

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. March 28, 2014 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, 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: Clarification regarding news article entitled "ALI acquires 20-ha Binangonan lot from IRC Properties" posted in philSTAR.com on March 28, 2014

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.

AYALA LAND, INC. Registrant

Date : March 28, 2014

PAMELA ANN T. PEREZ Deputy Compliance Officer

*Unregistered



SEC Reg. No. 152747

28 March 2014

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

Messrs & Mesdames:

We respond to your letter this morning, seeking our comment on the article entitled "ALI acquires 20-ha Binangonan lot from IRC Properties" posted in philSTAR.com on March 28, 2014. The article reported in part that:

Property giant Ayala Land Inc. (ALI) has secured a portion of the 2,000-hectare property of IRC Properties Inc. in Binangonan, Rizal.

The property will be developed into a housing project of ALI's low-cost housing brand Amaia, officials said.

Amaia Land Corp. president Ricky M. Celis said ALI's Strategic Landbank Management Group has purchased the 20-hectare lot as part of the transaction with IRC Properties.

ALI president and CEO Antonino T. Aquino said Amaia will put up housing units in property.

...

Under the plan, IRC Properties intends to sell 50-100 hectares of the Binangonan property, with the remaining landbank up for joint venture deals.

The creation of more housing projects in the Binangonan property will depend on the results of ALI's technical due diligence.

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We wish to clarify that Amaia Land Corporation, a wholly owned-subsiidiary of Ayala Land, is finalizing discussions with IRC Properties Inc., for the acquisition of a 20-hectare land parcel in Binangonan, Rizal. This transaction is subject to the conduct of due diligence, obtaining all requisite approvals and other related studies in the next few months. The property is envisioned to become a residential community anchored by the Amaia brand.

Thank you.

Very truly yours,



Pamela Ann T. Perez
Deputy Compliance Officer

Cc:

Securities and Exchange Commission

SEC Building, Mandaluyong City

Attention: Hon. Vicente Graciano P. Felizmenio, Jr.
Director, Market Regulation 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