PRESS RELEASE

PURVA MIDTOWN RESIDENCES - SMART HOMES FOR ELEGANT FEW

Bangalore, 30 March 2011: Puravankara Projects Limited, one of the leading real estate companies of the country launches a new mid segment property, Purva Midtown Residences in East Bangalore. This property institutes the idea of 'Smart Living.' The total project value is Rs. 135 Crore and this launch follows the launch of Purva Windermere, a luxury project in Chennai, yesterday.

Centrally located off Old Madras Road, near C.V. Raman Nagar on a 4.2 acre land parcel, this property comprises a total of 307 apartments. The mix of 2 and 3 bedroom apartments are ranging from 1208 sq. ft. to 1677 sq. ft. and are the epitome of comfort, convenience with an elegance attached to it. These apartments have been designed keeping in mind the double income working population of Bangalore, with easy convenience to their work places amidst the hustle and bustle of modern city life.

With a well-planned layout offering a balance of houses to open space, Purva Midtown Residences is undeniably a smart enclave. Offering state-of-the art amenities including clubhouse, swimming pool, play area and much more, Purva Midtown Residences caters to every need, ensuring a complete living experience for our home buyer.

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 Kolkata.

A wholly owned subsidiary, Provident Housing Limited, 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 PA 1 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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