

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17.1

- 1. July 8, 2013 Date of Report (Date of earliest event reported)
2. 152747 SEC Identification Number 3. 000-153-790-000 BIR Tax Identification Number
4. AYALA LAND, INC. Exact Name of registrant as specified in its charter
5. MAKATI CITY, PHILIPPINES Province, country or other jurisdiction of incorporation 6. (SEC Use Only) Industry Classification Code
7. 30/F, Tower One, Ayala Triangle, Ayala Avenue, Makati City Address of principal office 1226 Postal code
8. (632) 750-6974 Registrant's telephone number, including area code
9. Not Applicable Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

As of December 31, 2012

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Rows include COMMON SHARES and VOTING PREFERRED S*.

Indicate the item numbers reported herein : Item 9. Other Events

Re: ALI, PPCI subsidiaries partner in supermarket joint venture

Pursuant to the requirements of the Securities Regulations Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date : July 8, 2013

AYALA LAND, INC. Registrant JAIME E. YSMAEL Senior Vice President Chief Finance Officer and Chief Compliance Officer

*Unregistered

July 8, 2013

Securities and Exchange Commission
SEC Building, Mandaluyong City

Attention: **Hon. Justina F. Callangan**
Director, Corporation and Finance Department

Philippine Stock Exchange, Inc.
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Ave., Makati City

Attention: **Ms. Janet A. Encarnacion**
Head, Disclosure Department

Philippine Dealing and Exchange Corporation
37th Floor, Tower 1, The Enterprise Center
6766 Ayala Ave cor. Paseo de Roxas, Makati City

Attention: **Ms. Ma. Concepcion Magdaraog**
Head, Issuer Compliance and Disclosures Department

Sirs and Mesdames:

Please be informed that Varejo Corporation, a subsidiary of Ayala Land, Inc. (ALI), entered into a Joint Venture Agreement with Entenso Equities Incorporated (EEI), a wholly-owned subsidiary of Puregold Price Club, Inc. (PPCI), to develop and operate mid-market supermarkets for some of ALI's new integrated and mixed-use developments.

PPCI is one of the largest supermarket operators in the Philippines. PPCI operates under different retail formats and store brands such as Puregold Price Club and S & R Membership Shopping.

The mid-market supermarkets will be carried under a new brand to be jointly developed by both Varejo and EEI.

This is part of ALI's growth strategy for its retailing business and in line with the objective of establishing integrated, mixed-use communities across the country.

For your information.

Very truly yours,

A handwritten signature in black ink, appearing to read "Jaime E. Ysmael", with a long, sweeping flourish extending to the right.

JAIME E. YSMAEL
Compliance Officer