PURAVANKARA

PRESS RELEASE

PURVA OCEANA FOR THE PRIVILEGED FEW

Bangalore, 9 March 2011: **Puravankara Projects Limited**, a leading real-estate organization from South India, with the corporate office in Bangalore launches a new luxury property in the most premium location on Marine Drive, Kochi. The attention to detail has translated into homes of impeccable quality and flawless style.

Purva Oceana is strategically timing the launch closer to completion and will be ready for occupation shortly. Purva Oceana, a 12 storied building, with 2 levels of parking, is located on the picturesque Marine Drive waterfront overlooking the Bolgatty Palace and the Marina. The project has spacious three bedroom apartments ranging from 2,367 sqft to 3,278 sqft. The architecture is contemporary keeping in mind the needs of the privileged buyers. The design has been conceptualized to take advantage of the excellent waterfront location.

The amenities offered at Purva Oceana are exceptional. Infinity Swimming pool on the terrace along with a jogging track and a huge landscaped area makes the terrace worthy to be called a 'Skypark'. The children's play area is located on the first floor of the building. The ground level has extensive landscaping in and around the main building structure including premium fixtures and superior finishes.

Puravankara: Spearheading a revolution in real estate in India

Since inception in 1975, Puravankara has one mantra for success, 'Quality'. Apart from this, values like uncompromising business ethos, focused customer centric approach, robust engineering, in-house Research and Development has created the leading real estate brand. Since then the Company has moved ahead from strength to strength successfully completing 36 residential/ commercial projects across Mumbai, Bengaluru and Chennai and presently developing 16 residential / commercial projects. Till date, 6500 homes have been handed over to the end users. With a strong commitment to work and ethos, Puravankara has been creating unique propositions, uncompromising quality products, fair business practices and a highly scalable execution capability.

An ISO 9001 certification by DNV in 1998 and a DA2 rating by CRISIL demonstrate the Developer's ability to execute real estate projects, as per specified quality level within the stipulated time schedule and the ability to transfer clean title is Very Good.

The Group began operations in Mumbai and has established a considerable presence in the real estate industry in the metropolitan cities of Bangalore, Kochi, Chennai, Coimbatore, Hyderabad, Mysore and overseas in Dubai and Colombo. Puravankara has the distinction of being the first developer to obtain FDI in the Indian real estate industry through its joint venture with Singapore based Keppel Land Limited, the property arm of the 54% government owned conglomerate, Keppel Corporation Limited and are currently developing two projects in Bengaluru and Kolkatta.

A wholly owned subsidiary Provident Housing Ltd. was established, to cater to the growing demand for mid-segment housing. Currently two large projects comprising of 5,500 units projects are being developed in Chennai and Bengaluru.

Puravankara are also the pioneers in starting India's first real estate privileges program, Purva Privileges which was launched in 2004. Purva Privileges entitles all Puravankara home owners to an attractive referral program, concierge services and a host of special offers.

The Puravankara Group has the distinction of being awarded the Finaliste, international Prix d' Excellence – 1998 for its project "Purva Park" in Bangalore. This award was for the group residential category by FIABCI, Paris, the International Federation of Real Estate. Two prestigious projects, Purva Graces & Purva Heights, received a PA1 rating by CRISIL. A strong workforce of more than 500 skilled manpower including 205 engineers and in-house architects empower the organization's vision to deliver quality products to its consumers.

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