

Good home value

WITH an excellent track record and wealth of experience in developing homes for the high-end market under its well-known i-ZEN brand, Ireka Corporation Berhad is proud to introduce its zenZ brand, which targets the mid-market segment.

Rimbun Kasia is the company's new development in the heart of Nilai New Town, created under this brand.

An extension of the company's highly successful collection of i-ZEN properties, homes built under the zenZ brand will feature modern design plus practical touches that do not compromise on style.

This means that zenZ homebuyers are assured of purchasing top-quality homes that highlight functional designs, effective space and comfort at affordable prices.

"It is important for the company to develop good-quality homes in an affordable area rather than to sacrifice building quality to accommodate high land prices," says Lai Voon Hon, group managing director of Ireka Corporation Berhad.

Lai points out that in addition to finding affordable land that is close to transportation nodes, facilities and community hubs, all zenZ homes encapsulate five key essences.

"When we launch a new brand, we need to provide a brand proposition to help customers understand and know what to expect from our developments. Each of our zenZ properties incorporates five essences or characteristics, which we have named the 5Es – economical, evolutionary, efficient, essential and eco-conscious."

Convenient location

Due to the scarcity of land and ever-increasing property prices in Kuala Lumpur, there is now a demand for residential properties outside the city area.

Ireka is confident in the high potential growth of Rimbun Kasia as it is within a 30km radius of the capital and strategically located in the Golden Triangle of the Southern Growth Corridor.

The development is easily accessible via the North-South Highway, North-South Expressway



An artist's impression of Rimbun Kasia.

Central Link, Maju Expressway, KLIA Extension Highway, Elite Highway and Lekas Highway.

This road infrastructure allows convenient travel to Kuala Lumpur city centre, Putrajaya, Cyberjaya, Kuala Lumpur International Airport (KLIA) and KLIA2, Mitsui Outlet Park and Sepang F1 Circuit.

"Rimbun Kasia is also within 3km from the Salak Tinggi ERL station heading to KL, the Batang Benar KTM Komuter station and bus routes to the Nilai Sentral Bus Terminal. We may also introduce a shuttle service to Nilai New Town and the surrounding amenities once the population in the development grows to a viable level," says Lai.

Residents of the development will be able to enjoy other closely located amenities such as the Nilai Springs Golf and Country Club, Nilai Medical Centre, Giant and Tesco supermarkets and Malaysia's largest Aeon mall, which is targeted to open in 2018. These are all less than 4km away.

Over the coming years, the Rimbun Kasia development is expected to be home to a young and vibrant community made up of not just young families and first-time homebuyers, but a large student body.

homeowners who may choose to rent out part of or the entire property.

These courtyard homes feature a unique dual-key system that enables occupants to share a common foyer under a single title.

There is access to each unit via a separate lockable door without entering the main dwelling.

"Most young families do not need all three bedrooms or may only use the master bedroom.

They may decide to rent out the extra bedroom to students, allowing them to earn some additional income," says Lai.

"These units have a self-contained bedroom that is connected to its own toilet and



Lai says each of zenZ property incorporates five essences or 5Es – economical, evolutionary, efficient, essential and eco-conscious.

As Nilai continues to grow as an educational hub, the rising number of universities continues to attract international students from more than 30 countries.

According to a recent research undertaken by Ho Chin Soon Sdn Bhd (a local property information company that specialises in land use and ownership data), the area has a student population of around 30,000 within a 7km radius.

Nilai University, Nilai International Schools, Manipal University, INTI International University and Universiti Sains Islam Malaysia are located within the development's

immediate vicinity.

Wholesome living environment

Spanning 31 acres (12.5ha), Rimbun Kasia is an integrated living environment, which consists of a commercial parcel and five residential parcels (town villas, a courtyard apartment and three condominiums are planned for).

"As this development is expected to appeal to the younger population, each zenZ property is designed with different characteristics and a unique identity to cater to the various needs and lifestyles of our customers. In the later phases, homes will be designed to better

suit young families," says Lai.

Security is another important element that is not overlooked. In addition to the guards at the main entrance of the development, there is a secondary guard house with a card access system and CCTV cameras at the entrance of every residential parcel.

Residents will also enjoy the convenience of the commercial centre, which will be an integral part of Rimbun Kasia, where they can meet their everyday needs right at their doorstep.

Besides a supermarket and retail outlets, the commercial centre will house restaurants with al fresco dining areas overlooking the lake (the centrepiece of the whole development), a games room, daycare facilities, gym, multi-purpose hall and other facilities.

A police base will also be located at the commercial centre for added security. A major highlight of this development is the 2.3-acre (0.93ha) central park that connects the commercial and residential parcels.

This green lung of Rimbun Kasia will have disabled-friendly access and offers residents a stunning venue to relax, unwind and socialise.

After a long and tiring day, residents can admire the lush greenery and make use of the field, basketball court, playground and jogging track that surround the manmade lake.

■ For more information, call 06-799 3299/3288 or visit www.rimbunkasia.com.my



An artist's impression of Dwi@Rimbun Kasia courtyard apartment.

Dwi@Rimbun Kasia

Featuring 2+1 and three-bedroom unit options with a built-up floor space of between 650sq ft to 980sq ft (60.4sq m to 91sq m), the Dwi courtyard apartment is the first residential parcel to be launched in the exciting Rimbun Kasia development.

Lai Voon Hon, group managing director of Ireka Corporation Berhad, describes this courtyard low-rise apartment to be an ideal starter home, suitable for first-time homeowners, students sharing accommodation and young professionals.

Furthermore, Ireka has designed Dwi to adopt a flexible two-in-one home concept – catering to young investors and

living/study area.

"This maintains the privacy of the residents without curtailing the lifestyles of both parties."

In addition to having 24-hour CCTV surveillance and guards stationed at the development's main entrance and parcel entrance, security at the apartment is further boosted with anti-climb wall perimeter fencing and entrance to the car park requires an access card.

The apartment has been designed with eco-friendly single-loaded corridors that use natural lighting and ventilation, a community hall with green landscaped roofing and specially designed

stairways that feature stationary exercise bikes that can power the rainwater harvesting system installed on the roof.

This unique pedal-powered system is believed to be one of the first in Malaysia.

"The energy created by residents who exercise on these bicycles will charge the battery used to run the irrigation pumps that are connected to the system.

"It will both be fun and provide an important service to the environment," says Lai.

Dwi@Rimbun Kasia will be launched within the first quarter of next year at a starting price of around RM268,000,000.

The zenZ 5E brand essences

Economical – All zenZ homes deliver a quality build while maintaining an affordable price.

Evolutionary – In keeping with the times and latest trends, Ireka strives to continuously introduce new designs and lifestyle features in all its developments.

Efficient – Projects are designed to meet customers' needs and reduce wasted space.

Essential – Bearing in mind the needs and lifestyles of customers, zenZ properties incorporate security measures as well as facilities such as a gym, as these are now essential components of today's lifestyle.

Eco-conscious – Additional effort is put into the design of all zenZ developments to ensure each project is environmentally friendly.



BRINGS TO YOU OUR LATEST
'BRAND' OF PROPERTIES!

zenZ

The hallmark of any **zenZ** property is its dedication to the modern design and practical touches without compromising on style. **zenZ** features effective space allocation as part of every development that allow owners to live in our homes in comfort.

Our 5 Brand Essenses:

*Economical • Efficient • Eco-Conscious
Evolutionary • Essential*



Your zenZ home starts here...

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Your inspired lifestyle development by



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