PURAVANKARA

18.10.2014

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
By Courier
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 – " Purva Evoq a residential style statement at Chennai - First residential project in India to have its own collection of Art"

Ref. : Clause 36 of the Equity Listing Agreement

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

Request you to take the same on record & acknowledge.

Thanking you,

Yours sincerely

FOR PURAVANKARA PROJECTS LIMITED,

PURAVANKARA PROJECTS LTD. BANGALORE 560 042

ANIL KUMAR A.
CHIEF FINANCIAL OFFICER

Encl.: a/a

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PURAVANKARA

Chennai, India October 18, 2014

Puravankara announces Purva Evoq a residential style statement at Chennai

First residential project in India to have its own collection of Art

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Chennai, 18 Oct 2014: Puravankara Projects Limited, well-known for its theme based projects, has announced Purva Evoq, a first-of-its kind contemporary residential project at Chennai's prime location Guindy. True to its name, the project evokes a spirit of royalty and is open only for the discerning few who have an appreciation for the finer things in life.

Purva Evoq is an architectural marvel, whose façade is designed by a renowned international architectural firm from Germany taking inspiration from the Chettinad architecture of south India, and cloaking it with modern day luxuries. When fully occupied, the collective financial wealth of the residents is estimated to be in upwards of US$ half a billion (₹ 3000 Crores), making it possibly one of the wealthiest residential enclaves in Chennai. Apart from a super prime address to take pride from, Puravankara plans to stimulate the tremendous depth of wisdom and discerning preferences for leisure of its buyer, through amenities that the country has not seen before in a residential project. Purva Evoq is expected to boast of the largest private welfare association owned "Works of Art". Upcoming Art which has immense future value is expected to be identified and bought for Purva Evoq, by an Art auction house appointed by Puravankara. Therefore, the residents of Purva Evoq will benefit from the both the appreciation of their property, as well as the value of the Art Collection. Purva Evoq shall also own and manage a fine horse at the Bangalore Turf Club, thereby giving resident's access to their own racing horse and let them manage turf sports, which has hitherto never before seen in the country. The project is estimated to add ₹ 450 crores to the revenues of the company.

Overlooking the Chennai Race course, Purva Evoq has 181 premium homes in 3, 4 and 5 BHK formats that will have contemporary design ideas to blend with the grandeur of the architecture in the project.

The palatial looking building will have world class features, a majestic landmark entry arch and gate, large chandeliers and marble clad lobby. Each apartment will have a royal white, large, hi-tech main door along with a panic button in the master bed room and dining area

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as well as marble clad living room, wooden floor in master bedroom, gas leak detectors in kitchen and luxury fixtures.

The residents will have access to a 5-star concierge service as well as several amenities on rooftop that include a stately sky/ cigar lounge, sky gazing observatory, hard scape paved area with seating, well-lit terrace garden, evergreen gazebos, jogging track, infinity pool and private offices, among others.

While Puravankara has announced its plans for Purva Evoq, it has however currently not opened the project for sale. Prospective buyers are expected to be approached by Puravankara and its realty associates to elicit expression of interest. Only pre-filtered customers will receive invites in the first phase. The exclusive selection of customers at Purva Evoq will build a multi-cultural, cosmopolitan community that share common tastes and interests.

About Puravankara Projects Limited:

Puravankara Projects Limited is a leading real estate company in India, with significant presence in Bengaluru, Kochi, Chennai, Coimbatore, Hyderabad, Mysore and overseas in the United Arab Emirates, Kingdom of Saudi Arabia and Sri Lanka. The company has successfully completed 45 residential and 2 commercial projects encompassing 22.33 million square feet. It has 25.51 million square feet of projects under development with additional 80.64 million square feet 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.

Press Contacts:

Sowmya Shenoy Senior General Manager - Corporate Communication Puravankara Projects Limited Email: sowmya.shenoy@puravankara.com Tel: +91-80-25599000	**Vinod Kumar C** VP – Concept PR Email: vinod@conceptpr.com Tel: +91 9845226263

PURAVANKARA PROJECTS LTD. BANGALORE 560 042