

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. July 10, 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 June 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, NON-VOTING PREFERRED*, and VOTING PREFERRED*.

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

Re: PHP13.6 BILLION EQUITY PLACEMENT

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 : July 10, 2012

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

*Unregistered



SEC Reg. No. 152747

10 July 2012

Securities and Exchange Commission
SEC Building, Mandaluyong City

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

Philippine Stock Exchange Inc.
3rd Floor Tower One and Exchange Plaza
Ayala triangle, Ayala Avenue, Makati City

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Philippine Dealing and Exchange Corporation
37th Floor Tower 1, The Enterprise Center
6766 Ayala Avenue cor. Paseo de Roxas, Makati City

Attention: Ms. Ma. Concepcion Magdaraog
Head, Issuer Compliance and Disclosures Department

Gentlemen:

Please be informed that our Executive Committee (ExCom) approved this evening the placement of 680,000,000 listed common shares of stock in our Company (the "placement tranche"), with par value of Php1.00 per share (the "ALI shares"), at a price of Php20 per share, and the issuance of equal number of new ALI shares (the "subscription tranche"), at the same price of Php20 per share, with Ayala Corporation (AC) as the seller of the placement tranche and subscriber of the subscription tranche (the "top-up placement"). The issuance of the subscription tranche is exempt from pre-emptive rights, pursuant to our Articles of Incorporation (Seventh) and our stockholders' Resolution No. S-01 (2008), as the purpose is "to raise funds to acquire properties or assets needed for the business of the Corporation."

Subsequently, our Company completed the top-up placement, raising an aggregate of Php13.6 billion in paid up capital. The price was at a 4.988% discount to the closing price today. The Company will apply as soon as practicable for the listing in the Philippine Stock Exchange ("PSE") of the ALI shares making up the subscription tranche, which constitutes 4.945% of ALI's enlarged common stock.

The Company will use the proceeds of the top-up placement to acquire assets for the next phase of its expansion, enabling it to sustain its high growth trajectory. In addition to its previously announced Php 37 billion capital expenditure program for 2012, the Company has identified significant land banking opportunities amounting to approximately Php36 billion over the next two to three years. Approximately Php20 billion of this may be deployed in Makati City and other parts of Metro Manila and the balance in growth centers in Nuvali and other parts of Luzon and in the Visayas and Mindanao.

Furthermore, a portion of the proceeds is expected to partially fund our Company's potential strategic alliance with a group led by Mr. Ignacio R. Ortigas and resulting participation in OCLP Holdings, Inc., the parent company of Ortigas and Company Limited Partnership, for which our Company has budgeted an initial investment of Php15 billion. This alliance is expected to provide the Company with access to prime properties in Metro Manila amounting to about 55 hectares.

Goldman Sachs (Singapore) Pte., J.P.Morgan and UBS Investment Bank acted as Joint Bookrunners and Placement Agents in connection with the top-up placement. BPI Capital Corporation acted as Sole Domestic Coordinator and Bookrunner and CLSA Limited acted as Co-Manager.

Our Company also wishes to state that it remains on track to achieve its previously stated targets under its '5-10-15' plan by 2014.

Thank you.

Very truly yours,



Jaime E. Ysmael
Senior Vice President, Chief Financial Officer
and Chief Compliance Officer

** This announcement is not an offer for sale of securities in the United States. The securities referred to herein (the "Securities") have not been registered under the U.S. Securities Act of the 1933, as amended (the "Securities Act"), and may not be sold in the United States absent registration or an exemption from registration under the Securities Act. The issuer of the Securities does not intend to register any part of the offering in the United States or to conduct a public offering of Securities in the United States.*