

The RuMa to raise the bar of luxury living

By Winnie Kasmir

SANDAKAN: The RuMa Hotel and Residences, located in the heart of Malaysia's capital city adjacent to Petronas Twin Towers, KLCC Park and Convention Centre, promises to set new standards in luxury living in the region and beyond.

The first and only freehold bespoke luxury hotel and residents in Kuala Lumpur City Centre is a collection of luxury residences and hotel suites with distinct yet subtle references to the Malaysian culture and heritage blending the properties of a contemporary urban space and its state-of-the-art amenities with soothing subtleties and accents of a resort environment.

The RuMa is developed by Urban DNA Sdn Bhd, a joint venture development company between Aseana Properties Limited (listed on the London Stock Exchange) and Ireka Corporation Berhad, a renowned Malaysian developer listed on the Kuala Lumpur Stock Exchange.

The President of Ireka Development Management Sdn Bhd, Lai Voon Hon, in explaining the concept behind the design of The

Ruma, said he is not looking to create a hotel that will be boxed in by the number of stars, instead he is looking to create a unique experience.

The 40-storey RuMa Hotel, which will be managed by Shanghai-based Urban Resort Concept Ltd, is designed with specially crafted furnishing detail inspired by Malaysia's rich heritage background and contemporary DNA of the operator and developer.

"Because The Ruma Hotel takes on the identity of the locality it is found in, a lot more research is done both in terms of the ambience, form and function, materials used and the food that is unique to Malaysia," said Markus Engel, the German CEO of Urban Resort Concept Ltd.

The project, with an estimated gross development value of RM635 million, will feature hotel suites from level 7 to 18, comprising 253 units. About 80 percent of the units will be 500sq ft and below, and the hotel suites are priced from RM2,800 per sq ft.

The residential suites will be from level 19 to 37 with about 80 percent of the 200 residential units under 1,000

sq ft. Prices for the residential units start from RM 1,900 per sq ft.

This means there will be a total of 453 units on one acre to be sold. Buyers for the hotel suites will get a six percent rental guarantee income for the first five years. From the sixth to the 10th year, yield will depend on the revenue generated from hotel suites.

A preview of The RuMa Hotel and Residences is now held at Sepilok Meeting Room, Level 12 of Four Points By Sheraton Hotel here from May 17 to 19 and from 10 am to 5pm.

More information can be obtained from Stephanie Lee at 016-8129336.

Among guests and investors attending the first day preview were Senior Vice President of ICSD Ventures Sdn Bhd, Chen Min Sang, and ICSD Ventures' Consultant for Public Relations and Government Affairs (East Malaysia) Datuk Thomas Lau.

ICSD Ventures Sdn Bhd is the developer of Sandakan Harbour Square, and a subsidiary of Aseana Properties Ltd.



Chen (second right) and Lau (second left) at the property preview at Four Points By Sheraton Hotel in Sandakan yesterday.