

form6kSECURITIESAND EXCHANGE COMMISSIONWashington,D.C.Â 20549Â FORM6-KÂ REPORTOF FOREIGN
ISSUERPURSUANTTO RULE 13a-16 OR 15b-16 OFTHESECURITIES EXCHANGE ACT OF 1934Â Forthe month of
November, 2024Â IRSAInversiones y Representaciones Sociedad Anonima(Exact name of Registrant as specified in
its charter)Â IRSAInvestments and Representations Inc.(Translation of registrant's name into English)Â Republicof
Argentina(Jurisdiction of incorporation or organization)Â CarlosDella Paolera 261 9th Floor(C1001ADA)BuenosAires,
ArgentinaÂ (Address of principalexecutive offices)Â Form 20-FÂ Â Form40-
FÂ ~Â Indicate bycheck mark whether the registrant by furnishing the informationcontained in this Form is also
thereby furnishing the informationto the Commission pursuant to Rule 12g3-2(b) under the SecuritiesExchange Act of
1934.Â YesÂ ~Â NoXÂ IRSAINVERSIONES Y REPRESENTACIONES SOCIEDAD
ANONIMA(THE"COMPANY")Â REPORTON FORM 6-KÂ Attached is anEnglish translation of the letter dated
November 26, 2024, filed bythe Company with the Bolsa de Comercio de Buenos Aires and theComisiÃn Nacional de
Valores.Â BuenosAires, Argentina - November 26, 2024 Â" IRSA Inversiones yRepresentaciones Sociedad AnÃnima
(NYSE:IRS; ByMA:IRSA),Argentina's leading Real Estate company, informs the market aboutthe information that will be
shared in the Investor Day to be heldtoday in New York City to celebrate IRSA's 30 years listinganniversary on the New
York Stock Exchange ("NYSE").Â In thisregard, the Company announces that it is in the process ofacquiring a new
shopping mall in Greater Buenos Aires for an amountof USD 27.75 million, which is expected to be completed in
thecoming days.Â Additionally,the Company reports the progress in the commercialization processof the first stage of
the "Ramblas del Plata" project, whichconsists of 14 lots with 126,000 sqm, representing 18% of the totalsaleable area
of the project. To date, the Company has receivedpurchase or land swap offers from local developers for all thelots. If
the transactions are completed, 3 lots will be paid incash for a total of approximately USD 40 million, and the rest
willbe through barter agreements, receiving functional units in theirprojects for approximately 16,500 sqm once the
works arecompleted.Â In thecoming months, the Company will begin infrastructure work on the"Ramblas del Plata" plot
while the aforementioned agreements arebeing signed.Â Theseevents reaffirm IRSA's strategy to continue expanding its
portfoliothrough acquisitions and new commercial and residentialdevelopments in Argentina, with huge growth
potential.Â Â SIGNATURESÂ Pursuant to therequirements of the Securities and Exchange Act of 1934,
theregistrant has duly caused this report to be signed on its behalfby the undersigned, thereunto duly authorized, in the
city ofBuenos Aires, Argentina.Â IRSA Inversiones y Representaciones SociedadAnÃnimaÂ Â Â November
26,2024By:/s/Â SaÃlZangÂ SaÃlZangÂ Responsible for theRelationship with the MarketsÂ Â Â