

BRANZ

B S D 藍

December 1, 2015 Edition

The information contained in this brochure is subject to change as may be approved by the authorities and cannot form part of an offer or contract. All plans are subject to any amendments approved by the relevant authority. Floor areas are approximate and subject to final survey. Illustrations in this brochure are artist's impressions and serve only to give an approximate idea of the project. While every reasonable care has been taken in providing this information, its owners or agents cannot be held responsible for any inaccuracy.

Introducing, a brand new precious investment,

The residence that inspires.

BRANZ

Branz, one of Japan's most famous residential property brand of Tokyu Land Corporation, comes to Indonesia for the first time.

Tokyu Fudosan Holdings at a glance

Internal Document



TOKYU FUDOSAN HOLDINGS



17.000
Employees

100
Group Companies

6 BILLION
Consolidated Net Sales

669.000
Sqm Office Leasing

2.500
Condominiums per year

60
Office Buildings in Tokyo



TOKYU LAND INDONESIA

Tokyu Land Indonesia is a member from the largest developer groups in Japan.

The background features a series of parallel, three-dimensional lines that create a strong sense of depth and perspective. The lines are rendered in various shades of gray, from light to dark, and appear to recede into the distance. The overall effect is a complex, geometric pattern that suggests movement and structure.

Partnership

Project Structure

Internal Document

Holding Company



The core company from the Tokyu Land Corporation from Japan and is a comprehensive real estate company that engages in many businesses including the city, housing, wellness and overseas business. Tokyu Land Corporation aims to have a new value through original and unique ideas.

Developer



Tokyu Land Indonesia with Japanese technology and spirit has been developing housing in Indonesia for more than 40 years, aims to help Indonesia's urban development growth while protecting the local climate and culture.

Joint Operation with PT Diamond Realty Investment Indonesia

a subsidiary of  Mitsubishi Corporation

Mitsubishi Corporation executes high value added real estate development projects in Japan, U.S., China and ASEAN, utilizing its broad access to wide-ranging industries and global networks based on more than 60 years of business activities and with more than 200 offices & subsidiaries in approximately 90 countries worldwide.

Tokyu Land's Portfolio

Internal Document

Portfolio in Japan



Tokyu Plaza Omotesando Harajuku
Tokyo



Shin-Meguro Tokyu Building
Tokyo



BRANZ Azabu-Mamianacho
Tokyo

Portfolio in Indonesia



Jogja One Park
Yogyakarta



Setiabudi Sky Garden
Jakarta



AXIA South Cikarang
Lippo Karawaci,

Mitsubishi Corporation's Portfolio

Internal Document



Omotesando Harajuku
Tokyo



Tuscon Building
Arizona



Chicago
Illinois



River Place



Grand Commons
Shinagawa



WVSH Clubroom

Japanese Design Partners

Internal Document

Project Design Consultant



Nikken Sekkei Ltd, incorporated in Japan, is a Japanese architectural firm founded in 1900. Nikken Sekkei has designed over 25,000 projects in more than 200 cities and 50 countries and ranked as world number 1 firm by British architectural magazine BD World Architecture in its 2010 edition.

Interior Designer



Nikken Space Design (NSD) Ltd, incorporated in Japan, a Japanese interior design firm with more than 60 years of experience in the field as a part of the Nikken group since 1994. With 60 highly experienced interior designers, NSD is currently working on numerous design projects for Japanese and international clients.

Construction Management



Sakura Project Management is a high qualified project management team aims to achieve high quality, within term & within budget. The core members are well experienced for several decades at Japanese International Contractors, and will achieve the project success by its knowledge base essence by early stage involvement.

Lighting Designer



Lighting Planners Associates is an organization of lighting specialists at its offices in Tokyo, Singapore and Hong Kong. While the majority of LPA projects are in the area of architectural lighting design, in recent years its many outstanding design accomplishments have reached to residential, hotel, office, commercial, public space, and landscape lighting as well as full-scale urban lighting projects.

Partnership with World #1 Design Firm

Internal Document



Rank	Practices	Country	Number of Architects
1	Nikken Sekkei	Japan	1,165
2	Aedas	UK/China/USA	1,122
3	Gensier	USA	975
4	HOK	USA	894
5	RMJM	UK	833
6	Foster & Partners	UK	750
7	IBI Group	Canada	750
8	P&T Architects and Engineers	China	750
9	HDR Architecture	USA	720
10	BDP	UK	646

Top-Ranking Recognition for Nikken

Tokyu Land's design partner, **Nikken Sekkei**, was ranked world's number 1 design firm by British architectural magazine *BD World Architecture* in its 2010 edition. This ranking is determined by the number of architects affiliated with the firm. When it came to earnings by specialism among the world's top-class architectural design firms, **Nikken Sekkei** ranked first in the architectural services and urban design, second in engineering and construction management, and third in facilities management.

British architectural magazine BD World Architecture 100 publishes the world ranking of architectural design firms in its January issue each year.

Nikken Sekkei's Portfolio

Internal Document



Tokyo Sky Tree (634m)
Tokyo, Japan 2012



Citic Plaza (Office Building)
Shanghai, China 2011



Islamic Development Bank Headquarters
Jeddah, Saudi Arabia 1993



Mode Gakuen Spiral Towers
Aichi, Japan



Bank of Chengdu Headquartes
Chengdu, China



Guangzhou Library
Guangzhou, China 2012



Hoki Museum
Shiba, Japan

Local Design Partners

Internal Document

Architecture Designer



PT. ANGGARA ARCHITEAM is an architecture, planning and designers firm. With the promise to give a creative, convenient, and economical building design services, Anggara Architeam has been acknowledge as the best top ten architect in SEA & China at 2005 – 2008, 2011 , 2013 – 2015.

Structural & Civil Engineering Consultant



PT Gistama Intisemesta has been growing on global scale over 26 years and will continue to stay through a steadfast pursuit of excellent in structural and civil engineering with professionalism, innovation, cost consciousness and make the difference.

Mechanical & Electrical Consulting Engineers



A reputable standing in the commercial building and industry as a professional engineering can be earned through consistent performance, reliable technical advice, creative talent and understanding of the most recent technological engineering advancements. PT. Skemanusa Consultama Teknik provide a comprehensive range of engineering activities achieving cost efficient solution to all the building needs.

Infrastructure Consultant



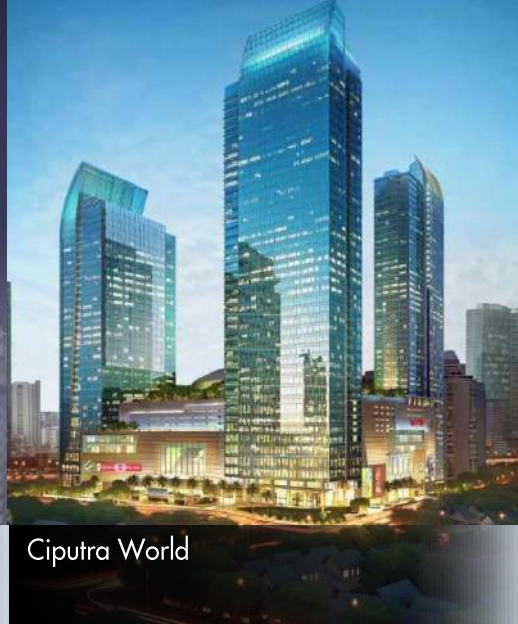
Aramsa Infrayasa is a consulting firm established in the year of 1990, for anticipating the private and government development's growth. Within the time frame year by year, the private sectors have played larger roles and chances in developing various sectors, such as site development. For these development projects, Aramsa had been involved in the infrastructure works for more than 20 years.

Anggara Architeam's portfolio

Internal Document



Anandamaya Residence



Ciputra World



Grand Indonesia Shopping Town



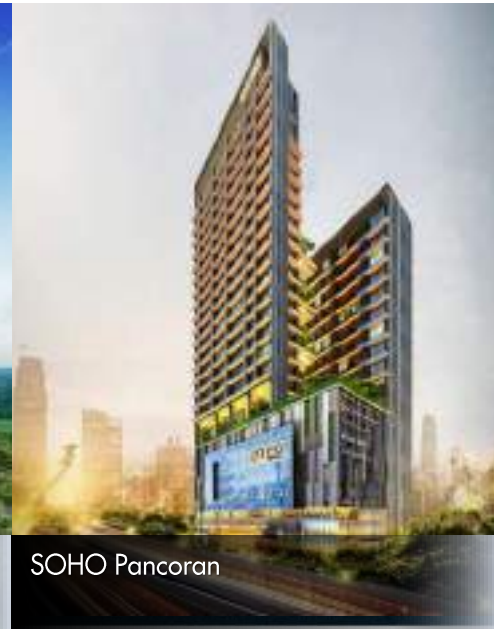
Gudang Garam Apartment



Multivision Tower



PRAXIS



SOHO Pancoran



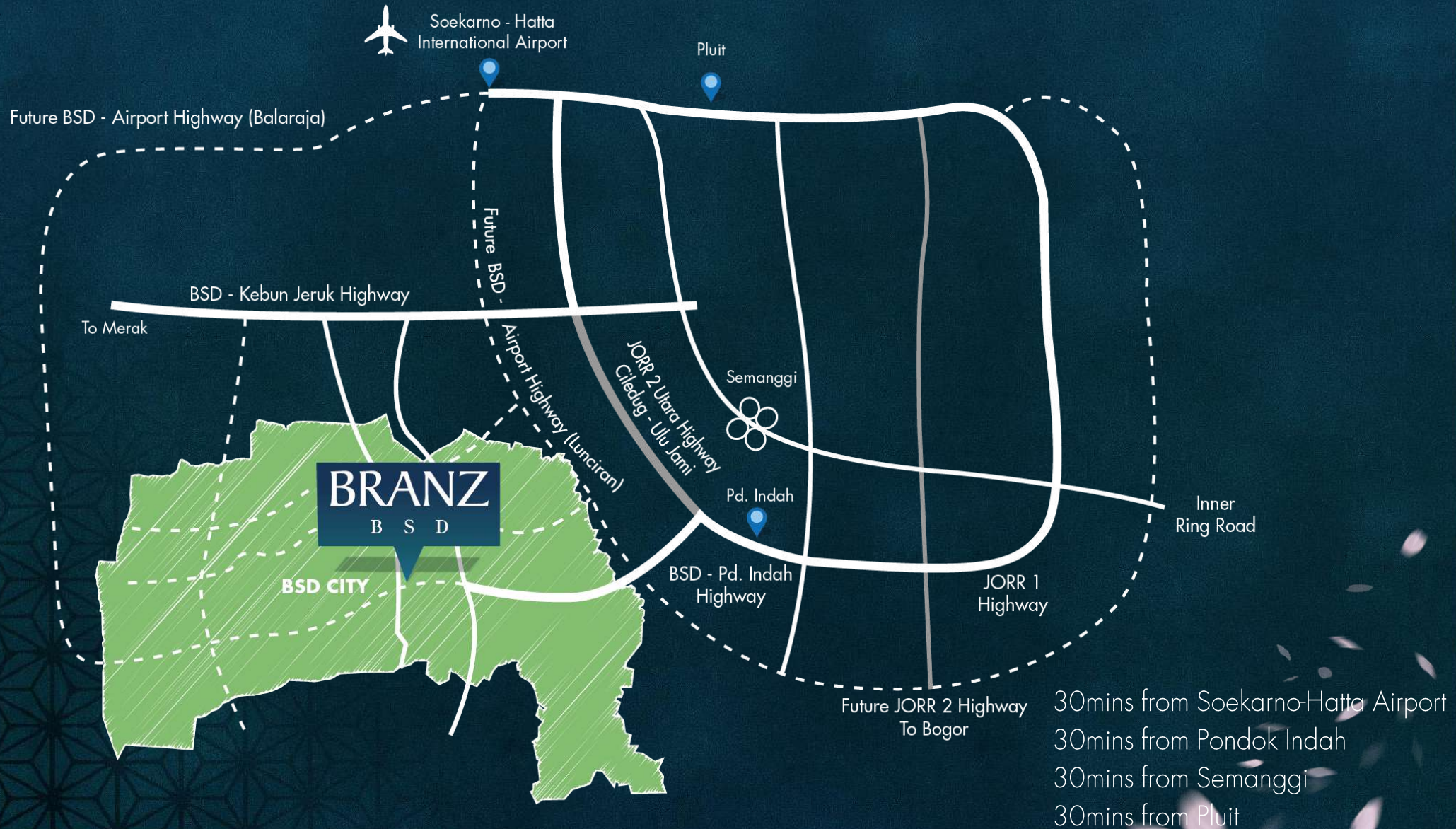
The City Center

Strategic Location



Easy Access

Internal Document



BSD Location Map

Internal Document



To Pondok Indah

BSD City is Jakarta's new satellite city located at the west side of South Tangerang. For the past few years, BSD has rapid development of residence, education, leisure and infrastructure which makes BSD City one of the places for ideal urban living.

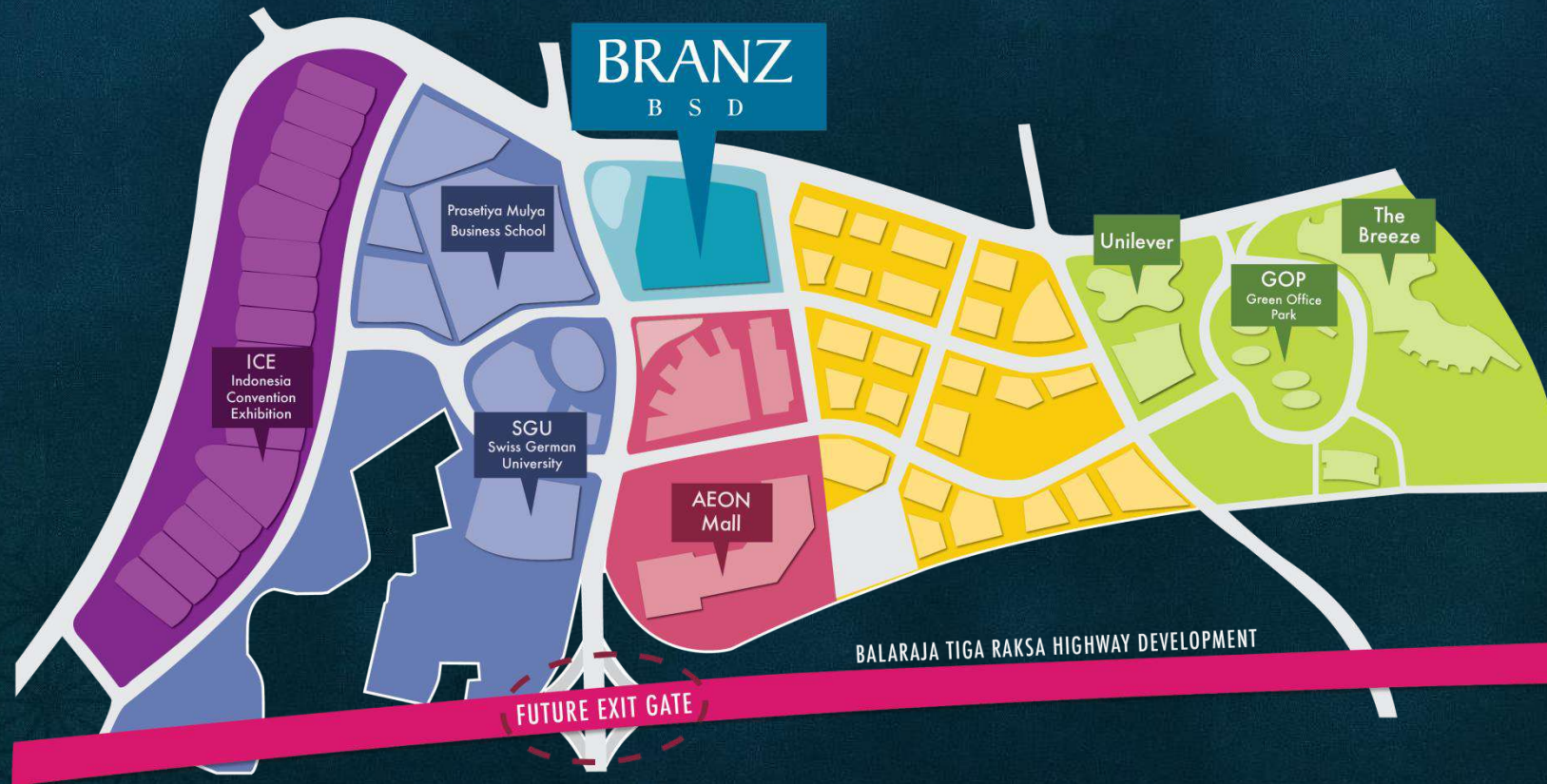
- EDUCATION**
 - 1 IPEKA BSD
 - 2 Edutown
 - 3 Jakarta Nanyang School
 - 4 Al Azhar
 - 5 Santa Ursula
 - 6 The Jakarta Japanese School
 - 7 Global Jaya International School
 - 8 British International School
 - 9 Binus International School - Serpong
 - 10 St. Laurencia School
 - 11 Universitas Multimedia Nusantara
 - 12 Pahoa Integrated Trilingual School
 - 13 Binus University
 - 14 BPK Penabur
 - 15 Universitas Pelita Harapan
 - ENTERTAINMENT**
 - 1 AEON Mall
 - 2 D'Breeze
 - 3 Giant BSD
 - 4 Damai Indah Golf and Country Club
 - 5 BSD Modern Market
 - 6 Ocean Park BSD
 - 7 ACE Hardware
 - 8 Lotte Mart Bintaro
 - 9 Gading Raya Golf
 - 10 Living World Alam Sutera
 - 11 Sumarecon Mall Serpong (SMS)
 - 12 Imperial Golf Club
 - 13 Mall Alam Sutera
 - 14 IKEA
 - HEALTH**
 - 1 Eka Hospital BSD
 - 2 Medika Hospital BSD
 - 3 Siloam Gleneagles Hospital
 - BUSINESS**
 - 1 Indonesia International Expo
 - 2 BSD City
 - 3 Astra International BSD
- SERPONG ■ BANTEN



BRANZ BSD at The Grand CBD

Internal Document

Where the biggest & most exciting things happen.



AEON Mall, a shopping center with Japanese feel offering a different shopping experience in fashion, household, restaurants, entertainment & many more.

ICE, Indonesia International Convention and Exhibition Center is the biggest convention and exhibition venue in South East Asia.

Surrounding Area

AEON MALL (3-minutes walking distance)



AEON MALL
AEON MALL BSD CITY

Surrounding Area ICE (Indonesia Convention Exhibition)



Valuable Investment (Land Price Increment)

Internal Document



The opening of direct highway in 2009, rise 60% of the land price in Alam Sutra. Therefore the opening of the new highway access in 2017 will greatly increase the selling price of the property in the BSD area, especially for apartment, which make the land price in BSD can compete with Alam Sutra.



Product Information

山
紫
水
明

Sanshi suimei
Outstanding Natural Beauty

Our Concept

Internal Document

THE LIVING *COLORS* OF NATURE



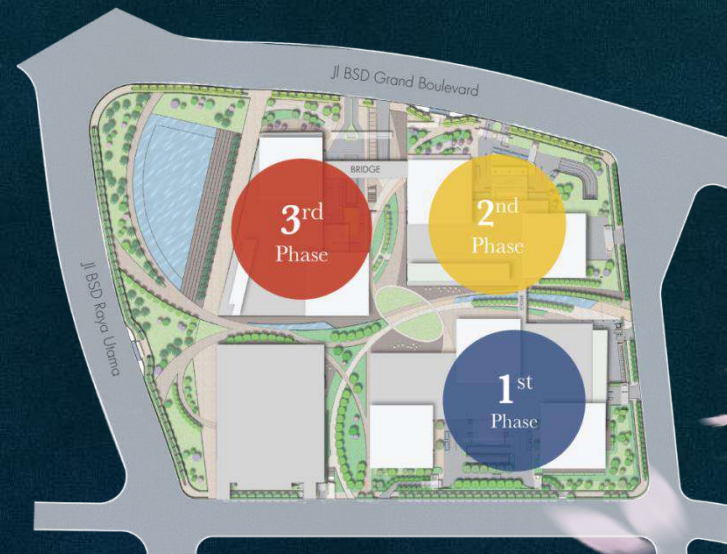
Ai (Blue)

Ou (Yellow)

Akane (Red)

Inspired by the harmonious Japanese colors that are highly influenced by nature, Ai (Blue), Ou (Yellow) and Akane (Red) are the name of BRANZ BSD phases.

The three basic colors harmoniously create other beautiful colors that become the essence of the beauty in the world; hence, BRANZ BSD with its colors concept promises to bring the beauty and comfortable dwelling for your rich lifestyle experience.



Our Concept

1st Phase (Blue)

Internal Document



Ai (Blue)

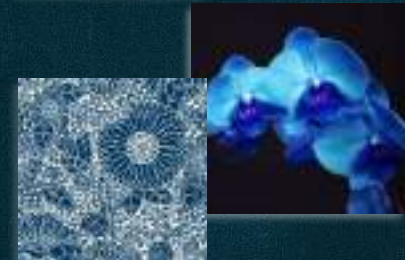
Mountains - Relax
WEST TOWER (1BR/2BR)



Waves - Active
NORTH TOWER
(1BR/2BR+CLUBHOUSE)



Flowers - Family
EAST TOWER (2BR/3BR)



Ai (Japanese Blue) has been recorded in the Japanese history since a long time ago. It perceives as the color that brings harmony and serenity, just like the color of the morning sky that promises the bright weather throughout the day.

BRANZ BSD Ai, is the first phase condominium project that opens the vast BRANZ BSD plan and become the bright beginning of a new future.

Our Grand Project

Internal Document



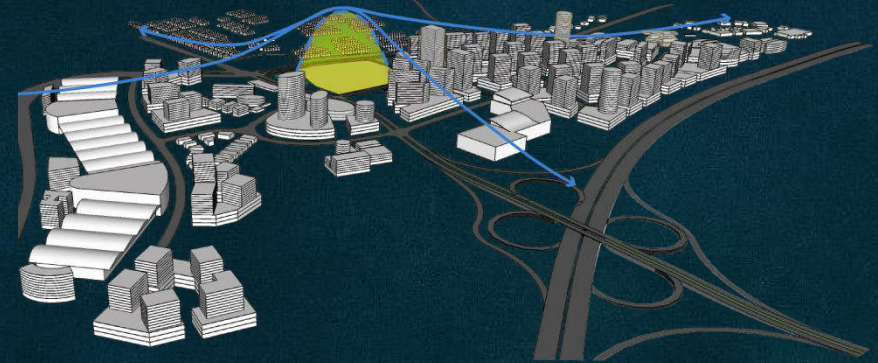
Our total grand project consists of four exclusive developments of 8 towers, planned to be developed on approximate 5.3 ha area. The first phase will be started on 2015 with the first three towers of condominium, completed with exclusive supporting commercial facilities.

The Advantages



1. Pride Prominent Landmark

Internal Document



BRANZ BSD will be the Tallest Iconic Tower with the modern and stylish facade design, serving as the connecting point for residences, malls, education and commercial units in BSD City Grand CBD.

The tallest tower is based on BSD city plan, December 2015.

2. Pedestrian Community

Cool Spot

Internal Document

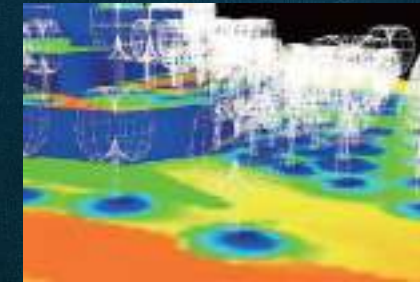


Illustration of Cool Spot

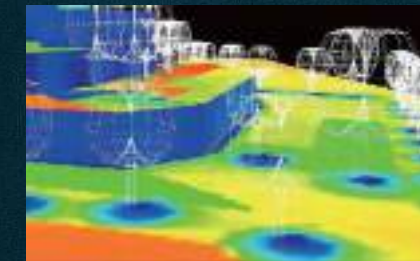


Illustration of Standard Plan



Surface Temperature Index

To enjoy walking at the open space, BRANZ BSD keenly think about the green pedestrian area (Cool Spot) that is safe from the vehicles and more comfortable compare to the standard plan. The cool spot composed by tall trees, beautiful plants & flowers and water court that create the shady areas, mitigates the strong sunlight and infiltrate the rain water for the pleasant outdoor experience.

By utilizing the tall tree and the water court, the Cool Spot can reduce the temperature up to 20°C, and with huge amount of tall trees' plantation, the shady and cool area could be expand.

3. Connection with Surrounding

Connection with Community

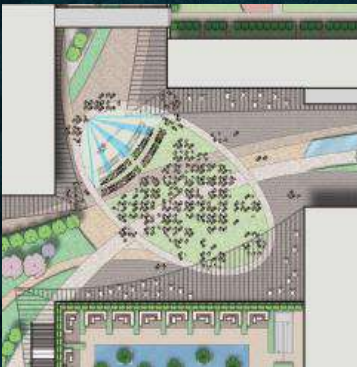
Internal Document



Pedestrian Walkways



Public Open Space



Music Concert



Flea Market



Event Illumination



Landscaping

4. Harmonious Facilities

Relaxation Facilities

A personal space to release the tense and regain your strength.

- SPA
- Library & Lounge
- Water Feature
- Restaurant & Café



4. Harmonious Facilities

Active Facilities

A place where you could spend your energy to enjoy a great active time or a healthy lifestyle.

- Gym
- Business Center
- Party Room
- Indoor & Outdoor Swimming Pool
- Rental Bike



4. Harmonious Facilities

Family & Kids Facilities

A place where you could spend your energy to enjoy a great active time or a healthy lifestyle.

- Indoor Playground
- Kids Pool
- Minimart
- Lawn Playground
- Karaoke Room
- Bar & Gaming Room



A photograph of a field of cosmos flowers in bloom. The flowers are in various stages of development, with some fully open and others as buds. The colors range from light purple to deep magenta, with some white flowers interspersed. The background shows a blurred building with a dark roof and a paved area. The overall scene is brightly lit, suggesting a sunny day.

The Habitability

The Habitability

1. Safe Pedestrian Walkways

Internal Document

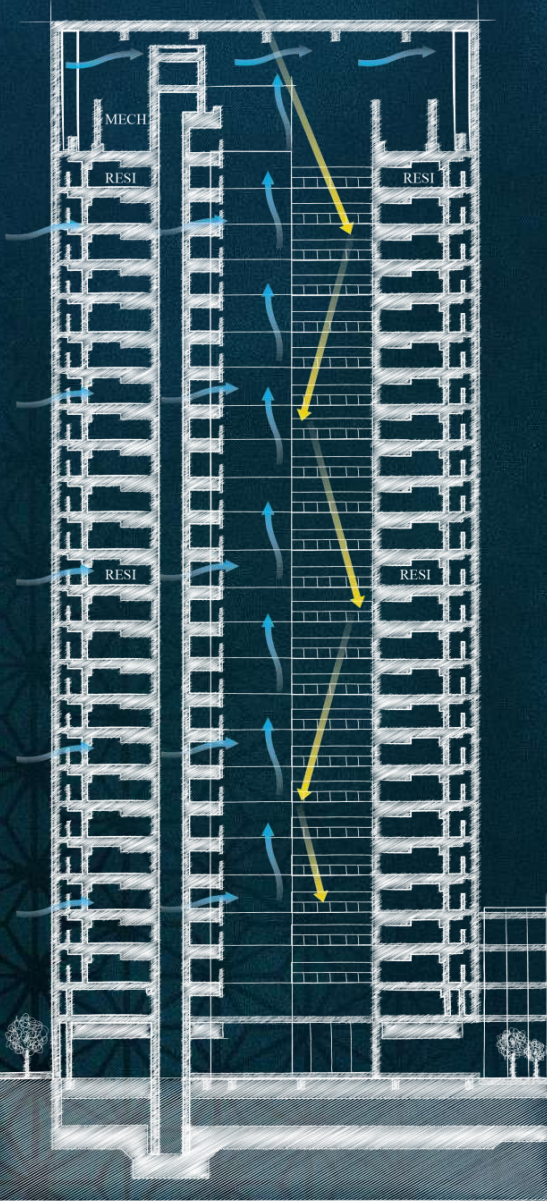


Hardly find on the big busy city, BRANZ BSD deeply consider the green pedestrian area with the barrier-free design concept that is safe from the vehicle and comfortable for the elderly, children and pedestrians to enjoy a great walk with the loved ones.

The Habitability

1. Eco-Friendly Living

Internal Document



HEMS
(Home Energy Management System)



LED Lamp

We plan every details of the building with a low energy consumption system and also the HEMS (Home Energy Management System) that is installed on every rooms and can be easily accessed and controlled by the residents. Moreover, the usage of LED lamp at the public area will reduce the building's energy consumption.

The Habitability

2. Safe & Secure

Internal Document



Clean and fresh water tap provided by the water purification system in order to give you a safe and healthy lifestyle inside the BRANZ BSD.



The Habitability

3. Quality Management

Internal Document



To deliver a perfect quality residence, we always examine our product 3 times by the expert quality management companies, Sakura Project Management, Tokyu Land Corporation and Tokyu Land Indonesia, therefore, we can deliver a flawless residence that brings every greatness of living to your place.

The Habitability

4. Security & Management

Internal Document



Tokyu Community Corp.



To ensure the comfort of living experience at BRANZ BSD, we maintain the services of security and management by the trusted company.

With wide range and long period experiences, Tokyu Community has established a strong managing company, that will guarantee your needs while living in BRANZ BSD.

A global security corporate that is providing a comprehensive and integrated security service, SECOM promises to give the residence a peace of mind.

Room Choices



Floor Plan

One Bedroom

Type A

Net: 43.17 sqm

Semigross: 56.33 sqm



Standard Specifications:

1. Air Conditioner (All Rooms)
2. Kitchen: Cabinet, Sink, Gas Stove, Ventilating Fan
3. Shower Room: Medicine Cabinet, Sink, Toilet, Washing Machine Space
4. Wardrobe
5. Marble

Internal Document

Floor Plan

One Bedroom

Type B

Net: 41.17 sqm

Semigross: 55.63 sqm



Standard Specifications:

1. Air Conditioner (All Rooms)
2. Kitchen: Cabinet, Sink, Gas Stove, Ventilating Fan
3. Shower Room: Medicine Cabinet, Sink, Toilet, Washing Machine Space
4. Wardrobe
5. Marble

Floor Plan

Two Bedroom

Type A

Net: 62.96 sqm

Semigross: 84.75 sqm



Standard Specifications:

1. Air Conditioner (All Rooms)
2. Kitchen: Cabinet, Sink, Gas Stove, Ventilating Fan
3. Shower Room: Medicine Cabinet, Sink, Toilet, Washing Machine Space
4. Wardrobe
5. Marble

6. Balcony
7. Bathtub



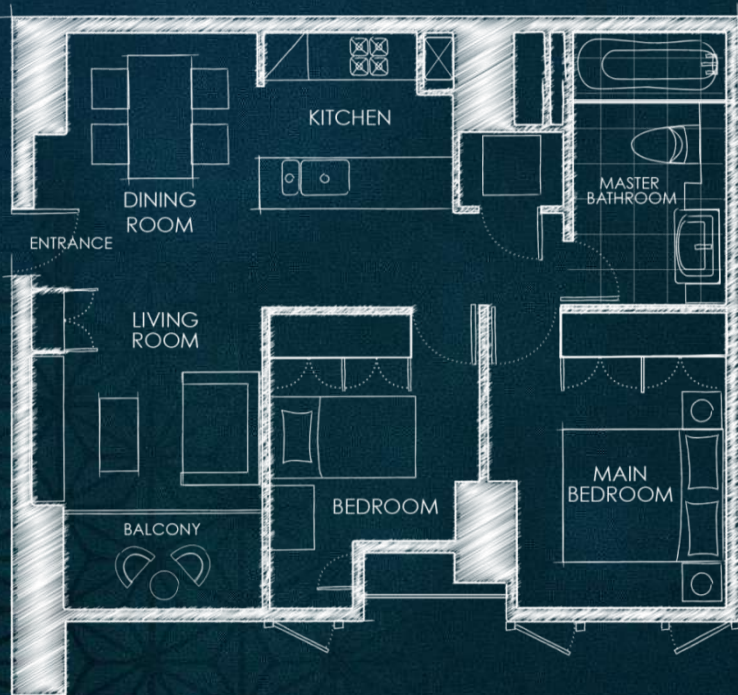
Floor Plan

Two Bedroom

Type D

Net: 62.59 sqm

Semigross: 83.51 sqm



Standard Specifications:

1. Air Conditioner (All Rooms)
2. Kitchen: Cabinet, Sink, Gas Stove, Ventilating Fan
3. Shower Room: Medicine Cabinet, Sink, Toilet, Washing Machine Space
4. Wardrobe
5. Marble

6. Balcony
7. Bathtub

Internal Document

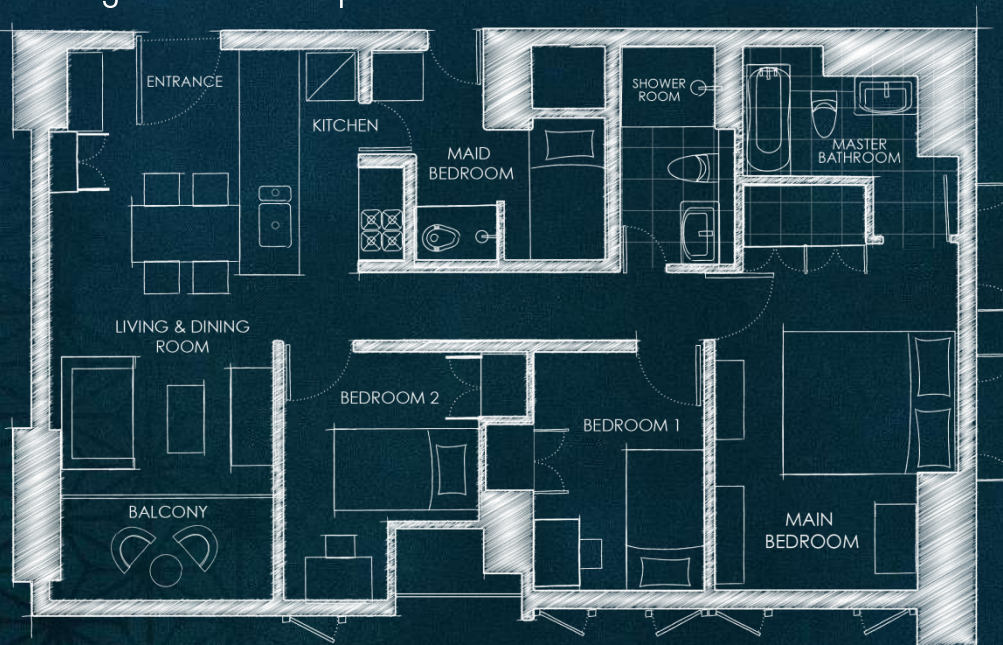
Floor Plan

Three Bedroom

Type A

Net: 86.37 sqm

Semigross: 113.17 sqm



Standard Specifications:

1. Air Conditioner (All Rooms)
2. Kitchen: Cabinet, Sink, Gas Stove, Ventilating Fan
3. Shower Room: Medicine Cabinet, Sink, Toilet, Washing Machine Space
4. Wardrobe
5. Marble

6. Balcony
7. Bathtub
8. Service Entrance
9. Maid Room

Internal Document

Outline



Project Outline

Internal Document



Title	Outline
Site Area	15820 sqm
Floor	31 F
Residence Unit Ratio	1BR 756 units (60%)
	2BR 400 units (32%)
	3BR 100 units (8%)
Standard Unit Area	1BR 56 sqm (Semi Gross)
	2BR 84 sqm (Semi Gross)
	3BR 113 sqm (Semi Gross)

www.Propertindo123.com
Leading Startup in Property Technology