

Dated: 17th May, 2011

The Secretary
The Bombay Stock Exchange Ltd.
Phiroz Jeejeebhoy Towers
Dalal Street,
Mumbai – 400 001

Sub: Corporate Announcement on launch of UTSAV CARE HOMES

Ref. : Company No. : 523716

**Ashiana Housing
Launch of UTSAV CARE HOMES**

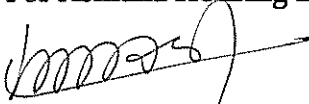
We are pleased to inform you that we have launched assisted living services called UTSAV CARE HOMES. These are Assisted Living Homes for the people who require specific services. CARE HOMES provide 24 hour care and supervision depending upon the needs of residents.

CARE HOMES are for seniors who need help with everyday tasks. They may need help with dressing, bathing, eating, or using the bathroom, but they don't need full-time medical care. Services are shared by a people in small groups, making it economical and also specific to their needs. These homes will be part of all UTSAV's built by Ashiana going forward.

UTSAV CARE HOMES were launched on 22nd April'11.

Thanking You

Yours faithfully
For Ashiana Housing Ltd.



Bhagwan Kumar
(Company Secretary)

Ashiana Housing Limited

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