


**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. October 14, 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

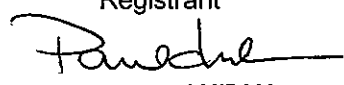
*As of June 30, 2013*

Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding
<b>COMMON SHARES</b>	<b>14,172,673,524</b>	
<b>VOTING PREFERRED*</b>	<b>13,066,494,759</b>	<b>P. 22.50 Billion (bonds)</b>

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

**Re: Clarification regarding news article entitled "ALI to boost supermarket line" posted in philSTAR.com on October 14, 2013**

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  
  
**PAUL C. CHEAH**  
 Alternate Compliance Officer

Date : October 14, 2013

*\*Unregistered*



SEC Reg. No. 152747

14 October 2013

**Philippine Stock Exchange, Inc.**  
3<sup>rd</sup> 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 news article entitled "ALI to boost supermarket line" posted in philSTAR.com on October 14, 2013. The article reported in part that:

*Property giant Ayala Land Inc. (ALI) wants to create a significant footprint in the department store and supermarket business in the next five years.*

*The listed real estate arm of the Ayala conglomerate aims to roll out as much as 10 supermarkets and department stores, hinged on the expansion of malls and mixed-use projects, an executive said.*

*"The department stores and supermarkets will definitely be our anchors so they will be in step with our (shopping malls) expansion program," Ali chief finance officer Jaime Ysmael said.*

*Preliminary target is to set up five to 10 department stores and supermarkets in the next five years," Ysmael said.*

*"It will take time. They will follow the opening of the malls that takes two years to construct depending the size," Ysmael said.*

....

*ALI also created a joint venture company with the Rustan's Group, one of the largest specialty retail firms in the Philippines, for the creation of department stores in Ayala Malls.*

*Ysmael said both department stores and supermarkets are required in the company's developments.*

*ALI intends to complete its offering in its mixed-use developments, which so far include shopping malls, office buildings, residential projects and hotels. For new developments, ALI will introduce its own hospitals, convenience stores, supermarkets and department stores.*

....

We confirm that Ayala Land plans to initially set up about five to ten department stores and supermarkets in the next five years. Envisioned to complement our fully integrated mixed-use developments, these new concepts are also part of the Company's long-term expansion program.

Please refer to our disclosures dated 22 May 2012 and 08 July 2013, on our joint venture agreements with Specialty Investments, Inc., a wholly-owned subsidiary of Stores Specialists, Inc. and Entenso Equities Incorporated, a wholly-owned subsidiary of Puregold Price Club, Inc.

Thank you.

Very truly yours,



**Paul C. Cheah**  
*Alternate 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**  
37<sup>th</sup> 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*