

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 5, 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

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Row 1: COMMON SHARES, 13,044,415,650, P 4.9 Billion Bonds

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

Re: Launch of Phase 1 of Vertis North

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

Handwritten signature of Jaime E. Ysmael

JAIME E. YSMAEL Senior Vice President, CFO, and Compliance Officer

Date : July 5, 2012



SEC Reg. No. 152747

July 5, 2012

Securities and Exchange Commission
SEC Building, EDSA, Mandaluyong City

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

Philippine Stock Exchange, Inc.
3/F 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/F 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 Ayala Land, Inc. (the "Company") today broke ground on Vertis North in Quezon City – a large-scale, fully-integrated, mixed-use development envisioned to be the country's next premier central business district north of Manila. The Company is allocating a total investment amount of approximately P65 billion over a 10-year period in this 29-hectare mixed-use development.

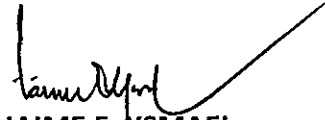
Phase 1 of the project will involve the development of the office, retail, and hotel components with an estimated combined 220,000 square meters of gross floor area (GFA), which is targeted to be completed in the next three to four years. An estimated P12 billion will be allocated for this phase.

Vertis North is a joint venture between the Company and National Housing Authority (NHA). The development is seen to benefit NHA in achieving its mandate of providing housing for informal settlers and transforming a non-performing asset into a model for urban renewal

and will also generate close to 200,000 jobs during its entire development phase – 35,000 of which is expected to be filled during the development stage of Phase 1.

For your information.

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