

## **PRESS COMMUNIQUE**



**TONY WARD joins  
Market City Management Pvt. Ltd.  
as the Chief Operating Officer - Leasing & Land Acquisition**



**May 07, 2008:** TONY WARD joins Market City Management Pvt. Ltd. as COO Leasing & Land Acquisition. In his present profile Tony will head the entire leasing operations for the Group's new retail-led developments across India. He will be instrumental in the selection of brands, companies & retailers to be targeted by way of zoning based on research and thereby determine relevant anchor tenant's mix, identify and negotiate with department stores, multiplex, hypermarket etc, which will help enhance Phoenix existing and new Retail brands. He will also be closely involved in working with projects and the mall management team to create new leasable retail spaces in the existing malls and successfully leasing the same, thus, converting the bottom line into high profitability. In addition, he will also play an important role in suitable land acquisitions befitting the company's ambitious expansion plans.

Tony comes with a rich experience of over 10 years in the Real Estate Development and Retail functions. His last assignment in India was with West Pioneer Properties (India) Pvt Ltd where he handled land acquisition, design and leasing aspects for the company. His earlier stints include those with International Real Estate, Wal-Mart & Simon Properties US where he has headed real estate development creating teams internationally one could reckon with. Throughout his spectacular career, Mr. Tony Ward was regarded as a connoisseur in dealing with international leasing programs and international construction budgeting. At Wal-Mart, the largest grocery and consumables retailer in the United States, Tony worked in the capacity of an Internal Audit Manager where he was responsible for inventory, process flow and fraud audits. He is by all means a seasoned real estate leasing and retail veteran with a long career spanning 3 decades

Says Atul Ruia, MD Phoenix Mills Ltd, "We welcome Tony on board PML. His appointment is in tandem with the exciting new businesses and country-wide expansion that the company is exploring in the days to come. In Tony we have an able person equipped to exploit this potential and explore new ideas."

Says Tony Ward, COO Leasing & Land Acquisition, PML, "Every problem has a solution is my motivational line. The last 30 years in this field have made me a firm believer in team spirit, relationship building and retention, and work with hands-on approach. It is with this spirit and enthusiasm that I step into PML, at a time when the real estate sector in India is donning a new cape. Being at the forefront of this change, through its consistent innovation, PML was a welcome fit and an obvious choice for me."

### **About Phoenix Mills Limited**

A pioneer in retail-led mixed format real estate developments at city centric prime locations in India, The Phoenix Mills Limited is set to take on the challenge of redefining lifestyle across tier I, II & III Indian cities. The company initiated this concept with its property at High Street Phoenix in Mumbai, and is now rapidly extending its presence in key metros and cities across the country through its Market City & Treasure brands. The group has bought an equity stake in Indore-based EWDPL, formed a JV with UPAL to form Big Apple which has plans in North India; and is actively looking for more tie-ups with prominent regional players who are mall developers thereby increasing the retail footprint across the country. Be it mega retail malls, entertainment complexes, commercial space or hospitality units; the Group is determined to make its presence felt not only in such real estate developments but also in superior mall management & operations mandates.

Phoenix Mills Ltd today, has managed to forge an unbeatable equation of nascent markets, uncover virgin potential, and acquire dominant positioning, conducive environments & complementary infrastructure to deliver the consumption of these markets. Currently it has over 55 million sq. ft. under construction with EWDPL & Big Apple. For more information on the Company, please log on to [www.highstreetphoenix.com](http://www.highstreetphoenix.com)

---document ends---