

11.02.2013

✓ **Mr. Sanjay Gulecha**

General Manager – DCS,  
Bombay Stock Exchange Ltd.,  
1st Floor, New Trading Ring,  
Rotunda Building, 'P J. Towers,  
Dalal Street, Fort,  
**Mumbai 400 001.**

Fax No.022 2272 3121/ 3719/ 2037/ 2039/  
2041/ 2061/ 1278/ 1557/ 3354/ 3577.

Tel 022 - 2272 1233 / 34

Direct Tel: 022-22721121 /2375

**Stock Code : 532891**

**By Courier**

[corp.relations@bseindia.com](mailto: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**

[cmllist@nse.co.in](mailto:cmllist@nse.co.in)

Dear Sir / Madam,

**Sub: Press Release – Provident Skyworth**

**Ref. : Clause 36 of the Equity Listing Agreement**

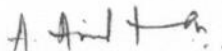
With reference to the above subject, please find enclosed Press Release of our Company titled  
"Press Release – Provident Skyworth"

Request you to take this on record

Thanking you,

Yours sincerely

For Puravankara Projects Limited,



**Anil Kumar A.**  
**Chief Financial Officer**

11.02.2013

**Mr. Sanjay Gulecha**

General Manager – DCS,  
Bombay Stock Exchange Ltd.,  
1st Floor, New Trading Ring,  
Rotunda Building, 'P J. Towers,  
Dalal Street, Fort,  
**Mumbai 400 001.**

Fax No.022 2272 3121/ 3719/ 2037/ 2039/  
2041/ 2061/ 1278/ 1557/ 3354/ 3577.

Tel 022 - 2272 1233 / 34

Direct Tel: 022-22721121 /2375

**Stock Code : 532891**

**By Courier**

[corp.relations@bseindia.com](mailto: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**

[cmllist@nse.co.in](mailto:cmllist@nse.co.in)

Dear Sir / Madam,

**Sub: Press Release – Provident Skyworth**

**Ref. : Clause 36 of the Equity Listing Agreement**

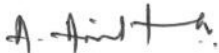
With reference to the above subject, please find enclosed Press Release of our Company titled  
“Press Release – Provident Skyworth”

Request you to take this on record

Thanking you,

Yours sincerely

**For Puravankara Projects Limited,**



**Anil Kumar A.**

**Chief Financial Officer**

**Provident forays into Mangalore with 'premium affordable' homes**

**Mangalore, 11 February, 2013** Provident Housing Limited, a wholly-owned subsidiary of the premier real-estate developer Puravankara Projects Limited, will make its debut in Mangalore. The company is set to launch a property at Derebail, Konchady (on airport road), an area well-connected to the city's prime intersections and national highway. Ingeniously named 'Skyworth', the property is located on a hilltop which furnishes all its apartments with panoramic 'sky-vistas'.

With its brand firmly anchored in the premium segment, Puravankara established Provident in 2008, in response to latent demand for mid-income housing. Brand Provident exemplifies the pioneering 'premium affordable' housing concept. These are premium homes built to sell at affordable prices, attributed to a value-engineering process that reins in costs. The end result: the properties are priced 25-30% below competitor offerings. Provident Skyworth entails two bedroom apartments of 1091 square feet, priced at Rs. 39.22 lakhs and three bedroom apartments of 1377 square feet, priced at Rs. 48.07 lakhs (prices are inclusive of open car-parking).

These 'premium affordable' homes are of uncompromising quality. Provident Skyworth is appointed with modern attendant amenities including, swimming pool, clubhouse, party-hall, supermarket, landscaped gardens, multiple sports facilities – badminton court, table tennis, billiards, indoor games et al. , rivalling best-in-class properties. Perched atop a hill, dispersed over 4.15 lakh square feet, encompassing 324 units with breathtaking views, Provident Skyworth typifies modern living at its pinnacle.

The Provident proposition is brought to Mangalore buoyed by its success in Bangalore and Chennai. The company is embarking on similar initiatives across major cities in the country, including Mumbai, Delhi, Hyderabad, Coimbatore, Mysore, Pune, Baroda, Ahmadabad, Kolkata, Nagpur and Jaipur.

Commenting on the launch, Jackbastian K Nazareth Group CEO said "The Provident proposition with its dual emphasis on affordability and quality has been extremely well-received in other markets. We are delighted to bring this 'premium affordable' innovation to Mangalore. The sizeable middle-class presents a significant opportunity for real-estate development. We foresaw its potential at a nascent stage, and foresee its prospect as the growth driver of the future. We intend to expand our presence in this segment, with the aim of establishing a national brand by the end of the decade."

Madhu V, Managing Director, Provident Housing Limited, added "Since its inception 4 years ago, Provident has sold 4800 apartments and handed over keys to 1100 proud home owners. With that track record, we are ready and equipped to deliver high quality living space to many more. I am confident that Provident Skyworth will enrich the lifestyle of home-buyers in Mangalore as the brand has in other markets."



## 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 34 residential and two commercial projects encompassing 7.80 million square feet. Currently, it has 30 million square feet of projects under development with an additional 81.5 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](http://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 Chennai and Bangalore. For more information on Provident, please visit [www.providenthousing.com](http://www.providenthousing.com)

### **Press Contact:**

Sanjita Cariappa  
Vice-President, Corporate Communication  
Puravankara Projects Limited  
Email: [sanjita@puravankara.com](mailto:sanjita@puravankara.com)

Tel: +91-80-43439692

