

23.05.2013

✓ **General Manager – DCS,**
Listing Operations-Corporate Services Dept.
BSE Ltd.
Ground Floor, 'P J. Towers,
Dalal Street, Fort,
Mumbai 400 001.

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.022 022-2272 3121/ 3719/ 2037/ 2039/
2041/ 2061/ 1278/ 1557/ 3354/ 3577.

Tel 022 - 2272 1233 / 34 /022-22721121 /2375

Stock Code: 532891

By Courier

corp.relations@bseindia.com

Fax No.022 26598237 / 38 26598347 / 48

Tel No.2659 8452 / 26598235 – 36 / 26598100

Stock Code: PURVA

By Courier

cmist@nse.co.in

Dear Sir / Madam,

Sub. : Newspaper Advertisements in connection with IPP Matters.

Ref. : Clause 31(e) of the Listing Agreement.

Enclosed pl. find herewith a copy of the **Newspaper Advertisements in connection with IPP Matters.**

We would request you to take the same on record & Acknowledge.

Thanking you,

Yours faithfully

For Puravankara Projects Ltd.



Anil Kumar A.

Chief Financial Officer

Encl : a/a

23.05.2013

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Listing Operations-Corporate Services Dept.
BSE Ltd.
Ground Floor, 'P J. Towers,
Dalal Street, Fort,
Mumbai 400 001.

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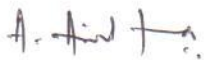
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(This is an advertisement for information purpose only and may not be published or distributed, directly or indirectly outside India and is not a prospectus announcement)

PURAVANKARA PROJECTS LIMITED

(Incorporated on June 3, 1986 in the Republic of India with limited liability with Company Identification Number (L45200KA1986PLC051571) under the Companies Act, 1956)

Registered Office: No. 130/1, Ulsoor Road, Bengaluru - 560 042, Karnataka, India.

Company Secretary and Compliance Officer: Mr. V. P. Raguram, Tel: (91 80) 4343 9999 Fax: (91 80) 2559 9350 Email: investors@puravankara.com Website: www.puravankara.com

Issue of up to 21,568,501 equity shares of face value ₹ 5 each (the "Equity Shares") of Puravankara Projects Limited (the "Company"), with a right exercisable by the BRLMs in consultation with the Company to issue and Allot (as defined hereinafter) an additional up to 2,156,850 Equity Shares in case of oversubscription, at an Issue Price of ₹ [•] per Equity Share, aggregating to ₹ [•] million (the "Issue").

PRICE BAND: ₹ 80 TO ₹ 85 PER EQUITY SHARE OF FACE VALUE ₹ 5 EACH
THE FLOOR PRICE IS 16 TIMES THE FACE VALUE AND
THE CAP PRICE IS 17 TIMES THE FACE VALUE

ASBA Application by Eligible QIBs should be submitted within the Price Band.

Each ASBA Application should be for such minimum number of Equity Shares and at such price per Equity Share that the Application Amount exceeds ₹ 200,000.

ISSUE ONLY TO ELIGIBLE QUALIFIED INSTITUTIONAL BUYERS UNDER THE INSTITUTIONAL PLACEMENT PROGRAMME

The Issue is being made through the Institutional Placement Programme, wherein at least 25% of the aggregate number of Equity Shares to be Allotted in the Issue shall be Allocated and Allotted to Mutual Funds and Insurance Companies, subject to valid ASBA Applications being received at or above the Issue Price, provided that if this portion or any part thereof to be Allotted to Mutual Funds and Insurance Companies remains unsubscribed, such minimum portion or part thereof may be Allotted to other Eligible QIBs. Eligible QIBs may participate in this Issue only through an application supported by blocked amount ("ASBA") providing details about the ASBA Account which will be blocked by the Self Certified Syndicate Bank ("SCSB"). For details, see the section titled "Issue Procedure" of the red herring prospectus dated May 15, 2013 (the "Red Herring Prospectus").

ISSUE OPENS AND CLOSES ON MAY 23, 2013

ASBA Applications and Revision Forms shall be accepted and uploaded from 10 a.m to 5 p.m IST

Promoter of the Company: Mr. Ravi Puravankara

Applicants should note that in case the DP ID, Client ID and PAN mentioned in the ASBA Application and entered into the electronic bidding system of the Stock Exchanges by the Syndicate/SCSBs do not match with the DP ID, Client ID and PAN available in the database of Depositories, the ASBA Application is liable to be rejected.

LISTING: The Equity Shares offered through the Red Herring Prospectus are proposed to be listed on the National Stock Exchange of India Limited ("NSE") and BSE Limited ("BSE" and together with NSE, the "Stock Exchanges"). The Company has received 'in-principle' approvals from NSE and BSE under clause 24(a) of the Equity Listing Agreements for listing of the Equity Shares offered in the Issue on May 15, 2013. Applications will be made to the Stock Exchanges for obtaining listing and trading approvals for the Equity Shares offered through the Red Herring Prospectus.

The Red Herring Prospectus has not been reviewed or approved by the Securities and Exchange Board of India (the "SEBI"), the Reserve Bank of India ("RBI"), the Stock Exchanges and is intended only for use by Eligible QIBs. A copy of the Red Herring Prospectus has been delivered to the Stock Exchanges and SEBI and registered with the Registrar of Companies, Bengaluru, Karnataka (the "RoC"). Copies of the Prospectus will be filed with the Stock Exchanges, SEBI and the RoC. The Red Herring Prospectus will only be circulated or distributed to Eligible QIBs, and will not constitute an offer to any other class of investors in India or any other jurisdiction.

Disclaimer Clause of SEBI: The Equity Shares offered in the Issue have not been recommended or approved by SEBI, nor does SEBI guarantee the accuracy or adequacy of the Red Herring Prospectus.

BOOK RUNNING LEAD MANAGERS



AXIS CAPITAL LIMITED
1st Floor, Axis House,
C-2 Wadia International Centre
P.B. Marg, Worli, Mumbai-400025
Telephone: (+91 22) 4325 3101
Facsimile: (+91 22) 4325 3000
Email: puravankara@axiscap.in
Website: www.axiscapital.co.in
Contact Person: Simran Gadh

J.P.Morgan

J. P. Morgan India Private Limited
J. P. Morgan Tower, Kalina, Off C.S.T. Road
Kalina, Santacruz (East), Mumbai 400 098
Tel: (91 22) 6157 3000
Fax: (91 22) 6157 3911
E-mail: puravankara_jpp@jpmorgan.com
Website: www.jpmpil.com
Contact person: Ranjan Sharma



Kotak Mahindra Capital Company Limited
1st Floor, Bakhtawar, 229, Nariman Point
Mumbai 400 021.
Tel: (91 22) 6634 1100
Fax: (91 22) 2283 7517
E-mail: ppl.ipp@kotak.com
Website: www.investmentbank.kotak.com
Contact person: Ganesh Rane

REGISTRAR TO THE ISSUE

LINK INTIME

Link Intime India Private Limited
C-13, Pannalal Silk Mills Compound,
L.B.S. Marg, Bhandup (West), Mumbai 400078
Tel: (91 22) 2596 7878
Fax: (91 22) 2596 0329
E-mail: ppl.ipp@linkintime.co.in
Website: www.linkintime.co.in
Contact Person: Sanjog Sud

COMPANY SECRETARY AND COMPLIANCE OFFICER

Mr. V. P. Raguram, PURAVANKARA PROJECTS LIMITED, No. 130/1, Ulsoor Road, Bengaluru - 560 042, Karnataka, India. Tel: (91 80) 4343 9999 Fax: (91 80) 2559 9350

Email: investors@puravankara.com Website: www.puravankara.com

Investors can contact the Compliance Officer or the Registrar to the Issue in case of any pre or post-Issue problems related to Allotment, credit of Allotted Equity Shares or unblocking of funds in the ASBA Account.

AVAILABILITY OF RED HERRING PROSPECTUS: Investors should note that investment in Equity Shares involves a high degree of risk. Investors are advised to refer to the Red Herring Prospectus, and the risk factors contained therein, before applying in the Issue. Full copy of the Red Herring Prospectus is available on the websites of NSE, BSE, SEBI and the Company at www.nseindia.com, www.bseindia.com, http://www.sebi.gov.in and www.puravankara.com, respectively.

AMENDMENT OF ISSUE AND PLACEMENT AGREEMENT: The issue and placement agreement (as defined in the Red Herring Prospectus) was amended by an amendment agreement dated May 20, 2013.

ASBA AND AVAILABILITY OF ASBA APPLICATIONS: Eligible QIBs may participate in this Issue only through ASBA providing details about their ASBA Account, which will be blocked by the SCSB as per the authority granted in the ASBA Application. The SCSB will undertake other tasks as per the specified procedure in the Red Herring Prospectus. Upon finalisation of the Basis of Allocation, funds will be unblocked and the ASBA Accounts will be debited only to the extent required to be paid for Allotment of Equity Shares. ASBA Applications can be downloaded from the websites of the Stock Exchanges at www.nseindia.com and www.bseindia.com and the SCSBs. ASBA Applications can also be obtained from the SCSBs, the members of the Syndicate (only in the Specified Cities) and the Company. A list of the SCSBs is available on the website of SEBI at http://www.sebi.gov.in/sebiweb/home/list/5/33/0/0/Recognised-Intermediaries. For details about ASBA, please refer to the details contained in the ASBA Application and the section "Issue Procedure" of the Red Herring Prospectus.

Capitalised terms used herein and not specifically defined herein shall have the meanings given to such terms in the Red Herring Prospectus. This advertisement should be read in conjunction with the Red Herring Prospectus

For **PURAVANKARA PROJECTS LIMITED**

On behalf of Board of Directors

Sd/-

Nani R Choksey

Deputy Managing Director

Date: May 21, 2013

Puravankara Projects Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a public offer of its Equity Shares only to Eligible QIBs by way of an institutional placement programme and has filed a Red Herring Prospectus with the RoC. The Red Herring Prospectus is available on the website of the Company at www.puravankara.com, the website of SEBI at www.sebi.gov.in and the Stock Exchanges at www.nseindia.com and www.bseindia.com. Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the Red Herring Prospectus.

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(Incorporated on June 3, 1986 in the Republic of India with limited liability with Company Identification Number (L45200KA1986PLC051571) under the Companies Act, 1956)

Registered Office: No. 130/1, Ulsoor Road, Bengaluru - 560 042, Karnataka, India.

Company Secretary and Compliance Officer: Mr. V. P. Raguram, Tel: (91 80) 4343 9999 Fax: (91 80) 2559 9350 Email: investors@puravankara.com Website: www.puravankara.com

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ISSUE OPENS AND CLOSSES TODAY

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Promoter of the Company: Mr. Ravi Puravankara

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The Red Herring Prospectus has not been reviewed or approved by the Securities and Exchange Board of India (the "SEBI"), the Reserve Bank of India ("RBI"), the Stock Exchanges and is intended only for use by Eligible QIBs. A copy of the Red Herring Prospectus has been delivered to the Stock Exchanges and SEBI and registered with the Registrar of Companies, Bengaluru, Karnataka (the "RoC"). Copies of the Prospectus will be filed with the Stock Exchanges, SEBI and the RoC. The Red Herring Prospectus will only be circulated or distributed to Eligible QIBs, and will not constitute an offer to any other class of investors in India or any other jurisdiction.

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BOOK RUNNING LEAD MANAGERS



AXIS CAPITAL LIMITED
1st Floor, Axis House,
C-2 Wadia International Centre,
P.B. Marg, Worli, Mumbai- 400025
Telephone: (+91 22) 4325 3101
Facsimile: (+91 22) 4325 3000
Email: puravankara@axiscap.in
Website: www.axiscapital.co.in
Contact Person: Simran Gadh



J. P. Morgan India Private Limited
J. P. Morgan Tower, Kalina, Off C.S.T. Road,
Kalina, Santacruz (East), Mumbai 400 096
Tel: (91 22) 6157 3000
Fax: (91 22) 6157 3911
E-mail: puravankara_jpp@jpmorgan.com
Website: www.jpmpl.com
Contact person: Ranjan Sharma



Kotak Mahindra Capital Company Limited
1st Floor, Bakhtawar, 229, Nariman Point
Mumbai 400 021,
Tel: (91 22) 6634 1100
Fax: (91 22) 2283 7517
E-mail: ppl.ipp@kotak.com
Website: www.investmentbank.kotak.com
Contact person: Ganesh Rane

REGISTRAR TO THE ISSUE

LINK INTIME

Link Intime India Private Limited
C-13, Pannalal Silk Mills Compound,
L.B.S. Marg, Bhandup (West), Mumbai 400078
Tel : (91 22) 2596 7878
Fax: (91 22) 2596 0329
E-mail: ppl.ipp@linkintime.co.in
Website: www.linkintime.co.in
Contact Person: Sanjog Sud

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For PURAVANKARA PROJECTS LIMITED

On behalf of Board of Directors

Sd/-

Nani R Choksey

Deputy Managing Director

Date : May 23, 2013

Puravankara Projects Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a public offer of its Equity Shares only to Eligible QIBs by way of an institutional placement programme and has filed a Red Herring Prospectus with the RoC. The Red Herring Prospectus is available on the website of the Company at www.puravankara.com, the website of SEBI at www.sebi.gov.in and the Stock Exchanges at www.nseindia.com and www.bseindia.com. Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the Red Herring Prospectus.

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AXIS CAPITAL LIMITED
1st Floor, Axis House,
C-2 Wadia International Centre,
P.B. Marg, Worli, Mumbai-400025
Telephone: (+91 22) 4325 3101
Facsimile: (+91 22) 4325 3000
Email: puravankara@axiscap.in
Website: www.axiscapital.co.in
Contact Person: Simran Gadh



J. P. Morgan India Private Limited
J. P. Morgan Tower, Kalina, Off C.S.T. Road
Kalina, Santacruz (East), Mumbai 400 098
Tel: (91 22) 6157 3000
Fax: (91 22) 6157 3911
E-mail: puravankara_jpp@jpmorgan.com
Website: www.jpmpil.com
Contact person: Ranjan Sharma



Kotak Mahindra Capital Company Limited
1st Floor, Bakhtawar, 229, Nariman Point
Mumbai 400 021,
Tel: (91 22) 6634 1100
Fax: (91 22) 2283 7517
E-mail: pplipp@kotak.com
Website: www.investmentbank.kotak.com
Contact person: Ganesh Rane

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LINK INTIME

Link Intime India Private Limited
C-13, Pannalal Silk Mills Compound,
L.B.S. Marg, Bhandup (West), Mumbai 400078
Tel: (91 22) 2596 7878
Fax: (91 22) 2596 0329
E-mail: pplipp@linkintime.co.in
Website: www.linkintime.co.in
Contact Person: Sanjog Sud

COMPANY SECRETARY AND COMPLIANCE OFFICER

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Capitalised terms used herein and not specifically defined herein shall have the meanings given to such terms in the Red Herring Prospectus. This advertisement should be read in conjunction with the Red Herring Prospectus

For PURAVANKARA PROJECTS LIMITED

On behalf of Board of Directors

Sd/-

Nani R. Choksey

Deputy Managing Director

Date: May 23, 2013

Puravankara Projects Limited proposes, subject to receipt of requisite approvals, market conditions and other considerations, to make a public offer of its Equity Shares only to Eligible QIBs by way of an institutional placement programme and has filed a Red Herring Prospectus with the RoC. The Red Herring Prospectus is available on the website of the Company at www.puravankara.com, the website of SEBI at www.sebi.gov.in and the Stock Exchanges at www.nseindia.com and www.bseindia.com. Investors should note that investment in Equity Shares involves a high degree of risk and for details relating to the same, see the section titled "Risk Factors" of the Red Herring Prospectus.

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