

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulation 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoters or Person who is part of Promoter Group of a Listed Company

Regulation 13(6) - Details of change in shareholding of Directors and Officers of a Listed Company

Name, PAN & Address of Promoters/Person who is part of Promoter Group/Director/Officer	No. & % of shares/ voting rights held by the Promoters/Person who is part of Promoter Group/Director/Officer	Date of receipt of allotment advice/ acquisition/ sale of shares/ voting rights	Date of intimation to company	Mode of acquisition / Sale (market purchase/ public/ rights/ preferential offer etc.)	No. & % of shares/ voting rights post acquisition/sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell quantity	Sell value
Mr. Shishir Ashok Shrivastava PAN: ANPPS0441P Group CEO and Joint Managing Director R/o: 1/1 Prakash CHS, Relief Road, Santacruz West, Mumbai - 400 054	3,200* (0.002%)	8-Sep-14	9-Sep-14	Preferential Offer (ESOP Allotment)	23,200* (0.016%)	Not Applicable	Not Applicable	20,000	Rs. 54,00,000**	Not Applicable	Not Applicable

* Includes shares held jointly with Mrs. Shilpa S. Shrivastava, wife of Mr. Shishir Shrivastava and shares held by Mrs. Madhubala Ashok Shrivastava, mother of Mr. Shishir Shrivastava
** Shares have been allotted at an exercise price of Rs. 270/- per share

Place: Mumbai
Date: 09-09-2014



For Phoenix Mills Limited
(Signature)
Puja Tandon
Company Secretary