

ADVERTORIAL

LIVING THE ULTIMATE EXPERIENCE AT PUTRA HEIGHTS

Sime Darby Property's excellence is still evident in this modern township nearly 25 years later

PUTRA HEIGHTS



WORLD GOLD WINNER 2023 Master Plan Category

WORLD SILVER WINNER 2023 Residential Mid Rise Category



Putra Heights is praised for its strong sense of community and resilience (Photo credit: Ong Hong Keat)



The Glades Plaza



The Glades (Photo credit: Kingsley Lee)



Artist's impression of Serasi Residences

In an ever-evolving world, the quest for an ideal living space transcends mere shelter – it embodies a profound search for a community that not only caters to our present needs but also paves the way for generations to thrive.

The choices we make regarding our living environment resonate through time. The right township becomes more than just an address ... it transforms into a legacy.

From the moment we step foot into our chosen community, we set in motion a journey that shapes the narratives of our lives and those of our descendants. The amenities, green spaces, connectivity and sense of belonging that a township offers lay the foundation for a thriving and enduring existence.

One such township is Putra Heights – Sime Darby Property's success story in Subang Jaya. This comes as no surprise as the company was recently recognised as the world's best with Gold and Silver wins at the prestigious 2023 FIABCI World Prix d'Excellence Awards in the United States.

NURTURED AND ELEVATED BY NATURE

It has been close to 25 years since Sime Darby Property established its Putra Heights township, transforming what was then an oil palm plantation into what it is today. Spanning 1,767 acres, Putra Heights offers its residents, more than 38,000 of them currently, well-detailed developments and the serene lifestyle they have always desired.

The answer to finding a nice property to invest in and turn it into your forever home is selecting the right township. For Putra Heights, its appeal centres on the conducive and family-oriented setting that is supported by lush greenery and recreational open spaces.

From green spaces such as parks to interior plants, private gardens and trees lined along the city streets – the task of building not only liveable spaces and residences but ensuring they are sustainable, is one that property developers including Sime Darby Property are rising to.

In a study by mental health charity Mind, 95% of individuals surveyed reported that their mood transformed from being depressed, stressed and nervous to being calmer and more balanced after spending time outside. A separate analysis by the University of New South Wales linked improved physical and mental health to contact with nature.

PARTS AND PARCELS OF THIS MODERN TOWNSHIP

One of the key pillars of Putra Heights is The Glades, billed as the most prestigious gated development within the township. Spanning 56 acres, The Glades is one of Sime Darby Property's distinguished projects comprising luxurious low-rise condominiums, bungalows such as the three-storey The Residences, superlink homes, cluster villas and townhouses, collectively offering a new meaning to resort-style living away from the hustle and bustle of city life.

Here, residents have access to a myriad of premium facilities such as a resort-style

clubhouse, a 10m x 50m infinity pool, jacuzzi, wading pool, gym, sauna, tennis court and a yoga deck. An environmentally conscious development, The Glades is equipped with sustainable features such as the first horizontal Automated Waste Collection System in Malaysia, Centralised Water Filtration and Rainwater Harvesting.

Further contributing to the boom of Putra Heights is Sime Darby Property's Transit Oriented Development, Putra Heights Sentral (PHS). A key player in Putra Heights' socioeconomic growth, PHS harnesses the true sentiment of comfort entwined with elevated living. It offers an unparalleled lifestyle defined by natural green spaces, ample public facilities and amenities, as well as hassle-free connectivity via road and public transit such as the nearby Putra Heights LRT station.

At the centre of PHS's excitement is Serasi Residences, a collection of service apartments developed with first-time homeowners in the middle-income household group in mind. Introduced this

year in two variants, Serasi Residences satisfies the enormous demand for homes near major public transport hubs and addresses the common drawbacks of traditional affordable residences without sacrificing liveability, mobility and sustainability.

A SHOWCASE OF VALUES

Sime Darby Property is moving from a pure-play property developer into a real estate company, with an emphasis on being a master developer, community builder, as well as an investment and asset manager. In pursuit of its Purpose to be a Value Multiplier for People, Businesses, Economies and the Planet, the Company strives to establish thriving and sustainable communities that enhance the quality of life for present and future generations.

Gearing up for Putra Heights' silver jubilee next year, Sime Darby Property has mapped out a variety of programmes focusing on the township's rich heritage, providing opportunities for residents to

embrace the community spirit and putting the township and its inhabitants on the map.

The company debuted its famous Buzzar Ria Weekends, a curated monthly community bazaar of local delights, crafts, music, workshops and more, at The Glades Plaza. It will host its fun run and ride event later this year in an effort to foster a more unified and healthier Malaysia. The opening of various food and beverage establishments including Jibby & Co and Starbucks, retail stores, new business offices and medical services will further energise the township.

Indeed, Putra Heights is a desirable place to live, away from urban stress and its residents blessed with high-quality facilities and amenities. Beyond that, the township is celebrated for its community's unity and resilience – values that have led Putra Heights to deliver liveability and sustainability for generations ahead.



Buzzar Ria Weekends at The Glades Plaza



Starbucks at The Glades Plaza

