

4 southern property

WITHIN Iskandar Puteri (formerly known as Nusajaya), flagship B of Iskandar Malaysia, lies the 2,200-acre (890.31ha) Medini Iskandar Malaysia.

Envisioned to be the future business district of this upcoming self-sufficient southern project, Medini will be where business, entertainment and exclusive leisure needs are met within an all-encompassing development.

One of the projects contributing to the rise of this area is d'Pristine @ Medini – an integrated mixed commercial development featuring two small office flexible occupancy (SoFo) towers, a three-storey interconnected lifestyle mall, a 32-storey Grade A office tower and a four-star hotel.

D Pristine Medini Sdn Bhd (a wholly owned subsidiary of B&G Capital Resources Berhad) is responsible for this development, which was introduced to cater to the growing property needs in Iskandar Malaysia.

It is set to be fully completed in 2018, spanning 8.42 acres (3.4ha) with a gross development value of RM1.8bil.

All-in-one offering

“The fact that it is one of the few integrated mixed developments in the area makes d'Pristine an attractive prospect for many,” says B&G Property executive director Datuk Soo Kai Chee.

“The community will consist of people from all walks of life – the working crowd, shoppers, holiday makers and, of course, the residents. This makes d'Pristine a centre for activity, be it working, shopping or playing.”

This is why the company targets a wide-ranging crowd as potential visitors, buyers and investors – local residents, leisure or medical tourists as well as expatriates, professionals and business travellers can all find their desired working or living spaces within d'Pristine.

It sits on a prime lot of land surrounded by a mix of developments, including health facilities such as Afiniti (a joint urban resort wellness hub venture by Khazanah and Temasek) and Gleneagles Hospital.

Just across from d'Pristine @ Medini is the Legoland Malaysia Theme Park & Hotel, and not too far away are other attractions such as Pinewood Iskandar Malaysia Studios, Kota Iskandar, Puteri Harbour and Mall of Medini.

Education hub EduCity, which is home to several esteemed international educational institutions, is also within proximity.

More than meets the eye

The SoFo towers consist of one, two, three and 3+1 bedroom units covering 644sq ft (58.8sq m), 771sq ft (71.6sq m), 1,308sq ft (121.5sq m) and 1,314sq ft (122.1sq m) respectively.

There are also dual-key units where residents will have the option to rent out separately.

Soo reports that the project is coming along quite well – 80% of the SoFo units have been sold and the company is looking to sell the

An artist's impression of d'Pristine @ Medini, an integrated mixed commercial development featuring office towers, a mall and four-star hotel.



New face of flexible, convenient modernity

remaining 1,200 units within the next year.

“We have recently entered into a sale & purchase agreement with Pelaburan Hartanah Berhad (PHB) where we sold the Grade A office tower to the government agency.

“We are also in the final stages of discussion with an international brand hotel chain to operate our hotel component and are in talks with a renowned property management team company to manage d'Pristine. I believe these great updates will boost investors' confidence in the project,” says Soo.

d'Pristine's location within the booming Medini has its perks when it comes to incentives in investing or doing business.

Business owners will enjoy 10 years of income tax exemption or 100% Investment Tax Allowance for five years, certain import duty and sales tax exemptions, unrestricted employment for foreign knowledge workers and exemptions from Real Property Gains Tax on disposal of land and building.

Besides special corporate tax incentives for those setting up office in the Grade A office tower, the absence of a minimum price threshold for foreigners wishing to purchase property in the area also opens up the market to more interested parties.

Excellent standards, connectivity

d'Pristine @ Medini is built with seamless sustainability in mind. The Grade A office tower complies with the standards set by the Green Building Index, incorporating features such as a rain water harvesting system, energy-saving fittings and equipment, and an open-air corridor design to optimise fresh air flow and minimise energy consumption on air-conditioning and lighting.

Security is a top priority, which is why there will be a multi-tiered system with round-the-clock surveillance and patrol.

A host of amenities, including a childcare centre, patio for al fresco

leisure activities, meeting rooms cum auditoriums, concierge services as well as valet parking, complements the modern lifestyle concept at d'Pristine.

Residents and visitors will also be well-connected to surrounding areas. d'Pristine is only a 20-minute drive from the Tuas Second Link to Singapore as well as Johor Baru via the Coastal Highway.

It is linked to Kuala Lumpur via the North South Highway and is a mere 25-minute drive from the Senai International Airport.

International appeal

Soo acknowledges that the southern property market is affected by the general economy and negative sentiments, but is confident that there are certain zones in Iskandar with strong fundamentals still holding a lot of potential.

“d'Pristine, particularly, has been well received in the international market since we

launched and continues to gain interest within the region especially in countries such as Taiwan, Singapore and Indonesia.

“Foreign purchasers understand the potential of investing in Medini,” he says, explaining that it is common for potential investors to make a trip to look around before making a purchase – and they are often impressed.

As Selangor-based developers, B&G will continue to focus on Klang Valley projects such as a condominium in Kingsley Hills, Putra Heights this year. It is also working on upcoming projects in Selayang and Bangi.

“As for d'Pristine, we will retain our focus on the overseas market and I believe the project will still appeal to international buyers,” says Soo.

After all, the developers hold their project to the same high standards as the international-standard metropolis that is Medini.

■ For more information, call 03-5033 0303 or 07-509 0967 or visit www.dpristinemedini.com.



Residents can rest assured knowing that security is top-notch.



Besides offering a host of amenities, d'Pristine @ Medin features luxurious and comfortable living spaces.