PURAVANKARA

10.12.2014

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.
Tel 022 - 2272 1233 / 34 /022-22721121 /2375
Stock Code: 532891
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corp.relations@bseindia.com

The Manager,
Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra(E),
Mumbai 400 051.

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–PURAVANKARA'S GOSF CAMPAIGN TAKES OFF WITH UNPRECEDENTED RESPONSE

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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PRESS INFORMATION NOTE

PURAVANKARA'S GOSF CAMPAIGN TAKES OFF WITH UNPRECEDENTED RESPONSE

Bangalore, 10th Dec, 2014: Puravankara is pleased to inform that its latest campaign on "The Greatest Online Sale on Homes" in partnership with Google's GOSF Campaign went live late yesterday, and has seen unprecedented interest from home buyers across the country. Over 125 homes were booked online in less than 12 hours of the offer going live, as home buyers took advantage of very lucrative offers from both the Puravankara and Provident Brands. The sudden spike in the traffic to unprecedented levels temporarily slowed down the website, and was restored immediately.

The GOSF campaign is on till the 12th of Dec and we are anticipating the interest in our homes to go up substantially over the next 3 days. Puravankara and Provident (a 100% subsidiary of Puravankara Group, into Premium Affordable Homes) are offering significant incentives to our consumers to choose from over a dozen of our ready to move in projects in Bangalore, Chennai, Coimbatore & Kochi. Our online strategy has been to see how we can reduce the anxiety that a consumer goes through while buying a home. Customers can book a home online with a nominal amount, visit the project location at leisure and choose an apartment of their choice without any anxiety, as they have the flexibility to change their choice or cancel their booking with a full refund. All this is wrapped with a significant price benefit encouraging buyers to shop for homes on www.puravankara.com/gosf

The online space has been very vibrant in Real Estate, for the last several years online advertising has been taking prominence in our marketing budgets and they now contribute to almost 70% of our enquiries.

Mr. Ashish Puravankara, Joint Managing Director – Puravankara Projects Limited expressed:

"What started off as a 'Lead Generation' platform for Real Estate has now garnered enough consumer confidence to become a 'Transaction Fulfillment' channel, giving consumers the ability to not just 'Know More' about the home that they want to buy, but to actually go ahead, and "Purchase" their dream home online. The fact that such customers acquired through ecommerce channels reduces the cost of acquisition, helps Real Estate Developers to pass on those savings as significant benefits to the customers, thereby making it a very attractive proposition".

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About Puravankara Projects Limited:

Puravankara Projects Limited is a leading real estate company in India, with significant presence in Bengaluru, Kochi, Chennai, Coimbatore, Hyderabad, Mysore and overseas in Sri Lanka. 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 13.35 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 10.32 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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