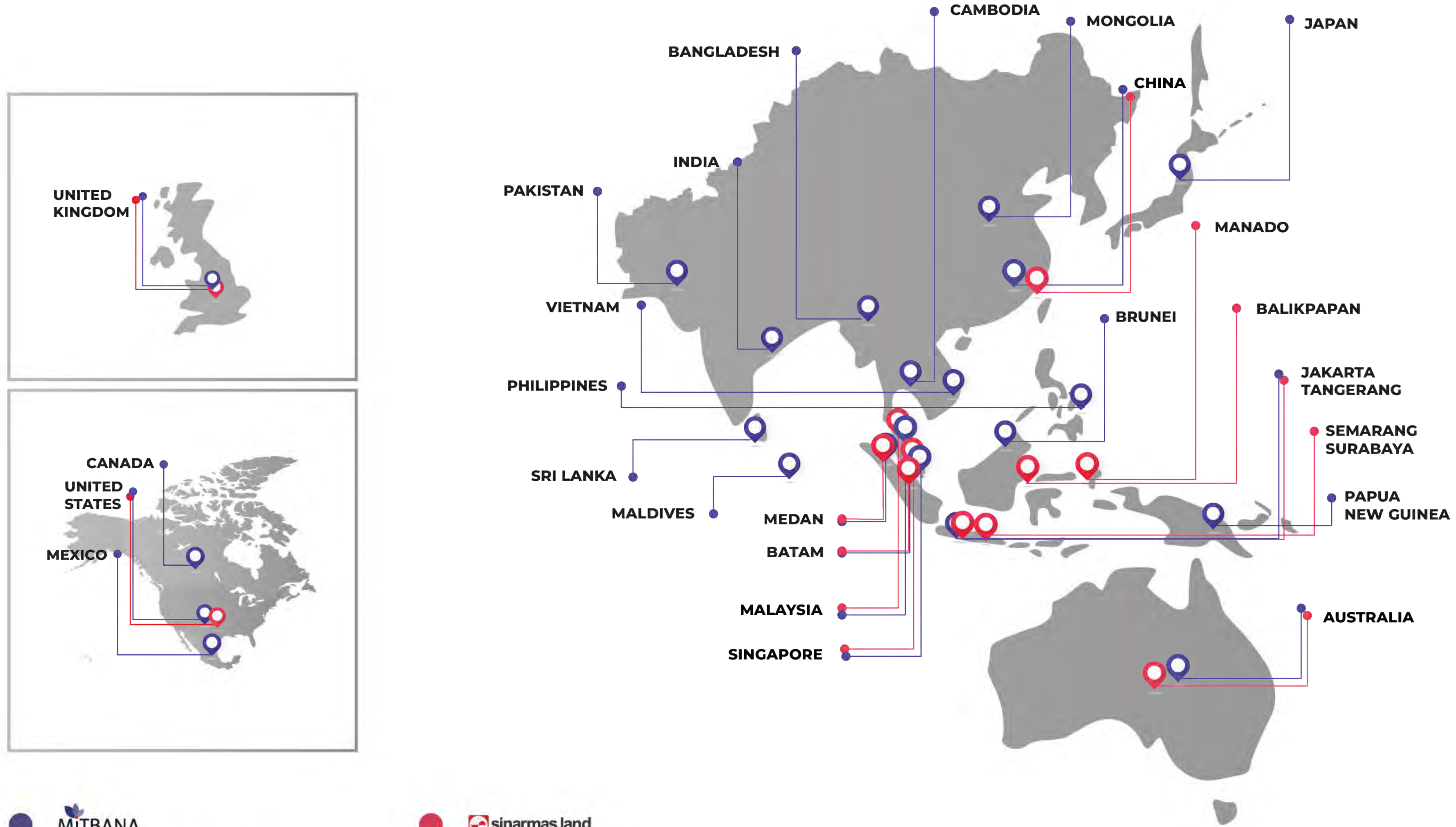


HERA

The *Heartland* of BSD City

THE ULTIMATE COLLABORATION BETWEEN ASIA'S GREATEST CORPORATIONS





Established in March 2019, Mitbana is a joint venture company of Mitsubishi Corporation from Japan, and Surbana Jurong from Singapore.



THE ZORA, TANGERANG, INDONESIA

The Zora is an authentic Japanese residential development spanning 19 hectares, akin to a bridge for all generations.



VINHOMES GRAND PARK,
HO CHI MINH, VIETNAM

Spanning approximately 270 hectares, Vinhomes Grand Park is slated to be Ho Chi Minh City's largest urban development project.



PUNGGOL WATERWAY, SINGAPORE

Transform from bare land into a vibrant 4,2 kilometres meandering waterway, Punggol Waterway is an architecture and engineering masterpiece by Surbana Jurong.



Sinar Mas Land is one of the largest and most diverse developer in Indonesia with an established portfolio spanning 50 years of experience in property development.



ALPHABETA TOWER, LONDON, UK

Alphabeta is located at the heart of Shoreditch Area that is fast becoming an internationally recognised centre for creative and commercial innovation in London.



GREATER PALM SPRINGS, CALIFORNIA, USA

Sinar Mas Land and Palari Group has formed a strategic partnership in Greater Palm Springs, California.



BSD CITY, GREATER TANGERANG AREA, INDONESIA

BSD City is Sinar Mas Land's flagship development, which encompasses a total area of approximately 6,000 hectares.

CONSUMER PREFERENCES IN BUYING PROPERTY



CONNECTIVITY

Connectivity is becoming the main selling point when people look for a home.



ECO-FRIENDLY

Consumers want to have a better quality of life and look for a home with eco-friendly features.



LESS PRIVATE VEHICLE USAGE

Consumers choose to live in a location where they can rely less on private vehicles for mobility.

91%

recognize the importance of eco-friendly homes

40%

desire homes in locations that reduce private cars

28%

willing to pay a home with eco-friendly features





THE BEGINNING
OF A GREAT STORY



HIERA

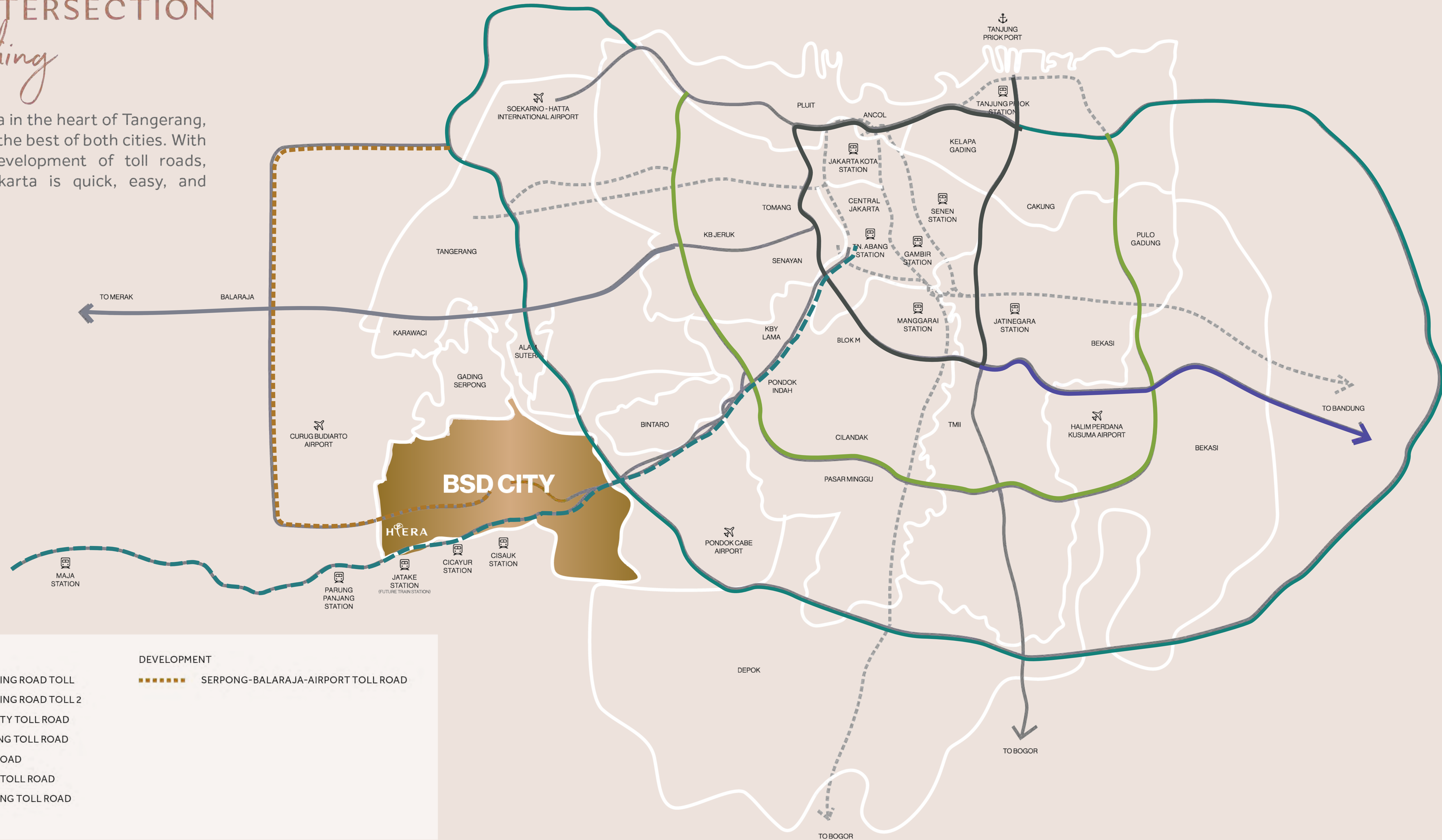
Hiera comes from the word 'hira' that means diamond and precious in Sanskrit. It's also inspired by the Japanese word 'Heiwa' that means peace.



The *Heartland* of BSD City

AT THE INTERSECTION OF *Everything*

A satellite city to Jakarta in the heart of Tangerang, BSD City has access to the best of both cities. With existing and future development of toll roads, access to Greater Jakarta is quick, easy, and convenient.



EXISTING	DEVELOPMENT
JAKARTA OUTER RING ROAD TOLL	SERPONG-BALARAJA-AIRPORT TOLL ROAD
JAKARTA OUTER RING ROAD TOLL 2	
JAKARTA INNER CITY TOLL ROAD	
JAKARTA - SERPONG TOLL ROAD	
JAGORAWI TOLL ROAD	
JAKARTA - MERAK TOLL ROAD	
JAKARTA - BANDUNG TOLL ROAD	
TRAIN TRACK	

A HEARTFELT LIFE TO DISCOVER

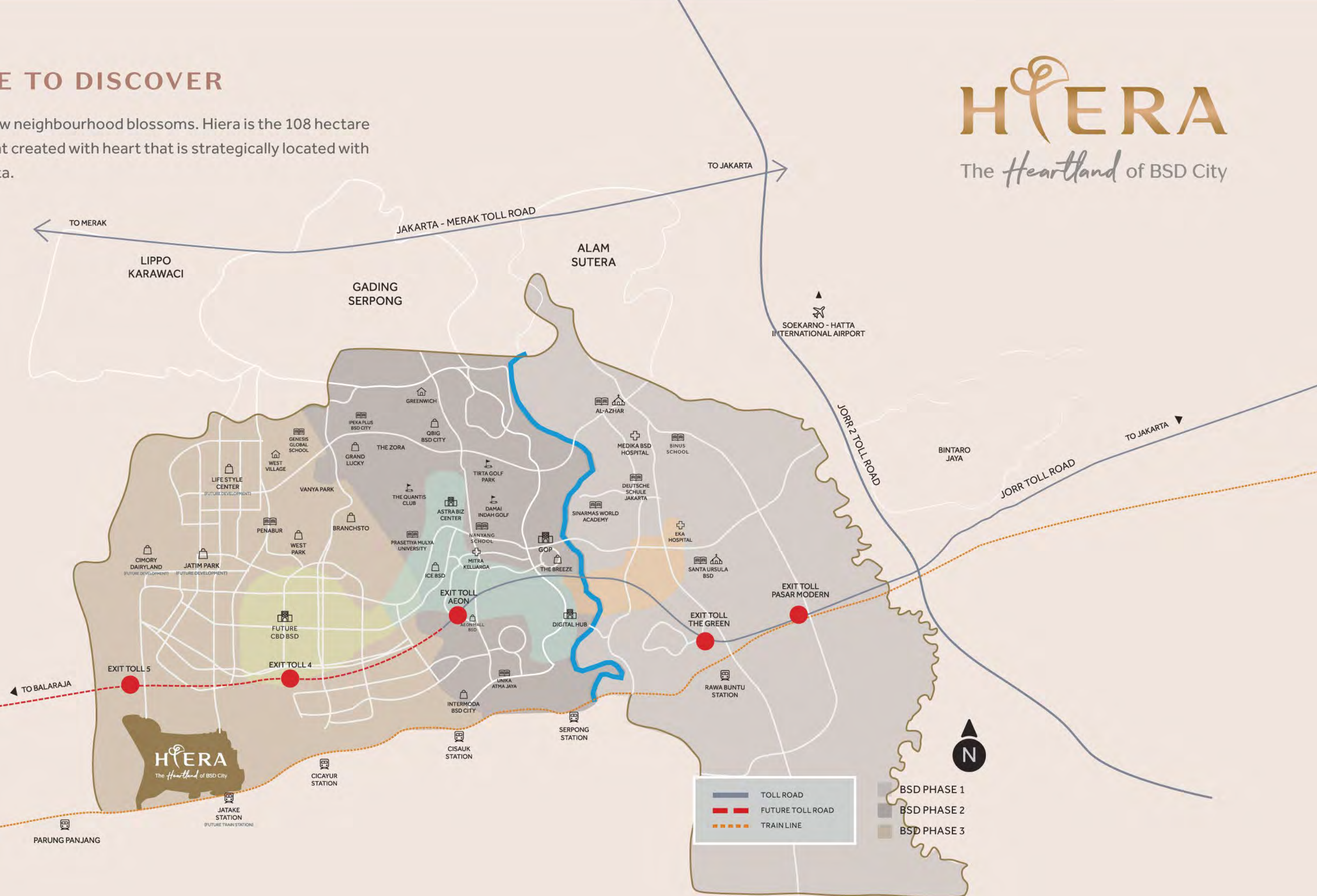
In the prime location of BSD City, a new neighbourhood blossoms. Hiera is the 108 hectare heart-shaped mixed-use development created with heart that is strategically located with direct access to BSD and toll to Jakarta.

HIERA

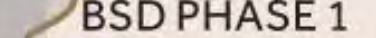
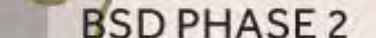
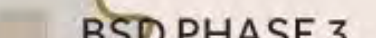
The Heartland of BSD City

ONE STEP AWAY FROM JATAKE TRAIN STATION

-  **05** MINUTES to Toll Serpong - Balaraja
- 10** MINUTES to AEON Mall BSD
-  **42** MINUTES to Tanah Abang Station
- 45** MINUTES to Soekarno-Hatta Airport



	TOLL ROAD
	FUTURE TOLL ROAD
	TRAIN LINE

	BSD PHASE 1
	BSD PHASE 2
	BSD PHASE 3

HERA

The Heartland of BSD City



H

HOLISTIC
LIVING



I

INTEGRATED
MOBILITY



E

EMBRACING
NATURE



R

REDEFINE
SUSTAINABILITY



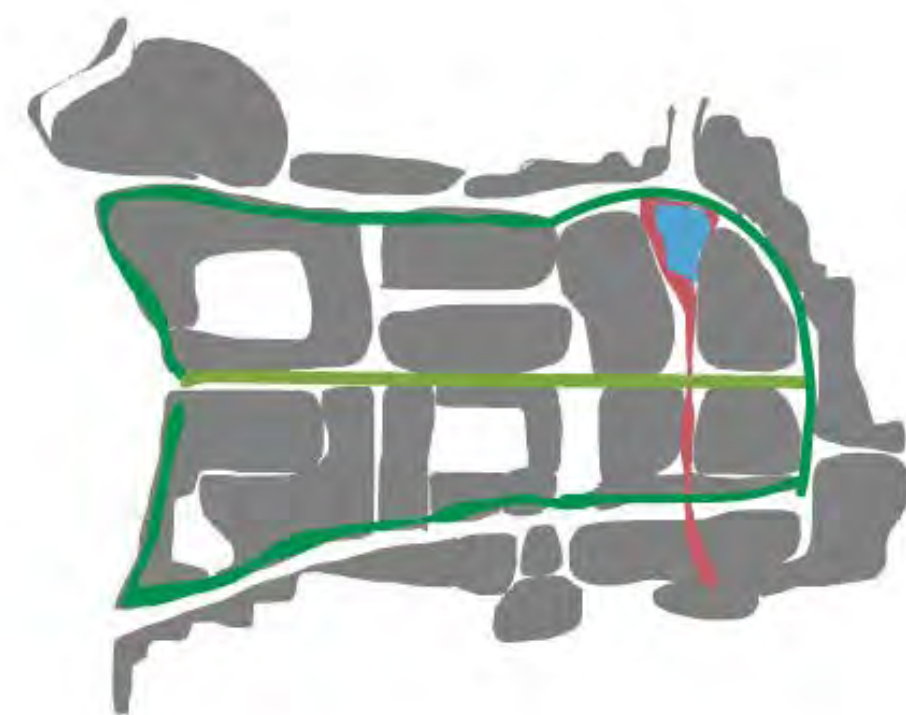
A

AFFECTIONATE
COMMUNITY



OUR VISION FOR THE HEARTLAND

Experience life like never before as Hiera introduces you to a world of wonders.



- | | | |
|---|----------------------------------|-----------------|
| 1 Residential Estate | 6 Tol Serpong - Balaraja | 10 Waterfront |
| 2 Super Clubhouse | 7 Flyover to CBD of BSD West | 11 Great Street |
| 3 High-Street Retail | 8 Access Road to CBD of BSD West | 12 Green Belt |
| 4 Lifestyle Precinct / Community Spaces | 9 Jatake Train Station | 13 Green Loop |
| 5 Integrated Recreation & Retail Hub | | |

H

Holistic LIVING

Spread across 108 Hectares of Land,
Hiera is the epitome of a harmonious
living space.



PEACEFUL LIVING

A home for serenity



VIBRANT LIFESTYLE

Fine selection of
retail and entertainment
destination



MORE THAN BEYOND, THE SUPER CLUBHOUSE

Redefining what a clubhouse is, our Super Clubhouse in Hiera will be a stunning 2 Ha development with up to 20 unique facilities



Swimming Pool



Outdoor & Indoor Activity



Yoga Room



F&B Tenants



Beauty & Wellness



A Heartfelt LIFE
AWAITS



A GREAT LAKE

Welcoming you to Hiera is a magnificent statement of nature. A 1,4 Ha of stunning water feature with charming landscapes, promenade by the lake, vibrant retail, and overlooking deck is Hiera's natural gateway that elevates your arrival experience.



ARTIST'S IMPRESSION

THE GREAT STREET

More than 300 meters scenic retail promenade lined with shops, dining options, and refreshment stalls, this car-free great street is the heart of downtown Hiera, connecting lakeside promenade & station mall.





STARBUG COFFEE



FAIRHAVEN
Wellness

Matteo



INTEGRATED RECREATION & RETAIL HUB

Experience the first integrated recreation and retail hub with train station that includes food and beverages centres as well as shopping spots for your entertainment in a station unlike any other in Indonesia, the Jatake Station.



OPEN AIR SHOPPING LAKESIDE PROMENADE

An open air lakeside retail dining, & entertainment area. The atmosphere is suitable for leisurely activities with its lush and fresh ambiance.



Integrated MOBILITY

As a transit-oriented development, Hierá provides comprehensive public transport services.

TRANSPORT HUB



Seamless Public Transport Hub, projected less than 15 minutes travel throughout Hierá



JATAKE STATION

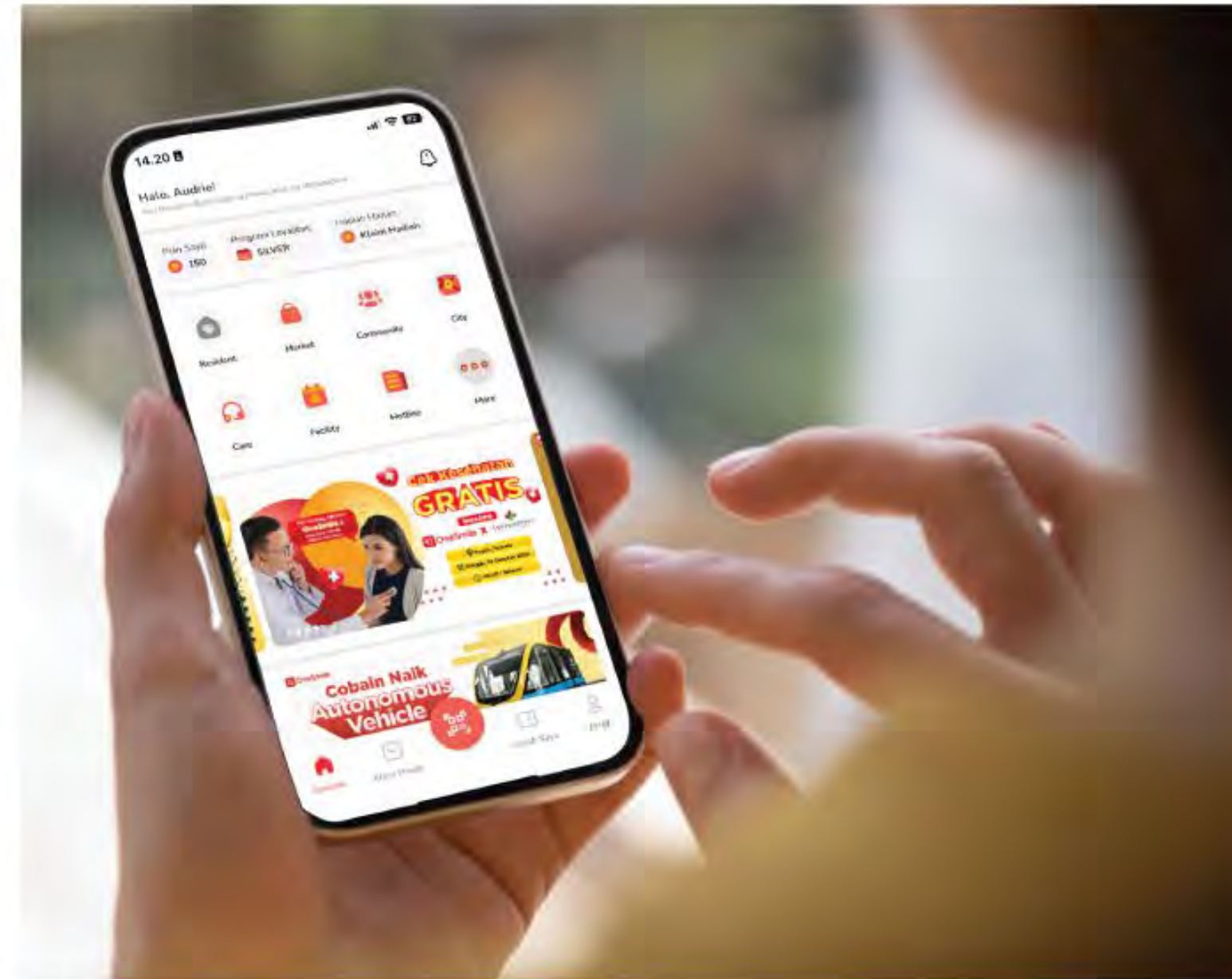
Experience the first integrated recreation and retail hub with train station that includes food and beverages centres as well as shopping spots for your entertainment in a station unlike any other in Indonesia, the Jatake Station.





THE CITY BETWEEN THE ROADS & TRAIN LINE

Hiera is strategically located between two toll gates and train line.



SMART SOLUTIONS WITH SWAT MOBILITY

Provides the OneSmile or SWAT Mobility app to commute better in the city, using AI and real-time information of traffic conditions to allow commuters to better plan their journey.



A PRIVILEGE THAT NEVER ENDS

Hiera is designed to be a 15-minute neighbourhood.

E

EMBRACING *Nature*

Nature is all around you, embracing you from within. Blue lakes, green belt and a series of community gardens adorn the city of heart.



3 Km =
6.000 steps



3 Km =
Burn up to 300 calories

source: nowthisearth youtube





GREEN LOOP

Within Hiera is a lane as wide as 9 metres, dedicated for the comfort and safety of pedestrians and cyclists. Adorned with lush landscapes, you can be sure of a safe and refreshing walk or a leisurely cycle in comfort.



Nature IN EVERY CORNER

A gust of wind sings a story of Hiera, a township embrace by nature, where life blooms amidst the green foliage and blue lakes. Find nature everyday, as your new chapter of an exciting life unfolds.

GREEN BELT



Daily exposure to nature can improve physical and mental well-being, reduce stress, and increase overall happiness.



R

REDEFINE *Sustainability*

HIERA is designed with future-ready designs and intelligent solutions for the needs of the present.





IMPROVING HEALTH THROUGH GREEN SPACES

The abundance of lush and green landscapes in Hiera improve air quality, reduce heat island effect, enhance biodiversity, create shades, facilitate water management, and reduce stress.



RESPONSIBLE ENERGY DEVELOPMENT

As a renewable source of power, solar energy has an important role in mitigating climate change.



REDUCED POLLUTION

With the network of electric shuttle-bus and extensive pedestrian infrastructure, Hiera aims to reduce the use of motorised vehicles, thus reducing pollution.



ENERGY SAVING

The buildings in Hiera are thoughtfully planned and designed to face north and south, thus minimising heat, saving energy with its orientation and cross-ventilation.



ADVANCED WATER SYSTEM MANAGEMENT

Hiera has advanced water management with a well-planned drainage system and water infiltration that can minimise flood risk.



A

AFFECTIONATE *Community*

HIERA is well-thought to connect with yourself, others and the surrounding environment.



People who have stronger social connections have 50% greater chance of avoiding premature death

<https://www-m.cnn.com/2019/05/09/health/social-connections-health-benefits-int/index.html>



Strong ties to family and friends, along with frequent physical activity, may contribute to their longevity

May 9, 2019 CNN article research about an unusually long-living population on the island of Sardinia, Italy





LIVE YOUR BEST HEARTFELT LIFE

Discover whole-hearted living in Hiera, a place you will call home. There's a space for you, whatever your age or lifestyle, in the city designed for those who want it all.



LIFESTYLE SPACES THAT CREATES UNFORGETTABLE EXPERIENCES

An engaging community can be found in the community gardens, zen zones for meditations, or town gallery.



FROM OUR HEARTS
TO YOURS

PRESENTING THE FIRST RESIDENTIAL AT HIERA

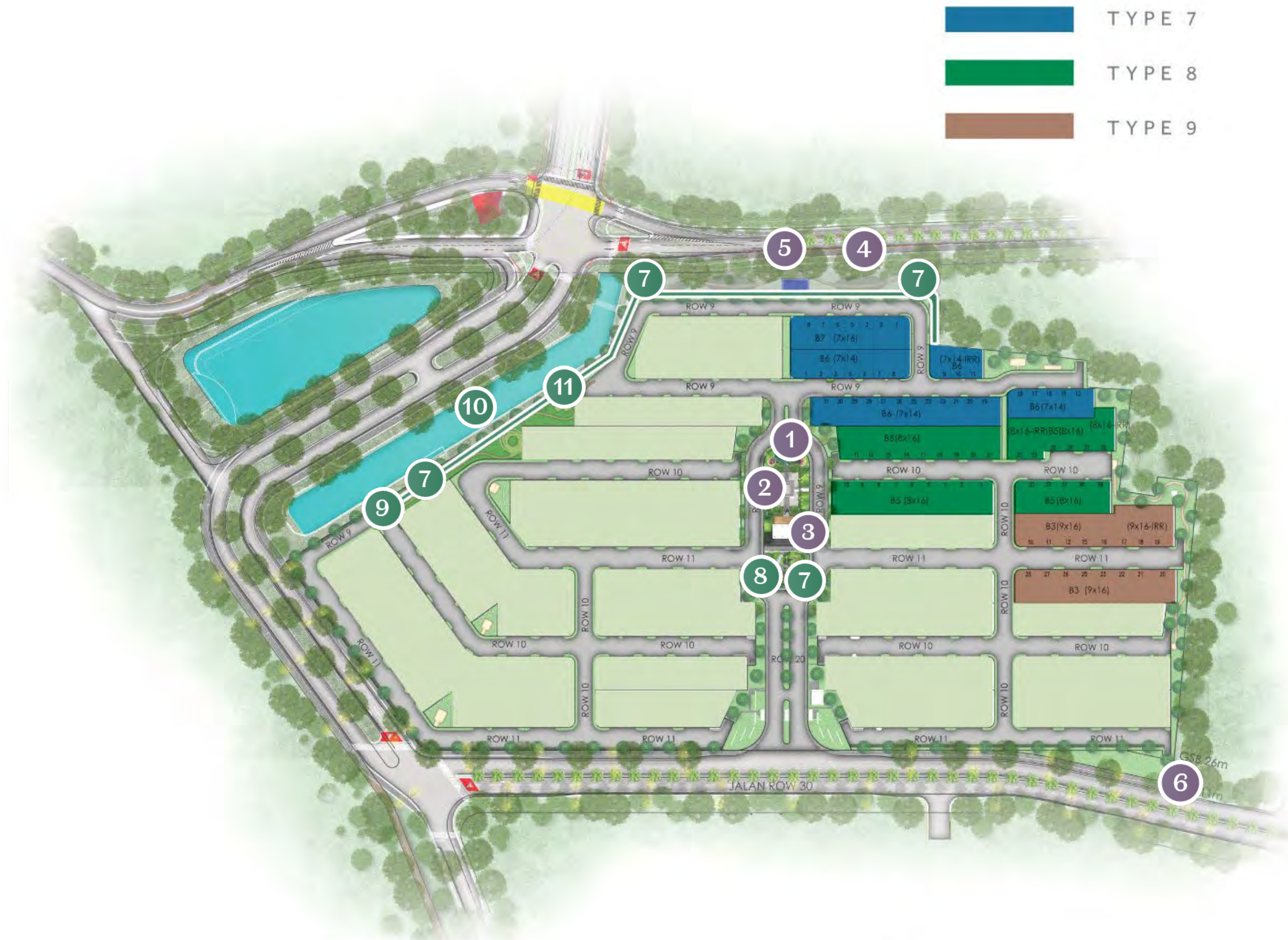
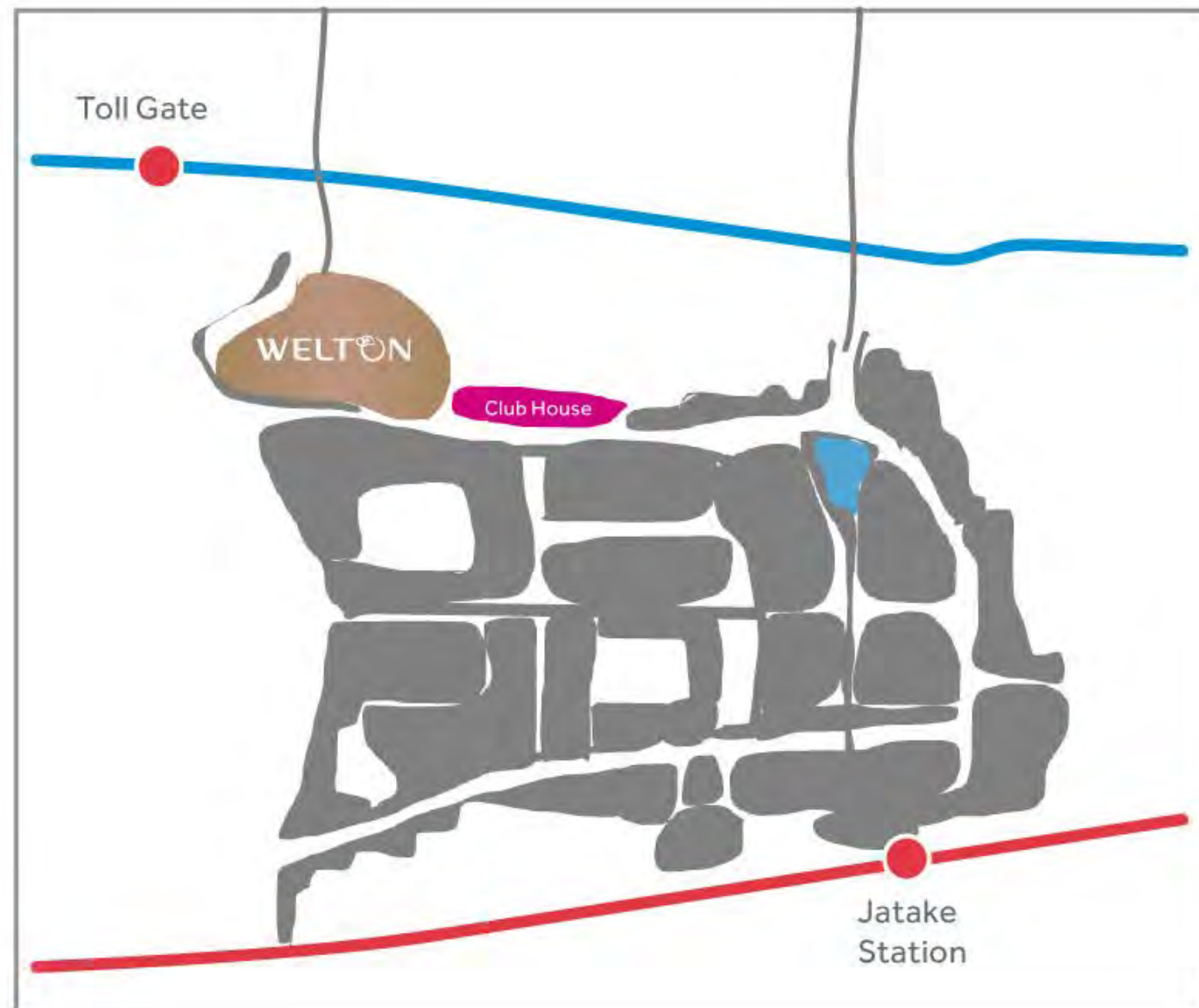
WELTON

WELL-LIVING AT HIERA



WELL-PLANNED FOR YOUR WELL-BEING

Welton at Hiera is the ultimate neighbourhood to live, work, and play like never before. As the pioneer landed housing in Hiera, Welton has the privilege to be the first to enjoy all that Hiera has to offer.



- | | | | |
|---|-------------------------------------|----|--------------------------|
| 1 | Children's Playground & Outdoor Gym | 7 | Sitting Area & Open Lawn |
| 2 | Open Plaza | 8 | Zen Garden |
| 3 | Pavilion | 9 | Forest Walk |
| 4 | Bird Feeding Area | 10 | Entrance to Viewing Deck |
| 5 | Badminton Court | 11 | Kinetic Sculpture |
| 6 | Entrance to Club House | | |

ARTIST'S IMPRESSION



VIEWING DECK



CENTRAL GARDEN



BIRD FEEDING AREA



TYPE 09



TYPE 9

A ROYAL WELCOME

A home with class, fit for royalty.
Type 09 is regal. Classy but understated.

Land Size
144 sqm (9x16)
162 sqm (9x18)

Building Size
225 sqm
225 sqm



4+1 Bedrooms



6+1 Bathrooms



2 Multi Purpose Room



1 Kitchen



2 Carport



GROUND FLOOR



2ND
FLOOR



3RD
FLOOR





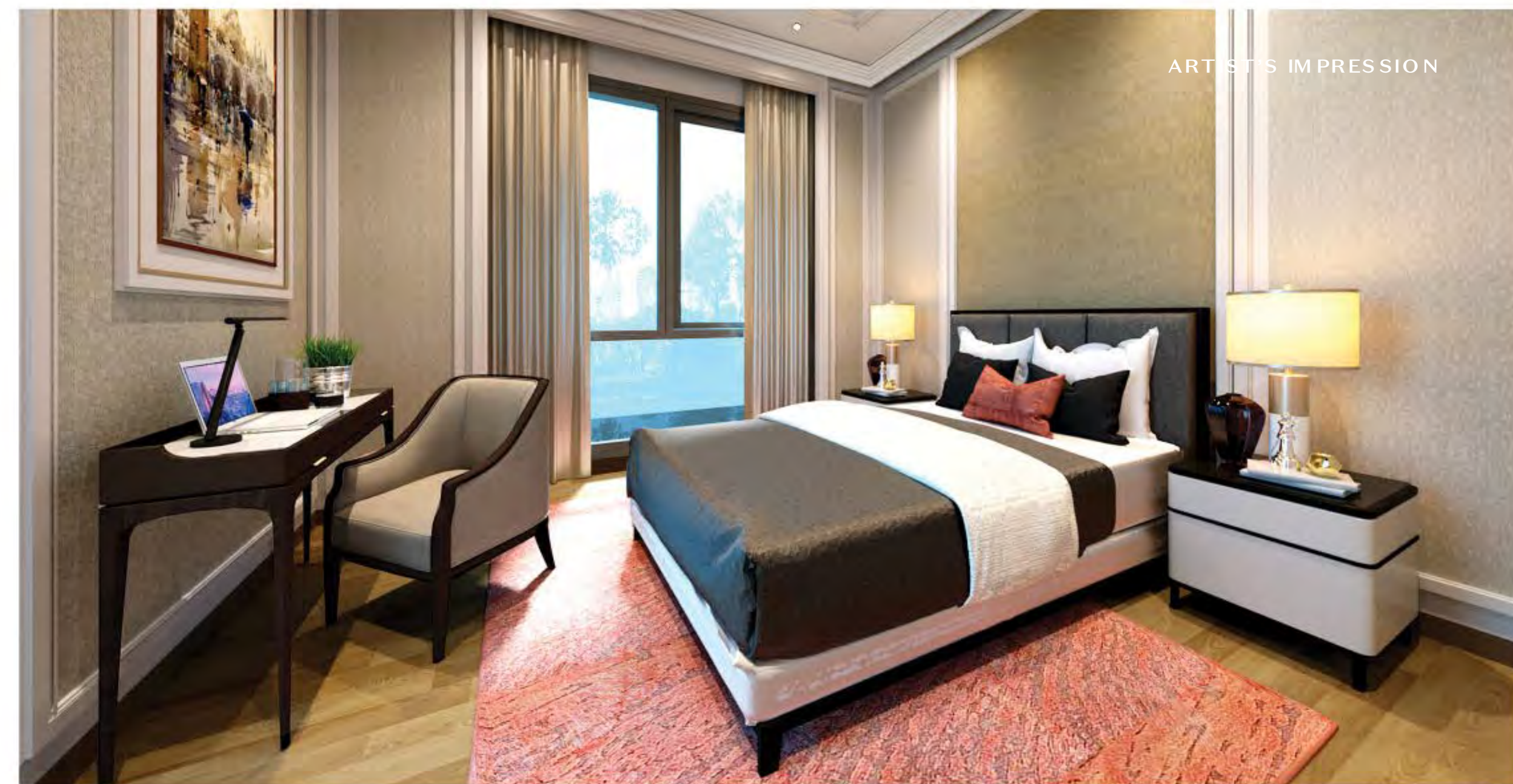
ARTIST'S IMPRESSION

ATTIC ROOM



ARTIST'S IMPRESSION

MASTER BEDROOM



ARTIST'S IMPRESSION

BEDROOM



TYPE 8

A TREAT OF LUXURY

When classic style meets a modern concept, an icon of opulence is born. Type 08 is the definition of splendour.

Land Size
128 sqm (8x16)

Building Size
166 sqm



4+1 Bedrooms



4+1 Bathrooms



Multi Purpose Room



1 Kitchen



2 Carport



GROUND FLOOR



2ND
FLOOR





STUDY ROOM



MASTER BEDROOM



DINING ROOM



TYPE 7

SOLEMN BEAUTY

Beauty in the most sincere way. Type 07 evokes peace in the everyday living.

Land Size
98 sqm (7x14)
112 sqm (7x16)

Building Size
118 sqm
118 sqm



3 Bedrooms



3 Bathrooms



Multi Purpose Room



1 Kitchen



2 Carport



GROUND FLOOR



2ND
FLOOR





FOYER



MASTER BEDROOM



BEDROOM



PREMIUM MATERIAL

All of our building specifications were
chosen carefully and thoughtfully.

SANITARY BY

KOHLER



LUXURIOUS MARBLE





GREEN LABEL CERTIFIED
LAMINATED WOOD FLOOR

SMART HOME



Security



Network



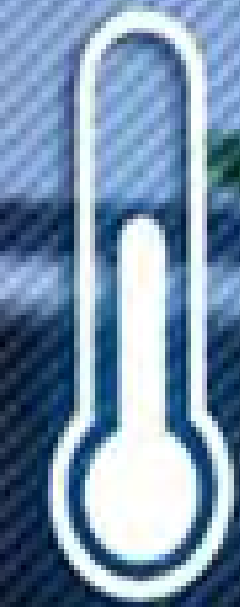
Camera



Light



50%



21°C



9:22



NO



98.6%



50%



SMART HOME FEATURE



Digital Door Lock at Main Door



Smart Lighting Control

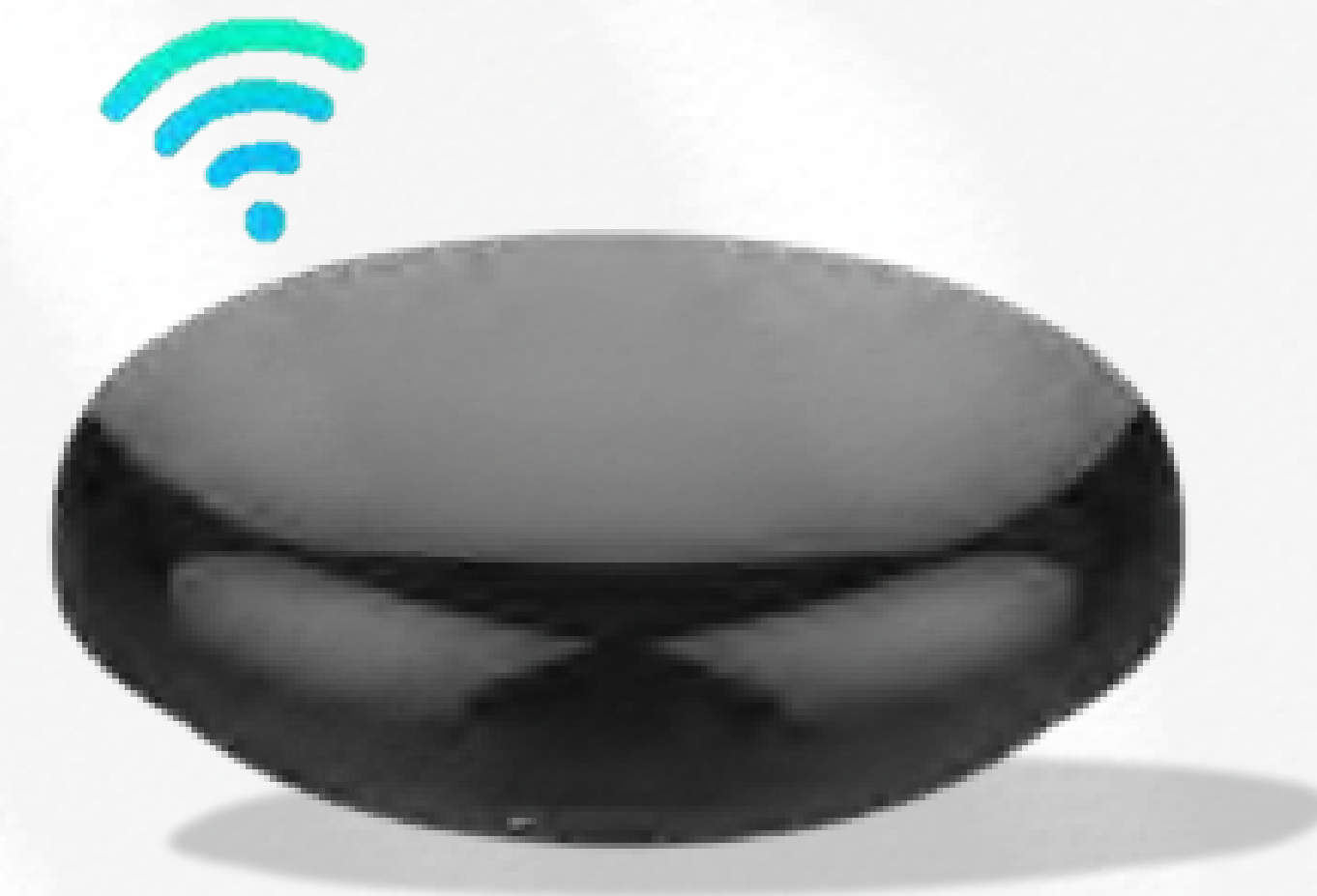


Voice Command

SMART HOME FEATURE



CCTV



Universal IR Blaster

SPECIFICATIONS

FLOOR FINISHES

- Living & Dining Area : Marble
- Staircase : Marble & Homogeneous Tile
- Bedroom : Laminated Wood
- Bathroom : Homogeneous Tile
- Carport : Homogeneous Tile

SANITARY WARES

: Kohler/equivalent
Services area by American Standard/equivalent
Fixed Glass Partition Shower Screen

KITCHEN PROVISIONS

: Storage Cabinet System with solid surface counter top
Cooking Stove & Cooker Hood
Kitchen Sink & Faucet

SPECIAL FEATURES

: Vanity Cabinet with Standard Mirror
(all Bathrooms except Maid's Bathroom)

SMART HOME SYSTEM

: Digital Door Lock at Main Door
Smart Lighting Control
CCTV
Voice Command
Universal IR Blaster



Surbana Jurong is a global urban, infrastructure and managed services consulting firm, with over 70 years of track record in successful project delivery. Surbana Jurong has built more than a million homes in Singapore, created master plans in more than 60 countries and developed over 100 industrial parks globally.



AECOM is the world's most trusted infrastructure consulting firm, delivering professional services throughout the project lifecycle—from planning, design, and engineering to program and construction management.



Headquartered in Singapore, Axis was founded in 1996 and is dedicated to shaping space - both inside and out. Our founders believed there was a better way to meet the demands of clients. To this day our mission is to strive to find the sweet spot between meeting the functional requirements of those clients while balancing aesthetics and responding to and respecting the surrounding environment.



Nataneka Arsitek is an architecture firm founded by Sukendro Sukendar Priyoso and Jeffry Sandy in October 1999. Nataneka Arsitek always applies the value of functionality and practicality, as well as good detail execution in their designs.



Founded in 1961 as PT Pembangunan Jaya Design Department, PT Arkoin was established as an independent design and engineering consultant firm in 1975. After thousands of completed projects, covering millions of square meters, Arkoin has become one of the most respected and influential design and engineering firms in Indonesia.

THANK YOU

HIERA Marketing Gallery

The Breeze - Lake Level L. 03

Jl. BSD Grand Boulevard blok L no. L03

Green Office Park - BSD City

Sampora - Kab. Tangerang

Banten 15345

  **HieraBSD** www.hiera.co.id



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