

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. November 29, 2012
Date of Report (Date of earliest event reported)
2. 152747 3. 000-153-790-000
SEC Identification Number BIR Tax Identification Number
4. AYALA LAND, INC.
Exact Name of registrant as specified in its charter
5. MAKATI CITY, PHILIPPINES 6. (SEC Use Only)
Province, country or other jurisdiction of Industry Classification Code
incorporation
7. 30/F, Tower One, Ayala Triangle, Ayala Avenue, Makati City 1226
Address of principal office 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

| Title of Each Class | Number of Shares of Common Stock Outstanding | Amount of Debt Outstanding |
|--------------------------|-------------------------------------------------|-----------------------------|
| COMMON SHARES | 13,751,209,776 | |
| VOTING PREFERRED* | 13,066,494,759 | P 20.2 Billion Bonds |

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

Re: Launch of Garden Towers

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 : November 29, 2012

**Unregistered*

AYALA LAND, INC.
Registrant

PAMELA ANN T. PEREZ
Deputy Compliance Officer

November 29, 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 and Mesdames:

Please be informed that Ayala Land, Inc. ("the Company") has recently launched its newest upscale residential development in Makati called Garden Towers under the Company's Ayala Land Premiere (ALP) brand.

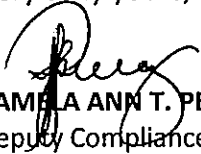
The first of this two-tower development will offer 340 units, comprised of one bedroom units with and without balcony, two bedroom units, sky flats and villas, and park villas. Unit sizes range from 69 sqms to 395 sqms, with indicative selling prices ranging from Php10.3 million to Php143 million per unit. This tower's estimated construction cost is around Php3 billion with the total sales value approximated at Php7 billion. The project is expected to be completed by the 1st quarter of 2019.

The Garden Towers will have retail and dining establishments at the ground floor, and basement parking interconnected with the Ayala Center parking system.

The launch of Garden Towers is part of the ongoing Ayala Center redevelopment and is consistent with the Company's goal of developing and constantly refreshing its mixed-use developments to deliver the best value to our customers and shareholders.

For your information.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Perez', written over the printed name.

PAMELA ANN T. PEREZ
Deputy Compliance Officer