

Luxury
is in the
details

S E R A I

BUKIT BANDARAYA

PRE-RELEASE INFORMATION



At BRDB, we are dedicated to creating inspiring places for people to live, work and grow in. This takes imagination and creativity, the kind that comes from a deep understanding of people's ever-changing modern lifestyles. We know that creating the ultimate in urban lifestyle does not stop when a building is finished. We continue to care for the people who live and work in the spaces we create. Nowhere is this more evident than in the cosmopolitan neighbourhood of Bangsar.

BRDB's heritage in Bangsar started with its first community here in 1964. Our continuous investments in the Bukit Bandaraya locality have resulted in properties that stand the test of time and continue to appreciate in value. Our long term commitment to this community is perfectly encapsulated in this new luxury development that is Serai. A fitting tribute to the neighbourhood we call our home.

BRDB



1973

First phase of link houses and bungalows completed in Bukit Bandaraya.

Style meets charm

The story between BRDB and Bangsar goes right back to the beginning, long before it became the cosmopolitan hub that it is today. Not too far from the city centre, but distant enough to enjoy quiet roads and fresh air, Bangsar's charm originates from BRDB's creation of a delightful community of locals and expatriates who infused the undulating landscape with their personalities.

At the centre of this eclectic neighbourhood is Bangsar Shopping Centre, a dining and shopping venue whose popularity stretches far beyond this suburb. Around it lies the Bangsar that BRDB built - apartment blocks and condominiums, link houses and bungalows, townhouses, gated communities and even the road linking it to Damansara.

A far cry from its agricultural beginnings as a rubber plantation, real estate in Bangsar is now some of the most sought-after in the Klang Valley.



SERAI
BUKIT BANDARAYA

2015

Targeted completion date.



1996

Sri Penaga condominium in Bangsar.



2002

Palmyra, luxurious low-rise condominium with 60 Bali-style units.



2003

Bangsar Hill, with individually designed bungalows.

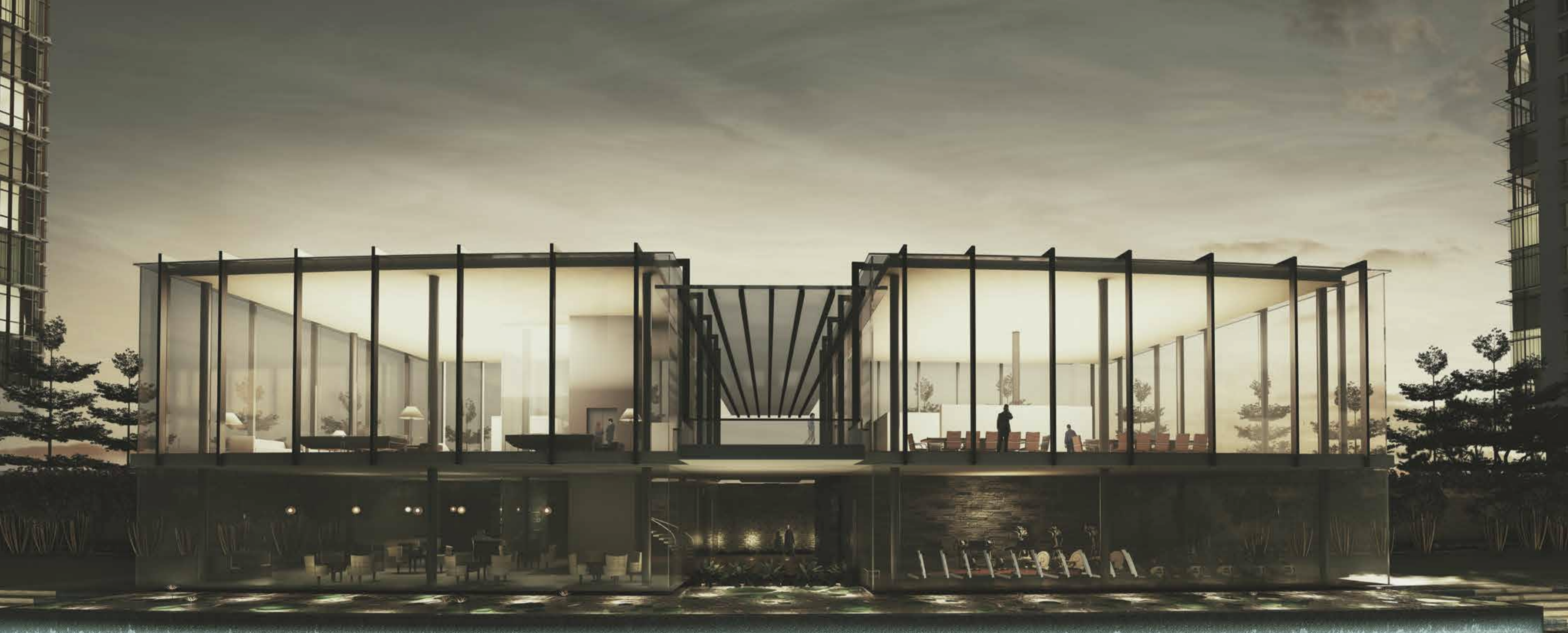


2010

One Menerung redefined luxury high-rise living with its winning combination of location, architecture, and design.

BRDB, one of the leading developers of Bangsar, first made their mark in 1973 with the first phase of link houses and bungalows in Bukit Bandaraya. Over the years, names such as Sri Penaga, Tivoli Villas, Palmyra, Bangsar Hill and One Menerung entered the lexicon of property enthusiasts and residents who recognised the value and quality presented by BRDB.

BRDB has saved the best for last. The last remaining plot of land in Bangsar along Jalan Medang Serai will soon be turned into the most desirable address in their property portfolio. Enter Serai...



Unlike
any other



Tucked away amidst the cool greens of Bangsar is the last prime piece of real estate in the area. So, befitting its rare status, BRDB will crown it with a residential development that will surpass all previous projects in Bangsar.

Serai takes its name from its address along Jalan Medang Serai. Limited to only 121 high-rise homes, this condominium is slated to challenge the conventional expression of luxury.

Luxury

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Over 6 acres is devoted to Serai.
A quiet, elegant structure of two towers flanking a glass podium occupy this tiara-shaped plot.

21 storeys of apartments, with only 121 homes for the discerning few, Serai is poised to take your breath away with a treasure trove of thoughtful, well-designed luxuries.

Each unit is designed to host panoramic views of the Kuala Lumpur City Centre, Bukit Damansara or Petaling Jaya.

The architecture is a simple, modern form that responds favourably to the tropical climate. Shading screens, wide windows and generous balconies take advantage of the elements, creating a unique identity of its own.



Over 3 acres of dedicated open space,
water features and lush landscaping.



Private yet accessible meeting rooms.

Exquisitely landscaped garden.

- Recreational podium
- Overhanging pavilion
- Grand lobby
- Welcome porch
- Drivers' room
- Children's play area (indoor & outdoor shaded play equipment)
- Private lifts
- Private/formal dining area
- Heated, saltwater 50-metre pool
- State-of-the-art three-tier security system
- Numerous function rooms with preparation area (ideal for large gatherings & parties)
- Water cascades
- 2 entrances: Jalan Medang Kapas & Jalan Medang Serai





The ultimate luxury

Nothing makes a house feel more like a home than the knowledge that here, you are safe and secure. Serai is a gated and guarded community that features the latest in state-of-the-art security technology - a multi-tiered computerised system with 24-hour CCTV monitoring.

A fibre optic perimeter alarm system features night time infrared illumination. An ultra modern guardhouse facilitates all pedestrian and vehicle traffic. Response time is heightened as well.

Every home owner has smart card access. Each unit is furnished with an intercom unit for convenient communication with the guards.

Convenient concierge services cater to every whim and fancy, yet another thoughtful feature of Serai.



The luxury of space

5 spacious layouts, generously proportioned from 4,000 square feet to a royal 12,000 square feet in the penthouse, provide many options to suit a variety of lifestyles. This gives the discerning few a heightened sense of freedom, surrounded by breathtaking opulence.



A must for the domestic goddess.



The finer things in life.



Each unit is furnished with quality fittings.



The luxury of light

Large balconies that invite the outside in.
Sensible layouts that do not waste space.
Up to 5 parking bays per unit. Private lift lobbies.

Just a few details that make the Serai lifestyle so much more pleasurable.





St Regis Hotel, Singapore (Landscaping by Cicada)



Alila Picatu, Uluwatu, Bali (Landscaping by Cicada)

The poetic beauty of the Generalife Gardens (Garden of Paradise) in Spain are the inspiration of the Serai grounds. The simple elegance of carefully-chosen plants and flowers cascade down the terraced hillside, creating a calm and peaceful environment.

Amidst tree-lined canopies and meandering water features are tranquil pockets of event spaces that residents can relax in, practice yoga or enjoy a casual chat.

Areas for parties and barbecues and a children's pool provide more interaction in the pleasant outdoors for family and friends.

RSP Architects that provides architectural services and HLA (Hospitality & Leisure Asia Sdn Bhd), an international interior design establishment are key consultants for Serai. Creating a framework of exquisite foliage for Serai is also the multi-awarded Cicada, a leading landscaping firm based in Singapore. Their works in Asia and the Middle East have been recognised for design excellence and technical accomplishments for projects that cover landscaping architecture, urban design and master planning in residential, institutional, commercial, resorts, parks, corporate and the hospitality sectors. In addition, Serai is guided by Conquas and the Green Building Index (GBI).

Lush Luxuriant Lovely



Xin Tian Di, Shanghai (Landscaping by Cicada)



Newton Suites, Singapore (Landscaping by Cicada)



Wellesley Residences, Malaysia (Consultant - RSP)



Manhattan Hill, Hong Kong (Consultant - HLA)

INSPIRED BY
THE RICHNESS
OF LIFE,
BRDB



One Menerung, Bangsar



The Troika, KLCC



The mark of BRDB is especially conspicuous in the affluent neighbourhood of Bangsar.

Menara Bangsar, Bangsar Indah, Bangsar Aman, Verona Town Villas, Tivoli Villas, Bangsar Puteri, Sri Penaga, Inara on Bangsar Hill, Palmyra, Bangsar Hill and One Menerung have helped define the Bangsar lifestyle.

The quality of these landmark establishments have enticed discerning homeowners to make their home here - testament to the company's relentless focus on Community, Design and Innovation.

One of the country's first developers to be publicly listed, BRDB's primary responsibility has always been on the creation and management of premier landmarks in the residential and commercial sectors. Other notable developments include The Troika in Kuala Lumpur, The Straits View in Johor Bahru and a 400-acre project in Lahore, Pakistan.

As a property investment company, BRDB also owns and manages Bangsar Shopping Centre (BSC) and the CapSquare retail centre in downtown Kuala Lumpur.



One Menerung, Bangsar



Bangsar Shopping Centre



BRDB

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