

Date: July 09, 2025

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Scrip Code : 503031

The Market Operations Department
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Bandra (E), Mumbai - 400 051.
Scrip Symbol: PENINLAND

Subject: Corporate Announcement - Material Information under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("LODR Regulations") and Press Release titled – "Peninsula Land Charts Growth with new Key Land Acquisitions"

Respected Sir / Madam,

This is a communication as part of an ongoing process to intimate the progress on business initiatives pursuant to the Joint Venture Agreement ("**JVA**") entered into by the Company on June 24, 2024, which was approved by the shareholders of the Company at the EOGM held on June 03, 2024, to form a Real Estate Platform along with the Real Estate 2.0 Residential Opportunities Fund, which is a scheme of Alpha Alternatives Special Situations Fund ("**Alpha AIF**") and Delta Corp Limited ("**Delta**"). Pursuant to the JVA, the RE Platform has, through a special purpose entity, Prairie Real Estate LLP, acquired land parcels of 11 acres (approx.) in Sogaon, Alibaug, for a proposed premium plotted development project under the JVA. This acquisition marks the second plotted development initiative under the said JVA, following the tying up of a series of land acquisitions aggregating to 32 acres (approx.) in Bhilavale, Karjat. Till date ₹ 216 crs (approx.) has been committed by the partners of the JVA towards these RE Platform projects. This initiative and others under the JVA are expected to contribute to the sustained growth of the Company.

We are also enclosing herewith, copy of the press release titled "**Peninsula Land Charts Growth with new Key Land Acquisitions**" as **Annexure - 1**. The same is also hosted on the website of the Company

We request you to take this on record.

Yours truly,

For Peninsula Land Limited

Pooja Sutradhar
Company Secretary and Compliance Officer
Membership No: A40807

Encl: as above

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Peninsula Land Charts Growth with new Key Land Acquisitions

Premium land destinations in Alibaug and Karjat to offer secure, lifestyle-focused living backed by a trusted corporate brand

Mumbai, 9th July 2025 – With a legacy of over two decades in delivering several landmark projects, **Peninsula Land Limited**, part of the Ashok Piramal Group, is now charting a new phase of growth, anchored by a strong commitment to plotted developments. The company has recently acquired two prime land parcels in **Sogaon, Alibaug (11 acres)** and **Bhilawale, Karjat (~29 acres)**, marking a significant expansion of its footprint in high-potential micro-markets fuelled by increased connectivity and thereby a surge in demand for buying land within a short drive time from Mumbai.

The company had recently set up an **INR 765 crore** Real Estate development platform through an **equity partnership** with investors, Alpha Alternatives and Delta Corp, a milestone that signalled renewed investor confidence and a robust, future-ready pipeline.

While the plotted development space is heating up nationally, this is not uncharted territory for Peninsula Land. The company launched **AshokVann in Pune in 2023**, offering **321 plots**, followed by **AshokVistas in 2025**, which featured **125 plots** and received an overwhelming response—with **nearly all inventory sold out on Day 1**. These successes underscore the strong demand for quality plotted developments from trusted corporate developers. In addition to Pune, Peninsula Land has its plotted land portfolio across **Nashik, Goa, and Lonavala**, reinforcing its commitment to developing high-potential land destinations that align with lifestyle aspirations and future growth corridors.

The upcoming projects in Alibaug and Karjat are poised to offer buyers more than just land. Designed as **premium plotted communities**, they will feature **modern infrastructure, curated amenities, and a secure living environment**—elements rarely seen in standalone land transactions. These plots are targeted toward **investors, second-home buyers, and urban families** seeking a long-term lifestyle upgrade or a luxury getaway.

What sets these projects apart is the **backing of a corporate developer**, which brings the **advantages of trust, transparency, and clear title**—critical considerations for land buyers in a market often plagued by uncertainty. Peninsula Land's institutional approach ensures rigorous due diligence, legal clarity, and structured delivery—offering peace of mind that standalone or informal land transactions often lack.

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Rajeev Piramal, Chief Executive Officer and Managing Director of Peninsula Land Limited, said: “This marks the first deployment of capital from our real estate platform and represents a focused commitment to growing our plotted development business. *These projects reflect our belief in land as a timeless asset class.* Our objective is to simplify land ownership by removing traditional barriers—whether it is ambiguous titles, counter-party risk, or poor infrastructure.”

This vision aligns well with the ongoing infrastructure transformation in key regions. The **Mumbai Trans Harbour Link (Atal Setu)**, upcoming **Navi Mumbai International Airport**, enhanced **railway access**, and a host of **infrastructure projects** are rapidly transforming Alibaug and Karjat into **high-growth micro-markets**. As accessibility improves, these regions are becoming increasingly attractive for **Mumbai-based buyers, NRIs**, and **outstation investors** looking for early-mover opportunities and capital appreciation.

With festive season launches in the pipeline, Peninsula Land is gearing up for a defining new chapter—**rooted in legacy but shaped by forward-thinking vision**. Its plotted development vertical is poised to be a **core pillar of growth**, bringing together the timeless value of land ownership with the trust, scale, and reliability of a corporate brand.