

March 09, 2021

To

<p>The General Manager – DCS, Listing Operations-Corporate Services Dept. BSE Ltd. 1st Floor, New Trading Ring, Rotunda Building, 'P J. Towers, Dalal Street, Fort, <u>Mumbai 400 001.</u></p> <p>corp.relations@bseindia.com Stock Code: 532891</p>	<p>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), <u>Mumbai</u></p> <p>cc_nse@nse.co.in Stock Code: PURVA</p>
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Dear Sir / Madam,

Sub: Press Release

A copy of the press release is enclosed herewith and the contents are self-explanatory.

Thanking you

Yours sincerely

For Puravankara Limited

Nani R Choksey
Vice Chairman
DIN: 00504555

PURAVANKARA LIMITED (formerly Puravankara Projects Limited)

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AN ISO 9001 COMPANY

Puravankara Re-enters Mumbai with its First Ultra-Luxury Project in the City

The new project will be offered under the company's World Home Collection.

National, 09th March 2021: To kick off its national expansion plan, Puravankara Limited launches its first ultra-luxury project in Mumbai, 'Purva Clermont'. This venture will mark its re-entry in the city and its maiden foray into the ultra-luxury category under the WorldHome Collection in the Mumbai Metropolitan Region (MMR). WorldHome Collection is the new range of ultra- Luxury homes by Puravankara Limited. Through this ambitious project, the company aims to provide sustainable, futuristic and exclusive homes designed by world-renowned architects. Puravankara has invested almost INR 450 crore with an expected top-line revenue of INR 800 crores. The development will see four towers with a total of 233 residential unit and one tower of 79 commercial units.

The ever-growing real estate market of Mumbai has been instrumental in the horizontal and vertical expansion of the city. The last few months have witnessed a steady growth in the luxury housing segment, which is indicative of a shift in the post-pandemic consumer behaviour. Leveraging this shift and latent demand, Puravankara believes this is the right time to bring their ultra-luxury World Home Collection homes to Mumbai. This is a novel concept that is aimed at providing exclusivity with inclusivity – which is the genesis of World Home Collection.

Speaking to the media, **Mr. Ashish R. Puravankara, Managing Director, Puravankara Limited** said *"The gradual recovery of the economy has revived the demand within the real estate sector. We strongly believe that the current landscape is ideal for us to strengthen our presence in Mumbai, which is one of the largest growing real-estate markets in the country. Our new project will be an extension of our larger vision and a step towards creating a new landmark in the city of dreams. On a personal note, I am happy to see our foray back into Mumbai, where it all began in 1975. We are confident that our legacy of more than four decades will bring in superior quality, the strength of consistency, timely delivery and innovation to the Mumbai residential market."*

About World Home Collection

WorldHome Collection is the new range of ultra- Luxury homes by Puravankara Limited. The niche brand offers sustainable, futuristic and exclusive homes designed by world-renowned architects. WorldHome Collection focuses on sensibility and sophistication, which are the key decision-making factors for a home purchase.

The three key elements which elevate a project to WorldHome Collection are

- Large spaces of green openness
- State-of-the-art home technology
- A curated holistic living experience

The company has launched two projects under the 'World Home Collection', namely - 'Purva Atmosphere' in Bengaluru and 'Purva Somerset' in Chennai and now Purva Clermont in Mumbai is their third offering in this range. The World Home Collection focuses on providing,

the buyer with a world-class experience grounded in aesthetics and sophistication, and most importantly, the luxury of time and convenience.

About Puravankara Limited:

Puravankara Limited is a leading real estate conglomerate, headquartered in Bengaluru with a pan India presence. In the last four decades (46 years), the company has established two distinct and successful brands. The flagship brand Puravankara caters to the premium end of the spectrum, while Provident Housing Ltd. is positioned in the premium affordable segment. The company has completed 74 projects measuring over 42 million sqft and over 22 million sqft of projects are under development. Currently, the total land asset of the company is nearing 67 million sqft.

For media information, please contact:

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