PURAVANKARA

22.12.2014

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.
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The Manager,
Listing Department,
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Exchange Plaza, 5th Floor,
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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 – GREATEST ONLINE CHRISTMAS OFFER IS ON - 99ACRES.COM PARTNERS WITH A REAL ESTATE MAJOR PURAVANKARA & PROVIDENT FOR A MEGA ONLINE OFFER FOR THE VERY FIRST TIME

Ref. : Clause 36 of the Equity Listing Agreement

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

Request you to take the same on record & acknowledge.

Thanking you,

Yours sincerely

FOR PURAVANKARA PROJECTS LIMITED,

PURAVANKARA PROJECTS LTD. BANGALORE 560 042

V.P.RAGURAM
COMPANY SECRETARY & COMPLIANCE OFFICER

Encl: a/a

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Encl: a/a

99acres.com®

PURAVANKARA®

PROVIDENT®

Greatest Online Christmas offer is on

99acres.com partners with a Real Estate major Puravankara & Provident for a Mega online Offer for the very first time

New Delhi and Bangalore, 22nd December, 2014: 99acres.com, India's premier real estate portal has partnered with Puravankara Projects Ltd and its subsidiary- Provident Housing Ltd to offer online booking services for their homes. 99acres.com has entered into a strategic partnership for the first time to offer this service to potential buyers. The "Greatest Online Christmas Offer" is on from 21st Dec to 27th Dec, 2014.

Until recently, real estate portals were used by home buyers to research floor plans and prices of apartments but now they are moving towards the next level with online bookings of apartments. The partnership with Puravankara will allow customers to view property on 99acres.com's 3D rendering platform to experience a virtual site visit and explore available units. Puravankara has listed two projects - Purva 270 and Provident Rays of Dawn, two of Bengaluru's high-growth residential projects, for this offer.

"With growing internet penetration, builders have realized the potential of the online space in selling homes. About 70-80% of home search happens online which prompted us to take a step further and offer the option of selling homes online. Bookings can be done at the nominal amount. To sweeten the deal and attract first-time online consumers, Puravankara & Provident have offered attractive special prices on their homes and have made the booking amount refundable", said **Mr. Hitesh Oberoi, CEO Info Edge.**

Mr. Ashish Puravankara, Joint Managing Director Puravankara Projects Limited expressed: *"We are extremely delighted to partner with 99acres.com, one of the largest online Real Estate portals in the country. Now for the 1st time on www.99acres.com/Puravankara, we have used "virtual 3D" to help home buyers to explore, select and book homes online. Our strategy has been to reduce the typical anxiety that a consumer goes through while buying a home. The simple and easy purchase process on our website is one of the key contributing factors to the success of our online bookings. We are confident that the e-commerce platforms will not only offer great benefit to home buyers but also provide us access to customers across various geographies and help us grow our business".*

Puravankara and Provident have introduced special Christmas offers which are valid during the festive season until 27th December 2014.

PURAVANKARA PROJECTS LTD. BANGALORE 560 042

About 99acres.com:

Launched by Info Edge, in September 2005, 99acres.com is a gateway to the one of the fastest growing property markets of the world, an information 'exchange' for buying, renting and selling of all types of residential and commercial properties anywhere in India. The website enables easy access to a huge property bank and allows direct connect with brokers/builders in cities as well as remote parts of the country. With over 6 million visitors visiting the website every month looking for real estate solutions, 99acres.com regularly enjoys the highest traffic share, time spent on site and maximum page views, making it the most popular real estate portal in the country. Backed by a strong team and a network across 17 cities in India, 99acres.com has garnered faith and support of the real estate community in India within a very short time span.

About Puravankara Projects Limited:

Puravankara Projects Limited is a leading real estate company in India, with significant presence in Bengaluru, Kochi, Chennai, Coimbatore, Hyderabad and Mysore. The company has 25.52 million sft of projects under development with additional 79.83 million sft 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.

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 9.51 million square feet across Bengaluru and Hyderabad and these projects will be launched in the ensuing quarters. For more information on Provident, please visit www.providenthousing.com

For further information, please contact:

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