

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 19, 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 March 31, 2013

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*

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

Re: Ayala Land Fixed-Rate Bond Issuance and Listing

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 19, 2013

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

*Unregistered



SEC Reg. No. 152747

July 19, 2013

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Philippine Stock Exchange, Inc.
3/F Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue, Makati City

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

Philippine Dealing and Exchange Corporation
37/F 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

Mesdames:

Ayala Land, Inc. ("the Company") commenced on July 19, 2013 its public offer of P15 billion bonds due 2024, its largest debt issue for a single tenor to date. The bonds carry a coupon rate of 5.00%.

The public offer will run from July 19, 2013 until 5:00 pm of July 25, 2013. Issue and listing date for the bonds is scheduled on July 30, 2013.

The issue size is inclusive of an additional P5 billion oversubscription due to strong investor demand. Proceeds of the offering will be utilized to partially finance the Company's capital expenditure program for the year in support of its aggressive growth plans.

BPI Capital Corporation, BDO Capital & Investment Corporation, China Banking Corporation, ING Bank, N.V., Manila Branch and Standard Chartered Bank are joint lead underwriters and bookrunners, while First Metro Investment Corporation and Deutsche Bank AG, Manila are co-lead underwriters. BPI Capital Corporation is the sole issue manager.

For your information.

Very truly yours,

JAIME E. YSMAEL

Senior Vice-President, Chief Finance Officer
and Chief Compliance Officer