PURAVANKARA

Ref: NSE/Q4/2012/37

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Mumbai – 400 051

07 January 2012

Kind Attention: Mr. Hari K – Vice President

Dear Sir,

Subject: Provident Housing Limited launches Provident Harmony

Please find enclosed herewith a copy of the press release regarding the captioned subject. The said copy is sent / faxed to the NSE in terms of the applicable provisions of the Listing Agreement.

Please arrange to display the said press on the web site of NSE.

Kindly acknowledge the receipt.

Thanking you,

Yours sincerely,
For Puravankara Projects Limited

Jackbastian K. Nazareth
Chief Executive Officer

Encl: A/A

PURAVANKARA

For Immediate Release

Bengaluru, 7th January 2012

Provident Housing Limited launches Provident Harmony

Provident Housing Limited, wholly owned subsidiary of Puravankara Projects Limited, launched their project, **Provident Harmony**, today in Bengaluru.

Provident Harmony, as the name suggests, institutes the idea of 'Harmonius Living'. This property is located in Chokkanahalli, off Thanisandra Road, Bangalore and spread over 7 acres of land area. The apartments have been designed keeping in mind the mid income working population of Bangalore, with easy access to their work places amidst the hustle and bustle of modern city life. There are 548 apartments on offer, with a well planned layout offering a good open space ratio and efficiency. The apartment sizes range from 662 sq. ft. to 1262 sq. ft. Size. The amenities are well thought off and make this offering the best in the category. The total project value is Rs 150 Crores.

Commenting on this occasion, Mr. Jackbastian K. Nazareth, CEO, Puravankara Projects Limited, said "While the premium housing segment has built and maintained the momentum for Indian real estate sector in the decade gone by, it is the rise of mid income demographic in metros as well as tier I/II cities that would drive its growth in current decade. At Puravankara, we spotted this trend quite early and forayed into premium affordable housing segment under 'Provident' brand in 2009. While most of the realtors are planning to enter this segment now, Provident Housing Limited currently has more than 6 million sq. ft. of projects at various stages of development. The group is aggressively looking at expanding into newer markets with a clear aim of becoming a Pan India player."

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 17 residential / commercial projects. Till date, more than 8000 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.

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.