

Nadayu to launch its first high-rise in Melawati

BY ZATIL HUSNA WAN FAUZI

Nadayu Properties Bhd is poised to launch its first high-rise project in Melawati in March. Called Nadayu62, this development sits on a two-acre leasehold plot and has a gross development value (GDV) of RM91 million.

Nadayu Properties, formerly known as Mutiara Goodyear Development Bhd, was established in 1976 as a result of a partnership between Goodyear Management Group and Harun Faudzar Group through a series of acquisitions and joint ventures.

In 2011, the group changed its name to Nadayu, which is the integration of two Malay words *nada* and *bayu*, meaning "rhythm of the breeze".

Before changing its name, the group had completed several developments, including high-end residential projects in the Klang Valley, namely Mutiara Upper East on Jalan Ampang, Dataran Prima Condominium in Kelana Jaya and Villa Lagenda in Selayang.

Now under its new name, the group has several developments under its belt, such as Sunway28 in Bandar Sunway and Nadayu92 in Kajang.

Nadayu62 is a riverfront development that is encircled by the Kemensah Forest Reserve. It offers 182 semi-furnished condos in 13 storeys situated above seven storeys of parking space.

The units have built-ups of 950 to 2,015 sq ft and come complete with kitchen cabinets, washer and dryer, air-conditioning units and built-in wardrobes. They are priced at RM570 psf or RM612,000.

Nadayu62's facilities include a swimming pool, barbecue area, gym, kindergarten and garden, wading pool, playground and multi-purpose hall.

Since December 2013, Nadayu has offered only 48 of the units for sale and will be releasing the balance on the market next month.

Nadayu62 has drawn buyers from various parts of Kuala Lumpur, such as Melawati, Wangsa Maju and Gombak.

According to Farid Nawawi, CEO of Nadayu Properties Bhd, more than 200 enquiries have been received. "Although we have not launched Nadayu62, people have already registered their interest in the product, which leads us to believe that size and pricing matter," he says.

Construction of Nadayu62 begins next month and is expected to be completed in 2017.

Farid notes that due to the proximity of the development to the city centre, it will suit young families and executives.

Asked if he considers Nadayu62 affordable, Farid says, "I wouldn't say it is affordable, but it is reachable. We understand that not a lot of properties are reachable, such as super links that may be priced between RM3 million and RM4 million. For the Melawati area, RM600,000 is considered affordable."

Nadayu62 is the second phase of the group's 80-acre development in Melawati, known as Nadayu Melawati. The first phase comprised 21 bungalows launched in 2010 and completed in 2013.

This development, with a GDV of RM100 million, sits on 40 acres of freehold land that is adjacent to



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Nadayu62. The bungalows have built-ups of 8,274 to 8,911 sq ft and are priced from RM740 to RM850 psf.

To date, 14 of the bungalows have been taken up by purchasers for investment purposes or for their own occupation. "It's a good mix at the moment," says Farid.

According to him, the group has not decided which of its products to offer in the third phase of Nadayu Melawati – small offices/home offices (So-Hos) or 42 super links.

He says the next launch will depend on market conditions after the first quarter of this year.

Nadayu62 will not be the group's only launch this year. It also plans to launch Nadayu99 – comprising 132 three-storey villas with built-ups of 2,790 to 2,842 sq ft – in Cyberjaya and a hotel and serviced apartments in Penang.

With an estimated GDV of RM198.27 million, Nadayu99 will occupy 13.32 acres of freehold land.

"We haven't got down to the pricing yet. We are still trying to figure out the pricing based on the tenders we are going to have. The problem with tenders now is that a lot of them are going haywire because of pressure from the contractors who have priced 'uncertainties' into their tenders," says Farid.

Nadayu99 is expected to be launched in June with buyers likely to come from Balakong, Bangi and Sungai Besi.

Farid says there is a large market for properties in Cyberjaya, which has seen a lot of development with numerous shops and a hypermarket. A few malls are planned for the area.

Construction of Nadayu99 is expected to begin in June and completed in 2016. The residents will enjoy a clubhouse with facilities that include a function hall, swimming pool, barbecue area and gym.

In Penang, Nadayu290, which comprises a hotel and 527 units of condos and serviced suites and has an estimated GDV of RM312 million, sits on 7.9 acres of freehold land in Bukit Gambir. It is expected to be launched in July and completed in 2017.

Nadayu290 also marks the first hotel development for the group. Farid says the hotel will have views of the Penang Bridge, George Town, Bayan Lepas and Balik Pulau.

"We are already in talks with hotel operators. We are looking to seal the deal by the first quarter

The RM91 million high-rise development Nadayu62 is expected to be completed in 2017

of this year because it has implications for our financing," he says, adding that the hotel operator will also manage the serviced apartments.

According to Farid, there were no plans for a hotel initially. "But we thought that a lot of hotels were concentrated in the city centre with none that overlooked the Penang Bridge."

With its many upcoming launches, the group will have its hands full this year. Farid says it will focus on its ongoing projects and look for new land in the second half of the year.

The developer will also continue to look at the Klang Valley, Penang and Ipoh. "I think Ipoh is up-and-coming. It has the potential for contemporary designs and I think Nadayu has a good chance as there aren't many gated developments there," says Farid.

On the property market, Farid believes that developers will start focusing on pricing and the size of houses going forward.

"Announcements, such as the implementation of the Goods and Services Tax in 2015 and a hike in the electricity tariff, are among the reasons for the rise in the price of supplies.

"For developers and many others in the industry, we are already seeing contractors and suppliers increasing their prices to take into consideration these uncertainties," says Farid.

"The government is trying to curb speculation in the property market, but for the developers, their cost is going up. It will be a delicate balancing act [for the developers], hence you will see the direction of the market most probably in the second quarter, possibly in April this year.

"For me, there is no doubt that it will be about pricing... fellow developers are already talking about affordability as more homes will reach the market. You will see fewer premium developments in the future," he adds.

Asked how developers will build more affordable homes, Farid says future developments will evolve in terms of design, methods of construction and size.

"The size of apartments and condos will be 1,200 sq ft or less while for super links it will be between 2,500 and 3,000 sq ft.

"That will probably keep prices at about RM500,000 to RM600,000 for apartments [and condos] and about RM1.5 million for super links."



An artist's impression of the pool in Nadayu62