

# Tan & Tan's D'Laman Kundang 80% sold

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Tan & Tan Development Bhd's latest freehold 2-storey link houses project, D'Laman Kundang, was soft-launched in May and is already 80% sold.

Its chief marketing officer Colin Ng tells *City & Country* via email: "Since the first Movement Control Order (MCO), people have started to realise that they need bigger living spaces. But the prices of freehold 2-storey houses in the city centre or inner suburbs are too high compared with that in Kundang."

Ng attributes the success of the development to its accessibility, attractive price and serene environment as well as the new normal lifestyle. He says, "D'Laman Kundang is priced from RM546,000 and eligible for the Home Ownership Campaign (HOC). So, it has become a good choice for a family looking to upgrade their home."

D'Laman Kundang is a joint venture (JV) project between IGB Bhd, which wholly owns Tan & Tan, and Selangor State Development Corporation (PKNS). Sitting on a 6½-acre tract in Kundang South in Selangor, the project has a gross development value of RM80 million. The freehold development comprises 179 two-storey link houses measuring 20ft by 70ft, with built-ups of 1,517 sq ft. D'Laman Kundang is expected to be completed in the first quarter of 2023.

Ng acknowledges the challenges amid the MCO and stresses that the group adheres to strict regulations. "All our staff at the sales gallery were fully vaccinated as at Sept 1. We have also abided by the SOPs set by the government since the reopening of our sales gallery. We want to ensure the safety of our employees and visitors."

"It is a challenging time for every industry. I am glad that we are in a high-tech era in which we can promote, sell and buy online. The promotion of D'Laman Kundang is done mainly through social media platforms and our sales team sells the houses through webinars."

## Growing popularity

Tan & Tan is banking on Kundang's growing popularity. "We can see that people are interested in this area. Four months since its soft launch, D'Laman Kundang is more than half sold. This is testament to the rising popularity of Kundang," says Ng.



An artist's impression of the living room



Ng: D'Laman Kundang has become a good choice for a family looking to upgrade their home

"Our buyers are also mainly from the surrounding areas such as Kepong, Rawang and Sungai Buloh. We believe that this good mix of residents will form a harmonious neighbourhood," he discloses.

"Of the 146 units sold, 35% of the buyers are bumiputera and the remaining are non-bumiputera. The majority of buyers attracted to this project are aged 30 to 40, and most of them are first-time homebuyers who are buying for their own stay. Only 16% of the buyers are buying this project for investment purposes."

According to Ng, the houses feature a unique roof design. "The modern double-pitch roof not only provides roof covering but also creates a jack roof with louvre clerestory windows for natural lighting and ventilation. The deep overhang roof also provides shade for the front porch area and the rear section of the ground floor where the kitchen, bathroom and bedroom are positioned."

D'Laman Kundang is strategically located next

to an up-and-coming commercial hub comprising retail and leisure facilities, offering residents convenience in meeting their daily needs. This low-density neighbourhood is also adjacent to a hill, creating green surroundings for the residents.

In terms of connectivity, D'Laman Kundang is easily accessible from three major highways: North-South Highway, Guthrie Corridor Expressway and Latar. The development is also located 5km from the Kuang KTM station and near amenities such as supermarkets and primary and secondary schools.

IGB is one of the largest listed property companies in Malaysia, whereas PKNS is an experienced state development corporation.

Founded in 1971, Tan & Tan is the residential arm of IGB and one of the oldest property developers in Malaysia. Over the years, the company has built numerous renowned projects such as Desa Kudalari, U-Thant Residence and the Sieramas township.



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