

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 30, 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 September 30, 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 PREFERRED S\*.

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

Re: Media Announcement of the Scheduled Launch of Redeveloped Ayala Center

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 : October 30, 2012

AYALA LAND, INC.
Registrant
Signature of JAIME E. YSMAEL
Senior Vice President, Chief Finance Officer and Chief Compliance Officer

\*Unregistered



SEC Reg. No. 152747

30 October 2012

**Securities and Exchange Commission**  
SEC Building, Mandaluyong City

Attention: Hon. Justina F. Callangan  
*Director, Corporation and Finance Department*

**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*

**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*

Gentlemen and Madams:

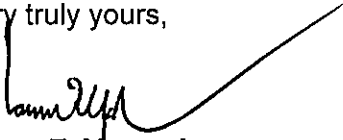
Please be informed that Ayala Land, Inc. ("the Company") has announced to the media the upcoming launch of the redeveloped Glorietta Mall, together with the surrounding residential, hotel and office projects in Ayala Center. The total capital expenditure for this mixed-use project is estimated to reach P28.5 billion, which forms part of the Company's previously-announced P60 billion five-year capital expenditure program in Makati City.

The redevelopment of Glorietta, with a gross leasable area (GLA) of 34,000 square meters, is estimated to cost around P3.1 billion. The additional retail spaces are expected to open by December 2012. As part of a deliberate plan to expand its portfolio of leasing assets, the Company will also open two office towers with a total GLA of 40,000 square meters. The office component of the project is estimated to cost about P1.9 billion. There will also be three hotels that will add a total of 660 rooms to the Makati stock. The Fairmont Hotel and Raffles Suites will be opened to the public in December, and the Holiday Inn & Suites is expected to start operations in the first quarter of 2013.

In the residential segment, the Garden Towers will be launched in November, while the Raffles Residences will be ready for turnover before the end of 2012.

The development is expected to be formally launched before the end of the year.

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*