

Dated: 15th September, 2011

The Secretary,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

Sub: Ashiana enters the Kolkata market

Ref. : Symbol : ASHIANA

Ashiana Housing
Ashiana enters the Kolkata real estate market

We are pleased to inform you that Ashiana Housing Limited has entered into Kolkata real estate market through an agreement with Bengal Shriram Hitech Pvt. Ltd., a subsidiary of Shriram Properties Limited, for the acquisition of approximately 10 acres of Land situated at Uttarpara, Kolkata, West Bengal.

On this 10 Acres of land, Ashiana plans to develop an Utsav (Active Senior Living Complex). Utsav is the lifestyle product for seniors designed by Ashiana, residential communities serving the three basic needs of elderly: basic medical facilities, security and companionship. Equipped with the experience of senior living projects in Bhiwadi, Jaipur and Pune, Kolkata will be the next destination in this spectrum.

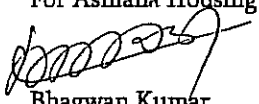
Utsav here will be a part of the 314 acres integrated township planned by Bengal Shriram Hi-Tech Pvt. Ltd. The township has state-of-the-art infrastructure facilities like high-speed fibre-optic connectivity, aesthetically designed IT / ITES office spaces, ATMs, food courts, shopping malls with a multiplex, school, hospital, lush landscaping and waterways.

In the past few years, rapid industrialization and creation of a better social infrastructure has made Kolkata an attractive destination for real estate. Uttarpara is located at the south-eastern tip of the Hooghly District, on the banks of the river Hooghly. Uttarpara is well connected with commercial hubs and industrial areas like Howrah, B.T. Road, Delhi Road, Dankuni and all modern amenities are available like banks, markets, educational institutions, libraries and healthcare facilities. The picturesque environment, pleasant weather, ease of travelling and other facilities make the location ideal for an active senior living complex.

We expect to receive the requisite clearances in this financial year and start development next financial year.

Kindly acknowledge the receipt of the letter.

For Ashiana Housing Ltd.


Bhagwan Kumar
(Company Secretary)

Ashiana Housing Limited

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