

Innovations to lift Malton brand profile

STORIES BY ANGIE NG

MALTON Bhd, in working towards raising its brand profile, will build more innovative residential projects, including gated communities in the Klang Valley, to cater to the growing interest in such homes.

According to Malton sales and marketing director Steven Lim, the group will focus on launching more innovative properties at affordable prices.

At its latest project, Mutiara Indah Puchong, buyers will be able to select their choice linked semi-detached homes at the price of terraced houses.

Lim said the 186 double- and 2½-storey quartet link homes under phase 1A would be priced from RM160 per sq ft. The double-storey units, with built-up of 2,159 sq ft, will be priced from RM310,000 and the 2½-storey houses with built-up of 2,582 sq ft from RM350,000.

Located on 82 acres in the rapidly growing corridor of Puchong, construction of the project will commence next month for completion in five years.

"There will be two gated communities within this development. The first gated community will house 186 units under phase 1A and the second one in subsequent phases that comprises 454 homes," he said.

He said buyers were becoming more security conscious and wherever possible, they would prefer to opt for gated projects.

"Most of the time buyers are keen to buy into a gated project but the higher prices may deter them. Our objective is to provide a safe and secure environment for buyers while meeting their budget," he told *StarBiz*.

Effectively, these quartet link homes will be corner units and to ensure maximum security, the access is provided by only one main entrance.

The 82-acre project will feature 1,120 linked semi-detached homes,



An artist's impression of Mutiara Indah Puchong's quartet link semi-detached homes

double-storey terraces, cluster houses and medium and low-cost apartments for a gross development value (GDV) of RM217mil.

The other gated community development currently under way is Mutiara Puchong. The 70-acre project behind the Tesco Puchong hypermarket features a range of residential and commercial properties for a GDV of RM202mil. It is expected to be completed in 2009.

To beef up its stature in the property development sector, Malton was also looking to expand its land bank in the Klang Valley and other growth markets such as Johor and Penang, Lim said.

Analysts said besides property development, the Malton group was also making headway in the project management and construction sector.

"The upside potential will come from the group's property investment and construction divisions. Malton is beefing up its property investment portfolio and the division is expected to contribute between 30% and 40% to group earnings in the next three to four years," an analyst with a local brokerage

said. On the construction front, Malton's wholly-owned subsidiary, Kuala Lumpur Pavilion Sdn Bhd, has been appointed the development manager for The Pavilion shopping mall, located on the site of the former Bukit Bintang Girls' School along Jalan Bukit Bintang in Kuala Lumpur's Golden Triangle.

Domain-Paul Y. Sdn Bhd, a joint-

“The group will focus on launching more innovative properties at affordable prices”

venture company between the group and Paul Y. Construction Co Ltd, has been appointed the main contractor to design and construct the project.

Construction of The Pavilion, an integrated urban entertainment centre for shopping, leisure and business, kicked off in March last year for completion in 2007. The construction revenue will start streaming in from the financial year ending June 2006.

Malton has also been appointed



Steven Lim

the turnkey contractor for Sri Bintang Kompleks, a smart school under the Government's Multimedia Super Corridor project.

The analyst said with the number of new property projects lined up for launch over the next two years, the group was targeting a healthy double-digit growth in property sales from RM166mil recorded in the financial year ended June 30, 2004.

For the financial year ended June 30, 2004, property development contributed 60.9% to group earnings, while the share from construction and project management was 35.4%.

The new projects lined up include Desa Mutiara in Puchong and The Amandari in Kota Damansara.

Desa Mutiara will be located on 78 acres in Puchong, near Taman Mutiara Indah, along the Puchong Damansara Expressway.

Within the vicinity of the Klang Valley's two rapidly growing neighbourhoods, Puchong and Putrajaya, the development will cater to the continued projected high demand for residential properties in the corridor.

The project comprising 1,276 terraced houses, low-cost and low medium-cost apartments and shop lots will yield a total GDV of RM220.8mil. It is targeted for completion in June 2009.

The Amandari, to be located on 98 acres in Kota Damansara, will feature double-storey terraces, semi-detached homes and shop offices for an estimated GDV of RM310.4mil.

Malton's ongoing condominium project, Li Villas in Section 16, Petaling Jaya, comprising 256 luxury units priced from RM320 per sq ft will be completed this year. The project with a GDV of RM106mil has recorded a take-up rate of more than 90%.



The completed double-storey terraced houses in Bukit Rimau. Malton has done an impressive job developing the township.

Bukit Rimau a showpiece township

SINCE taking over the Bukit Rimau development in 2002 from Econstates Bhd, Malton Bhd has done an impressive job developing the 385-acre township.

According to Malton sales and marketing director Steven Lim, the integrated development aims to become a showpiece of superior streetscape and infrastructure for discerning buyers of today.

"Combining nature with modern comforts, the township has been carefully designed and planned with spacious roads, generous green reserves, covered drains and underground cables," he said.

The RM790mil township comprises bungalow lots, bungalows and semi-detached houses, terraced houses, townvillas, cluster homes, condominiums and apartments, shops as well as institutional and commercial precincts.

Since its inception in 1996, more than 1,800 residential units comprising bungalow lots, bungalows, link houses, town houses, condominiums and apartments have been launched.

During the financial year ended June 30, 2004, two phases comprising 66 units of link

and semi-detached houses under the Balau 2 superlink and Sri Bayan 1 series were completed and handed over to buyers six months ahead of schedule.

Within the bungalow precinct, several phases of bungalow land have been issued with vacant possession and construction is under way for some of the units.

The link house precinct is made up of five phases of two-storey link houses. To date, four phases have been completed with certificate of fitness.

Sandwiched between the bungalow and link house precincts is the superlink series. The two-storey link houses are built within a gated and secured area.

Lim said residents of the superlink precinct would enjoy spacious green surroundings and condominium-style facilities with security and clubhouse access.

Meanwhile, the townvillas are located within the link house precinct. The two phases of town villas have been completed with certificate of fitness.

Future launches will include more bungalows, semi-detached and super-link homes.