



**WEEKLY**  
**TECHNICAL**  
**REPORT**

06 JULY 2026

**THE PHOENIX MILLS**  
**LTD**

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**Overview:** The Phoenix Mills Limited is operated as India's leading owner and developer of retail-led mixed-use real estate destinations. Founded in 1905 as a textile manufacturing company, the redevelopment of mill lands into mega consumption hubs was pioneered by this Mumbai-headquartered developer. A diversified portfolio is spanned across four major asset classes, with retail utilized as the dominant revenue engine. Over 11.5 to 12mn square feet (msf) of Gross Leasable Area is operated across major cities, with more than 130mn visitors served annually. In addition, premium Grade-A office spaces, luxury hospitality assets like The St. Regis in Mumbai, and premium residential complexes are managed within the portfolio.

**SNAPSHOT**

Market Cap (cr)	73,273
52 week H/L	2060 / 1403
BSE Code	503100
NSE Code	PHOENIXLTD
Industry	Resi-Comm Project



**Investment Rationale:**

- The consolidation of almost 2 years ended with a **Symmetrical Triangle Pattern Breakout**
- As shown in the above chart, the **RSI Oscillator** has given a long-term trendline breakout
- Trend following indicators like **ADX and MACD** are bullish and supporting price activity
- Uptick in **Volume** support price activity

**Recommendation:**

We recommend a **BUY** on the company at current market price of Rs2048 or decline upto Rs1990 with a closing stop loss of Rs1680 for a target of Rs2369-Rs2690 with a horizon of 6-9 months.

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