

09.08.2013

✓ **General Manager – DCS,**
Listing Operations-Corporate Services Dept.
BSE Ltd.
Ground Floor, 'P J. Towers,
Dalal Street, Fort,
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The Manager,
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Stock Code: PURVA

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Dear Sir / Madam,

**Sub.: PRESS RELEASE – “Puravankara Set To Launch ‘PURVA SKYDALE’,HOMES OFF
SARJAPUR MAIN ROAD”.**

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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PURAVANKARA SET TO LAUNCH 'MARAVILLOSO' HOMES OFF SARJAPUR MAIN ROAD

Bengaluru – August 9, 2013 Puravankara Projects Limited, a leading real-estate developer in the country, is set to launch a Rs. 350 cr. property, off Sarjapur Main Road. Situated in the heart of the IT hub, the property screams "Location, Location, Location".

Purva Skydale is where great location meets stunning elevations and scenic lake views. The panoramic property entails 314 'maravilloso' homes, reminiscent of beautiful Spanish habitats from which the descriptor is derived.

All specifications are naturally high-end, and innovatively avant-garde – from floating club-houses, Juliet balconies off master-bedrooms to rain-showers and wooden flooring. Evidently, Puravankara has elevated the benchmark for amenities to ultra-chic proportions.

Purva Skydale is nestled amid a leisurely 4.65 acres, surprisingly ample surrounds for a bustling location. 2 BHK apartments are sized 1341 to 1371 sqft and 3 BHK apartments 1700 to 1929 sqft. The property is priced between Rs. 4491 to 4995 per square foot.

Commenting on the launch, Jackbastian Nazareth, Group CEO said "Purva Skydale is a winning proposition, with its innovative features and unbeatable location. The IT hub a stone's throw away, virtually assures capital appreciation. The project is at the pre-launch stage, and already there is substantial demand – as such, we plan to sell on first come, first served basis".

With the addition of Purva Skydale, the well-heeled stand to gain from yet another tony address in South Bangalore.

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.



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.

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