PURAVANKARA

10.03.2014

General Manager – DCS,
Listing Operations-Corporate Services Dept.
BSE Ltd.
Ground Floor, 'P J. Towers,
Dalal Street, Fort,
Mumbai 400 001.

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The Manager,
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Fax No.022 26598237 / 38 26598347 / 48
Tel No.2659 8452 / 26598235 – 36 / 26598100
Stock Code: PURVA
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cmlist@nse.co.in

Dear Sir / Madam,

Sub.: PRESS RELEASE – "Puravankara brings tropical experience to your doorstep in Bengaluru

Purva Palm beach is oversubscribed by 3 times with over 1200 applications received".

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,

PURAVANKARA PROJECTS LTD. BANGALORE 560 042

ANIL KUMAR A.
CHIEF FINANCIAL OFFICER

Encl.: a/a

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PRESS RELEASE:

PURAVANKARA

Puravankara brings tropical experience to your doorstep in Bengaluru

Purva Palm beach is oversubscribed by 3 times with over 1200 applications received

Bengaluru, March 10, 2014. Puravankara Projects Limited, a leading real estate developer in India, pre-launched Purva Palm Beach in Bengaluru. Inspired and planned on the finest tropical beaches of the world, this apartment project is spread over 19.37 acres and promises to replicate the sights and sounds of the sea in Bengaluru. The project saw an oversubscription of 3 times with over 1200 applications received as opposed to the units released for allocation during the initial pre-launch stage.

Puravankara adopted Book Building Method with a base price of Rs. 4,392/- offered customers an opportunity to book their dream home through a transparent price discovery mechanism. This well-priced offer also attracted about 20% of buyers from Mumbai, Delhi and Chennai without intensive marketing, which goes to say that unique projects always attract buyers despite constriction in the overall economy.

For the first time an apartment complex will have a 'Lagoon' at the centre of the project, a 'Wave pool' ***(The only known residential project in India to have a Wave Pool),*** white sand beaches, Snorkelling Pool, Koi Pond, Paw Park for pets, Sunken Bar, Hammocks, Beach Volleyball, Putting Green etc. Apart from the regular lifestyle amenities, The two culture clubs houses facilities like a Yoga Court, Cricket Pitch, Squash and Tennis Court, Jamming & Karaoke Room, Tinkering Studio, Science Club, Ballet Room & Lego Room, etc. These along with a host of other features make Purva Palm Beach a unique project in the country today.

Commenting on the pre-launch **Jackbastian K. Nazareth Group CEO** said, "Purva Palm Beach is a first of its kind theme based project located in Hennur. It's inspired by some of the finest tropical beaches in the world. Palm Beach is unlike any of the other 'Me Too' project offering the sameness in facilities/amenities; it offers a lifestyle where one can live life like it's a holiday. It is unique because it offers everything that a Luxurious Complex can offer but at a competitive price and in a prime location".

Situated in the fast developing northern region of Bengaluru off Hennur Road, Purva Palm Beach offers buyers the option of 2 BHK and 3 BHK apartments with size ranging between 1232 to 1846 sqft.

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 43 residential and 2 commercial projects encompassing 18.92 million square feet. Currently, it has 27.97 million square feet of projects under development with an additional 83.22 million square feet in projected development over the next 7-10 years.

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

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conglomerate Keppel Corporation Limited. One project under the joint-venture initiative is underway in 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 10.05 million square feet of projects have been launched across Bengaluru, Chennai and Mangalore, with an additional 3.79 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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