PURAVANKARA®

31.08.2015

General Manager – DCS,
Listing Operations-Corporate Services Dept.
BSE Ltd.
Ground Floor, 'P J. Towers,
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Tel 022 - 2272 1233 / 34 /022-22721121 /2375
Stock Code: 532891
By Courier

The Manager,
Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,cmlist@nse.co.in
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Fax No.022 26598237 / 38 26598347 / 48
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Stock Code: PURVA
By Courier

Dear Sir / Madam,

Sub.: PRESS RELEASE
Ref.: Clause 36 OF THE EQUITY LISTING AGREEMENT

Please find attached the press release titled PURAVANAKARA IDENTIFIES HYDERABAD AS ONE OF ITS CORE MARKETS AS A PART OF ITS LONG TERM GROWTH STRATEGY

Request you to take the same on record and acknowledge.

Thanking you,

Yours sincerely,

FOR PURAVANKARA PROJECTS LIMITED

V.RAVI KUMAR REDDY
COMPANY SECRETARY & COMPLIANCE OFFICER
Encl.: a/a.

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PROVIDENT®

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PRESS RELEASE

PURAVANAKARA IDENTIFIES HYDERABAD AS ONE OF ITS CORE MARKETS
AS A PART OF ITS LONG TERM GROWTH STRATEGY

Bangalore, 31st August, 2015: Puravankara, as part of its Vision 2020 Growth Strategy has identified Hyderabad as one of the core markets over the next 5 years. The stable socio-political environment and the pro-growth outlook of the policy makers in the city, is expected to trigger a multi-year economic growth and boost the Hyderabad market. With commercial real estate already seeing significant traction in the city, the residential market is expected to open up soon and offer vast opportunities for Tier 1 development firms. In the next 2 years, the latent demand for housing will propel the markets up in terms of both price and sales velocity.

Mr. Ashish Puravankara, Managing Director, Puravankara Projects Ltd. expressed: *"We are very confident of the Hyderabad Real estate market and its high potential for appreciation. The Real estate prices have been increasing gradually and are very affordable, offering great value for end user and investors. As a part of our Growth Strategy planned across cities over the next 5 years, we propose to launch around 12.5% of our total new projects in Hyderabad, with 5 mnsq feet of Puravankara projects catering to the luxury residential segment, and 5 mn sq feet under the Provident Premium affordable housing segment"*

The Group will shortly launch a large project under the Provident Brand in Rajendranagar on the PVNR Airport Expressway, through an innovative book building process. The project which has been tied up through a Joint Development model, is already generating a lot of interest from buyers and real estate brokers across the country and in overseas markets.

About Puravankara Projects Limited:

Puravankara Projects Limited is a leading real estate company in India, with presence in Bengaluru, Kochi, Chennai, Coimbatore, Hyderabad and Mysore, Mumbai and Pune. The company has 23.56 million sft of projects under development with additional 85.83 million sft in projected development over the next few 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.

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 13.93 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 9.38 million square feet across Bengaluru and Hyderabad and these

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projects will be launched in the ensuing quarters. For more information on Provident, please visit www.providenthousing.com

PURAVANKARA PROJECTS LTD. Bangalore

For further information, please contact:

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