

## Provident Housing Limited appoints Mallanna Sasalu as its new Chief-Operating Officer

**National, 15 February 2022** – [Provident Housing Limited](#) (PHL), a 100% subsidiary of Puravankara Limited, has announced the appointment of Mallanna Sasalu as its Chief-Operating Officer (COO) designate. In a career spanning 3 decades, Mallanna has created several profitable real estate models under his leadership. In his new role, he will spearhead the end-to-end functioning of all the key business verticals, including sales, marketing and CRM. He will also be responsible for the P&L of PHL.

Talking about his appointment, **Mallanna Sasalu, the COO of Provident Housing Limited (PHL)**, said, *“I am pleased to join Provident Housing, a dynamic industry leader. Over the last decade, PHL has established itself as a torchbearer for premium-affordable housing solutions. With the company rapidly expanding its footprint across the country, more recently Kochi, I am thrilled to come on board during this exciting phase.*

*I look forward to working with the talented colleagues at PHL and delivering successful business outcomes. As a COO, my relentless endeavour would be to drive stakeholder value and establish trust across all operations of PHL.”*

Welcoming the new COO, **Ashish R. Puravankara, Managing Director, Puravankara Limited**, said, *“We are delighted to have Mallanna onboard, especially during this transformative period of PHL’s expansion. His industry expertise, people-centric mindset and extraordinary vision for growth will be an asset for the company’s future. I am confident that, under his competent leadership, PHL will be well-served and positioned for tremendous success.”*

In the past, Mallanna Sasalu has helmed many leadership positions across businesses. Having led cross-functional teams in global markets, Mallanna is adept at successfully driving multicultural business ecosystems. He was instrumental in building Assetz residential business and served in leadership positions at Karle Infra, Bagmane and Equis Funds Group, Singapore.

### **About Provident Housing Limited**

Provident Housing Ltd. is a wholly-owned subsidiary of the Puravankara group. It was established in 2008 in response to the growing demand for mid-segment housing. Over the last 12 years, Provident has launched ~21 msft of projects across Bangalore, Chennai, Hyderabad, Mumbai, Pune, Goa, Kochi, Coimbatore, and Mangalore, out of which ~12 msft has been delivered.

For more information on Provident, please visit [www.providenthousing.com](http://www.providenthousing.com)

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