

# Mah Sing launches RM652m M Arisa in Sentul

by FARA AISYAH

PROPERTY developer Mah Sing Group Bhd has launched a RM652 million affordable development called M Arisa in Sentul, Kuala Lumpur (KL).

The launch was carried out following the success of its previous affordable project in the same location, M Centura, which has recorded a 90% take-up to date.

Mah Sing founder and group MD Tan Sri Leong Hoy Kum said the group is confident M Arisa will be well-received in the market due to its attractive price and quality lifestyle offerings.

"We identified Sentul as an ideal location for home seekers due to its strategic position with ready access to amenities and infrastructure as it is located within the matured neighbourhoods of Batu Caves, Gombak,



We are confident M Arisa will be well-received in the market due to its attractive price and quality lifestyle offerings, says Leong (fourth from left) during the launch of M Arisa in Sentul, KL

Pic by Arif Kartono

Kepong, Segambut and Setapak.

"As a market-driven developer, our focus is on acquiring prime lands at strategic locations to allow

us to plan our residential products to be affordable without compromising the quality and facilities to further enhance the lives of home

buyers," he said at the launch of M Arisa in KL yesterday.

Mah Sing CEO Datuk Ho Hon Sang said the developer has no

remaining landbank in Sentul.

"One of the reasons for the success of M Centura is because there is no more land in the area; it is a mature market," he added.

The developer hopes M Arisa could achieve a 90% take-up rate as well. Ho said Mah Sing is always on the lookout for potential landbank in the Klang Valley. The 1.34ha project is targeted mainly for first-time homebuyers and upgraders.

The development is designed to provide residents a contemporary and quality lifestyle with facilities for optimised living experience.

Meanwhile, Ho said Mah Sing is on track to achieve its RM1.56 billion sales for the year.

"We have achieved 50% of the target sales as at the first half of the year," he said, adding that the company is planning to launch several more projects by the end of this year.