

By KELLY CHENG AND  
NURUL HANISAH  
kellycheng@starmedia.my and  
nurulhanisah@mystar.com.my

**W**HAT happens when an award-winning developer and its sister company join hands with the leading global supplier of technology and services?

A successful collaboration that gives rise to award-winning residences is to be anticipated. This is exactly what is happening with the partnership between Nadayu Properties Bhd, Bosch and Areca Properties Sdn Bhd.

Bosch is no stranger when it comes to delivering top-notch consumer products, energy-efficient technology and high quality finishes. Powered by its tagline, "Invented for Life", it is a brand associated with excellence.

"Bosch home appliances offer premium quality, advanced technology, ease of operations and outstanding European-made-and-engineered technology. It is the leading household appliance brand, and is the third largest in the world," said Bosch Southeast Asia president who is also Bosch Malaysia and Singapore managing director Martin Hayes.

Recognising Bosch's reputation for prestige, Nadayu Properties executive chairman Hamidon Abdullah was the first to embark on using the brand for its Nadayu 28 Bandar Sunway showroom.

"The Bosch brand and its products embody quality, excellence and reliability - attributes that are appreciated by consumers in Malaysia and globally," he enthused.

"Nadayu Properties sets the standard in adopting a holistic approach to sustainability by way of its product offerings which ensure a quality lifestyle for its residence, hence partnering with Bosch was an ideal venture.

"It has always been my intent to provide better value when it comes to delivering homes, and we achieve this by fitting our homes with high-quality furnishings," Hamidon continued.

Hamidon has been working closely with Bosch in various capacities for over 10 years. Since 2003, Bosch has been formally collaborating with Hamidon's automotive components company, EP Manufacturing Bhd (EPMB).

"When we ventured into property development, it became logical to continue the association with Bosch", said Hamidon.

The same sentiment was shared by Hayes when referring to Hamidon. "He's well-known and respected within the Bosch fraternity. The fact that he is also trustworthy cements the strength of our working relationship."

Their first collaboration saw the Nadayu Melawati showroom being fitted with Bosch home appliances in 2012. The success of this venture was further cemented when all 411 apartment units of the Nadayu 28 Bandar Sunway launched in 2012 were fitted with Bosch home appliances.

Aspiring to appeal to its buyers, the development at Nadayu 28 Bandar Sunway was furnished with complete major fittings and appliances with ready-to-move-in conditions.

"Our purpose is to optimise value for money for our homebuyers. We

# The Bosch Connection

The lifestyle collaboration between Nadayu Properties, Areca Properties and Bosch promises to deliver the best home appliances to its residents.



1 (Seated from L-R): Areca Properties' Hamidon, Bosch' Hayes and Urmann. (Standing from L-R) Nadayu Properties' Eyu, BSH Home Appliances' Ong, Areca Properties' Aidan, Bosch's Chuan and Tan, and Areca Properties' Chow.

2 The sleek Bosch kitchen fittings in Nadayu 28 Bandar Sunway showroom.

3 The representatives from Nadayu-Areca-Bosch collaboration in front of the Nadayu 28 Bandar Sunway showroom.



do the heavy lifting for them so that they do not need to, hence, the process is hassle-free for them," added Hamidon.

Nadayu 28 Bandar Sunway has been awarded with a Green Building Index (GBI) Gold provisional certification. The development is also benchmarked against residential projects in developed cities such as Singapore, Sydney

and London. "We have always strived to build sustainable projects that are eco-friendly, thus a formal green status for our developments is something that we work towards continuously," said Hamidon.

Considering the various fittings that come with the property, Nadayu 28 in Sunway is priced competitively compared to what



other properties in the area have to offer in terms of furnishings and price. Its emphasis on quality and value makes the project a good investment right from the day buyers receive their keys.

"Buying our properties in general is more advantageous as we tend to add that extra value to the homes that we deliver to our clients," summed up Hamidon. Instead of standard fixtures and minimal furnishings, each unit comes complete with Bosch kitchen appliances, customised floor-to-ceiling doors and windows, built-in wardrobes for all bedrooms as well as air-conditioning units and basic lighting for the entire unit, among other installations.

Following the successful collaboration between Nadayu Properties and Bosch, Areca Contempo Homes in Cyberjaya which is developed by Areca Properties, the sister compa-

ny of Nadayu Properties is also proud to feature the home appliances in its development.

Areca Properties executive director Aidan Hamidon believes that the partnership with Bosch is a strategic move in making Areca Contempo Homes the people's first choice.

Promising the finest quality in kitchen cabinets, cooker hobs and hoods, dishwashers, microwaves and built-in fridges, Areca Contempo Homes is bound to please the most discerning of home buyers.

"Bosch produces honest, non-flashy products that can last for a very long time. With this partnership, Areca Contempo Homes will differentiate itself from the market in providing a complete suite of appliances and add a very desirable lifestyle component to homes. We are very happy to be powered by Bosch," Aidan concluded.