

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17(a)-1(b)(3) THEREUNDER

- 1. August 26, 2011 Date of Report (Date of earliest event reported)
2. 152747 SEC Identification Number
3. 050-000-153-790 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 4 and 8 of the SRC

As of June 30, 2011

Table with 3 columns: Title of Each Class, Number of Shares of Common Stock Outstanding, Amount of Debt Outstanding. Row 1: COMMON SHARES, 13,043,159,782, P 31.4 Billion

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

Re: Items taken-up during the 26 August 2011 regular meeting of the Board of Directors

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 : August 26, 2011

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

August 26, 2011

Securities and Exchange Commission

SEC Building, 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

37F Tower 1, The Enterprise Center
6766 Ayala Ave cor. Paseo de Roxas, Makati City
Attention: Ms. Ma. Concepcion Magdaraog
Head, Issuer Compliance and Disclosures Dept.

Mesdames:

Please be informed that, at its regular meeting held today, our Board of Directors approved the following:

1. Launching of fifth residential brand

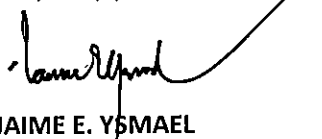
The creation of a fifth residential brand that will engage in socialized housing developments. The projects under this new brand will be pursued via South Maya Ventures Corp. (SMVC), a separate organization from the Company's other existing subsidiaries Alveo Land Corporation, Avida Land Corporation and Amaia Land Corporation. SMVC will offer mainly house and lot packages with prices not to exceed Php400,000 per unit and is planning to launch its first project in Gen. Trias, Cavite within the last quarter of the year on a 10-hectare lot currently owned by the Company.

2. Cash Dividend Declaration

The declaration of a regular cash dividend of P0.0733 per share for the second semester ending December 31, 2011 on our outstanding common shares as of record date September 20, 2011, payable on October 5, 2011.

Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Jaime E. Ysmael', written over a white background.

JAIME E. YSMAEL
Senior Vice President, Chief Finance Officer
and Compliance Officer