



Sime-UEM Sunrise JV launches Radia

by **TANU PANDEY**

SIME Darby Property Bhd and UEM Sunrise Bhd yesterday launched their RM1.6 billion joint-venture (JV) development Radia in Bukit Jelutong.

The 50:50 JV that was announced way back in 2010 by the two companies is expected to be completed by 2018.

Radia — the development in the heart of Bukit Jelutong in Shah Alam — covers a gross area of 2.7 million sq ft that includes serviced apartments, office spaces and retail spaces, the JV company Sime Darby Sunrise Development Sdn Bhd said in Kuala Lumpur yesterday.

While the minimum price of the properties could range around RM500,000, the larger units could go up to RM1 million, Sime Darby Bhd COO Datuk Abd Wahab Maskan told reporters at the launch of the development. The property will be open to the public by the end of the year.



Pic by Ismail Che Rus

The minimum price of the property could range around RM500,000, the larger units could go up to RM1m, says Abd Wahab

“It could be done step by step. First the retail space, then the serviced apartments,” said head of property development at Sime Darby Property Zulkifli Tahmali.

The serviced apartments that range from 700 to 2,000 sq ft will have four acres of facilities and amenities that include swimming pool, tennis courts and community gardens.

The development has five

phases. The first four phases will be launched first with the fifth phase to take off after that.

Radia, which is designed by French architecture firm J+H Boiffils, will comprise 640 units of serviced apartments, office space measuring in 400,000 sq ft and retail space totalling 880,000 sq ft.

The development is expected to host 25,000 residents and workers when completed.