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**PURAVANKARA  
PROJECTS LTD.**

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**From: Anil Kumar A**

**Date: October 15, 2012**

**Re: Puravankara Projects Limited  
Launches - "PURVA WHITEHALL"**

**Pages: 3**

**Cc: [Name]**

**Urgent**    **For Review**    **Please Comment**    **Please Reply**    **Please Recycle**

**Comments:**

Enclosed pl. find the 'Press Release' in connection with the Launch of "PURVA WHITEHALL".

Kindly Acknowledge the receipt.

*A. Anil Kumar*

**Anil Kumar A**

**Chief Financial Officer & Company Secretary**



## **PURVAWHITEHALL: ULTRA-PREMIUM HOMES ON SARJAPUR MAIN ROAD**

**Bengaluru – October 15, 2012** Puravankara Projects Limited, a premier real-estate developer in the country, launches Purva Whitehall, a Rs. 300 crore, **ultra-premium property** on Sarjapur Main Road. If real estate is all about **“Location, Location, Location”**, **Purva Whitehall** is among the most desirable properties in South Bangalore.

It is **adjacent to Total Mall** and less than 1 km. from the Outer-Ring Road-Sarjapur Road junction. It is in the vicinity of abundant entertainment – malls, restaurants et al. With over half of **Bangalore’s IT industry within 15 kilometres** of the property, it is a beckoning distance from a sojourn home during lunch break.

**Purva Whitehall**, with its best-in-class amenities, bears the hallmark of Puravankara. From well-lighted landscape gardens, sports facilities, gym, pool, children’s play area, meditation hall, it offers every convenience that the well-heeled would expect of a luxury property. This 4 lakh square feet project totalling 192 exclusive units, includes 3 and 4 bedroom apartments ranging from **1867 sqft. to 2425 sqft.**

Commenting on the launch, Jackbastian Nazareth, Group CEO said “We are delighted to launch this ultra-premium property at the prime Sarjapur Main Road location. Purva Whitehall is not only a great residential property, but also a **savvy investment proposition**. Home buyers will enjoy a high-end lifestyle, even as their property value appreciates.”

With its proximity to Hosur Road, HSR layout, Sarjapur-Outer Ring Road junction, Electronic city, Silk board junction, Marthahalli and Forum Mall (Koramangala) Purva Whitehall is the quintessence of well-connected luxury.

### **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 25 million square feet of projects under development with an additional 88 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.



**PRESS RELEASE:**

# **PURAVANKARA**

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).

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