



FOR IMMEDIATE RELEASE

UMLand Continues to Drive Sales Campaign for Bumiputera at Bandar Seri Alam

JOHOR BAHRU 7 September 2019 – Playing its part as one of Johor’s top developers, United Malayan Land Berhad (UMLand) continues to drive its Bumiputera Sales Campaign at Bandar Seri Alam. Introduced back in April 2019, the highly celebrated campaign has received a huge influx of enquiries and bookings.

Launching the first event back in April early this year in response to the governments National **Home Ownership Campaign 2019 (HOC 2019)**, it is aimed to increase the number of property ownership in Malaysia. As one of the pioneer developers in Johor, UMLand saw the need to provide assistance in support of this initiative, enabling for better housing options meant for Bumiputera buyers.

“Here at UMLand, we have always been very supportive of government initiatives, especially when it comes to housing projects. As a developer, we play an important role in the community where we not only aim to provide some of the best housing available in the region, but also at a price where it is affordable as well. We want to encourage and help the bumiputera to get their dream home at very affordable price. At the same time, to support the government in reducing the total no. of unsold bumi units stock” said **Mr KK Wong, Group Director of Townships, UMLand**.

He further added: “When purchasing a home, there are other costs involved aside from paying the down payment of the actual unit itself. We are fully aware of the difficulties faced by homebuyers now, thus we are always prepared to give a helping hand whenever possible. Working together with our banking partners, we analyzed and studied each case in order to provide better alternatives and solutions to our buyers”.

Interested home buyers looking for an ideal home are welcomed to head on down to Citrine Residenz Clubhouse, Bandar Seri Alam to learn more about this amazing campaign. For a limited time only, buyers will be able to enjoy attractive incentives of **up to RM 110,000.00 or 30% discount** which is a huge discount in property market in Johor. UMLand Seri Alam is offering a 7.5% rebate, free legal fee on SPA and Loan Agreement, stamp duty exemptions on SPA and Loan Agreement in addition to the interest savings for their already completed Imperial Jade, Citrine and Opal Residenz. To top it all off, UMLand is also offering a 2.5 % move-in-bonus as a startup for home owners. Prices range from as low as **RM326,500** for the 20’X 65’ double storey terrace houses.



The programme for the launch event includes talks and briefings by the official from the Johor Government Housing Division, lawyers and bankers follow by Q & A.

Terms & Conditions Apply

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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