PURAVANKARA

PRESS RELEASE

Puravankara forays into Coimbatore with a 650 crore luxury project

Bangalore, 11 May 2011: Puravankara Projects Limited, one of the leading real estate companies of the country launches its first luxury property in Coimbatore, Purva Bluemont. This property institutes the idea of 'Modern Contemporary Luxury.'

Puravankara's heritage is based on the promise of delivering lifestyle experiences beyond expectations and conceptualizing homes in a holistic approach in an effort to cater to all facets of a homeowner's imagination. With continual delivery of well thought out, reputed, iconic properties, Puravankara brings to Coimbatore Purva Bluemont. The property is a reflection and replication of a much desired convenient, enriching and value added modern lifestyle.

Located on Trichy Road, in Singanallur – one of the most upcoming residential areas of Coimbatore, Purva Bluemont sitting on a 16.86 acre land offers the discerning home owner the opportunity of convenience, luxury and apartments that are designed to offer a perfectly balanced contemporary lifestyle. Conceptualization of Purva Bluemont is based on maintaining present day designs with peace and tranquility within the hustle and bustle of modern City life. Hence, each luxurious 2 and 3 bedroom apartment is not only elegant but also spacious and designed with care.

With a well-planned layout of 1116 units and offering 80% open space, state-of-the art amenities including clubhouse, swimming pools, outdoor sport facilities and much more, Purva Bluemont caters to every need, ensuring an elevating lifestyle experience for our home buyer.

Situated close to the Airport and the City Center, on the main Trichy Road, Purva Bluemont is extremely well connected. With its inviting landscape and prime location, these apartments ranging from 1352 sq.ft.to 1872 sq.ft. are the quintessential representation of luxury, modernity and convenience.

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.

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 Ltd. 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.

PRESS CONTACT

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