PURAVANKARA

18.11.2013

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Dear Sir / Madam,

Sub.: PRESS RELEASE – "Puravankara receives highest accolade at world's largest Communications Competition & Ranked #10 among the world Top 100 Communication Materials of 2013".

Ref. : Clause 36 of the Equity Listing Agreement

Reference the above subject, enclosed please find the related Press Release.

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

PURAVANKARA

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PRESS RELEASE:

PURAVANKARA

Puravankara receives highest accolade at world's largest Communications Competition

- **Ranked #10 among the world Top 100 Communication Materials of 2013**
- **Platinum Award in " *Most Creative* " category**

Bengaluru, Nov 18, 2013: Puravankara Projects Limited, a premier real-estate developer, has been recognized with a 'Platinum Award', the highest accolade, at the 2013 Global Communications Competition sponsored by the League of American Communications Professionals (LACP). This event is the world's largest communications competition.

The Puravankara entry, the company Annual Report FY 2013, received a 'Platinum Award' in the 'Most Creative' category. The report entitled 'Invest in Life', reflecting the axiom that a home purchase is an investment of a lifetime, was ranked #10 among the top 100 communication materials of 2013 (The report can be viewed at: http://www.puravankara.com/pages/Annual_Reports).

The proprietary judging system developed by LACP, evaluated over 1500 entries on the following six criteria: first impression, narrative, visual design, creativity, message clarity and relevance. Puravankara scored 99 out of a maximum 100 points, outperforming several global brands in the process.

The competition was judged by communications professionals affiliated with LACP (Details are available at: http://www.lacp.com/2013spotlight/competition.htm)

Commenting on the award Jackbastian Nazareth, Group CEO, Puravankara Projects said: "Puravankara is honoured to have received the highest commendation at the LACP Global Communication Competition. Recognition at a prestigious global forum validates our organizational focus on international benchmarks and best practices. We view our Annual Report not merely as a statutory document, but also as a strategic brand communication medium. It is a matter of pride for us that we are ranked at #10 among the top 100 Annual reports of 2013. This award reaffirms our commitment to the pursuit of excellence in our operations."

Christine Kennedy, Managing Director LACP said, "The Puravankara Annual Report 2012-13, proves to be remarkable in light of tremendous competition. More than 1500 entries representing a dozen countries were received, so the competition was exceptionally tough.

Overall, we find this work to be outstanding, earning a total score of 99 out of a maximum 100 points. The first impression presented by this entry is exceptional, while the narrative is outstanding. The visual design is exceptional, tied with a level of creativity that is outstanding. We classify this entry as ranking at #10 among the Top 100 Communications Materials of 2013." she added.

PURAVANKARA PROJECTS LTD. BANGALORE 560 042

PRESS RELEASE:

PURAVANKARA

About LACP:

League of American Communications Professionals (LACP) is a highly reputed group dedicated to supporting, recognizing and advancing excellence in the practice of professional communications. Each year, LACP rewards excellence in the practice of professional communications via the global communications materials competition. For more information please visit: http://www.lacp.com

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 41 residential and 2 commercial projects encompassing 16.52 million square feet. Currently, it has 29.25 million square feet of projects under development with an additional 82.18 million square feet in projected development over the next 7-10 years.

Puravankara has the distinction of being the first developer to obtain FDI in the Indian real estate industry through a joint venture with Singapore based Keppel Land Limited, the property arm of the conglomerate Keppel Corporation Limited. Two projects under the joint-venture initiative are underway in Bengaluru and Kolkata.

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. Currently, over 12 million square feet of projects have been launched across Bengaluru, Chennai and Mangalore, with an additional 3.5 million square feet slated for launch this fiscal year. For more information on Provident, please visit www.providenthousing.com

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.

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