

Date: 19th July 2017

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex, Bandra (E)
Mumbai 400 051
Scrip: PROZONINTU

BSE Limited
Listing Department
P.J. Towers, Dalal Street, Fort
Mumbai 400 001
Scrip: 534675

Dear Sir,

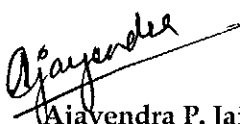
Subject: Intimation of Pre-launch Press Conference – Coimbatore Mall

Pursuant to Reg. 30 (2) read with Para A of Part A of Schedule III of the SEBI (LODR) Regulations 2015, please take note that the Coimbatore Mall of the Company is set to be launched/ opened on Friday, the 21st July 2017 and Company has organized a prelaunch Press Conference scheduled to be held today at Coimbatore.

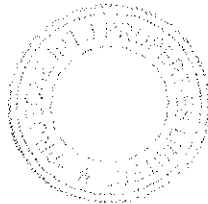
Kindly note that the above schedule of conference is subject to change in case of any exigency. A brief summary of the project launch is attached for your information and dissemination to the investors.

Thanking you,

Yours faithfully,
For Prozone Intu Properties Limited



Ajayendra P. Jain
CS & Chief Compliance Officer
Enclosed as above



Coimbatore Now has something to cheer! Prozone Mall Coimbatore to Open on 21st July



Prozone Intu Properties Limited, a specialist retail and residential-led mixed-use real estate development company will be launching its second mall on 21st July 2017, its first mall is successfully operational in the city of Aurangabad.

Coimbatore is set to see the opening of 'Prozone' - a shopping mall of truly international standards. Prozone Coimbatore designed by internationally acclaimed Bentel Architects from South Africa is a horizontal Ground + 1 development of over 5,00,000 square feet.

Coimbatore is one of the fastest growing cities in south India. Coimbatore, today, has a higher appetite for premium segment when compared to the other Tier II cities because of high per capita income and purchasing power. With a population of four million, Coimbatore has a high literacy rate with a largebrand conscious population.

The site was selected to be an ideal location for both local residents, visitors from out of town and tourists arriving through the airport for Ooty, Kodaikanal, Munnar, Coonoor&Coorg will find easy accessibility to the location.

The Mall will offer the city of Coimbatore and nearby satellite cities of Annur, Mettupalayam, Palladam, Avinashi, Palakkad, Erode, Salem, Tirupur, Pollachi, and Kazhikode a vast range of shopping and entertainment experiences from leading



domestic, regional & international brands that will be the pride of the region and will attract tourists and locals alike 365 days a year.

“The launch of Coimbatore mall emphasizes our commitment towards excellent retail experience to our customers and retailer partners. Coimbatore mall will have the right mix of national and international brands along with quality dining and leisure options. We remain committed for maximising shareholder value, and Coimbatore mall is our endeavour in that direction.” **says Nikhil Chaturvedi, Managing Director of Prozone Intu Properties Limited.**

Years of detailed planning, design and development has resulted in an unmatched shopping center experience. Some of the best in class consultants and contractors like design firm Bentel from South Africa, landscape designers Eco-Design, services expert Clancy Global, Gannon and Dunkerly, Blue Star and ETA for construction and services have worked together relentlessly to create a unprecedented experience for shoppers and retailers alike.

The Mall has been designed keeping in mind the shoppers at the center of our design and development philosophy and encapsulates all those features that lead to maximum comfort and convenience for the shoppers. A race-track like design with no dead ends will give every store a prime visibility. This dominant regional shopping centre also has elements for expansion in the future. This will help the Mall to remain relevant even in the future.

Prozone has successfully built its shopping mall to attract the large section of customers for experiencing modern shopping pleasure. A carefully planned assortment of brands will provide diversity and variety to shop, entertain, dine and re-energise.

The Mall has received a positive response from retailers, with anchor brands like H&M, Lifestyle, Spar, Max, Pantaloons, Reliance Trends, Unlimited, Reliance Digital, Hamley’s, Fun unlimited, Inox and Westside and will have over 150 domestic. International and regional marquee brands

About Prozone Intu

Prozone Intu is jointly managed with Intu Properties, a UK FTSE-100 company with assets of over 10 billion pounds. INTU owns and manages 9 of the top 20 UK Shopping Centres. They are the second largest REIT in the UK and amongst the top 20 REITs in the world with assets in UK, Spain and India

Amongst the centers that Intu Properties owns is the Metro Centre in Newcastle, Lakeside Thurrock, Manchester Arndale Centre etc. All these centers are mixed-use developments and together attract more than 400 million visitors to these centers and 28 million website visits every year. Entertainment, hospitality, shopping, food court, restaurants, cafes, offices etc anchor the centers.



Prozone Intu has been set up to create, develop and manage world-class regional shopping centers and associated mixed-use developments pan-India. In India, they have a land bank of over 20 million sq. ft. with a presence across Mumbai, Aurangabad, Coimbatore, Nagpur, Indore and Jaipur.

About Dickenson Seagull IR

Dickenson IR/FPR is amongst India's foremost Investor Relations and Financial PR specialists. Based in the hearts of Mumbai and London, the financial communications specialist represents mid-to-large cap listed companies for their engagement with the capital marketplace and the financial media. The Company's USP is its ability to deliver an integrated communication solution that straddles Institutional IR; Financial PR; & Corporate Reporting. For more information on Dickenson IR/FPR, visit the website www.dickensonir.com

