





COMPANY OVERVIEW



PT Cipta Harmoni Lestari ("CHL Group") was established on 1st of July, 2015 as the real estate development division of the Harita Group, an Indonesian conglomerate with focus in natural resource businesses, such as palm oil, nickel mining & smelting, and bauxite mining & refining. CHL has developed multiple projects across Greater Jakarta, mainly in residential developments, and plans to expand to other developments across Indonesia.

Vision

We will be recognized as the fastest growing real estate developer in Indonesia, built upon trust in the eyes of our customers through commitment, honesty, customer satisfaction, innovation, continuous improvement, and environmentally sustainable developments.

Mission

- We develop high-quality products on time, complemented by professional after-sales service for customers.
- We continuously innovate and improve so that our products fulfill the needs and wants of our customers.
- We contribute back to the surrounding environment for the betterment of our city and country.
- We create a positive working environment through development and training, which leads to better welfare for the team.

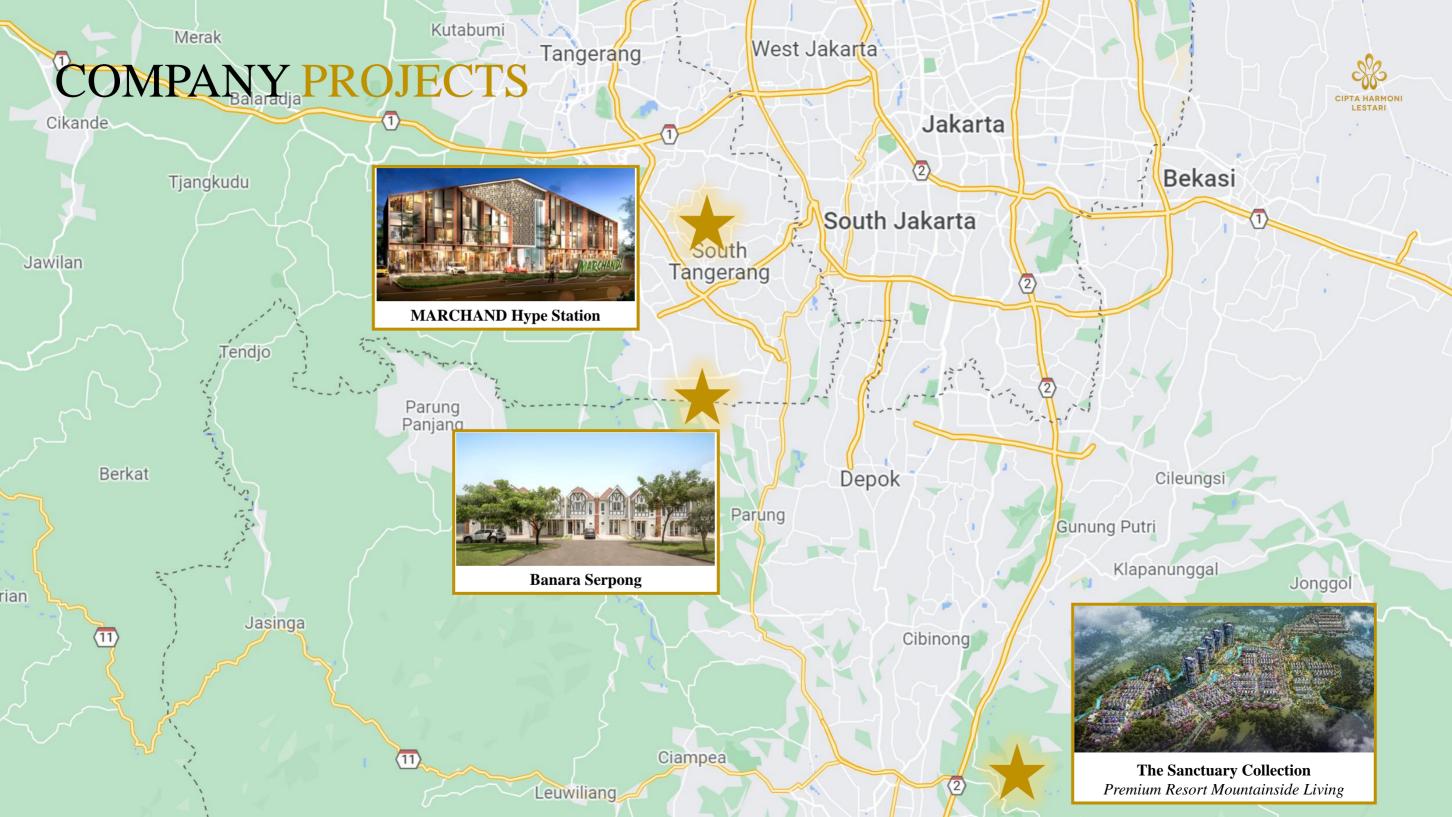
Our Company

600 Ha

9 Projects
On Hand

100₊
Employees





THE SANCTUARY COLLECTION



SANCTUARY
— COLLECTION —

The Sanctuary Collection is 75 Ha joint-venture premium residential development in Sentul Selatan between CHL, Perennial Holdings Pte Ltd, and Qingjian Realty.

The mountainside resort-living concept is complimented by mature facilities such as AEON Mall, IKEA, four-star hotels, universities, and hospitals.









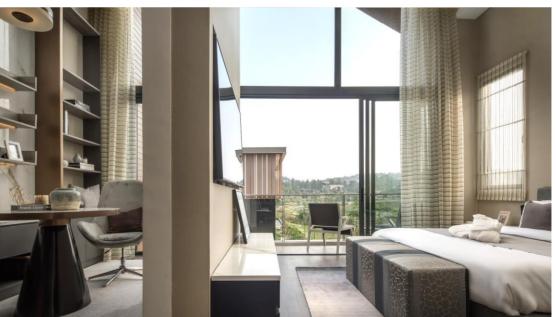
THE SANCTUARY COLLECTION











MARCHAND HYPE STATION





MARCHAND Hype Station is a commercial mall located in CBD Emerald Bintaro on 3,300 m2 of land.

Adopting international design concepts from well-known commercial areas such as Paddy's Markets in Sydney and Melbourne Hosier Lane, MARCHAND provides a recreational space for youths, families, and tourists to dine and chill, surrounded by hundreds of interactive murals and beautiful neon lighting across tenants and outdoor space, allowing visitors to take vibrant selfies at dozens of Instagram photo spots to bring home photo memorabilia that will last a lifetime.









BANARA SERPONG





Banara Serpong is the first project developed by CHL. Located only 19 minutes from BSD City, the 4 Ha residential development is targeted to young millennials purchasing their first homes.

The project is split into two parcels: Ambara (Dutchinspired design), and Lenggana (modern-minimalist).

Complete with facilities such as Alfamart, clubhouse, swimming pool, VIP Lounge, indoor gym, jogging track, Bali-themed amphitheater, and 24-hour security, Banara Serpong provides residents with a sense of peace, safety, comfort, and convenience.









mazenta

residence



































JAPAN AMBIANCE LIVING

The "Japan Ambiance Living" concept is introduced for the first time in CHL Project in Bintaro, with the purpose of creating a **Premium Private Living** residential with abundant lush greenery, clean environment, private facilities, and serenity living surrounding in order to create a more pleasant and healthier living standard for residents.

The presence of ample colorful greenery was also envisaged within the cluster. Dominated by red, pink, blue and purple colored trees, Mazenta Bintaro is established as a well-organized residential destination to live in, as well as a reliable investment for buyers.



JAPAN AMBIANCE LIVING

PERSONAL

WORK

FAMILY & FRIENDS



MORNING

ME-TIME JOG THROUGH JACARANDA TREES







AFTERNOON

RELAXING WORK AT THE CLUBHOUSE BY THE SWIMMING POOL





EVENING

REST AND YOGA BY THE WET PARK BRIDGE





NIGHT

FAMILY & FRIENDS BBQ BY THE GARDENS







ENJOY EVERY DAY AT ...

mazenta

residence





Meet The Architect

Design Philosophy

In the last decade, the architecture of residential houses, especially in urban locations, has undergone many shifts. Influenced by the level of density and growing facilities, especially in big cities such as Jakarta and its surroundings.

Mazenta residence is part of our latest residential concept that tries to answer the cultural challenges of urban society. By mentioning rational design characteristics, but still prioritizing the functionality of open space and capturing the outside space to become a visual extension into the house.

Mazenta residence is a signature that we created not only on the adaptive aspect of the house and the space in it but also on the environment that has good quality and supporting functions. In addition to the clubhouse which is the signature building in this neighborhood, the entrance gate is connected by a jogging track to other parks in the cluster.

We take a fresh mood and color palette from Scandinavian and Japanese architectural elements, then we present it by redefining the architecture of Atelier Riri for Mazenta Residence. Of course, with strong locality and identity values, it feels that you live in an environment that is adaptive to nature and has a sustainable future.

With a broad vision on sustainability and eco-design, Atelier Riri committed to develope a prefab building concept for more efficient and practical way of construction. All of those things will be done in a platform of reasonable, execution and construction, reasonable execution and construction.

Achievement

- Nominated Aga Khan Awards 2013 for Kiri's House
- Published "A Design for Life's" Book
- 1st winner Bintaro Design District 2018
- 1st winner Arch ID 2020
- Nominated IAI Awards 2020 Townhouse Grand Trevista
- Nominated IAI Awards 2020 Townhouse Sawo Linea
- 1st winner in Daikin Design Awards 2020

Project Achievement

Project published on international webzine such as archdaily.com, dezeen.com 2010-2020. Project published on national & international magazine such as Interior Design (Hongkong), Skala+, Laras, Dwell, 2010 Monolog Book of House Project Atelier Riri 2021, MARK Magazine 2014 (Netherland), Design Anthology Magazine, Hospitality Snapshots.com 2018, Archelo Magazine, Cube Magazine.

Riri Yakub







Meet The Developer

Cipta Harmoni Lestari (CHL) Group through PT. Serpong Bangun Cipta, subsidiary of Harita Group, an Indonesian business conglomerate. The group's core businesses are in the natural resources sector, such as Palm Oil, Nickel, Bauxite, and Property, which operates throughout Indonesia.

Cipta Harmoni Lestari owns a total of 600 Ha landbank, and has developed a few projects, such as Banara Serpong Residence in South Tangerang, The Sanctuary Collection in South Sentul, and MARCHAND Hype Station in Emerald Bintaro District / Sector 9.

Mazenta Bintaro is led by Mr. Setia Iskandar Rusli, a passionate serial real estate developer with over 20 years of experience across international projects, such as Nava Park (Lakewood, North Point), The Sanctuary Collection (Tanglin Parc, Newton Springs), and other developments in Top 5 real estate developers in Indonesia.

Mazenta Bintaro's highly dedicated team is committed to providing the highest quality distinguished products for our tenants.

Setia Iskandar Rusli

Chief Marketing Officer (Mazenta's Project Director)





ENJOY LIVING.























ENJOY YOUR NEW HOME.



JAPANESE SCANDINAVIAN

Japan-inspired Artistic Design

Scandinavian Comfort

Clean Lines

Natural Lighting

Soft Colors

Eco-friendly Materials

Tidy Layout

Functional Lifestyle

















<u>TYPE</u>	<u>DIMENSION</u>	<u>LAND</u>	<u>GFA</u>
STANDARD	6X12	72	83
HOEK	9X12	94-132	87
STANDARD GARDEN	6X14	84	88
HOEK GARDEN	9X14	110-112	92









2 Floors 2 Car Porch 3 Bedrooms 1 En Suite 1 Bathroom 1 Powder

Bathroom

Room













2 Floors 2 Car Porch 3 Bedrooms 1 En Suite 1 Bathroom 1 Powder

Bathroom

Room

mazenta residence





Room















TYPE	DIMENSION	LAND	<u>GFA</u>
A STANDARD	7X13	91	122
B STANDARD	7X13	91	122
A HOEK	10X13	115-179	130
B HOEK	10X13	115-179	130





2 Floors 2 Car Porch





TYPE 7A STANDARD
MAZENTA BINTARO

3 + 1 1 En Suite Bedrooms Bathroom

1+1 Bathroom 1 Powder Room







2 Floors 2 Car Porch 4 Bedrooms 2 Bathrooms 1 En Suite Bathroom



Bedrooms



MAZENTA BINTARO

1 En Suite 1 + 11 Powder Bathroom **Bathroom** Room









Structure

Foundation : Concrete Pile &

Slab on Ground Plate

Structure : Reinforced Concrete

Wall

Exterior Wall : Plaster and Wheater Proof Paint

Variation Wall : Wood Pattern Fibre Cement

Interior Wall : Plaster & Emulsion Paint

Bathroom : Homogenous Tile 60x60 cm

Powder, WC : Homogenous Tile 60x60 cm

Kitchen : Homogenous Tile, Plaster & Paint

Floor

Main Room : Homogenous Tile 60x60 cm

Bedroom : Homogenous Tile 60x60 cm

Terrace/Service : Homogenous Tile 60x60 cm

Car Porch : Concrete Rabat with Burnt

Andesite Pattern

Roof

Framing : Light Steel Trusses

Cover : Insulated Reflective Metal Roof

Doors & Windows

Main Entrance : Solid Wood with

Digital Door Lockset

Interior Door : Engineering Wood

Window : Powder Coated Alumunium + Glass

Ironmongery: Yale or Equivalent

Sanitary Wares/Fittings

En Suite Bathroom, : TOTO or equivalent,

Bathroom, & Powder Room Homogenous Tile with Basin

Kitchen : Homogenous Tile with Sink

Instalation

PAM Standard Water : PVC Pipe

Electrical Power : 2200VA

Centralized Water

Heater System : Master Bathroom and Bathroom

Ceiling

Exterior : GRC Metal Frame

Interior : Painted Gypsum/ Calcium Board

Environment

Network : Fibre Optic Ready

Electrical Power : Underground

Environmental Drainage : Closed Canal

Security : 24 Hours + CCTV



ENJOY REAL LIFE.















PHASE1

UNIT TYPE

- Type 7
- Type 6

LEGEND

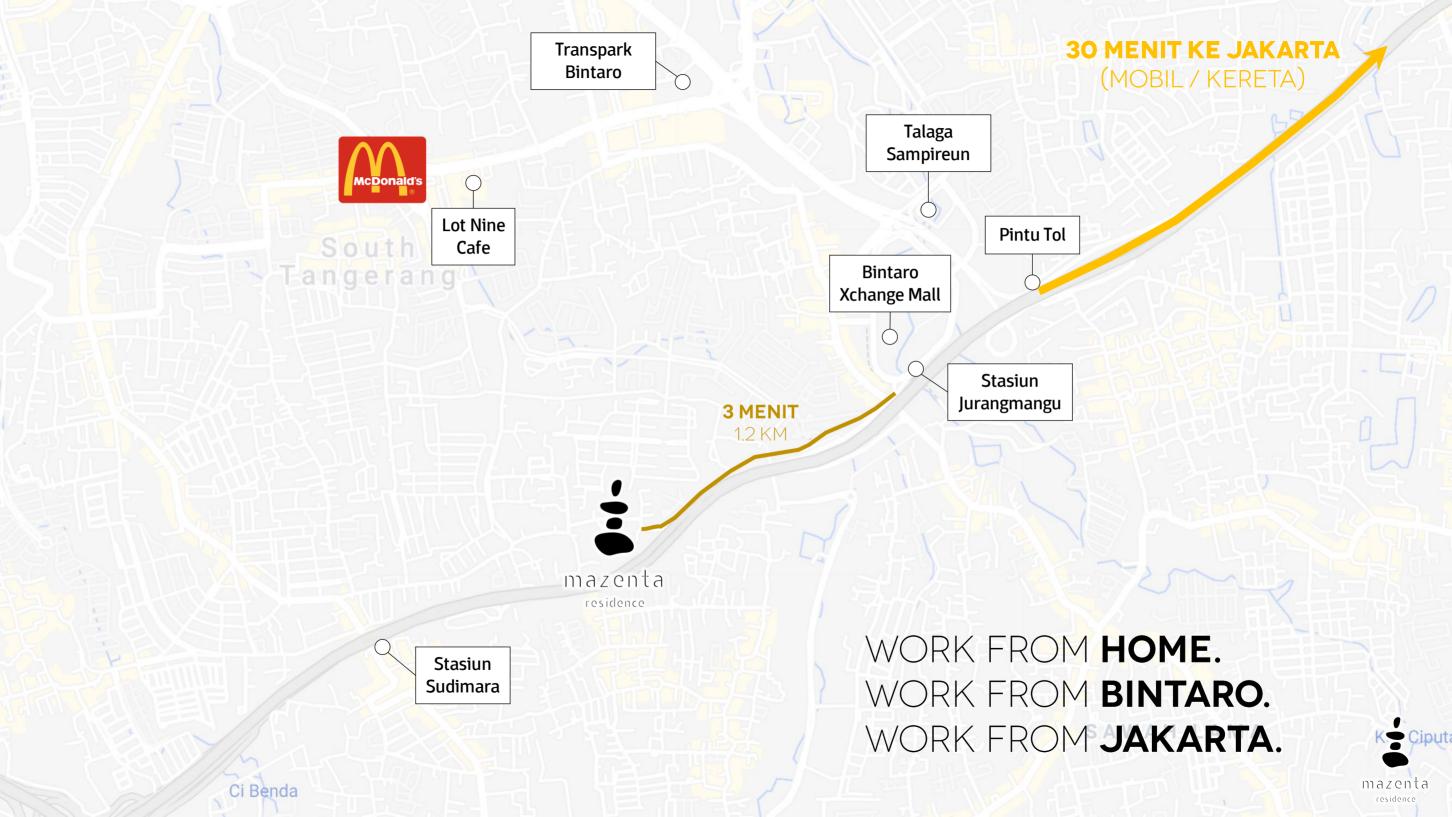
- A Pet Park
- B Main Gate
- C Club House
 - Multifunction Room Fitness Center

 - Musholla Swimming Pool
- D Iconic Bridge
- E Wet Park
- F Looping Jogging Track
- G Outdoor Gym
- H Children Playground
- BBQ Garden
- J Yoga Park
- Tabebuya Walk
- Jacaranda Tünnel



ENJOY COMMUTING.



























OTHER FACILITIES NEARBY MAZENTA BINTARO

HARI HARI
PASAR MODERN
BCA & BANKS
EDUCATION CENTERS



ENJOY VALUE.



PRICE

TYPE 6 2.0 MAN

TYPE 7 2.7 MAN



^{*} INCLUDE PPN

^{*} PRICES START FROM

PAYMENT TYPES

KPR DP 10% DP 20%

CASH KERAS 12X 18X 24X

* HANDOVER Q1 2024



		CASH KERAS	CASH 12X	CASH 18X	CASH 24X	KPR DP 10% 4X	
TYPE 6	BOOKING FEE	25 JT	25 JT	25 JT	25 JT	25 JT 45 JT X 4	
	CICILAN	521 JT	166 JT	170 JT	175 JT		
		546 JT	156 JT X 11	103 JT X 17	78 JT X 23		
		728 JT				BANK (20 THN)	
						1-60 (5.8%)	12.9 JT
		CASH KERAS	CASH 12X	CASH 18X	CASH 24X	KPR DP 10% 4X	
TYPE 7	BOOKING FEE	25 JT	25 JT	25 JT	25 JT	25 JT	
	CICILAN	694 JT	226 JT	232 JT	238 JT	61 JT X 4	
		719 JT	206 JT X 11	136 JT X 17	103 JT		
		958 JT				BANK (20 THN)	
						1-60 (5.8%)	17.0 JT



ENJOY CUSTOMER REWARDS.



EARLY BIRD **REWARD**

FREE 3 UNITS AC

- * RESERVATION BETWEEN 5-25 MARCH 2022, RP 25 JUTA
- * ENTER ON GOOGLE FORMS
- * FINALIZE TRANSACTION ON BOOKING DAY





BOOKING DAY REWARD

FISHBOWL DIP

- * BOOKING ON BOOKING DAY
- * MODEL FOR ILLUSTRATION ONLY







AIR PURIFIER



PORTABLE AIR PURIFIER



OVEN



BOOKING DAY REWARD

CANOPY

- * BOOKING ON BOOKING DAY
- * HIGH QUALITY U-PVC MATERIAL



CUSTOMER OPEN HOUSE

- * 5-25 MARCH 2022
- * FREE FOOD & BEVERAGES FOR POTENTIAL BUYERS













1

2

3

TRANSFER RESERVASI 25 JUTA

ISI GOOGLE FORM

INFO URUTAN

DEADLINE 24 MARET

PT. SERPONG BANGUN CIPTA

BCA 497 667 7781 KCU SERPONG

MANDIRI (VA) 155-001-0709395 KCU KISAMAUN TANGERANG

DEADLINE 24 MARET

NAMA & INFO PEMBELI KTP & NPWP PEMBELI PILIHAN 3 UNIT

EMAIL

MAZENTA BINTARO AKAN INFORMASIKAN URUT PEMBELIAN





