

# my Seri Alam

**UMLAND**  
UNITED MALAYSIAN LAND BHD

**BANDAR Seri Alam**  
City of Knowledge

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**SERI ALAM PROPERTIES SDN BHD** (11622-A)  
(A wholly-owned subsidiary of UMLAND)

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## Towards Green Garden City Vision 2020



## AFFORDABLE HOMES BANDAR SERI ALAM

In response to the Johor Government's aspiration to provide more affordable homes to the masses, Seri Alam Properties Sdn Bhd (SAP) has launched its affordable housing programme on 26 April 2015, with 293 units of completed properties released for sale and priority given to the 1st time home buyers. Yang Berhormat Hajah Normala Abdul Samad, Member of Parliament Pasir Gudang was present to officially launch the scheme and helped to select some of the owners during the balloting process.

"SAP realises that the high price of houses in Johor particularly in urban and sub-urban areas is unavoidable due to the price of land which has skyrocketed. For any newly wedded or young family to own a home is no longer easy. They need help", said Mr Freddie Lee, Executive Director of Seri Alam Properties Sdn Bhd.

As part of our Corporate Social Responsibility to assist the government and the affected people, SAP has taken the initiative through our affordable housing programme. Under this programme, our completed properties are made available with attractive prices, starting from RM155,000 for 3 bedrooms apartment. Buyers can move into their home hassle-free and immediately as the properties are completed and require no renovation. Mr Freddie Lee said that these properties were sold at below replacement cost.

Buyers can choose from our Pesona apartment with built-up area of 851 sq. ft. and selling price from RM155,000 or



the Executive apartment with built-up area of 905 sq. ft. and selling price at RM180,000. In addition, our Townhouses also available at an attractive price from RM200,000, with the built-up area of 936 sq. ft. for the ground floor and 1,033 sq. ft. for the first floor.

Located within the gated and guarded community in Vista Seri Alam, the properties are complemented by an array of readily available facilities, such as jogging track, BBQ pit, multi-purpose hall, swimming pool, wading pool and children's playground.

"I am happy to share that Bandar Seri Alam or the 'City of Knowledge' with multiple educational institutions is today a matured township with lots of effort being put to make the township a vibrant city that it is today. Owning a property here is not only good for investment but also convenient for the residents as the township is equipped with a wide range of facilities and amenities that suit today's lifestyles such

as recreational parks, bicycle lane, eateries, a private hospital, convenient shops and a hypermarket," he added.

With the new launch of the properties, SAP hopes to provide 1st time buyers an opportunity to own a good quality house at affordable prices within the established township like Bandar Seri Alam. For the past few years, SAP has completed 4,606 units of low cost and medium low cost housing with selling prices from RM50,000 to RM80,000 each, as well as 645 units of medium low cost shops in order to assist low income families to own their dream home.

In a related effort, Bandar Seri Alam has set aside a 20.23 hectare site at Jalan Gunung for the Federal Government to build a General Hospital. The project had already received approval from the Federal Government under the 11th Malaysian Plan and is targeted to start construction in early 2016.

**AWARD WINNING  
TOWNSHIP**

**GREEN AWARD**



**UPEN JOHOR**  
UNIT PERANCANGAN BUDIDAYA NEGARA JOHOR

**FIRST CYCLE-CONNECTED  
TOWNSHIP**





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# Editor's NOTE

With this issue, we are moving towards the second quarter of 2015. Perhaps it is not too late to reflect on our 2015 resolution to gauge if we are still on track.

SAP had a wonderful start with the Year of Goat through our CSR contributions to the flood victims in the east coast and a contribution to the orphanage home. It was also the time that we had welcomed the new residents of Sapphire 8 and Maya Heights to their brand new homes at BSA. The first quarter also saw SAP successfully launching our affordable houses to stay true to our mission to provide homes for everyone. This was followed by another successful preview of our double storey Semi-Detached and Cluster Series to add more variety in our product offerings.

As the saying goes, "All work and no play makes Jack a dull boy", thus, the second quarter will see us organize the UMLAND -IRDA Golf Challenge for the 6th consecutive year and to continue with other CSR to stay engage with the community and greening the city efforts.

Moving forward, more launches and road shows to further showcase our products are also underway. Readers are able to check out the dates through this bulletin. In the meantime, our existing residential units of Crown and Tiara Series and commercial units at Fortuna Hub Premier are available in limited units. So, please visit our Sales Gallery and show houses for the perfect choice of your dream home or your investment decision.

From all of us at *mySeriAlam*, may the coming months bring you closer to your dreams and resolutions!

Cheers.

## Tips from *mySeriAlam*

### Recycle Tin Can - Metal Lantern

Unlike drink cans, the food tin can sometimes be hard to dispose, due to the much harder steel being used to create the can. Do you know that you can recycle the food tin can to become a very unique and inexpensive metal lantern? It's so easy to make and requires minimal materials.



- Materials that you'll need:
- empty tin cans (peel the label off)
  - metal string/bailing wire
  - pliers
  - hammer
  - nail/sharp point screwdriver
  - spray paint
  - candles
  - designed print out
  - pen



**Step 1:**  
Wash the empty tin cans, fill with clean water and freeze overnight. The frozen water helps the can to hold its shape while you punch the hole.



**Step 2:**  
Print out the design on thicker paper/card stock, wrap it on the tin cans. By using pen, making dots along the outline of the design or simply draw the outline directly on to the tin can.



**Step 3:**  
Take the nail/sharp point screwdriver and hammer each dot all the way and remove the paper from the tin can.



**Step 4:**  
For the hanging, punch hole on the left and right side of the tin can. Threading the metal string/bailing wire on two holes and secure it using the pliers.



**Step 5:**  
Spray paint the tin cans according to your preferences. Once it dry, place the candle inside and your Tin Can lantern is ready to use.



# Current LAUNCHES

Earn Extra Cash!  
Introduce a friend or relative,  
we will reward you with 1% of  
the purchase price.  
\*Terms and conditions apply

Be the first to be updated on our new launches.

For more info and detail enquiries,  
please contact our sales personnel at

**07-388 1111** or  
**019-775 1133.**

A BMW 316i awaits one lucky winner of  
Emerald Residenz / Fortuna Hub Premier purchaser.\*



## Imperial Jade Residenz



2-Storey Terrace House



3-Storey Terrace House

## Emerald Residenz

• Free Legal Fees and Stamp Duty on SPA • 10% Rebate



Crown Series | 2-Storey Terrace House



Tiara Series | 2-Storey Terrace House

SPECIAL INCENTIVES FOR HOME BUYERS!

## Fortuna Hub Premier

• Guaranteed Rental Return for 2 years (Terms and conditions apply) or • Attractive Rebate

Limited Units Available



\*Terms and conditions apply. Car model image is artist's impression only.

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Land Area: 24' x 80' | Price: from RM1,643,800

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014-270 2218 (Amir)

010-220 4631 (Syazana)

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# New PRODUCT HIGHLIGHTS



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**Open For Sale**

## Opal Residenz (Section 1)

### Exclusive Features:

- Gated & guarded community • Landscaped garden • Jogging track • Outdoor gym • Playground



Opal (Amber) | 2-storey Semi-Detached House



Opal (Ivory) | 2-storey Cluster House

## Amber Heights

2 & 3-Bedrooms Apartment

**Condominium living at affordable price**

### Facilities

- Multipurpose hall
- Gymnasium
- Surau
- Library / Reading area
- Lounge area
- Management office
- Games room
- Swimming pool
- CCTV covered carpark, lift lobby & guard house area
- Vehicles card access system
- 2 nos. of lifts per block
- Basketball court
- Shelter
- Outdoor fitness area
- Children's playground
- Maze garden
- Plaza area with sitting
- Sunbathing area
- BBQ & pergola with sitting area

Register Your  
Interest With Us

## Roadshow & Upcoming Event

### May

- 1 - 3 May iProperty@JBCC
- 8 - 10 May Property Exhibition@Perling Mall
- 16 - 17 May Property Exhibition@Suntec Singapore Convention Centre
- 22 - 24 May MAPEX@JB City Square
- 29 - 31 May HomeFair@Sutera Square, Skudai

### June

- 2 - 8 June Property Exhibition@Giant Pientong
- 12 - 14 June Property Exhibition@Giant Tampoi (TBC)
- 18 - 20 June Property Exhibition@Tesco Mutiara Rini (TBC)
- 26 - 28 June Property Exhibition@AEON Permas (TBC)

### July

- 3 - 5 July Property Exhibition@Tesco Tebrau (TBC)
- 10 - 12 July Property Exhibition@Tesco Bukit Indah (TBC)
- 24 - 26 July Property Exhibition@CIQ (TBC)
- 29 - 2 August Property Exhibition@Plaza Pelangi (TBC)



# Happenings

11 January 2015



## Contribution to Flood Victims

In response to the flood situation that hit the east coast states last year, SAP contributed RM3,000 through a programme organized by Johor FM. The event held on 11 January 2015 at Galleria Kotaraya, Johor Bahru saw many generous contributions from individuals and the private sectors in the hope to help the victims revive from the worst flood situation ever recorded in our history.

Gracing the event was YB Datuk Adam Sumiru, Member of Parliament Tanjung Puteri while AGM Mohd Saifuddin Salehuddin, Head of Township Department represented SAP in handing over the contribution.



1 March 2015



## Bandar Seri Alam will Receive a Grand Mosque

The Muslim community at Bandar Seri Alam which is currently close to 30,000 people will soon enjoy a better place of worship with the completion of a grand mosque. To mark this auspicious occasion, a Ground-Breaking Ceremony was held on 1 March 2015 and attended by YAB Dato' Mohamed Khaled bin Haji Nordin, Chief Minister of Johor.

Bandar Seri Alam's resident En Mazlan Abd Majid said, he is blessed that the grand mosque is finally being constructed and look forward to have his first Friday Prayer at the new mosque along with the rest of the Muslim community.

The grand mosque situated along Persisiran Seri Alam began its construction on 1 September 2014 and the development is expected to be completed in January 2016 with a cost of RM7 million, funded jointly by the Federal Government (RM5 million) and State Government (RM2 million).

15 February 2015



## Welcoming New Residents to Bandar Seri Alam

Corporate Communication and Township Department team of SAP organized a meet and greet session to welcome new residents of Sapphire 8 and Maya Heights on 15 February 2015.

Executive Director of SAP, Mr Freddie Lee was present to personally welcome and deliver close to 100 boxes of oranges to the residents as tokens for good luck and prosperity from SAP. *My Seri Alam* would like to take this opportunity to welcome all residents to our township and wish them a pleasant stay at their new homes.



1 March 2015



#### SAP Celebrates with the Children from Orphanage Home

SAP shared the joy of Chinese New Year with the presence of children from Persatuan Kebajikan Rumah Berkat Johor Bahru.

As part of the celebration held on 1 March 2015, more than 20 children from the home and invited guests enjoyed the impressive Lion Dance performance and did the 'Lou Sang' together for good luck in the Year of Goat. Executive Director of SAP, Mr Freddie Lee and Mr Frankie Tan, Senior General Manager, Township Development distributed Ang Pows and goodies to the children as well as RM3,000 contribution to assist in providing the necessities for the children. Mr Raymond Choong, The Chairman of the home, received the contribution from SAP.



19 March 2015



#### Exclusive Preview of Opal Residenz (Semi-D & Cluster Series) at Lat's Place

The preview of Opal Residenz was held successfully on 19 March 2015 at Lat's Place in Nusajaya. Opal Residenz, comprising of 174 units of two-storey Semi-Detached and Cluster Series is the latest addition to Bandar Seri Alam residential area nestled within 17.15 acres of land. Spacious and elegant, the 32ft x 70ft Cluster Houses with built-up area from 2,296 sq ft pamper you with comfort while the luxurious 32ft x 80ft Semi-Detached Houses with built-up area of 2,303 sq are simply spectacular.

Attending guests of close to 300 high networth clients joined us at the preview to take the opportunity to view the house's models. The evening started with welcoming remarks by Executive Director, Mr Freddie Lee followed by performance by Lat's Place resident's artists while guests were having their sumptuous dinner buffet. All in all, it was a great event with positive remarks by the guests.

Opal show houses are now open for viewing from 9 am to 5 pm, daily.



# Health TALK



## Giving women a pleasant and rewarding childbirth experience



This article is contributed by Dr. Sharifah Halimah Jaafar, a consultant Gynaecologist at Regency Specialist Hospital

Childbirth can be an intense event and strong emotions, both positive and negative, can be brought to the surface. Study has shown that women who are mentally unprepared and fearful of childbirth are likely to experience a most painful and distressed labour as compared to women who are mentally ready.

Pain is only one factor of many influencing women's experience with the process of childbirth. Other than personal expectation of labour, the amount of support from caregivers (midwife & doctor), quality of the caregiver-patient relationship, and involvement in

decision-making are more important in women's overall satisfaction with the experience of childbirth. Other factors include age, socioeconomic status, ethnicity, preparation, physical environment, pain, immobility or medical interventions.

Supportive care during labour may involve emotional support, comfort measures, and information and advocacy to promote the physical process of labour as well as women's feelings of control and competence. The woman can also get support from her companion of her choice either her husband, female relative or close friend to accompany her throughout the labour. Evidence shows that participation of the father in the birth leads to better birth and also post-birth outcomes, reducing their excessive anxiety. A recent Cochrane review involving more than 15,000 women in a wide range of settings and circumstances found that "Women who received continuous labour support were more likely to give birth 'spontaneously'".

A calm and relaxing ambient of the labour room might be of help to alleviate the pain of labour. A warm, quiet, dark environment, or perhaps with soft music, not a brightly lit

room with lots of people around promote the release of hormone oxytocin that regulate uterine contractions. Oxytocin is a hormone that is known to evoke feelings of contentment, reductions in anxiety, and feelings of calmness and security that plays a major role in the bonding of a mother to her infant and in the establishment of maternal behavior.

However, the best and rewarding moment of childbirth that brings about lasting sweet memory is the experience of having the naked-baby placed close to mother chest or 'skin to skin' contact immediately after the birth. The stimulation from mother-infant skin to skin contact will not only result in improved breastfeeding outcomes but also promote bonding between mother and baby that lasts a lifetime.

Pregnant women are encouraged to make a list of their childbirth wishes on how they wish to experience their childbirth and discuss with the doctor some of their expectations. For expecting mothers, don't be afraid to take charge of your pregnancy and childbirth. You have the power to transform the painful and fearful experience of childbirth to a pleasant and exciting experience.

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• Radiology & Interventional Radiology • Respiratory & Internal Medicine • Vascular & Endovascular Surgery

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# New Outlet Shell Bandar Seri Alam




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## Bandar Seri Alam's Latest Attraction

The township of Bandar Seri Alam, City of Knowledge has another significant landmark added to its landscape with the opening of Shell Bandar Seri Alam. The construction of the building started in March 2014 last year and was completed in December 2014.

Shell Bandar Seri Alam's Management said "Apart from Shell petrol kiosk and Select convenient shop, the building comes with premium F&B outlets located on ground and first floor of the building. Our aim is not just providing convenience to road users to fill up their petrol at our station. At the same time we want to create a place for people to hang out and families to spend quality time over good food and drinks. We try to add variety to what the township already has and complement them for added attraction."

Presently, two outlets have started their businesses here. The first to open is Starbucks Coffee which has made its presence in Bandar Seri Alam with the opening of its' first outlet in March 2015. East Delight Cafe serving east coast delicacies has also begun its business on the 1st floor of our premise since April this year. Coming soon in June, Nasi Lemak Express will begin its business for nasi lemak lover to enjoy the "Malaysian style" breakfast.

They further added, "Bandar Seri Alam which has a growing population as a result of many universities being set up within the township, has opened many opportunities for businesses to thrive. We are excited that this catalytic development has brought many positive impacts to the township in general and specifically to businesses. With the IPD presence just minutes from our station, we also feel safe to run the business as our station is open 24 hours and the food outlets open up to 12.00 midnight daily."

Regular customer, Azmi Mohamed said "Other than filling my petrol at Shell petrol kiosk, I enjoy coming here to get my coffee fix at Starbucks Coffee and to catch up with friends because of its relaxing atmosphere. After a hard day at work, this is how I like to end my day. On the other hand, East Delight Cafe's nasi dagang and nasi kerabu served with special sauce are simply delicious. Good ambience and good food add comfort to my hectic day."

"I hope that more food outlets can be opened in the future for better choices", he further added. Meantime, those who are interested to open up F&B businesses may do so by contacting Mr Thinesh at 012-710 2445 or visit their Facebook, Shell Seri Alam for a special rental rate.