

Developer to launch new phase in Melawati

Apartment project on track for March unveiling

NADAYU Properties Bhd will be launching a new phase of semi-furnished apartments called Nadayu62 as part of its larger development Nadayu Melawati.

The 182-unit project, with an estimated gross development value of almost RM91mil, sits on a 2acre plot in Taman Melawati.

The riverfront development is surrounded by the lush greenery of the Kemensah Forest Reserve and is nestled within the luxurious enclave of Nadayu Melawati, making it an idyllic home near the city.

The units are priced from RM612,000 onwards with sizes ranging from 950sq ft to 2,015sq ft, translating to an average price of RM579 per sq ft, which is lower than the surrounding developments which have an average price per sq ft of RM600.

Mohd Farid Nawawi, chief executive officer of Nadayu Properties says enquiries about Nadayu62 have been good so far and he expects the project to be sold out at the official launch, which is slated for mid-March.

"People were waiting for other developments to take place at the site after the bungalows were

built. So, this is the next phase and we are confident it will do well because it is priced to reach the market," he said.

For its price, Farid noted that Nadayu62 would appeal to home buyers as it is an affordable option for locations near the city.

Nadayu Melawati is located about 15km away from KLCC and is served by several major highways including the DUKE Highway and the MRR11.

Additionally, the units come with a fully equipped kitchen, washer/dryer, built-in wardrobes, water heaters, basic lighting and air-conditioning making it convenient for a hassle-free occupation.

"There are not a lot of developments that are affordable to the market. People are moving out of the city for affordability and Melawati is reachable in that sense. And this is how we want to price our project, affordable but with the promise of quality, design and delivery," Farid said.

The project is expected to be completed in 2017.

Facilities that will be available at Nadayu62 include a multi-purpose hall, swimming pool,

barbeque area, playground and kindergarten.

Nadayu Properties also has plans for a commercial project within Nadayu Melawati, a 338-unit SoHo development with a GDV of RM204mil that is expected to be launched in the middle of this year.

Mohd Farid said that the company's other projects are progressing well. Its development in Kajang, Nadayu92 is almost sold out, while Nadayu28 in Bandar Sunway is 40% completed and 80% sold. Nadayu28 is expected to be completed by the end of this year.

The developer is also keen to acquire pockets of land around the Klang Valley and Ipoh.

"We don't want to be a big developer. We prefer to do smaller projects to ensure our promise of quality and delivery.

"Apart from the Klang Valley, we are also looking at Ipoh. We think there is a lot of potential for the Nadayu brand there. We also like Penang Island where there are still pockets of land available for development," said Farid.

Nadayu has some RM1bil worth of projects that will keep it busy till 2017.



Busy deleloper: Mohd Farid says the company wants to price the project affordably even as it delivers on quality and design.