

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 24, 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. [REDACTED] (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
COMMON SHARES	14,172,673,524	
VOTING PREFERRED*	13,066,494,759	P 22.50 Billion (bonds)

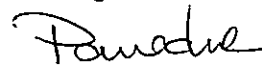
Indicate the item numbers reported herein : Item 9. Other Events

Re: Clarification regarding news article entitled "Ayala eyes Pasay reclamation" published in the Manila Standard Today on October 24, 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 24, 2013

**Unregistered*



SEC Reg. No. 152747

24 October 2013

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 news article entitled "Ayala eyes Pasay reclamation" published in the Manila Standard Today on October 24, 2013. The article reported in part that:

PROPERTY developer Ayala Land Inc. will challenge the unsolicited bid of SM Land for the reclamation and development of 300 hectares of Manila Bay in the western part of Pasay City.

Ayala Land sent a letter asking Pasay City Mayor Antonino Calixto to extend the Nov. 4 deadline by another 60 days to study and submit a competing bid to the P54.5 billion offer of SM Land.

"This will confirm our interest to submit a counter-proposal," Ayala Land said.

....

We confirm that Ayala Land, Inc. ("ALI") has signified its intention to submit a counter proposal for the reclamation and development of about 300 hectares of foreshore and offshore areas of Manila Bay in Pasay City.

This is in response to the Notice of Unsolicited Proposal and Invitation for Competing Proposals published in Malaya on October 1, 8 and 15, 2013 in relation to the project.

As the country's leading real estate developer, we remain steadfast in our commitment as a strong partner in nation-building.

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
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