

SCRIPT

STORY: BRDB EYES RAWANG AS THE NEXT PRIME RESIDENTIAL AREA

**ANCHOR:**

LEADING PROPERTY DEVELOPER, BRDB DEVELOPMENTS SDN BHD HAS ZOOMED IN ON RAWANG AS THE NEXT PRIME RESIDENTIAL LOCATION OF CHOICE FOR HOME BUYERS.

MARKING THIS ENDEAVOUR IS BRDB'S ICONIC TAMANSARI PROJECT, SPANING OVER 16 PHASES AND WITH A GROSS DEVELOPMENT VALUE OF ABOUT RM2 BILLION.

**[VO]**

CHIEF EXECUTIVE OFFICER OF BRDB, KAJENDRA PATHMANATHAN SAID THE COMPANY PLANS TO REPLICATE ITS WINNING FORMULA IN THE MATURE TOWNSHIP OF BANGSAR WITH THIS LATEST ENDEAVOR IN RAWANG.

ACCORDING TO KAJENDRA, BRDB WAS ENCOURAGED BY THE RESPONSE FOR THE TAMANSARI DEVELOPMENT.

YESTERDAY, IT LAUNCHED THE 'ART OF LIVING' PROJECT FOR ITS TAMANSARI DEVELOPMENT, WHERE KAJENDRA SPOKE TO REPORTERS.

**[INSERT INTERVIEW CLIP]**

THE UP-AND-COMING TOWNSHIP WAS ONCE A THRIVING MINING TOWN IN THE EARLY 19TH CENTURY.

TODAY, RAWANG IS A WELL CONNECTED AND BUSTLING TOWN, DEVELOPING RAPIDLY WITH THE CONSTRUCTION OF NEW COMMERCIAL AND RESIDENTIAL HUBS.

THE TAMANSARI DEVELOPMENT SPANS OVER 99.15HA OF LAND.

IT ENCOMPASSES A TOTAL OF 16 PHASES, EXPECTED TO BE COMPLETED OVER THE NEXT 10 TO 15 YEARS.

THE FIRST PHASE OF TAMANSARI DEVELOPMENT, AMARYLLIS, WAS COMPLETELY SOLD OUT, WHILE THE SECOND PHASE, CAMELIA, WHICH WAS LAUNCHED IN THE MIDDLE OF LAST YEAR, HAD BEEN RECEIVING POSITIVE RESPONSE.

KAJENDRA SAID THE REMAINING PHASES OF THE TAMANSARI DEVELOPMENT WILL BE DEVELOPED IN ACCORDANCE TO THE MARKET'S MOVEMENT.

THE CEO ACKNOWLEDGED THE CHALLENGING PROPERTY OUTLOOK FOR 2018, BUT SAID THAT THERE WERE INDICATORS THAT ARE EXPECTED TO SUPPORT THE RESILIENCE OF THE MALAYSIAN ECONOMY.

**[INSERT INTERVIEW CLIP]**

MEANWHILE, IN AN EXCLUSIVE INTERVIEW WITH CAPITAL NEWS, KAJENDRA SPOKE ON WHY FIRST TIME HOME BUYERS SHOULD LOOK INTO YOUNG TOWNSHIPS LIKE TAMANSARI.

***[INSERT INTERVIEW CLIP]***

ACCORDING TO THE CEO, BRDB OFFERS BEAUTIFUL QUALITY HOMES, AND COMMUNITIES THAT INSPIRE.

THE UPCOMING MEGA TOWNSHIP HUB IN RAWANG DOES NOT HAVE ANY SPECIFIC TARGET AUDIENCE, AS THE MAIN FOCUS IS TO BUILD COMPETITIVELY PRICED PRODUCT OFFERINGS SUITED FOR A GROWING COMMUNITY.

BRDB CURRENTLY HAS PRESENCE IN ISKANDAR MALAYSIA'S EMERALD BAY WITH A 44.5HA JOINT-VENTURE DEVELOPMENT WITH UEM SUNRISE BHD.

IT ALSO HAS SEVERAL PLANNED COMMERCIAL AND EDUCATION DEVELOPMENTS IN THE PIPELINE IN RAWANG THAT ARE EXPECTED BE LAUNCHED BY SEPTEMBER THIS YEAR, AS WELL AS A RESIDENTIAL PROJECT IN AUSTRALIA.

***[ENDS]***