

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 22, 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 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 PREFERREDERS*.

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

Re: Joint Venture Agreement with Alsons Development and Investment Corporation (ALDEVINCO)

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 : March 22, 2013

AYALA LAND, INC. Registrant
[Signature]
PAUL C. CHEAH
Alternate Compliance Officer

*Unregistered



SEC Reg. No. 152747

22 March 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

Mesdames:

Please be informed that today, Ayala Land, Inc., (ALI) signed a Joint Venture Agreement (JVA) with Alsons Development and Investment Corporation, (ALDEVINCO) for the development of a 25-hectare integrated and mixed-use community in Lanang, Davao City. The development shall consist of residential condominiums and retail components.

ALDEVINCO belongs to the Alcantara group of companies, and is one of the leading real estate firms operating in Davao City.

ALI President Antonino T. Aquino welcomes this partnership with the Alcantara Group which shall provide ALI the opportunity to further expand its presence and growth in key regional areas.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Paul C. Cheah'.

Paul C. Cheah
Alternate Compliance Officer