

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 9, 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 September 30, 2011

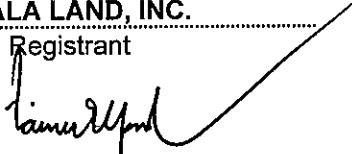
Title of Each Class	Number of Shares of Common Stock Outstanding	Amount of Debt Outstanding
COMMON SHARES	13,043,159,782	P 4.4 Billion Bonds

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

Re: Launch of BellaVita's first residential project in Cavite

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 9, 2011**

AYALA LAND, INC.
 Registrant

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



SEC Reg. No. 152747

November 9, 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 South Maya Ventures, Corp. (SMVC), a subsidiary of Ayala Land, Inc. (the "Company"), operating under the brand name BellaVita will launch its first residential subdivision project in December 2011 in a 13.6-hectare property in General Trias, Cavite. The site is highly accessible from different routes and is strategically located at the center of schools, places of work, public transportation terminals and commercial destinations.

Phase 1 of the project will involve the development of 602 residential units within a 5.4-hectare parcel of land inside the property. Lot sizes will range from 34-65 square meters with a floor area of 21-23 square meters. Average prices are between P400,000.00 to P650,000.00 per unit. The project will have an estimated project cost of P250 million and is expected to be completed by 2013

The maiden BellaVita development will have guarded entrance and exit gates, perimeter fence, an elevated water tank and amenities like common parking, central and pocket parks, basketball court, gazebo, clubhouse, and children's playground.

BellaVita was launched as the Company's fifth residential brand and offer quality homes in the country's social enterprise communities that allow residents to enjoy a comfortable living experience.

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