

PRESS RELEASE:

The Tree by Provident brings nature back to Bengaluru

Bengaluru, September 30, 2014. PROVIDENT Housing Limited, announced the launch of *The Tree by Provident*, a premium affordable property in West of Bengaluru. PROVIDENT is a wholly owned subsidiary of Puravankara Projects Limited.

The Tree by Provident is a project to restore the greenery in Bengaluru, a city once referred to as the 'Garden City'. Set amidst 6 acres of prime property in Herohalli, off Magadi Road in West Bengaluru, the project will house 560 homes. Located 7 km from the Peenya Industrial area, this project is close to Tumkur Road and the Outer Ring Road and is within proximity to the prominent neighbourhoods of Malleswaram and Rajajinagar. The project is expected to add revenues of Rs. 225 crores.

The Tree by Provident offers buyers wide range of 1, 2 BHK and 3 BHK apartments ranging from 605 to 1322 sq ft in size, at a price of Rs 24 lakhs onwards.

The Tree by Provident offers the best of amenities with good civil infrastructure and premium specifications. The locale is well landscaped with amenities that include club house, swimming pool, badminton court, skating rink, parks and many more lifestyle amenities.

These homes will be nestled amidst over 300 trees including flowering ones that will provide clean air and cool environment for a healthy living.

Commenting on the launch, Mr. Jackbastian Nazareth, Group CEO said, *"The Tree sets a new benchmark in lifestyle in West Bengaluru. In addition to excellent light and ventilation, the property brings nature back to Bengaluru. With the recent industrial growth around, west Bengaluru is a promising residential destination. The property is at launch stage and prices are attractive; smart buyers would be sure to take advantage of it"*.

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. Provident has launched 13.35 million square feet across the cities of Chennai, Bengaluru, Mangalore and Coimbatore of which 4.55 million square feet has been completed and delivered. Provident has a pipeline of 10.32 million square feet across Bengaluru and Hyderabad and these projects will be launched in the ensuing quarters. For more information on Provident, please visit www.providenthousing.com

About Puravankara Projects Limited:

Puravankara Projects Limited is one of the leading real estate companies 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 46 residential and 2 commercial projects encompassing 22.33 million square feet. Currently, it has 25.51 million square feet of projects under development with an additional 76.58 million square feet in projected development over the next 7-10 years.



A handwritten signature in blue ink, appearing to be "A. J. Nazareth", written over the stamp.

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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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