

Provident Housing announces special discount for Armed Forces Personnel, Veterans



Bengaluru, December 29, 2023: Provident Housing Limited, a wholly owned subsidiary of Puravankara Limited focused on mid-segment housing, has announced a unique scheme to assist serving and retired armed forces personnel in owning a home. The developer will offer a special discount of 2 per cent for eligible armed forces personnel across projects.

As of last count, India has around 1.4 million serving personnel and around 2.6 million veterans. This scheme aims to help them own a home in a Provident community. A special commitment by Provident Housing to this effect was handed over to Major General Ravi Murugan, AVSM, General Officer Commanding (GOC), Karnataka and Kerala Sub Area, at a meeting in his office.

"We are a forward-looking company with many industry firsts to our name, and we wanted to show our Armed Forces our respect for the protection they provide us. Just as our employees serve the company, our soldiers serve our country with pride and distinction. To show our gratitude, the idea of inviting them into a Provident Home was born," said **Mallanna Sasalu**, CEO of Provident Housing.

The eligibility criteria include all serving and retired members of the Army, Navy and Air Force, spouses and children of serving and retired members, and officers of the Short Service Commission who have

completed full tenure. However, individuals with less than five years of service will not be eligible for the same.

Provident Housing has 12 projects across nine cities, and the discounts will be offered across all existing and new launches till 31st December 2024, after which it will be reviewed again.

About Provident Housing:

Established in 2008, Provident Housing Limited is a large-scale community developer offering the greatest value within the residential segment. The company caters to the diverse residential needs of buyers, with a focus on aspirational home ownership.

A 100% subsidiary of Puravankara Limited, Provident Housing carries its legacy with a portfolio of remarkable residential developments across nine cities, namely, Bengaluru, Kochi, Mumbai, Goa, Hyderabad, Mangalore, Chennai, Coimbatore, and Pune.

With proven competencies, Provident Housing thoughtfully conceives every space with a unique design aesthetic, innovation, and technology blend. The company espouses the 'YOU' philosophy of customer-centricity, which focuses on enhancing customer experiences and creating value for our home buyers. It combines this credo with value, trust, and quality to offer an exceptional community living experience to elevate customers' lifestyles with homes designed for more.

For more details on Armed Forces special pricing, contact 080 4455545 or mail forcesregistration@providenthousing.com

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