PURAVANKARA®

22.03.2016

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Dear Sir / Madam,

Sub: Press Release

Please find attached the press release titled:

"Puravankara's Home Coming

Forays back into the Western Region with the launch of its first theme based Integrated Lifestyle District in Pune"

Request you to take the same on record and acknowledge.

Thanking You,
Yours faithfully,
For Puravankara Projects Ltd.

Hari Ramakrishnan

HARI RAMAKRISHNAN
DEPUTY CHIEF FINANCIAL OFFICER

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PRESS RELEASE

Puravankara's Home Coming

Forays back into the Western Region with the launch of its first theme based Integrated Lifestyle District in Pune

March 22nd, 2016: Puravankara Projects today announced its foray back into the Western Region with a proposed development of 30 acres in Mundhwa, Pune. Purva Silversands, the first phase of development across 20 acres is being launched as a unique Integrated Lifestyle District with a design theme that the city of Pune has hitherto not seen before. Purva Silversands is an iconic residential development with the best in class facilities, providing a resort type lifestyle to homebuyers in Pune. The project has been designed to bring the beach to their doorsteps, with a promise to experience "Life like it's a holiday". Fine luxurious homes around a sprawling manmade lagoon with a wave pool, snorkelling pool, koi pond, hammocks, palm trees combined with cafes, restaurants and boutique shopping make Purva Silversands a unique lifestyle destination, and one of the most attractive investment opportunities in the region.

Having started the 40 year journey of Puravankara in Mumbai back then, **Mr. Ravi Puravankara, Chairman, Puravankara Projects Ltd.** expressed *"Our foray back into the Western Region is a "Home Coming" for us. We aspire to make a difference in the western cities with our unique theme based projects that offer a lifestyle living. Our first project Purva Silversands is planned in the city of Pune which is ranked amongst the 50 fastest growing urban cities in the world. A thriving job market, high rental growth and the Government's thrust on improving Infrastructure makes Pune a very promising market, with an immense need for high quality homes"*

Purva Silversands is set on the Mula-Mutha river promenade, right across the business district of Kharadi. The proposed new bridge connecting Kharadi and Mundhwa will help decongest the traffic and shorten the travel time to Purva Silversands in Mundhwa. The 15km elevated corridor 2 of the Pune Metro Phase 1, will also lead Mundhwa to easy connectivity with the key nodes of the city.

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This unique property offers a variety of lifestyle residential apartments – 1, 2, 3, 4 BHK apartments, Penthouses, Garden apartments, along with a Café's, Restaurants and Boutique shopping overlooking the river promenade amidst lush landscapes.

Puravankara has opened the bookings at an attractive base price of Rs 4995 per sq foot making it one of the most sought after real estate investments in Pune.

Mr. Ashish Puravankara, Managing Director, Puravankara Projects Ltd commented, *"Our intelligent designs focuses on spacious well-crafted apartments set in an Integrated Lifestyle District. Situated in eastern Pune, Mundhwa has been strategically chosen for this project as it is emerging as a prime residential location for the business district of Kharadi. Mundhwa has a judicial mix of residential, business, leisure and support services. Upcoming infrastructural developments have given the required impetus, for Real Estate in this region to flourish"*

ABOUT PURAVANKARA PROJECTS LTD

Puravankara is an established real estate developer with diversified offerings and geographical presence in Bengaluru, Mumbai, Kochi, Chennai, Coimbatore, Hyderabad, Pune and Mysore. The company along with its subsidiaries has 21.29 million sft of projects under development with an additional 86.26 million sft in projected development over the next few years. The Company pioneers and excels in luxury theme based projects drawing inspiration from the best in the world. The Puravankara Group with its sharp foresight adopted innovative technology and latest developments in construction science much ahead of time, which has helped accelerate execution and deliver quality products. Puravankara Projects Limited is professionally managed under the guidance of Mr. Ravi Puravankara and the Board, the company is listed on the National Stock exchange of India Limited (NSE) and the Bombay Stock Exchange (BSE)

ABOUT PROVIDENT

Provident Housing Ltd. is a wholly owned subsidiary of the Puravankara Group. The company was established in 2008 following Mr. Ravi Puravankara's vision to provide premium affordable housing to the mid income segment. Provident has launched 16.11 million square feet across the cities of Chennai, Bengaluru, Hyderabad, Mangalore and Coimbatore of which 6.75 million square feet has been completed and delivered. Provident has ongoing projects with a developable area of 9.36 million sq feet. The company has adopted the modern techniques of the construction world and offers top amenities, which is unique in India's affordable housing sector.



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