

FORM D

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

[Regulations 13(4), 13(4A) and 13(6)]

Details of change in shareholding or voting rights held by Director or Officer and his dependants or Promoter or Person who is part of Promoter Group of a listed company

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/ Director/ Officer.	No. & % of shares/ voting rights held by the Promoter/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 (market purchase/ public/ rights/pref erential offer, etc.) /sale	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
Name: Senior Holding Private Limited Regd. Off.: State Bank Building, Annexure, 1st Floor, Mumbai – 400013 PAN: AAEC57488P	1,51,19,250 Equity Shares (10.44%)	15.01.2014	16.01.2014	Market Purchase	1,51,42,550 Equity Shares (10.45%)	Emkay Global Financial Services Ltd. SEBI No : INB230901838	National Stock Exchange of India Limited	23,300 Equity Shares	Rs. 50,07,170/-		

For The Phoenix Mills Limited

Souha Gm
Company Secretary