PURAVANKARA

21.11.2013

General Manager – DCS,
Listing Operations-Corporate Services Dept.
BSE Ltd.
Ground Floor, 'P J. Towers,
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Stock Code: PURVA
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Dear Sir / Madam,

Sub.: PRESS RELEASE – "Puravankara expands real-estate footprint in Coimbatore with Purva Amaiti".

Ref. : Clause 36 of the Equity Listing Agreement

Reference the above subject, enclosed please find the related Press Release.

Request you to take the same on record & acknowledge.

Thanking you,

Yours sincerely

FOR PURAVANKARA PROJECTS LIMITED,

ANIL KUMAR A.
CHIEF FINANCIAL OFFICER

Encl.: a/a

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PRESS RELEASE:

PURAVANKARA

Puravankara expands real-estate footprint in Coimbatore with Purva Amaiti

Coimbatore, November 21, 2013. Puravankara Projects Limited, a leading real estate developer in India, announced the pre-launch of Purva Amaiti,a luxury property at the heart of the business district in Singanallur on Trichy road.

Purva Amaiti is a theme-based development conceptualized on holistic living. A first-of-its-kind 'Zen Garden' nestled within the central courtyard serves as the fountainhead of positive energy permeating the property. The Feng-Shui inspired landscape complete with water bodies, rock gardens and a pine forest, lends a serene calm to the premises.

Even as the tranquil surrounds offer sensory reprieve, an inventive 'culture-club' provides recreational stimulation through activities such as star-gazing, karaoke and jamming at the acoustically designed studio equipped with a range of musical instruments. Children can unleash their creative energy at the large-scale Lego room or ignite a passion for science at the laboratory on the premises. Other amenities at this distinctive property include squash court, billiards, library, amphitheatre, play areas, provision for health club and minimart, and much more.

A 50 yr. old Ganesha temple housed under a magnificent peepul tree at the entrance of Purva Amaiti, integrates India's spiritual legacy with a contemporary lifestyle.

Purva Amaiti spread over a leisurely 23 acres, offers buyers the option of 2 BHK and 3 BHK Vaastu compliant apartments 1387 to 1866 sqft. in size, in the price range of Rs. 3490 to Rs. 3775 per square foot.

Commenting on the pre-launch Jackbastian Nazareth Group CEO said, "Purva Amaiti sets a new benchmark in cosmopolitan living. In addition to an unparalleled lifestyle, the property offers considerable investment potential, in view of its promising location. With Coimbatore fast securing investor-friendly credentials, I expect Purva Amaiti to garner buyer interest from across the country and NRIs as well. The property is at pre-launch stage and prices are attractive; savvy buyers would be sure to take advantage of it".

Purva Amaiti is in the vicinity of prominent landmarks such as ESI hospital, KMCH, Perks Matriculation School, Venkatalakshmi School, Coimbatore Medical College, Indian Bank and SBI, besides being well-connected to the airport and railway station. The property is the second phase of Purva Bluemont, Puravankara's first luxury property in the city.

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 the United Arab Emirates, Kingdom of Saudi Arabia and Sri Lanka. The company has successfully completed 41 residential and 2 commercial projects encompassing 16.52 million square feet. Currently, it has 29.25 million square feet of projects under development with an additional 82.18 million square feet in projected development over the next 7-10 years.

PURAVANKARA PROJECTS LTD. BANGALORE 560 042

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Puravankara has the distinction of being the first developer to obtain FDI in the Indian real estate industry through a joint venture with Singapore based Keppel Land Limited, the property arm of the conglomerate Keppel Corporation Limited. Two projects under the joint-venture initiative are underway in Bengaluru and Kolkata.

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. Currently, over 12 million square feet of projects have been launched across Bengaluru, Chennai and Mangalore, with an additional 3.5 million square feet slated for launch this fiscal year. For more information on Provident, please visit www.providenthousing.com

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.

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