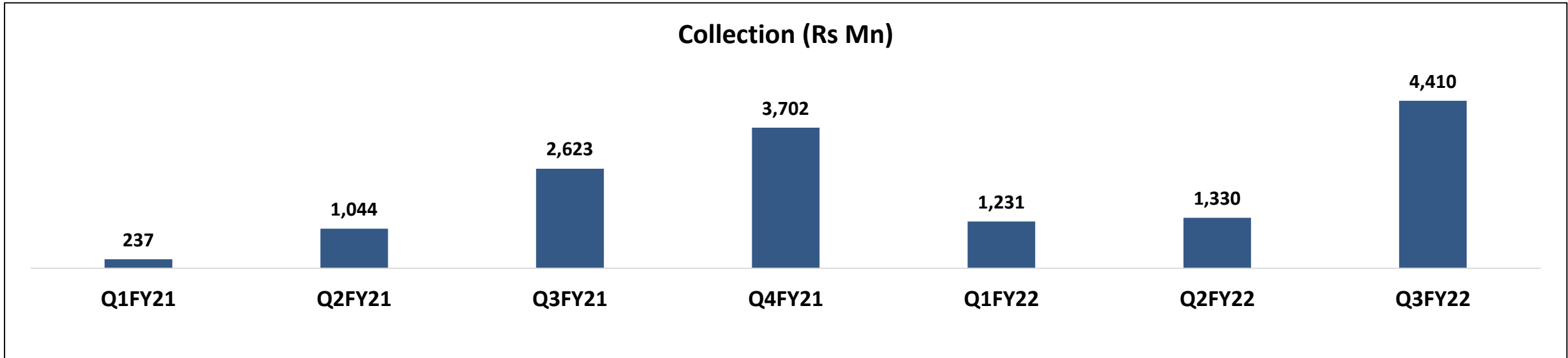


- Total consumption in Q3 FY22 was Rs. 20,566 mn, ~100% of Q3 FY20 (excl. Phoenix Palassio's contribution, which opened in July, 2021; Q3 FY22 consumption was at 89% of Q3 FY20)
- Strong recovery seen across all operational categories with many categories exceeding pre-covid levels

Note: Above nos are indicative unaudited numbers and presented for illustration purpose. The actual numbers could be materially different from indicative numbers



Collection Trajectory across all malls



❖ Collections stood at Rs. 4,410 mn. for Q3 FY22, up 68% over Q3 FY21



Business Update
Business Performance - Retail
Financial Results
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Phoenix Marketcity, Chennai



Raised equity capital of ~Rs. 4,680 cr in 15 months...

Qualified Institutional Placement (QIP)

August 2020

~Rs. 1,100 cr

JV with CPPIB for Kolkata Development

May 2021

~Rs. 384 cr

49% stake for CPPIB

Equity Infusion in existing retail platform with CPPIB (ISML)

May 2021 & Dec 2021

~Rs. 735 cr

CPPIB's share of Commitment; tranche 1 of Rs. 196 cr received in May'21, tranche 2 of Rs. 392 cr received in Dec'21

Retail Platform with GIC

June 2021

~Rs. 1,111 cr

26.44% stake for GIC in select subsidiaries

JV with CPPIB for Lower Parel Development

November 2021

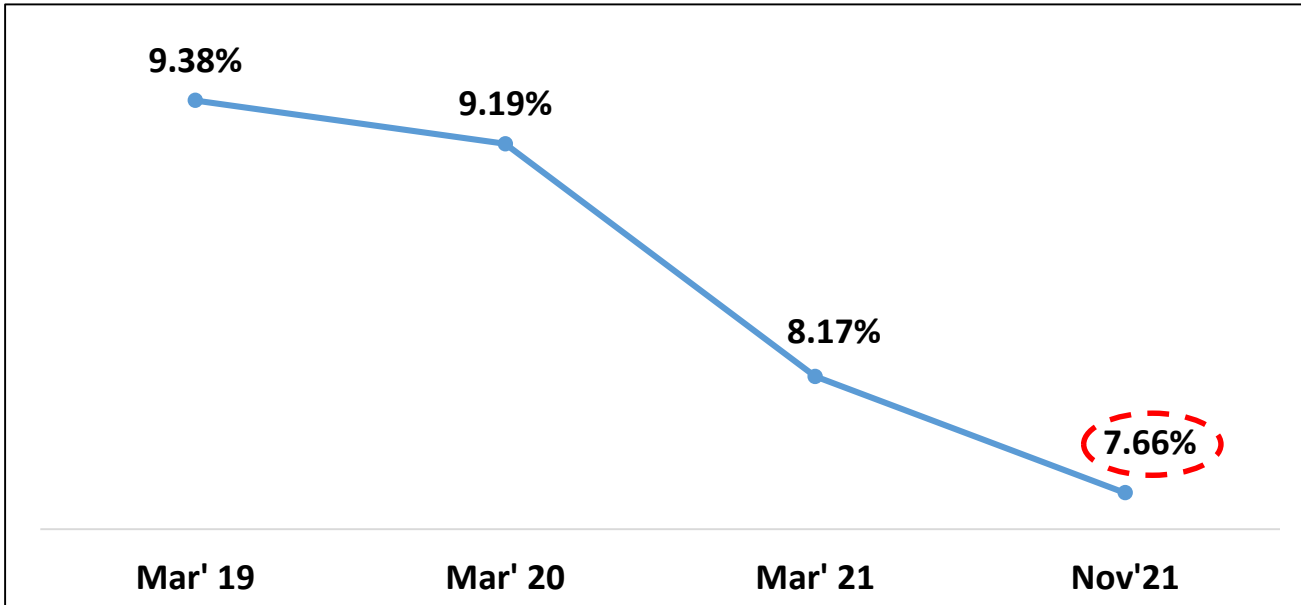
~Rs. 1,350 cr

49% stake for CPPIB in Plutocrat

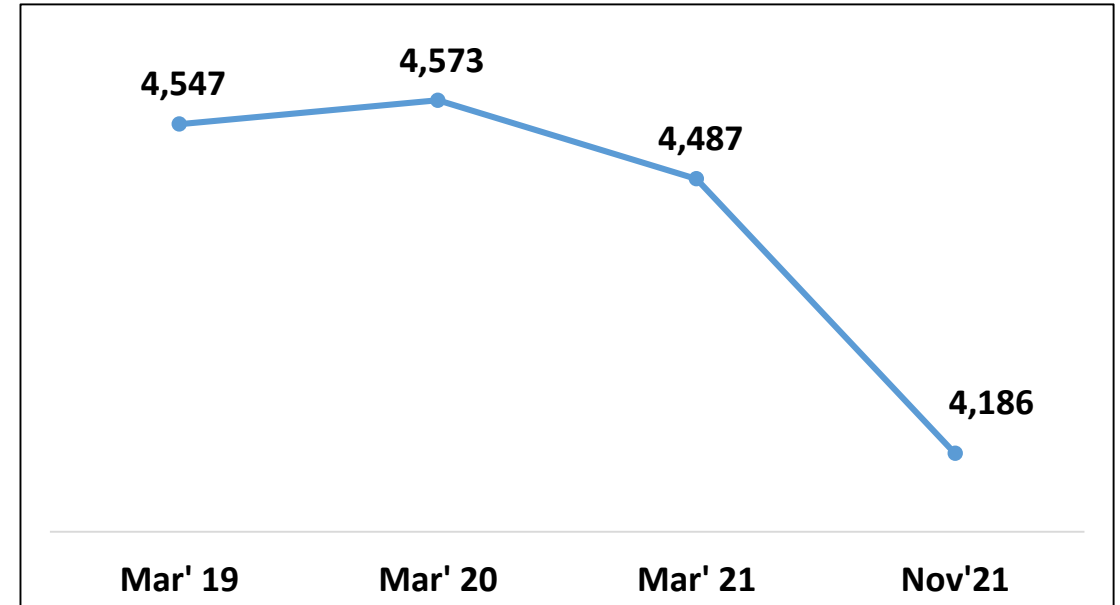


... while optimizing cost of debt and reducing gross debt levels ...

Effective cost of debt (%)



Gross Debt (Rs. cr)



- Average cost of debt reduced from **9.38%** in March 2019 to **7.66%** in November 2021 by 172 bps
- Lowest cost of borrowing stands at **6.55%** and **expect further resets going forward**
- Deferred drawn-downs of construction finance on under construction projects until projects are de-risked (12-18 months before being operational)



... in order to give us the necessary capital autonomy

	Group Level	PML Share
Liquidity (Bank balance + Investments + DSRA)*	Rs. 19,791 mn	Rs. 17,959 mn
Gross Debt #	Rs. 42,986 mn	Rs. 31,779 mn
Net Debt	Rs. 23,195 mn	Rs. 13,820 mn
Q2 FY22 EBITDA^	Rs. 3,152 mn	Rs. 2,485 mn

*Data as of 25th Nov'21; Does not include funds of Rs. 6,610 mn parked in overdraft accounts # Data as of 30th Sep'21

^ includes PML Consolidated EBITDA + EBITDA of Classic Mall & Starboard which are not consolidated



... to keep Delivery timelines for Under Construction Assets on Track



Phoenix Citadel, Indore

- Retail GLA ~1.0 msft under construction
- **Expected to be Operational in FY23**



Palladium, Ahmedabad

- Ahmedabad's very own luxury mall
- Retail GLA ~0.7 msft under construction
- **Expected to be Operational in FY23**



Phoenix Millennium, Pune

- Retail GLA ~1.2 msft under construction
- Office GLA ~0.6 msft under planning
- **Expected to be Operational in FY24**







Phoenix Mall of Asia, Bangalore

- Retail GLA ~1.2 msft under construction
- Office GLA ~1.2 msft under planning
- **Expected to be Operational in FY24**

Under construction projects to be operationalised as per committed timelines and within budget



Update on under-construction Assets

	Phoenix Citadel, Indore	Palladium, Ahmedabad	Phoenix Millennium, Pune	Phoenix Mall of Asia, Bangalore
Proposed Retail GLA	Retail GLA – ~1 msf	Retail GLA – ~0.7 msf	Retail GLA – ~1.1 msf Office GLA – ~0.6 msf	Retail GLA – ~1.2 msf Office GLA – ~1.2 msf
Amount Spent till Sep 2021 (Rs Mn)	4,097	5,763	5,805	9,869
Status update				
Expected Year of Operation	FY23	FY23	FY24	FY24



Phoenix Citadel Indore



The biggest Retail Destination of Madhya Pradesh



Palladium Ahmedabad



The Luxury mall of Gujarat



Phoenix Millennium Pune



The New Epicentre for West Pune



Mall of Asia, Bangalore



The Largest Retail led Mixed-use development in Bangalore



Growth by Densification

Offices Fountainhead
Tower 1
~0.17 msf

Offices Fountainhead
Tower 2
~0.25 msf

Existing Mall (LG + G + 3)

Offices Fountainhead
Tower 3
~0.41 msf





Expansion by densification of mixed use developments

Under Development / Planning Offices	Location	GLA* (msft)
Fountainhead T3 (awaiting OC)	Pune	~0.4
Phoenix Millennium, Wakad – Office	Pune	~1.0
Palladium Chennai – Office	Chennai	~0.4
Phoenix Marketcity Bangalore – Office	Bengaluru	~1.0
Phoenix Mall of Asia, Hebbal – Office	Bengaluru	~1.2
The Rise, Lower Parel	Mumbai	~1.0
Under development / planning Office area		~5.0

Office portfolio to grow
from ~1.6 msft to
~6.6 msft in 4 years

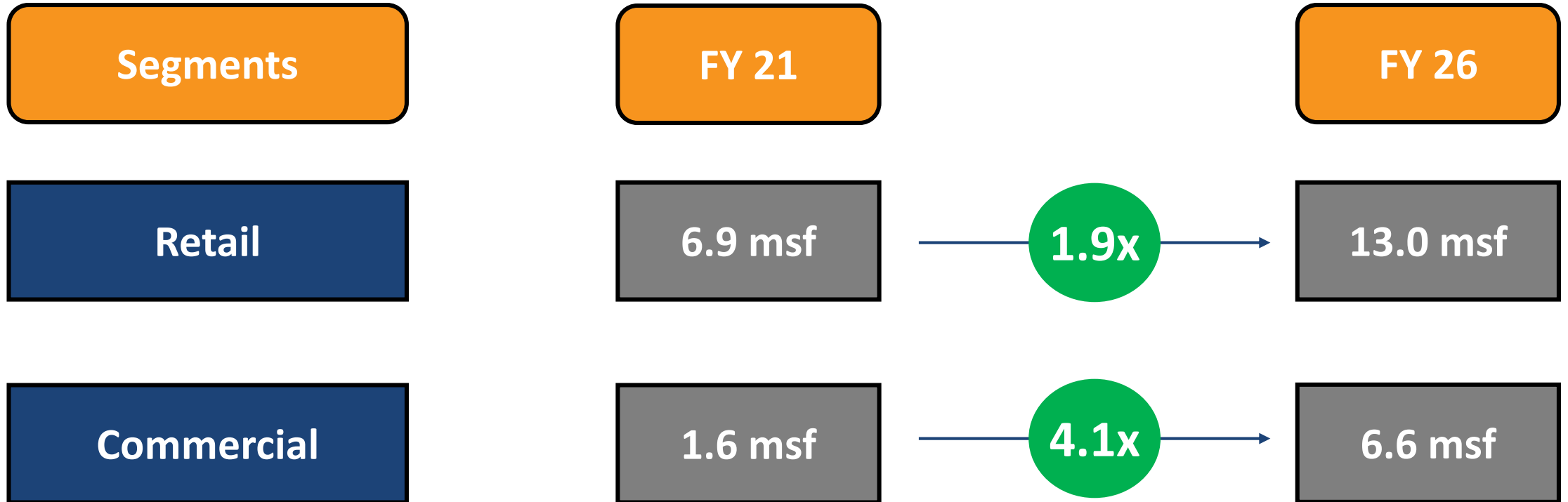
Land is already paid for
and historically owned by
respective SPV



We continue planning for future marquee developments...



Gross Leasable Area (GLA mix) in Retail and Commercial



Robust growth trajectory to solidify leadership position in mixed use developments in India



Business Update
Business Performance - Commercial
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Fountainhead Towers, Pune



Our Annuity Income Generating Commercial Portfolio

Project Name	Location	Total Area (msf)	Area Sold (msf)	Net Leasable Area (msf)	Area Leased (msf)	Average Rate psf.*
Operational Office Portfolio (1.58 MSF)						
Art Guild House	Mumbai	0.80	0.17	0.63	0.45	92
Phoenix Paragon Plaza	Mumbai	0.43	0.12	0.31	0.14	101
Fountainhead – Tower 1	Pune	0.17	0.00	0.17	0.16	80
Fountainhead – Tower 2**	Pune	0.25	0.00	0.25	0.10	76
Phoenix House	Mumbai	0.09	-	0.09	0.07	177
Centrium	Mumbai	0.28	0.16	0.12	0.06	118
Total		2.04	0.46	1.58	0.98	

Under Development Portfolio (1.83 MSF)		
Fountainhead – Tower 3	Pune	0.41
Phoenix MarketCity	Chennai	0.42
Phoenix Rise (Lower Parel)	Mumbai	1.00
Total		1.83

**Fountainhead tower 2 area has been recently leased and tenants have started moving in from May 2021 onwards.

*Data as on 30th September 2021



Commercial Portfolio – Performance Summary – Q2 and H1 FY22

Operational Portfolio	Q2 FY22		H1 FY22		EBITDA as % of Total Income	
	Total Income	EBITDA	Total Income	EBITDA	Q2 FY22	H1 FY22
Art Guild House*	232	172	418	309	74%	74%
Phoenix Paragon Plaza	65	38	134	91	58%	67%
Fountainhead – Tower 1	62	47	110	89	75%	81%
Fountainhead – Tower 2						
Phoenix House	38	Part of Phoenix Palladium	75	Part of Phoenix Palladium	NA	NA
Centrium*	23	14	46	25	61%	54%
Total	421	270	783	514	64%	66%

All figures in Rs mn.

- Total Income from commercial portfolio in H1 FY22 at **Rs 783 mn, up 25% YoY**; total EBITDA at **Rs 514 mn, up 16% YoY**
- Witnessing strong leasing traction in Fountainhead Tower 2; leased ~40% of total leasable area in six months
- Robust collection efficiency at ~94% in Q2FY22

* Prior to Q1FY22, certain proportion of revenues were reported as part of PML standalone. Hence, prior period numbers are not comparable



Business Update
Business Performance - Hospitality
Financial Results
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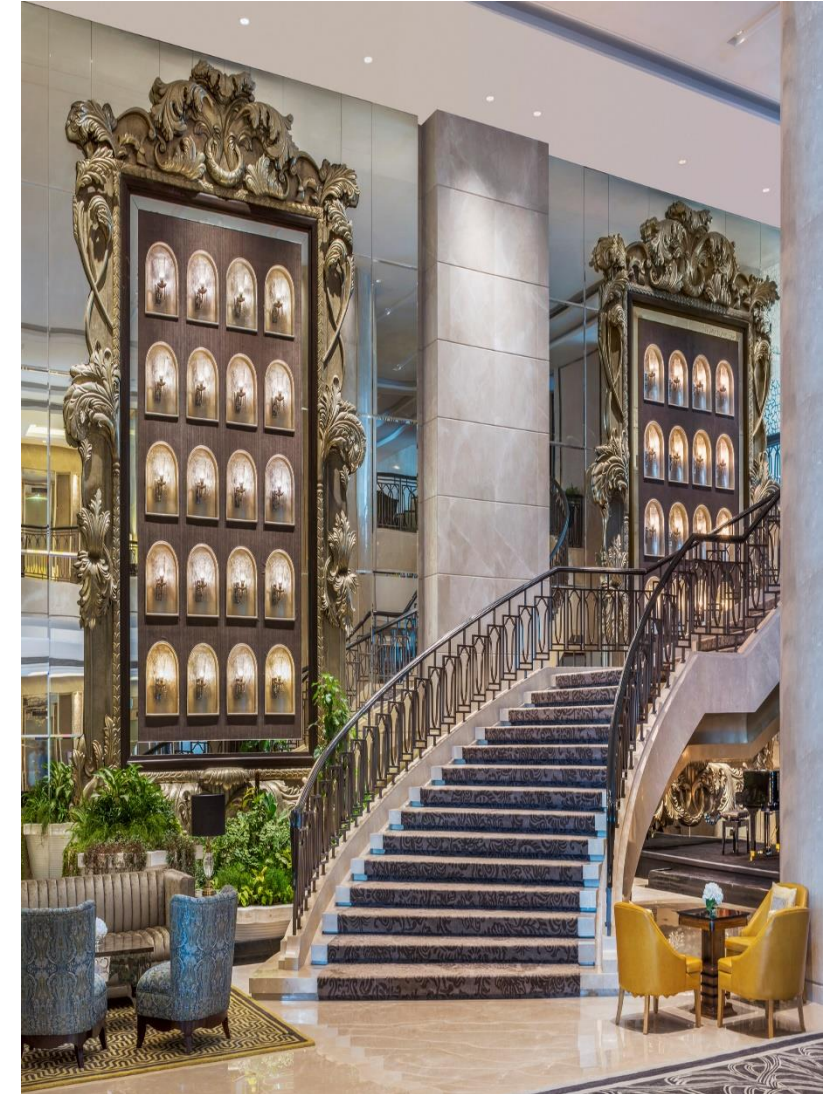


Phoenix Marketcity, Mumbai



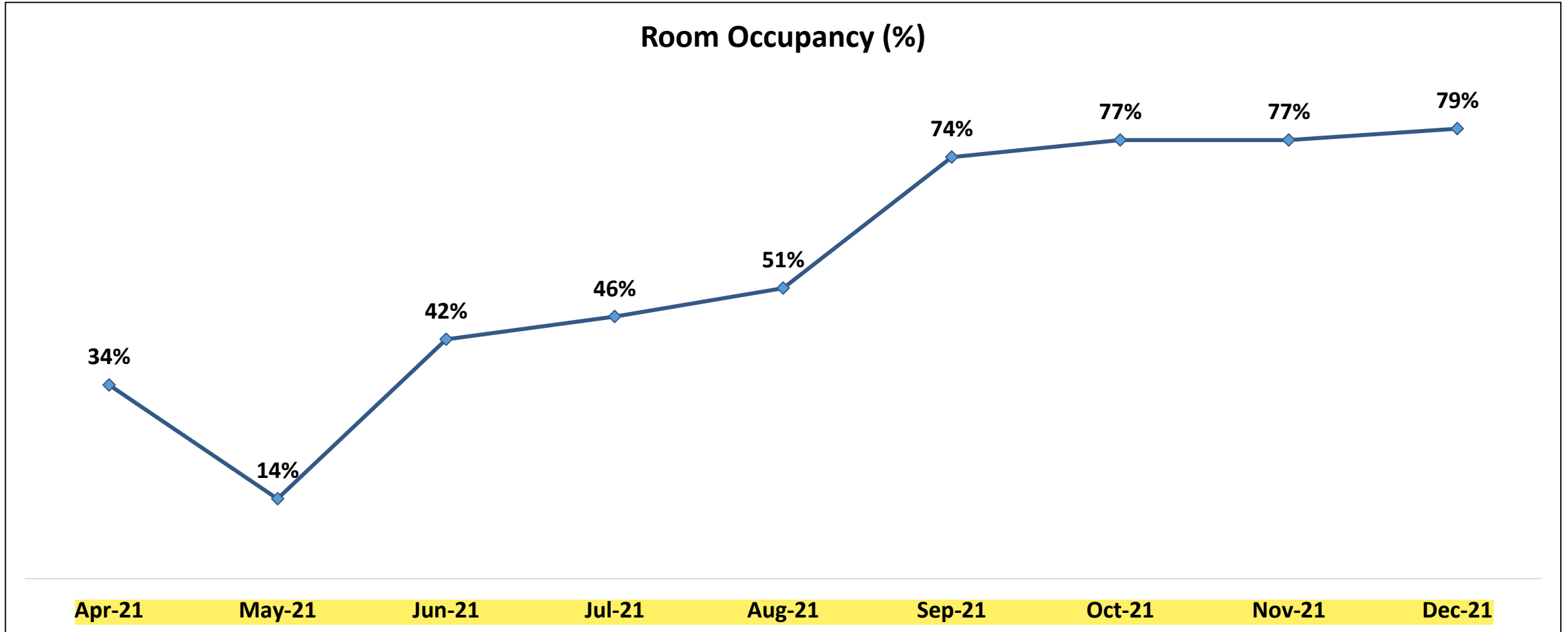
The St. Regis, Mumbai

	Q2 FY22	Q2 FY21	YoY%	H1 FY22	H1 FY21	YoY%
Revenue from Rooms (Rs. mn)	130	60	116%	196	109	80%
Revenue from F&B and Banqueting (Rs. mn)	129	24	447%	175	34	407%
Other Operating Income (Rs. mn)	28	16	78%	46	36	28%
Total Income (Rs. mn)	287	99	188%	417	180	132%
Operating EBITDA (Rs. mn)	44	-33		5	-74	
<i>EBITDA margins (%)</i>	15%	NA		1%	NA	
Occupancy (%)	57%	24%		44%	20%	
ARR (Rs.)	6,277	6,480	-3%	6,253	7,451	-16%





The St. Regis, Mumbai – Significant Improvement in Room Occupancy



Occupancy levels back at FY20 levels aided by revival in corporate travel and social events. Average room rentals (ARR) improved from Rs. 6,540 in July 2021 to Rs. 9,598 in Dec 2021



Courtyard by Marriott, Agra

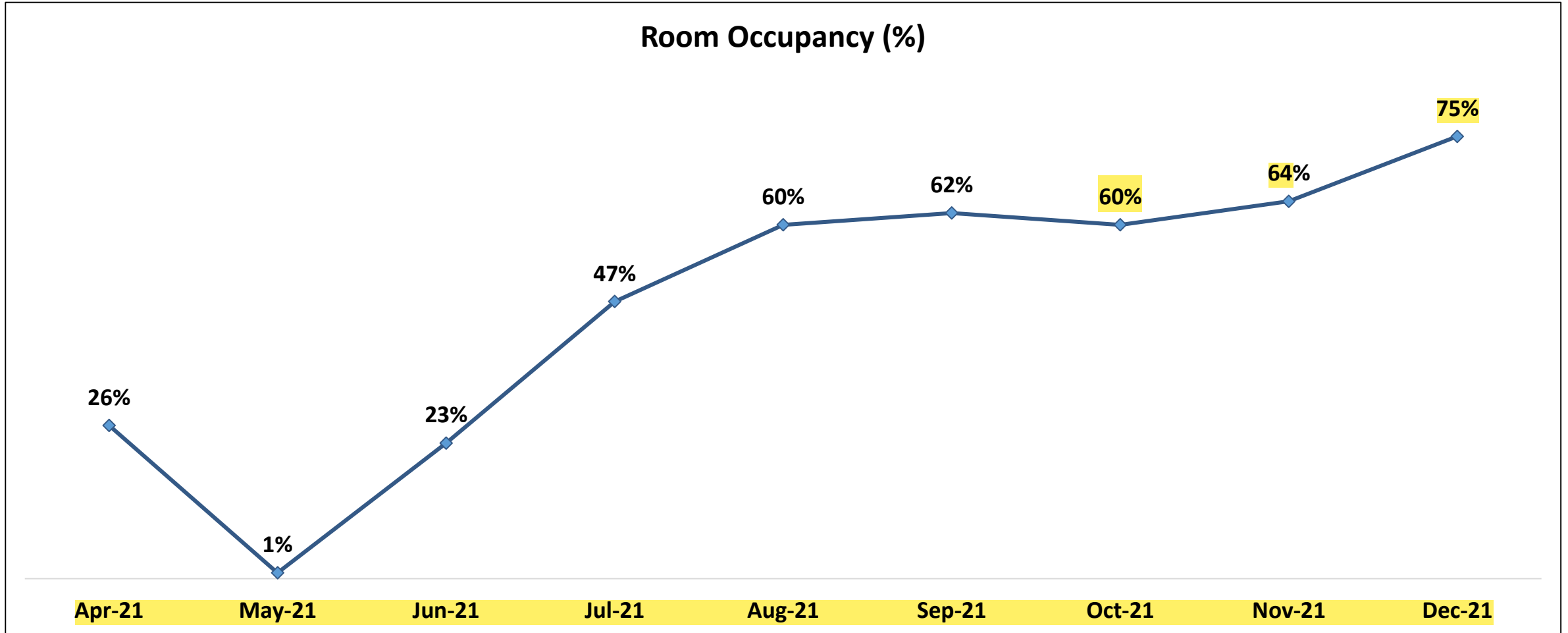
	Q2 FY22	Q2 FY21	H1 FY22	H1 FY21
Revenue from Rooms (Rs. mn)	26	3	34	3
Revenue from F&B and Banqueting (Rs. mn)	31	3	43	3
Other Operating Income (Rs. mn)	1	0	2	0
Total Income (Rs. mn)	58	6	80	6
<i>Occupancy (%)</i>	<i>56%</i>	<i>7.7%</i>	<i>36%</i>	<i>7.7%</i>
<i>ARR (Rs.)</i>	<i>2,750</i>	<i>3,663</i>	<i>3,089</i>	<i>3,663</i>



Note: Hotel operations were shut since March 2020 and re-opened on 8th Aug 2020. Hence, numbers are not comparable with previous year.



Courtyard by Marriott, Agra – Significant Improvement in Room Occupancy



Occupancy levels back at FY20 levels aided by revival in domestic travel and social events. Average room rentals (ARR) improved from Rs. 3,116 in July 2021 to Rs. 4,891 in Dec 2021



Business Update
Business Performance - Residential
Financial Results
Annexure





Operational Update – Residential Portfolio

Project Name (operational)	Saleable area (msf)			Cumulative Area Sold (msf)^	Cumulative Sales Value (Rs. mn)	Collections in Q2 FY22 (Rs. mn)	Revenue recognized (Rs. mn)	
	Total Area	Area launched	Balance Area				in Q2 FY22	Cumulative
One Bangalore West, Bengaluru	2.41	1.80	0.61	1.38	13,728	271	153	13,281
Kessaku, Bengaluru	1.03	1.03	-	0.37	5,373	516	459	5,373
Total	3.44	2.83	0.61	1.75	19,101	787	612	18,654

Note that of the nine towers in One Bangalore West (OBW), only Towers 1-6 have been launched and completed. Tower 7 was launched in July 2019. Towers 8 & 9 are yet to be launched

^ Sales area includes only those where agreements have been executed with purchasers

Key highlights

- **Sold and registered agreements for inventory worth Rs. 612 mn during Q2 FY22 and Rs. 980 mn in H1 FY22**
- Collections in Q2 FY22 were Rs. 787 mn and Rs. 1,149 mn in H1 FY22
- Sales trajectory has seen good improvement backed by strong demand and faster conversions. Momentum in sales expected to continue in H2 FY22



One Bangalore West, Bengaluru



Actual Site Picture



Kessaku, Bangalore – Living Spaces Crafted in Luxury & Style



Actual Site Picture



Business Update
Business Performance
Financial Results
Annexure





Retail Rental Income for Q2 FY22

Name of Asset	Q2 FY22		Q2 FY21	Q2 FY20 (pre-COVID period)
	Retail Income	% of Q2 FY20 (pre-COVID period)	Retail Income	Retail Income
	(Rs. mn)		(Rs. mn)	(Rs.mn)
Phoenix Palladium	466	53%	334	879
Phoenix Marketcity Bangalore	351	97%	128	360
Phoenix Marketcity Pune	221	52%	136	427
Phoenix Marketcity Mumbai	177	55%	87	321
Phoenix Marketcity and Palladium Chennai	393	83%	74	475
Phoenix United Lucknow	74	94%	37	79
Phoenix United Bareilly	58	106%	28	55
Sub Total	1,739	67%	825	2,595
Phoenix Palassio (operational from July 2021)	245	N.A.	37	N.A.
Grand Total	1,984	76%	861	2,595



Retail EBITDA for Q2 FY22

Name of Asset	Q2 FY22		Q2 FY21	Q2 FY20 (pre-COVID period)
	EBITDA	% of Q2 FY20 (pre-COVID period)	EBITDA	EBITDA
	(Rs. mn)		(Rs. mn)	(Rs. mn)
Phoenix Palladium	355	46%	236	767
Phoenix Marketcity Bangalore	384	103%	148	373
Phoenix Marketcity Pune	207	48%	138	436
Phoenix Marketcity Mumbai	160	48%	96	331
Phoenix Marketcity and Palladium Chennai	426	97%	64	440
Phoenix United Lucknow	68	92%	25	74
Phoenix United Bareilly	59	125%	33	47
Sub Total	1,659	67%	741	2,468
Phoenix Palassio (operational from July 2021)	253	N.A.	37	N.A.
Grand Total	1,912	77%	777	2,468



Retail Rental Income for H1 FY22

Name of Asset	H1 FY22		H1 FY21	H1 FY20 (pre-COVID period)
	Retail Income	% of H1 FY20 (pre-COVID period)	Retail Income	Retail Income
	(Rs. mn)		(Rs. mn)	(Rs. mn)
Phoenix Palladium	759	43%	678	1,760
Phoenix Marketcity Bangalore	463	64%	248	719
Phoenix Marketcity Pune	329	38%	261	859
Phoenix Marketcity Mumbai	265	41%	174	644
Phoenix Marketcity and Palladium Chennai	542	58%	208	942
Phoenix United Lucknow	102	65%	59	156
Phoenix United Bareilly	77	69%	40	111
Sub Total	2,537	49%	1,667	5,190
Phoenix Palassio (operational from July 2021)	317	N.A.	37	N.A.
Grand Total	2,854	55%	1,704	5,190



Retail EBITDA for H1 FY22

Name of Asset	H1 FY22		H1 FY21	H1 FY20 (pre-COVID period)
	EBITDA	% of H1 FY20 (pre-COVID period)	EBITDA	EBITDA
	(Rs. mn)		(Rs. mn)	(Rs. mn)
Phoenix Palladium	703	45%	639	1,547
Phoenix Marketcity Bangalore	505	67%	283	758
Phoenix Marketcity Pune	305	35%	256	876
Phoenix Marketcity Mumbai	241	37%	174	654
Phoenix Marketcity and Palladium Chennai	565	60%	189	936
Phoenix United Lucknow	98	67%	52	146
Phoenix United Bareilly	79	74%	50	107
Sub Total	2,497	50%	1,643	5,023
Phoenix Palassio (operational from July 2021)	334	N.A.	37	N.A.
Grand Total	2,831	56%	1,680	5,023



Sustainability Initiatives at Operational Malls



Waste Management



Organic waste conversion and wet waste conversion equipment installed to ensure faster decomposition



Tie up with authorized vendors for E-waste recycling



Professional vendor to dispose and recycle dry waste



Hazardous waste management done with the help of authorized agency



Reduction in paper consumption



Water Conservation



Recycling of wastewater by Sewage treatment plant (STP) for use in toilets, gardening and HVAC cooling tower



Conserved Rainwater is used in toilets and for cooling tower requirement



Natural ground water discharge is taken into treatment plant and used for domestic purposes



Energy Conservation



Replacement of CFL with LED lamps across malls



Common area lighting integrated on building management system (BMS) for optimised usage and saving energy



Electrical vehicle charging stations being installed at mall premises



Multiple new energy efficient components, machines or technology used instead of older equipment and devices



Emission Control



Diesel Generator Effluents are tracked to ensure the same is within recommended parameters



All Air Handling Units (AHU) old filters replaced with MERV -13 Filters for enhanced Indoor AQI



Ozoniser installed in STP to minimize H2S levels in the exhaust system



Calibration of DG fuel system being undertaken to determine the amount of unburnt fuel content in the Stack emissions



Sustainability Initiatives at Under Construction Malls

No	Sustainable Metrics	Phoenix Citadel	Phoenix Millennium	Phoenix Mall of Asia
1	Pre-Certification LEED Ratings	Silver	Gold	Gold
2	Sustainable Design Approach	Adapted	Adapted	Adapted
3	Fundamental And Enhanced Commissioning	Adapted	Adapted	Adapted
4	Low Emitting Material	Adapted	Adapted	Adapted
5	Monitoring Based Commissioning	Adapted	Adapted	Adapted
6	High Standards Followed for construction like SMACNA and NBC	Adapted	Adapted	Adapted
7	ECO Friendly Refrigerant	Adapted	Adapted	Adapted
8	Rain Water Harvest	100%	100%	100%
9	Reuse of Treated Waste Water	100%	100%	100%

All new projects follow Leadership in Energy and Environmental Design (LEED) rating systems, created by United States Green Building Council (USGBC)



Q2 FY22 Debt Across Subsidiaries

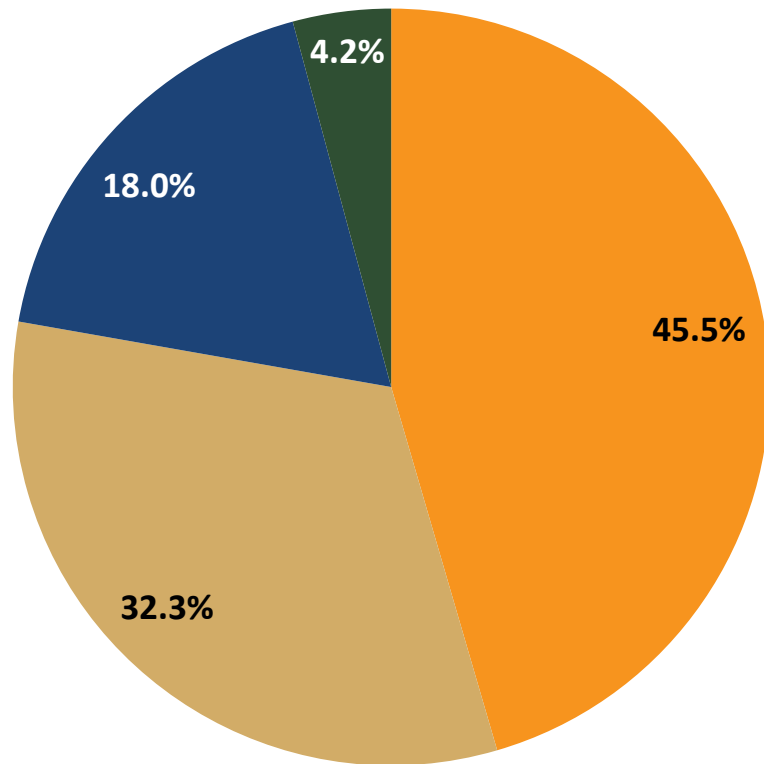
	Asset TypeQ1	SPV	Asset Name	PML Group Ownership*	Q1FY22 (Rs. Mn)	Q2FY22 (Rs. Mn)	
Operational		PML Standalone	High Street Phoenix, Mumbai	100%	5,735	5,383	
		Classic Mall Development	Phoenix MarketCity, Chennai	50%	7,037	6,843	
		Vamona Developers	Phoenix MarketCity, Pune	74%	4,304	4,381	
		Island Star Mall Developers	Phoenix MarketCity, Bangalore	51%	4,361	4,286	
		Starboard Hotels Pvt Ltd	Phoenix Palladium, Chennai	50%	1,746	1,731	
		Retail & Mixed-Use	Phoenix MarketCity, Mumbai	74%	5,896	5,900	
			Offbeat Developers				Art Guild House (Commercial)
							Centrium (Commercial)
			Blackwood Developers	Phoenix United, Bareilly	100%	899	868
			UPAL Developers	Phoenix United, Lucknow	100%	638	616
			Graceworks Realty & Leisure	Phoenix Paragon Plaza (Commercial)	74%	1,081	1,066
			Destiny Hospitality	Phoenix Palassio, Lucknow	100%	4,280	4,372
		Hotel & Residential	Palladium Constructions	One Bangalore West & Kessaku (Residential) Courtyard by Marriott, Agra (Hotel)	100%	1,310	807
	Pallazzo Hotels & Leisure		The St. Regis, Mumbai	73%	4,995	5,132	
	Office	Alliance Spaces	Fountainhead	100%	600	632	
Under Development	Retail	SGH Realty LLP	Palladium, Ahmedabad	50%	685	968	
	Total		Total		43,567	42,985	

* represents PML's effective stake post completion of the scheme of amalgamation; the scheme has been approved by shareholders and is awaiting NCLT final approval 43



Shareholding Pattern as on 30th September 2021

Shareholding Pattern



■ Promoters ■ FII ■ DII ■ Others

Sr. No	Top Institutional Investors	% Shareholding
1	SCHRODER	7.66%
2	GIC	4.32%
3	ICICI PRDENTIAL AMC	3.25%
4	UTI	1.97%
5	MOTILAL OSWAL	1.90%
6	DSP MF	1.90%
7	BAILLIE GIFFORD	1.87%
8	VANGUARD	1.85%
9	SBI MF	1.82%
10	ADITYA BIRLA SUNLIFE MF	1.79%
Total – Top 10 Institutional Investors		28.34%



Thank you

Advait Phatarfod

Email: advait.p@phoenixmarketcity.in

Rohan Rege

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