PURAVANKARA

15.12.2014

General Manager – DCS,
Listing Operations-Corporate Services Dept.
BSE Ltd.
Ground Floor, 'P J. Towers,
Dalal Street, Fort,
Mumbai 400 001.

Fax No.022 022-2272 3121/ 3719/ 2037/ 2039/ 2041/ 2061/ 1278/ 1557/ 3354/ 3577.
Tel 022 - 2272 1233 / 34 /022-22721121 /2375
Stock Code: 532891
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corp.relations@bseindia.com

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

Fax No.022 26598237 / 38 26598347 / 48
Tel No.2659 8452 / 26598235 – 36 / 26598100
Stock Code: PURVA
By Courier
cmlist@nse.co.in

Dear Sir / Madam,

SUB.: PRESS RELEASE – PURAVANKARA'S GOSF CAMPAIGN SEES SIGNIFICANT RESPONSE
Ref. : Clause 36 of the Equity Listing Agreement

With reference to the above subject, enclosed please find the related information attached herewith.

Request you to take the same on record & acknowledge.

Thanking you,

Yours sincerely

FOR PURAVANKARA PROJECTS LIMITED,

PURAVANKARA PROJECTS LTD. BANGALORE 560 042

V.P.RAGURAM
COMPANY SECRETARY & COMPLIANCE OFFICER

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15.12.2014

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PROVIDENT®

PURAVANKARA®

PRESS INFORMATION NOTE

PURAVANKARA'S GOSF CAMPAIGN SEES SIGNIFICANT RESPONSE

Bangalore, 15th December, 2014: The GOSF Campaign has seen a significant response for Puravankara and Provident with over 5000 enquiries during the 3 day period, of which we have received 507 online bookings for homes across both the brands. Over the next few weeks we anticipate many of these customer to complete their transactions by choosing their apartments, and paying the residual purchase consideration.

The inventory originally made available under the GOSF Plan of 200 units (100 each for Puravankara & Provident) has hence been oversubscribed by 2.5 times. Allocation of the final units to customers will now be on a first come first serve basis.

Provident received 44% of the bookings indicating a strong interest for the premium affordable homes, with just two of projects showcased under the GOSF plan. Puravankara's high end brands also saw encouraging interests from buyers, which reinforces the success of ecommerce platforms for credible and reputed Real Estate brands. The simple and easy purchase process on our website has also relieved the anxiousness of home buyers, and has been one of the key contributing factors to the success of our online bookings.

Mr. Ashish Puravankara, Joint Managing Director of Puravankara Projects Limited was delighted with the success of the campaign and said: ***"We are very happy to see that our website which is rated the highest amongst its peers, has seen over 27 times of its regular traffic these past 3 days of the GOSF campaign. We believe that while our online booking platform will grow our business exponentially, we will continue to invest in the on-ground in-person experience, to ensure a comprehensive and holistic brand engagement for our esteemed customers"***

About Puravankara Projects Limited:

Puravankara Projects Limited is a leading real estate company in India, with significant presence in Bengaluru, Kochi, Chennai, Coimbatore, Hyderabad and Mysore. The company has 25.52 million sft of projects under development with additional 79.83 million sft in projected development over the next 7 - 10 years.

Puravankara Projects Limited is listed on the National Stock Exchange of India Limited (NSE) and the Bombay Stock Exchange (BSE). For further information on Puravankara, please visit website: www.puravankara.com.



PROVIDENT®

PURAVANKARA®

About Provident Housing Limited:

Provident Housing Ltd. is a wholly owned subsidiary of the group. It was established in 2008, in response to the growing demand for mid-segment housing. Provident has launched 13.35 million square feet across the cities of Chennai, Bengaluru, Mangalore and Coimbatore of which 4.55 million square feet has been completed and delivered. Provident has a pipeline of 10.32 million square feet across Bengaluru and Hyderabad and these projects will be launched in the ensuing quarters. For more information on Provident, please visit www.providenthousing.com

For further information, please contact:

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