



**FOR IMMEDIATE RELEASE**

## **BUMIPUTRA SALES CAMPAIGN AND RAYA CELEBRATION AT UMLAND SERI ALAM**

**JOHOR BAHRU 16 June 2019** – UMLand Seri Alam organized another exciting event today which is Bumiputra Sales Campaign in conjunction with Raya celebration at Galleria Seri Alam.

The Bumiputra Sales Campaign is mainly aim to encourage bumiputras to purchase unsold bumiputra units in support of the State Government. In line with this move, the developer has offered special incentives in its effort to reduce the number of unsold bumiputra units.

It is also held in response to the National House Ownership Campaign 2019 (HOC 2019) launched earlier this year by the government to increase the number of property ownership in Malaysia. UMLAND Seri Alam has launched the first event in April followed by another event today to support this nationwide campaign and further promote its properties to bumiputra buyers.

“In conjunction with Raya celebration, UMLand Seri Alam would like to take the opportunity to bring some “Raya” joy to everyone. Through this Bumiputra Sales Campaign we would like to present a gift to make this Raya an even more joyful occasion and to show our gratitude for the continuous support that we have received so far” said, Mr KK Wong, Group Director of Townships, UMLand during the opening of the event.

“Attractive package and prizes are offered by the developer UMLand Seri Alam during the campaign which include, moving-in cash, bumiputra discount, savings on stamp duty, 100% loan for qualified buyers. Cash prizes and a luxury apartment are also available for grab” added Mr KK Wong.

As part of the event, panels of experts are invited to share their insights and key information in various fields with future buyers. The speakers are from solicitors, bankers as well Ministry of Housing (Johor Branch).

Two developments are available for purchase under the Bumiputra Sales Campaign. The first is Imperial Jade Residenz, three-storey terrace (20' x 65" with built-up of 1,645 sqf) which is ready for occupancy with selling prize from RM493,900 and the other is, Citrine Residenz, two-storey terrace



(20' x 65' with built-up of 1,726 sqf) expected to be ready in September 2019 with selling price from RM460,800. Other than these two projects, UMLand Seri Alam has two other prestigious developments known as Topaz Residenz and Jasper Residenz which are currently under construction.

Other activities planned for the day include Raya performance and lucky draw session for the lucky winners.

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For further information, please do not hesitate to contact:

**Nor Azah Ahmad Jaini**

UMLand Seri Alam

M: 012 – 7332 608

E: [norazah@umland.com.my](mailto:norazah@umland.com.my)

**Nizat Abdul Aziz**

UMLand Seri Alam

M: 014 – 2776 310

E: [nizat@umland.com.my](mailto:nizat@umland.com.my)



## **NOTES to THE EDITOR**

### **About United Malayan Land Bhd (UMLand)**

UMLand is the award-winning Malaysian developer behind the successes of several residential townships and niche developments across the country.

The company has two divisions handling Township Development and Niche Projects respectively. It also has a hospitality division that operates Suasana Suites serviced apartments, a construction division under UMLand Builders Sdn Bhd, and an F&B division under UMLand Lifestyle Sdn Bhd.

UMLand's Township division manages five townships namely: Bandar Seri Alam (Iskandar Malaysia), Taman Seri Austin (Iskandar Malaysia), Bandar Seri Putra (Bangi, Selangor) Mahkota Hills (Semenyih, Selangor) and the upcoming world-class integrated biotech park in Pasir Gudang, Iskandar Halal Park, a joint venture initiative with Perbadanan Islam Johor Holdings (PIJH), a Johor state government arm.

UMLand's Niche division has completed several residential developments in Kuala Lumpur and Johor. These include Suasana Sentral Loft (KL Sentral, KL), Suasana Bangsar (Bangsar, KL), Seri Bukit Ceylon (Bukit Ceylon, KL), Suasana Bukit Ceylon (Bukit Ceylon, KL), and Somerset Puteri Harbour (Iskandar Puteri, Johor).

UMLand's Suasana Iskandar Malaysia is the iconic residential development which comprises of a 35- storey serviced apartment tower, the very first Amari hotel in Malaysia , managed by ONYX Hospitality Group, and is complemented by Zenith Lifestyle Centre, a two-level international and specialty dining , avantgarde entertainment, premium wellness right in the middle of Johor Bahru City Centre. Medini Lakeside in Medini Iskandar Malaysia is an integrated development comprising UMCity (a mixed-use commercial development) and Viridea Lakeside (a green residential development). Meanwhile in the heart of Kuala Lumpur, Star Residences is a joint venture initiative with Symphony Life Berhad to develop an upmarket serviced residences in the center of KL City.

With a strong track record spanning across two decades, UMLand continues to embrace excellence and innovation as its main tenets to drive growth.

Incorporated in the 4th quarter of 2017, UML Lifestyle Sdn Bhd is the Food & Beverage (F&B) arm of UMLand Bhd. The subsidiary provides its support and oversees the operations of its companies – Avenue Ambience Sdn Bhd and Jjang Restaurant Sdn Bhd. UML Lifestyle Sdn Bhd is the appointed Master Franchisee for BreadTalk & Toast Box Malaysia following the joint venture with Bread Talk Pte Ltd, a Singaporean multinational food and beverage corporation.

The Group, with over 1,800 acres of undeveloped land bank across Malaysia, aims to be a caring and responsible developer that not only builds quality property units for investors and homemakers, but also units that will see its value enhanced as the community grows and living standards improve. With advances in technology, UMLand is also embarking on building smart cities to complement the lifestyle needs of the modern community.

In 2015, UMLand bagged the “Best Office Development Asia Pacific” at the International Property Awards in London for its flagship project the UMCity Medini Lakeside development.

More information at [www.umland.com.my](http://www.umland.com.my)