

By ROSLINA MOHAMAD  
roslina@thestar.com.my

**B**ANDAR PUTRA, Kuantan's current "talk of the town" is an integrated property development by Pasdec Putra Sdn Bhd (PPSB).

It is a wholly-owned subsidiary of Pasdec Corporation Sdn Bhd (PCSB) while PCSB is a wholly-owned subsidiary of Pasdec Holdings Berhad.

The development which covers an area of 417 acres, aims to be the "benchmark of exclusive living", offering a new living concept comprising:

- identity
- community
- amenity
- security

These elements are included in view of the contemporary design of the houses and commercial centres.

With this new concept, PPSB is pushing to broaden its target market by not only focusing on those in the government sector but also young professionals looking for their first homes, professionals working in town who want affordable residential units and property investors. Being close to Kuantan's town centre and having freehold status, Bandar Putra is expected to appeal to those looking at the property as an investment.

Recently, PPSB launched its first phase of 441 units comprising 209 double-storey terrace houses of medium-low cost, 150 units of one-storey, one-and-a-half-storey and double-storey link houses of medium cost units and 82 one-storey, one-and-a-half-storey and double-storey semi-detached medium-cost units.

This will contribute to about RM65mil of the company's gross development

# Affordable homes



Professionals working in the town centre can also consider Bandar Putra with its exclusive living and pretty surroundings.

value for 2008 and 2009.

Sales have been good with 97% from the 209 units of double-storey terrace medium-low cost houses sold. Sales for the other designs have reached to 27%.

The next launch will feature a business centre, Putra Business Centre comprising 116 units of shop lots and office space.

Registration is now open and construction work will commence by the end of this year.

Apart from that, another project consisting of 318 residential units with a gross development value of RM100mil is in the pipeline and will be launched by early 2010.

Bandar Putra is located in Tanjung

Lumpur, which is expected to cater to economic spillovers of Kuantan and Pekan. It is about 5km from the town centre.

Currently, the construction of a new dual carriageway between Kuantan and Pekan is underway. Once completed, it will further cut traveling time between Kuantan and Pekan by half.