

PRESS RELEASE

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***Tokyu Land Indonesia Opens its luxury Marketing Gallery to Introduce its Brand Concept of BRANZ SIMATUPANG***

**Jakarta, October 27<sup>th</sup> 2015** – Tokyu Land Indonesia opens its luxury marketing gallery of BRANZ Simatupang in the south of Jakarta city. BRANZ Simatupang is the first case of a Japanese developer building condominiums independently in Indonesia as well as having a Japanese style of luxury marketing gallery. The marketing gallery has many beautiful features in addition to showing units such as a concept movie theater, information wall, and an elaborated diorama of the project.

BRANZ SIMATUPANG set the concept of the building as “**Water**”. The theme is based on the idea that water can be mixed with any object, and it leads to the fusion of Indonesian and Japanese culture. This concept of water is reflected in the collection of different features and facilities of the building. In order to supplement this idea, Tokyu Land Indonesia has researched the colors of towns and lifestyles of Indonesia for 3 years.

The project site is located in a growing business and residential area in the city of Jakarta and occupies approximately 1.5 hectares. The project area has 2 towers with 381 units and is close to several international schools and offices of foreign companies. Therefore, this condominium is designed not only for Indonesian citizens but also for foreigners and expatriates who reside in Indonesia.

Tokyu Land Indonesia pursued the best planning for all residents by combining know-how from Japan and Indonesian lifestyle. For example, it raised “effective space ratio” and “storage ratio” of units in order to provide better habitability. In this project, the bedroom, kitchen, and bathroom are attached by storage spaces as standard equipment. In terms of raising effective space ratio of living space, Tokyu Land Indonesia is even concerned about the direction the storage spaces face. Moreover, there are special facilities by representative Japanese interior companies to maximize the comfortable life at the condominium such as toilets with “WASHLETS” by TOTO, cutting edge key system by Miwa Lock which allows you to

lock/unlock the door without having to take out the key from a bag, and special tile flooring to prevent humidity and odors named “ECOCARAT” by the LIXIL. Tokyu Land Indonesia wishes for all visitors to come to the marketing gallery to experience these features.

This marketing gallery is scheduled to be opened to the public from the 31st of October 2015 and the project will be completed in 2018.

**【Project overview】**

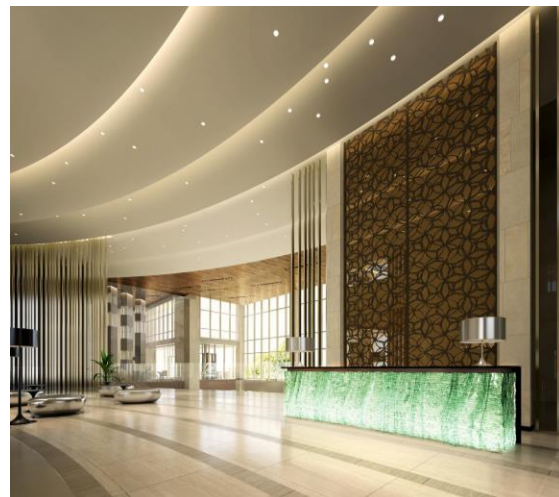
Total numbers of unit: 381 Units

Development schedule: Open to the public on 31st of October 2015

Delivery to customers in December 2018 (estimated)

**【Project Images】**

Images: BRANZ Simatupang





**【Location Map】**



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