

BSDCity

Big City. Big Opportunity.



Welcome to our dream...



We have a dream.

To create a modern urban center that becomes a city in its truest sense: A place where inhabitants and business opportunities flourish. A regional hub to live, conduct business as well as to have fun. A community to love and be proud of. A place you will call home.

Welcome to **BSD**City

Big City. Big Opportunity.

An area half the size of Paris, BSD City is the most ambitious urban planning scheme in Indonesia to combine housing, business and commercial properties. BSD City encompasses a total area of approximately 6,000 hectares. With around three quarters of the available land yet to be developed, this huge scheme represents a unique investment opportunity.

BSD is a city designed around one thing: the people who will live, work and play here. People who will experience an unparalleled Quality of Life as comfortable homes, business spaces, shopping, education and leisure all come together to provide a better, healthier environment in which to live.

The development meets a vision of a city-based community with high-quality and affordable homes; high-tech and professionally-managed business spaces; coupled with an unparalleled choice of exciting entertainment and leisure facilities.

Dengan luas area lebih kurang separuh dari kota Paris, BSD merupakan sebuah perencanaan tata kota paling ambisius di Indonesia yang memiliki fasilitas lengkap berupa perumahan, serta area komersil dan bisnis. Dengan luas sekitar 6000 hektar, BSD masih menyisakan 3/4 luas lahan yang menantikan pembangunan selanjutnya. Dalam proyek maha luas ini, tersimpan sebuah kesempatan berinvestasi yang begitu menarik.

Pembangunan di BSD bertumpu pada satu hal: bagi orang yang menetap, bekerja dan bersenang-senang di dalamnya. Mereka lah yang kelak akan menikmati berbagai Kenyamanan Hidup Berkualitas dalam rumah yang nyaman, ruang bisnis, tempat berbelanja, serta berbagai sarana pendidikan sekaligus berekreasi dalam satu kota, lingkungannya pun lebih sehat untuk dihuni.

Perencanaannya didasarkan pada visi komunitas berbasis kota, sehingga Anda dapat menjumpai berbagai perumahan berkualitas tinggi dengan harga terjangkau, kawasan bisnis berteknologi tinggi serta dikelola secara profesional, dan tersedianya berbagai fasilitas hiburan dan rekreasi.



Big City. Big Opportunity.



Foresta



Damai Indah Golf



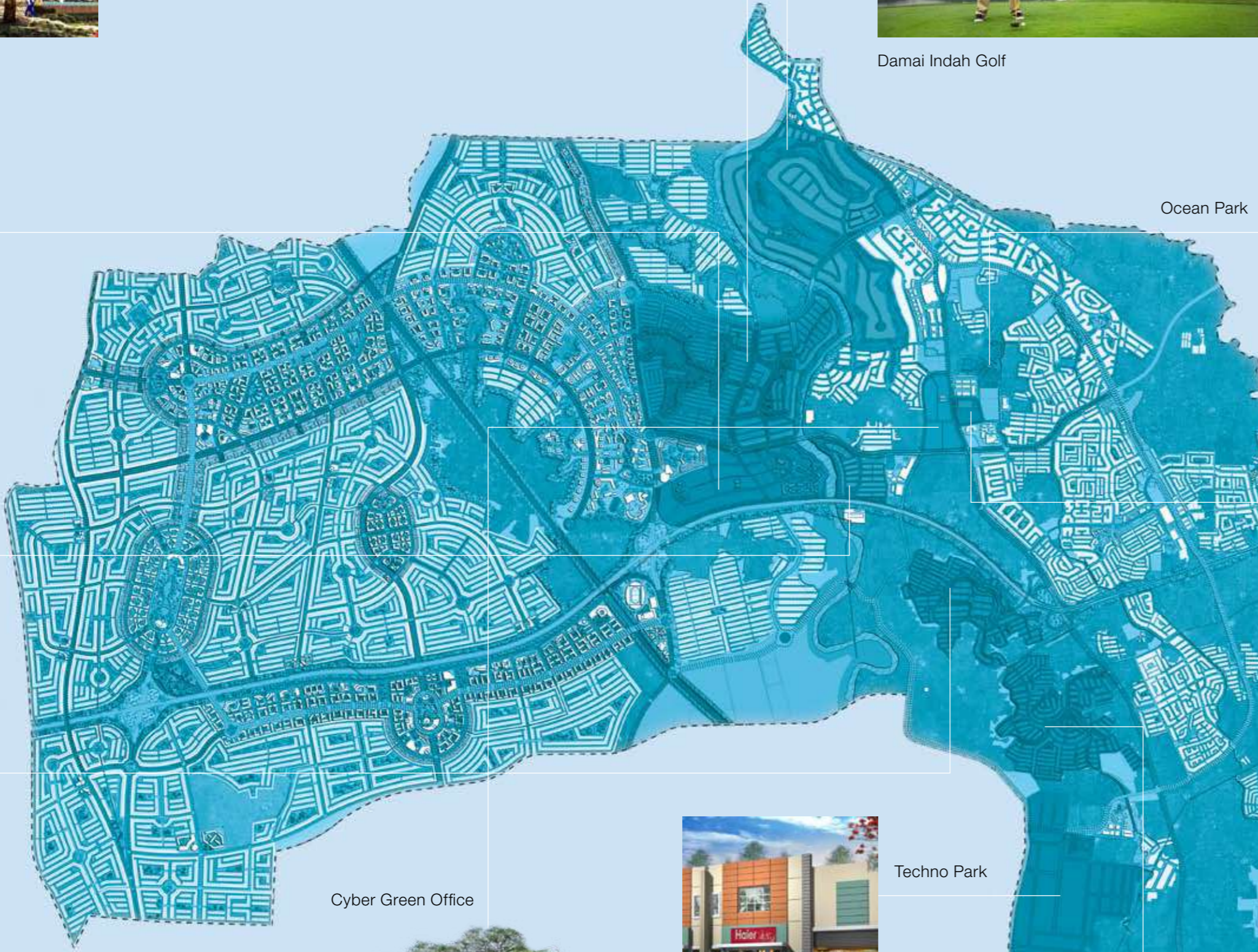
Central Business District



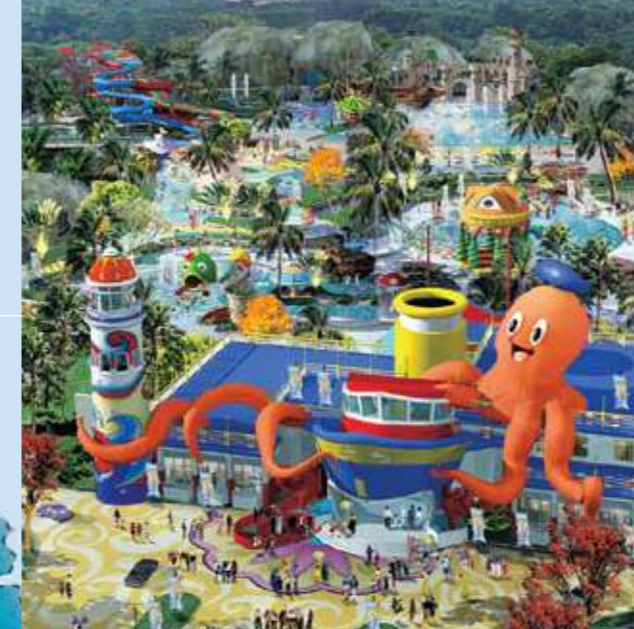
Green Cove



The Green



Ocean Park



Commercial Park



Techno Park



Cyber Green Office



De Latinos



Sevilla



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The benchmark for urban city planning

ISO 9001

awarded in
2000

BSD has been developed over the last 19 years. Since 2003 this gigantic project is fully managed by the Sinarmas Developer and Real Estate, a subsidiary of Sinarmas, one of the leading developers in Indonesia. First rate infrastructure and complete facilities. The best quality homes. A culture that is pro-business. A professional management team that is committed equally to both citizens and shareholders. In the year 2004, BSD was awarded as the 'PIONEER OF A NEW TOWNSHIP' in Indonesia.

In its short existence, BSD has received a number of prestigious accreditations and awards including ISO 9001, the REI's award Parama Niwastana for Best Design category, and Rumah Lestari from the National Ministry of Living Environment and the National Ministry of Public Housing. The international magazine, Golf Digest, has ranked the golf course as number 1 out of the top 10 Indonesian courses.

BSD telah berdiri sejak 19 tahun lalu. Pada tahun 2003, proyek raksasa ini sepenuhnya dikelola oleh Sinarmas Developer and Real Estate, anak perusahaan Sinarmas, salah satu developer terkemuka di Indonesia. Dengan infrastruktur kelas utama dan fasilitas yang lengkap. Dikelola oleh para profesional yang berkomitmen sepenuhnya, baik terhadap para penghuni maupun pemegang saham. Di tahun 2004, BSD dianugerahi penghargaan sebagai PELOPOR KOTA BARU di Indonesia.

Dalam waktu yang singkat, BSD berhasil meraih sejumlah penghargaan serta akreditasi termasuk ISO 9001, Penghargaan REI Parama Niwastana untuk kategori Desain Terbaik, Rumah Lestari dari Kementerian Negara Perumahan Rakyat dan Lingkungan Hidup. Majalah Golf Digest mengakreditasikan lapangan Golf BSD nomor 1 dari 10 lapangan golf di Indonesia.

Best
Residence
with Green
Environment

Pioneer
Best
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The answer

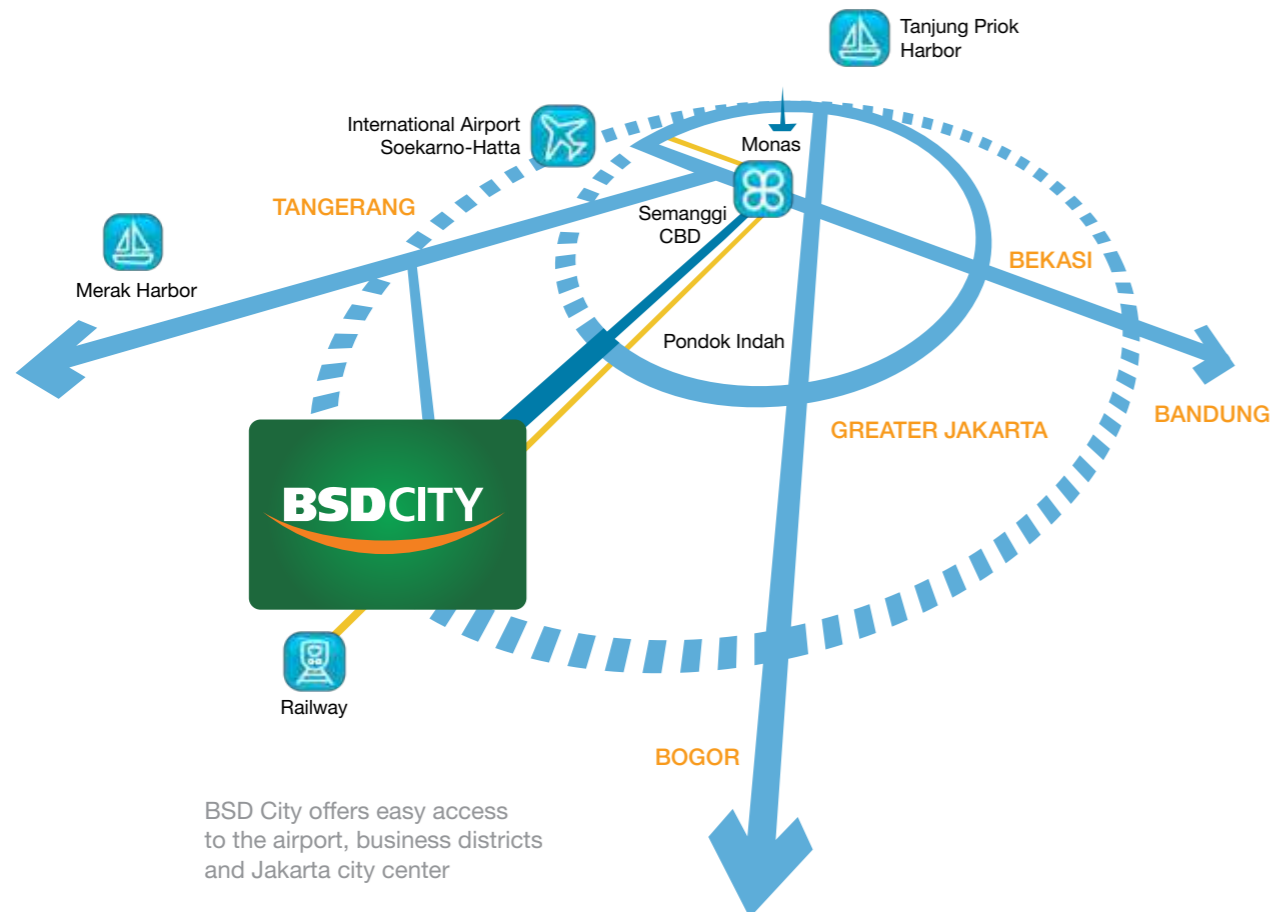
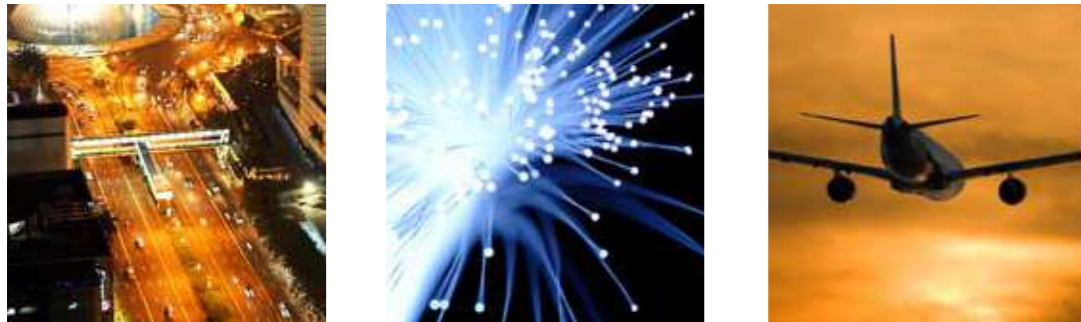
to Indonesia's growth and congestion problems

Strategically located in the south-west of Jakarta, with easy access to commercial areas, affluent neighborhoods and businesses, BSD benefits from major toll roads that provide connections to all destinations. The prestigious residential area Pondok Indah can be reached in only 10 minutes. The center of Jakarta can be reached in 40 minutes,

while Soekarno-Hatta International airport is only 30 minutes away. With its dedicated train station, the city is part of Jabotabek's rail network and the BSD feeder bus lines link into the bus-way lines that cross the region. Gradually, the autonomous BSD and its surroundings are evolving into a major centre in its own right.

Berada di barat daya Jakarta yang sangat strategis dengan berbagai kemudahan akses menuju area komersial yang sangat berpengaruh bagi lingkungan serta bisnis, terutama dengan tersedianya jalur utama tol dari segala penjuru. Perumahan elit Pondok Indah dapat ditempuh dalam waktu 10 menit. Sementara

pusat kota Jakarta 40 menit dan Bandara Soekarno-Hatta hanya 30 menit. Jalur kereta api Jabotabek serta bus feeder BSD yang terhubung dengan jalur bus way merupakan salah satu moda transportasi di sini. Selangkah demi selangkah, otonomi BSD serta sekelilingnya berubah menjadi sebuah kota mandiri.



BSD City offers easy access to the airport, business districts and Jakarta city center



Welcome home.

BSD City is designed around one thing: the people who will live and work here.



By developing a wide range of high quality property products, we believe we are contributing to relieving housing congestion and creating a green, comfortable, safe and healthy environment. From young professionals to families, our residences are designed to provide private and open space to all residents. Every inch of every house within BSD City reflects a meticulous attention to detail. Clusters like The Green, Green Cove, Virginia Lagoon, De Latinos, Foresta, New Catalonia, Pavillion, Castilla, Sevilla, and many more are masterpieces in contemporary living.

Quality housing and cleaner air is desperately needed to lift living standards for Indonesia's dense and rapidly growing population. Around 400 hectares of BSD's total area is allocated to green spaces. City parks, a forest belt along the river for outdoor activities, plus complete leisure and sports facilities provide a comfortable quality of life that cannot be found elsewhere. Here you can create your dream home, breathe cleaner air, embrace nature and live life to the full.

Security and safety are vital for peace of mind. An electronic security apparatus is supported by professional and friendly security guards throughout BSD.

Dengan membangun beragam produk properti berkualitas tinggi, kami yakin telah memberi andil dalam mengurangi kepadatan perumahan, menciptakan lingkungan yang hijau dan nyaman, aman dan sehat. Bagi para profesional muda hingga mereka yang telah berkeluarga, kami telah mendesain hunian yang dilengkapi dengan ruang pribadi maupun ruang terbuka demi kenyamanan setiap penghuni. Setiap jengkal rumah di BSD, mencerminkan perhatian kami yang begitu besar terhadap setiap detail. Berbagai cluster seperti: The Green, Green Cove, Virginia Lagoon, De Latinos, Foresta, New Catalonia, Pavillion, Castilla dan Sevilla merupakan maha karya kami.

Baik udara bersih maupun perumahan berkualitas sangat dibutuhkan untuk meningkatkan standar hidup penduduk Indonesia yang begitu padat. Sekitar 400 hektar dari luas keseluruhan BSD dialokasikan bagi ruang hijau. Taman-taman kota, penghijauan di sepanjang sungai yang sering digunakan untuk aktivitas luar ruang dan tempat rekreasi serta fasilitas olah raga menyajikan seluruh kenyamanan yang tak dapat Anda jumpai di tempat lain. Inilah rumah impian Anda, memiliki udara bersih, menikmati nuansa alam dan hidup tenang di dalamnya.

Keamanan serta keselamatan merupakan faktor utama bagi ketenangan jiwa. Sistem keamanan elektronik yang didukung oleh petugas keamanan profesional serta ramah menjaga seluruh penjuru BSD.

Exclusive

Set in the heart of BSD, our Exclusive range of top-end residential projects offer modern minimalist, art deco or classic styles - a superb selection of living and pleasure facilities including jogging tracks, fitness centers, a common park and swimming pools in every club house as well as lake and river views.

Imagine nature, beauty and culture.
Feel right at home.



Premiere

Our Premiere range of housing welcome you home, offering contemporary living with thematic styles. Surrounded by festive boulevards or natural environments, the Premiere locations feature jogging tracks, common parks, fitness centers and swimming pools in every clubhouse.

Celebrate life. Everyday.



Superior

Our Superior entry residential areas revitalize you in a personal oasis of effortless style, efficient service and complete serenity. The Superior residences offer incredible views of its surrounding environment, feature common parks and playgrounds for children and a modern and high-quality lifestyle, yet which is affordable.

Live life to the full.



The future starts now.

Participate in one of Asia's most ambitious business center developments.



BSD is much more than just an office location. The business complexes blend in with their green environment and provide a modern business hub for local and multinational companies seeking an alternative to Jakarta's hectic and crowded Golden Triangle, offering solutions to situations where business expansion is needed. All of our business and commercial properties offer the highest level of comfort, professional management and state-of-the-art facilities.

A reliable power supply and fiber-optic cables are the backbone to BSD's communication infrastructure, ensuring consistent and speedy voice and data connection with the world.

BSD City is also encouraging the development of institutional facilities such as universities, colleges and research centers, a long-term strategic framework for international growth.

BSD lebih dari sekadar lokasi perkantoran. Sebuah kompleks bisnis yang menyatu dengan lingkungan hijau serta menjadi penghubung dalam bisnis modern bagi perusahaan lokal maupun multinasional yang ingin mencari alternatif bagi kepadatan dan kemacetan di kawasan segitiga emas, memberi solusi bagi Anda yang memerlukan perluasan bisnis. Seluruh properti bisnis maupun komersial kami menawarkan kenyamanan tingkat tinggi, manajemen profesional serta berbagai fasilitas canggih lainnya.

Tenaga listrik yang dapat diandalkan serta kabel fiber optic merupakan pendukung utama dalam infrastruktur komunikasi di BSD, yang menjamin konsistensi dan kecepatan suara serta koneksi data dengan dunia.

BSD telah dipercaya untuk membangun dan mendirikan fasilitas bagi institusi seperti Universitas, Perguruan Tinggi dan pusat riset, sebuah rencana kerja strategis jangka panjang bagi pertumbuhan internasional.



City dwellers and visitors alike are well served by sport amenities including tennis courts, Olympic size swimming pools to a Jack Nicklaus-designed 18-hole golf course, and Ocean Park, a Canadian-designed thematic water adventure, which is the greatest of its kind in South East Asia.

The BSD community would not be complete without the whole range of lifestyle amenities: shopping, dining, multi Cineplex theaters and many more entertainment facilities. Modern traditional markets and numerous shopping centers are already opened for business.

There is a strong emphasis on education within BSD with more than 63 national and international schools and colleges. This includes the Swiss-German University, Deutsche Internationale Schule and the all new Sinarmas World School. Green campuses encourage innovation and an inspiring approach to learning.

For long-term benefit we aim to establish a center of learning to attract both academics and research projects, turning BSD into a township of educational excellence.

Eka Hospital, an international standard hospital, clinics and specialist practices provide the best quality health-care to the BSD community.

Many worship places offer spiritual fulfillment to people of all faith.

Baik penduduk maupun pengunjung disugahi dengan berbagai sarana olah raga mulai dari lapangan tenis, kolam renang berukuran Olympic, hingga lapangan golf 18 hole yang didesain oleh pemain golf legendaris Jack Nicklaus. Tersedia pula Ocean Park, thematic water adventure terbaik di Asia Tenggara yang dirancang oleh tim ahli dari Kanada.

Komunitas BSD takkan lengkap tanpa berbagai ragam sarana gaya hidup: berbelanja, makan, teater sinema dan aneka fasilitas hiburan lainnya. Pasar tradisional serta sejumlah pusat perbelanjaan telah beroperasi di sini.

Perhatian yang begitu besar diberikan kepada fasilitas pendidikan dengan tersedianya 63 sekolah dan perguruan tinggi nasional serta internasional, di antaranya Universitas Swiss-German, Deutsche Internationale Schule dan Sinarmas World School. Lingkungan kampus yang hijau mendorong inovasi, kreativitas serta pendekatan yang memacu semangat belajar.

Di masa depan kami akan membangun sebuah pusat belajar untuk menarik minat para akademisi serta berbagai proyek penelitian yang akan membawa BSD menjadi kota pendidikan terbaik.

Rumah sakit dengan standar internasional, Eka Hospital melengkapi fasilitas layanan kesehatan di BSD selain berbagai klinik serta praktek dokter spesialis lainnya.

Berbagai rumah ibadah bagi kepentingan setiap agama terdapat di sini.

Live life the BSD way.

Playing and learning are the cornerstones to a brighter future





Our waste and materials management program encourages the management of waste as a resource, not a cost. This approach helps towards a cleaner and healthier BSD City for today and for tomorrow.

Public parks provide a calm space to escape the bustle of modern life. They play an important role in conserving the environment and protecting the wellbeing of city dwellers. The network of BSD's drains and canals provide a reliable sewerage and flood management infrastructure, designed to keep BSD flood free. Moreover, BSD's elevation is 40 m above sea level.

The plant nursery is an example of one of our sustainable initiatives. The nursery grows and supplies the huge numbers of plants and flowers that are needed to keep the many flower beds and plant pots within BSD full. Fertilizers are made from compost, a by-product of our waste management program.

We believe that this focus on environmental sustainability and a greener lifestyle will give BSD an edge in sustainable urban development.

Program pembuangan limbah serta pengelolaan material mendorong manajemen kami membuat pengelolaan limbah menjadi berguna. Pendekatan tersebut membuat BSD menjadi kota yang bersih dan sehat, sekarang untuk selamanya.

Berbagai taman terbuka menyajikan ruang hening untuk sejenak melarikan diri dari hiruk-pikuk kehidupan modern. Unsur tersebut memegang peranan penting dalam penyelamatan lingkungan serta dalam melindungi kesehatan penghuninya. Jaringan drainase dan kanal di BSD menyajikan sistem penyaluran air yang dapat diandalkan serta infrastruktur pengelolaan banjir, dirancang agar BSD terhindar dari banjir. Lagipula BSD terletak 40 m di atas permukaan laut.

Kebun pembibitan tanaman merupakan salah satu inisiatif kami. Berbagai bibit tumbuh dan memasok ribuan tanaman serta bunga-bunga yang memenuhi kebun pembibitan bunga dan berbagai pot tanaman. Pupuknya terbuat dari kompos, yang diproduksi oleh bagian pengelolaan limbah.

Kami yakin bahwa dengan berfokus pada pembangunan berwawasan lingkungan serta gaya hidup kembali ke alam akan menambah kepekaan BSD di bidang pengembangan kota.

Green footprints

Preserving environmental sustainability, protecting future generations



The future

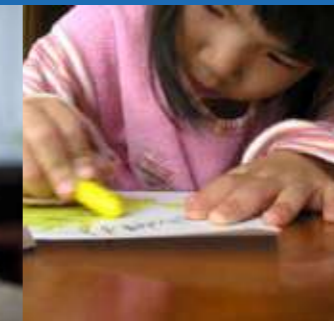
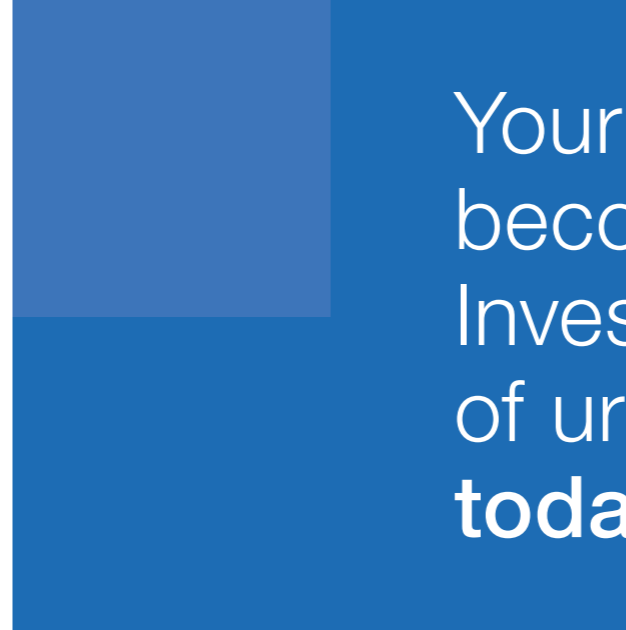
Sinarmas is credited for the development of BSD into an autonomous, metropolitan centre that delivers world-class standards – all within rich natural surroundings.

In 5 to 10 years, BSD City is expected to see a large boom in population growth for which additional housing is planned - up to as many as 150,000 houses. These additional residential developments will cater for a target population of 1,000,000 and offer an answer to Jakarta's housing crisis.

When complete, the Central Business District will cover 8% of BSD City's total area. This will further stimulate the economy, provide more jobs and contribute to business growth.

In BSD, we turn opportunities into profitable realities. Our philosophy is very straightforward and focused. We believe in being bold and having the courage to follow our convictions. Our pioneering approach to investment and development focuses on opportunities and emerging markets.

Your vision is becoming a reality. Invest in the future of urban living, today.



The future

starts now...

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Sinarmas telah membangun BSD menjadi kota mandiri, pusat metropolitan berstandar kelas dunia yang dikelilingi oleh lingkungan yang asri.

Dalam 5-10 tahun mendatang, penduduk di BSD akan bertambah, menghuni rumah-rumah yang saat ini dalam tahap perencanaan – yang jumlahnya mencapai 150 ribu rumah. Pembangunan permukiman ini diperkirakan dapat memenuhi target kami dengan pertumbuhan sebesar 1 juta jiwa dan akan meningkatkan permintaan kebutuhan akan rumah. Hal ini merupakan sebuah jawaban bagi masalah perumahan di Jakarta.

Dalam perencanaannya, Central Business District akan menempati 8% area di BSD. Tentu saja pertumbuhan ini akan meningkatkan taraf ekonomi, membuka lapangan pekerjaan serta memberi kontribusi bagi keberhasilan bisnis.

Di BSD, kami mengubah kesempatan menjadi keuntungan. Filosofi kami sangat pasti dan terfokus. Kami percaya bahwa keteguhan dan keberanian kami akan terwujud. Anda dapat mengandalkan keahlian kami dalam berinvestasi dan pembangunan, yang terfokus demi meraih berbagai kesempatan dan berkembangnya pasar.

prosperity

green sanctuary

family

dreams

pristine environment

business center

hope

investment

fresh

quality living

greenery

prosperity



We are committed

to maximizing our efforts
in protecting the environment
for future generations



Big City. Big Opportunity.



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