

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. 29 June 2012
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, 2012

Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding
<u>COMMON SHARES</u>	<u>13,044,415,650</u>	<u>P 4.9 Billion Bonds</u>

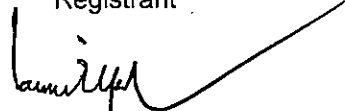
Indicate the item numbers reported herein : Please refer to the attached letter.

Re: **Strategic alliance**

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



Jaime E. Ysmael

Senior Vice President, CFO, and Compliance Officer

Date : 29 June 2012



SEC Reg. No. 152747

29 June 2012

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

Gentlemen:

Please be informed that, this afternoon, our Executive Committee resolved (1) to authorize our Company to negotiate and enter into a strategic alliance with the group led by Mr. Ignacio R. Ortigas for the purpose of allowing our Company to participate in OCLP Holdings, Inc., the parent company of Ortigas & Company Limited Partnership, and in the development of its various properties and businesses, and (2) to allocate an initial amount of P15 billion for this purpose. This opportunity comes with the invitation of the group of Mr. Ortigas, and is in line with the Company's expansion plan.

The strategic alliance is consistent with Ayala Land's thrust of expanding its operations to other areas within and outside Metro Manila through partnerships. The alliance is expected to generate significant synergies with the other projects of the Company in nearby communities, such as the integrated mixed-use projects in the Pasig and Mandaluyong areas, as well as Bonifacio Global City and the Makati CBD.

Our Company intends to contribute its expertise in building large scale, mixed-use developments to this partnership. This development project includes plans for residential, office, retail and hotel components.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "Jaime E. Ysmael", with a long, sweeping flourish extending to the right.

Jaime E. Ysmael
*Senior Vice-President,
Chief Finance Officer and
Compliance Officer*