

Date: July 01, 2026

BSE Limited,
1st Floor, New Trading Wing,
Rotunda Building, P J Towers,
Dalal Street, Fort,
Mumbai - 400 001.

National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor,
Plot No C/1, G Block,
Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051.

Ref: Peninsula Land Limited (Scrip Code: 503031, Scrip Symbol: PENINLAND)

Sub: Corporate Announcement of project launch and related promotional media releases under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“LODR Regulations”)

This is a communication as part of the ongoing process to intimate the progress on business initiatives under the Joint Venture Agreement (“JVA”) entered into by the Company on June 24, 2024, which was approved by the shareholders of the Company at the EOGM held on June 03, 2024, to form a Real Estate Platform along with the Real Estate 2.0 Residential Opportunities Fund, which is a scheme of Alpha Alternatives Special Situations Fund (“Alpha AIF”) and Delta Corp Limited (“Delta”).

Pursuant to the said JVA, the Company, through its RE Platform entity, Prairie Real Estate LLP has launched a plotted development project titled ‘Alibaug ONE’ in Sogaon, Alibaug. We are also enclosing herewith a representative copy of one of the multiple promotional press/media releases in connection with the same as an Annexure. The same is also disseminated on the website of the Company i.e. www.peninsula.co.in.

We request you to take this on record.

Kindly take this on record.

Thanking You,
Yours Truly,
For: **PENINSULA LAND LIMITED**

Pooja Sutradhar
Company Secretary and Compliance Officer
Membership Number - A40807

PENINSULA LAND LIMITED
1401, 14th Floor, Tower-B,
Peninsula Business Park,
Ganpatrao Kadam Marg,
Lower Parel, Mumbai 400 013,
India.

Phone : +91 22 6622 9300
Fax : +91 22 6622 9302
Email : info@peninsula.co.in
URL : www.peninsula.co.in
CIN : L17120MH1871PLC000005



Land as the Ultimate Wealth Creator: Peninsula Estates Brings the "Gold Standard" of Real Estate to Alibaug

~ Amidst global market volatility, Peninsula Land offers a rare window to secure a legacy asset—combining clear titles, prime location, and luxury gated amenities on the cusp of Alibaug's historic transformation. ~

Markets fluctuate. Trends fade. But land endures. In an era defined by global economic uncertainty and volatile financial markets, savvy investors are retreating from the unpredictable and returning to the most fundamental wealth creator in history: LAND.

However, raw land is no longer enough. Today's sophisticated buyer demands the **"Gold Standard"** of real estate—an asset that is inherently less volatile than traditional equities, entirely free of legal ambiguity, situated in a hyper-growth corridor, and elevated by luxury gated amenities.

Recognizing this critical shift, Peninsula Land has launched **Peninsula Estates, Alibaug ONE**, a project designed to transform raw land into a highly curated, secure, and generational wealth-creation engine perfectly suited for co-primary living.

The Land Paradox: Erasing the Trust Deficit

Historically, land has been India's most powerful indicator of wealth, yet it comes with a well-known paradox: everyone wants it, but few want the headache of acquiring it. For decades, land buying has been plagued by complex legalities, unverified titles, and a distinct lack of infrastructure.

Peninsula Estates shatters this barrier. By bringing institutional governance, absolute transparency, and professional execution to the table, the project strips away the traditional anxieties of land ownership. It offers modern buyers a seamless route to acquiring an asset that not only guards wealth against inflation but grows it securely over generations.

Timing the Transformation: The Alibaug Window

The golden rule of real estate is entering a market right before its definitive upward curve. Spread across a pristine 11-acre parcel in the fast-evolving **Alibaug Crescent corridor**, Peninsula Estates offers exactly that.

The growth trajectory is unprecedented: **land values in prime Alibaug are projected to grow 4X over the next 10 years***, fueled by a massive wave of ongoing and upcoming infrastructural development. Yet, as demand surges from buyers seeking expansive co-primary homes, **the supply of good quality, clear-title land remains severely limited.**

Located within a highly accessible 20-minute radius of the Mandwa Jetty, buyers are not just purchasing a plot; they are buying into a region on the absolute cusp of this historic

transformation. With only 92 exclusive plots within a secure, gated environment, this is a rare opportunity to secure expansive living spaces—a luxury increasingly impossible to find in Mumbai—before the corridor's value explodes and premium supply vanishes.

**Source: Colliers International (India) Property Services Private Limited*

The Anatomy of a "Gold Standard" Asset

To ensure this asset remains future-ready, Peninsula Estates is conceptualized around the philosophy of “*A Rare Kind of Life*,” anchored by three non-negotiable pillars:

- **Ironclad Legal Clarity:** Sleep soundly with 100% clear and marketable titles, transparently reflected on the 7/12 extract.
- **Curated Master Planning:** Step into a fully realized environment featuring structured approvals, organized infrastructure, and master-planned green spaces designed for maximum privacy and comfort.
- **Integrated Lifestyle Amenities:** Experience land that lives and breathes. Seamlessly blended facilities for wellness, recreation, social gathering, and quiet relaxation elevate the property from a mere investment to a premier lifestyle destination.

Structured Entry into a Premium Market

To cater to diverse buyer aspirations and legacy goals, Peninsula Estates, Alibaug ONE offers multiple plot configurations. With 2454 sq ft of base plots starting at **Rs. 2.39 Cr+***, the project provides a structured, accessible entry point into the region's most promising luxury corridor.

The Leadership Perspective: Anchoring Generational Wealth

Mr. Rajeev Piramal, Executive Vice Chairman and Managing Director, Peninsula Land, outlines the vision behind this unique proposition:

"Land is uniquely positioned as more than just a highly resilient investment asset; it is the ultimate anchor of generational wealth. In times of global volatility, modern buyers are seeking safe havens that offer both stability and exponential growth. With Peninsula Estates, Alibaug ONE, we are presenting a rare opportunity to buy into a prime corridor right at the cusp of its massive infrastructural and lifestyle transformation. By stripping away the traditional complexities of land buying, we are delivering a 'gold standard' asset—one backed by uncompromising legal clarity, premium master-planned infrastructure, and the credibility of a trusted brand."

By uniting explosive location potential, uncompromising ownership clarity, and the intrinsic security of earth, Peninsula Estates is positioned to offer customers a superior co-primary lifestyle today and an unbreakable financial legacy for tomorrow.

About Peninsula Land:

Peninsula Land Limited, part of the Ashok PIRAMAL Group, is renowned for landmark developments such as Peninsula Business Park, Ashok Towers, Peninsula AshokVann, and Ashok Gardens. As an integrated real estate company, it continues to focus on high-quality developments across key asset classes while expanding its footprint in India's leading cities.

For further information, please connect:

- **Ankita Wagle:** ankita.wagle@madisonpr.in | 9920484424
- **Padmanava Dasgupta:** padmanava.dasgupta@madisonpr.in | 7044777610