

10.07.2013

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Dear Sir / Madam,

Sub.: Press Release – Provident brings 'premium affordable' homes to Coimbatore
Ref. : Clause 36 of the Equity Listing Agreement

Enclosed please find a Press Release titled - **Provident brings 'premium affordable' homes to Coimbatore**

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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Provident brings 'premium affordable' homes to Coimbatore

Coimbatore, 10 July, 2013 Provident Housing Limited, a wholly-owned subsidiary of the premier real-estate developer Puravankara Projects Limited, is set to launch 'premium affordable' homes in Coimbatore. The innovative residential project will be located at Selvapuram, Off Perum Main Road, near RS Puram, in the vicinity of the city center.

The property named Provident 'Greenpark' in a tribute to its verdant surrounds, endows its apartments with tranquil views, amid the bustle of the city.

Capitalizing on a nascent market trend, Puravankara forayed into the mid-income segment in 2008, with brand Provident. This pioneering proposition is not low-cost, but 'premium affordable' housing. Provident delivers design efficient, space optimized, cost contained homes, underpinned by a value-engineering process.

The net result: best-in-class homes at affordable prices. Provident Greenpark entails 1 bedroom units of 542 square feet, priced Rs. 17.29 lakh onwards, 2 bedroom units of 886 square feet, priced Rs. 28.87 lakh onwards and 3 bedroom units of 1208 square feet, priced Rs. 38.82 lakhs onwards.

This 560 unit project, spread over 5.84 lakh square feet of greenery, equipped with modern attendant amenities such as swimming pool, clubhouse, gymnasium, supermarket, crèche, children's play area, jogging track, billiards room et al., is the epitome of stunning features and views.

The Provident proposition comes to Coimbatore following its success in Bangalore and Chennai. The company is embarking on similar initiatives across major cities in the country.

Commenting on the launch, Jackbastian K. Nazareth, Group CEO said, "There is a growing need among upwardly mobile Indians for life-style oriented homes at affordable prices. This largely under-served segment is fast burgeoning. We foresaw its potential at a nascent stage and foresee its prospect as a category growth driver. Provident is an idea whose time has come. We are delighted to bring this pioneering innovation to Coimbatore".

Madhu V, Managing Director, Provident Housing Limited, added "Earlier, reconciling quality and affordability were thought to be improbable. Provident has demonstrated that the two variables can converge. It is a matter of some pride that we have transformed our first mover advantage into a critical mass. With that track record, we are well-equipped to deliver 'premium affordable' homes in Coimbatore"



About Puravankara Projects Limited:

Puravankara Projects Limited is a leading real estate company in India, with significant presence in Bangalore, 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 28.04 million square feet of projects under development with an additional 81.57 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 conglomerate Keppel Corporation Limited. Two projects under the joint-venture initiative are underway in Bangalore and Kolkata.

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.

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, 12 million square feet of projects are under development across Bangalore, Chennai and Mangalore. For more information on Provident, please visit www.providenthousing.com

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A handwritten signature in black ink, appearing to be "Sanjita Cariappa".