**PRESS RELEASE**

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### Tokyu Land Indonesia opens its  Marketing Gallery to introduce its Brand Concept of BRANZ BSD

**Jakarta, November 26th 2015 –** Tokyu Land Indonesia (Headquarter: DKI Jakarta, President: Shinya Miwa) will open its luxury marketing gallery of BRANZ BSD for public to introduce the brand concept in the BSD CITY Tangerang on the 29th of November.

BRANZ BSD is the first condominium project developed independently by Japanese company in the history of real estate industry in Indonesia. The project is planned and executed by a joint operation between one of the largest real estate developer of Japan, Tokyu Land Indonesia and Mitsubishi Corporation one of the largest trading company of Japan.

The project site is located in the fast growing center of the BSD City covering more than 5 Ha . BRANZ BSD is projected to be the landmark of the wide spread BSD area surrounded by the AEON MALL BSD, ICE(Indonesia Convention Exhibition), the head office of PT Unilever Indonesia Tbk and the entrance of the high way to the center of the Jakarta city.

The concept of the development is "The Living Color of Nature -Color your Living-". Tokyu Land Indonesia created this concept based on its experience of developing 3.000 units per year in Japan by Tokyu Land Corporation, the parent company of Tokyu Land Indonesia. In order to put it into a practice, one of the world's largest designing companies Nikken Sekkei supervises the project.

The primary features of the development area of BRANZ BSD are as below:

1. Harmony of green and comfortable living environment as the concept of town planning

2. Proposition of safe and comfortable life: Separation of sidewalk and road, High level of security, Installation of water purification system

3. Adoption of environment friendly design: *HEMS (Home Energy Management System), Natural Ventilation and LED Lighting

4. Sufficient common facility to support various scenes of residents such as a clubhouse

Moreover, BRANZ BSD is designed for decreasing negative impact to the environment so it will become a landmark of the BSD city. Nikken Sekkei supported this design with a sufficient experience for a smart city planning. HEMS is one of the features of the environment friendly design. With its unique visualizing system of energy usage, helps reduce energy consumption.

Tokyu Land Indonesia has reached over 200 units take ups in the launching period. The price range for the unit is between 1.2 and 2.4 billion Rp.

To represent the concept for BRANZ BSD, Tokyu Land Indonesia built its grand marketing gallery with its passion and experience from Japan. Planning and coordinating for over 14 months in. The marketing gallery contains a movie theater to play a concept movie, elaborated diorama, description panels with replica items of the condominium and the show units, which are specially ordered for this project. For delivering the concept with style and passion, Tokyu Land Indonesia has provided 300inch Screen Movie Theater. The size of diorama is the reduced scale of 1/50, width 6m x 8m, height over 3m, to experience its exceptional scale of the project.

This marketing gallery is scheduled to open to the public from the 29th of November 2015 and the project will be completed in 2018.

\* HEMS:
 HEMS (Home Energy Management System) is the system with which the residents can check the usage and the cost of electricity and water. That allows residents to compare their usage of electricity and water to reduce cost and environmental burden.

【Project overview】
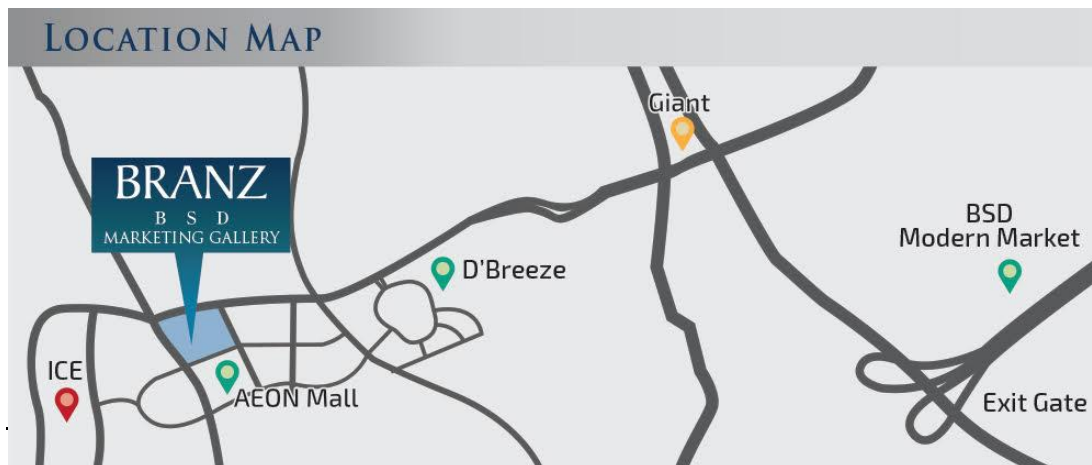Total numbers of unit:    1256 Units    （1st phase）
Development schedule:  Open to the pubic on 29th of November 2015
                      Handover to customers in August 2018 (estimated)

【Project Images】
Images: BRANZ BSD







【Location Map】

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