

**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	9,56,54,571	62.524	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)	9,56,54,571	62.524	N.A.
e) Total (a+b+c+d)			
Details of acquisition/ <del>sale</del>			
a) Shares carrying voting rights acquired/ <del>sold</del>	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	78,000	0.051	N.A.
e) Total (a+b+c+/-d)			

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	95,865,571***	62.662	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	95,865,571***	62.662	N.A.
e) Total (a+b+c+d)			
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