

NARAYA SERPONG

Developed by:



CIPTA HARMONILESTARI



CIPTA HARMONI
LESTARI

NARAYA SERPONG

PT Cipta Harmoni Lestari (“CHL Group”) is the real estate development division of the **Harita Group**, a Forbes’ 50 Indonesian conglomerate operating in palm oil, nickel, bauxite, real estate, and other industries.



Palm Oil

Bumitama Gunajaya Agro (BGA)

- Bumitama Gunajaya Agro (BGA) is one of the largest crude palm oil (CPO) producers in Indonesia, located in Central Kalimantan, West Kalimantan, and Riau
- Total planted area of 188,000 Hectares and 14 CPO mills, total CPO production capacity of 5.9 Mn tons per year



Nickel

Harita Nickel

- Harita Nickel operates in nickel mining, smelting, and HPAL
- Total smelter investment of USD 320 Mn, with a production capacity of 220,000 tons per year
- HPAL refinery investment of USD 1.05 Bn, with a production capacity of 365,000 tons per year



Bauxite

Harita Bauxite

- Harita Bauxite operates in bauxite mining and alumina refinery in West Kalimantan, first alumina refinery in Indonesia
- Refinery produces smelter-grade alumina, with initial investment of USD 2 Bn, and production capacity of 2 Mn tons per year



Real Estate

Cipta Harmoni Lestari (CHL Group)

- CHL Group is a real estate developer in Indonesia, with a total landbank of 600 Ha
- Joint-Venture with Perennial Holdings Pte. Ltd. to develop The Sanctuary Collection, an international-standard landed residential development located in Sentul Selatan

MEET THE DEVELOPER

SETIA ISKANDAR RUSLI
PROJECT CEO



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, Property, which operates throughout Indonesia.

Cipta Harmoni Lestari has land bank of 600ha and has developed few projects such as Banara Serpong Residence in South Tangerang, The Sanctuary Collection - Premium Residence in South Sentul, Marchand Hype Station - Commercial community space in Bintaro Sector 9 and Mazenta Residence in Bintaro.

CHL is committed to make positive and long lasting impact through its development by giving added value for their customers and people occupy them.

"With more than 20 years of experience. Naraya team is committed to provide distinguished product with the best quality for our tenants"

COMPANY PROJECTS

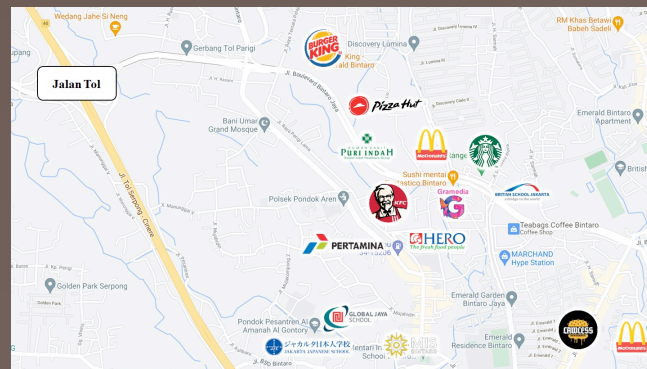
NARAYA SERPONG



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.

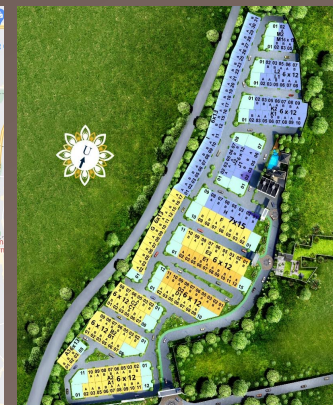
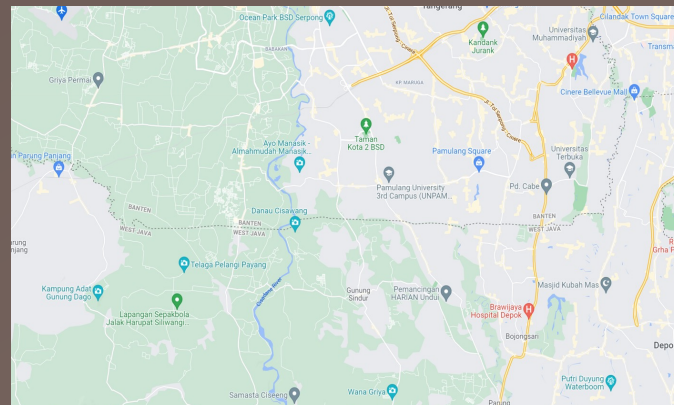




Banara Serpong is the first project developed by CHL. Located only 19 minutes from BSD City, the 4 Ha residential development is targeted to young millennials purchasing their first homes.

The project is split into two parcels: Ambara (Dutch-inspired 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

Mazenta Residence located in Bintaro, South Tangerang, built in a green and lush area that span of 1.6 hectares. Was launched in March 2022 as one of the signature projects from PT CHL.

Mazenta carries a mix of Japandi concepts that prioritize function and comfort. Not only is the design unique and attractive, but each Mazenta unit has 11 eco-friendly features in each of their.



MAZENTA'S ACHIEVEMENT



- BEST HOUSING/ LANDED ARCHITECTURAL DESIGN
- BEST HOUSING/ LANDED INTERIOR DESIGN



- BEST MID END HOUSING ARCHITECTURAL DESIGN
- BEST ECO FRIENDLY HOUSING DEVELOPMENT
- BEST HOUSING INTERIOR DESIGN

NARAYA SERPONG



NARAYA SERPONG

NARAYA SERPONG

MEET THE ARCHITECT

RIRI YAKUB

atelier riri



Nama Naraya secara literal diambil dari bahasa sansekerta yang berarti “harapan banyak orang”. Secara langsung tujuan perumahan ini untuk memberikan harapan baru bagi banyak orang yang menginginkan sebuah masa depan yang lebih baik. Naraya adalah sebuah rasa dari sebuah tradisi yang diharapkan akan hadir untuk menjawab berbagai memori akan sebuah lingkungan yang penuh dengan kedamaian. Naraya ingin menjadi representatif hunian modern agar menjadi harapan bagi penghuninya, dan menjadi harapan bagi lingkungannya.

Sebagai bagian dari pendukung hunian bagi ibukota Jakarta, Naraya hadir untuk menjawab kebutuhan bagi generasi milenial dan z-lenial, Naraya mencoba memberikan sebuah solusi hunian yang tetap mengedepankan unsur tropis dengan mood dan ambience yang menguatkan karakter “muda” yang optimis. Dengan berkontribusi pada lingkungan dengan ruang terbuka hijau yang memadai, penggunaan material yang *calm* dan juga tata ruang yang praktis serta kompak.

Naraya memiliki berbagai fasilitas yang interaktif dan produktif bagi penghuninya. Seperti *jogging track* dengan perbedaan material yang kontras dan nyaman untuk berolahraga. Fasilitas *playground* anak dengan perpaduan kombinasi desain modern tropis dan warna vokal diharapkan menjadi area yang dapat mengundang untuk membangun interaksi penghuni.

Unit hunian Townhouse Naraya memiliki dua tipe unit. Tipe lebar 7m berjumlah 26 unit dan tipe lebar 6m berjumlah 22 unit. Keduanya didesain dengan dua lantai, area bawah dijadikan zona semi publik dan servis dan di area atas sebagai zona privat atau ruang tidur. Prinsip utama pencahayaan dan pengudaraan alami yang baik menjadi *basic* utamanya. Penerapan yang baru dari konsep tata letak unit rumah ini adalah keberadaan ruang makan dan dapur yang diletakkan di area *semi-outdoor* lantai bawah. Sehingga lebih dekat dengan alam namun tetap terkoneksi dengan seluruh aktivitas di dalam rumah.

Sebagai penguat identitas bangunan, fasad mengedepankan prinsip dasar tropis, penggunaan *pitch roof* dengan proporsi yang menjadi pembentuk karakter bangunannya. Ditambah dengan elemen lain seperti pada garis desain yang tegas, pemilihan warna dan tekstur *earthy* yang membungkus susunan komposisi permainan massa bidang.

Naraya sebagai harapan banyak orang, dengan budaya hidup yang saling berdampingan, juga ingin menjadi bagian keseimbangan alam yang asri di lingkungannya di masa yang akan datang, serta harapan bagi masa depan yang lebih berkelanjutan. Mari bersama menyambut sebuah cahaya harapan di Naraya.

“REINVENTED LIVING CULTURE”



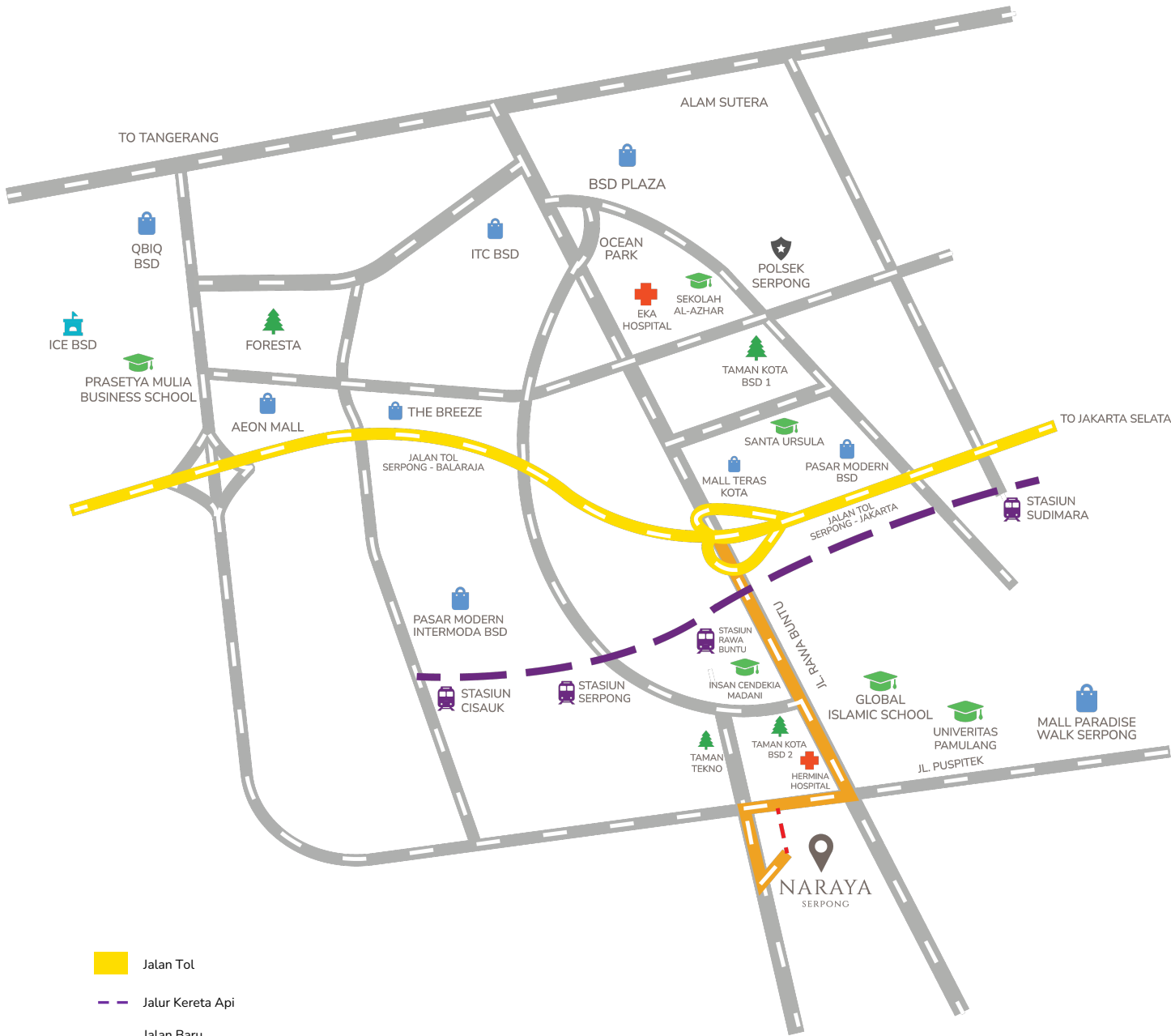
OUR LOCATION

NARAYA SERPONG

Located on the
West of Jakarta

Surrounded by :

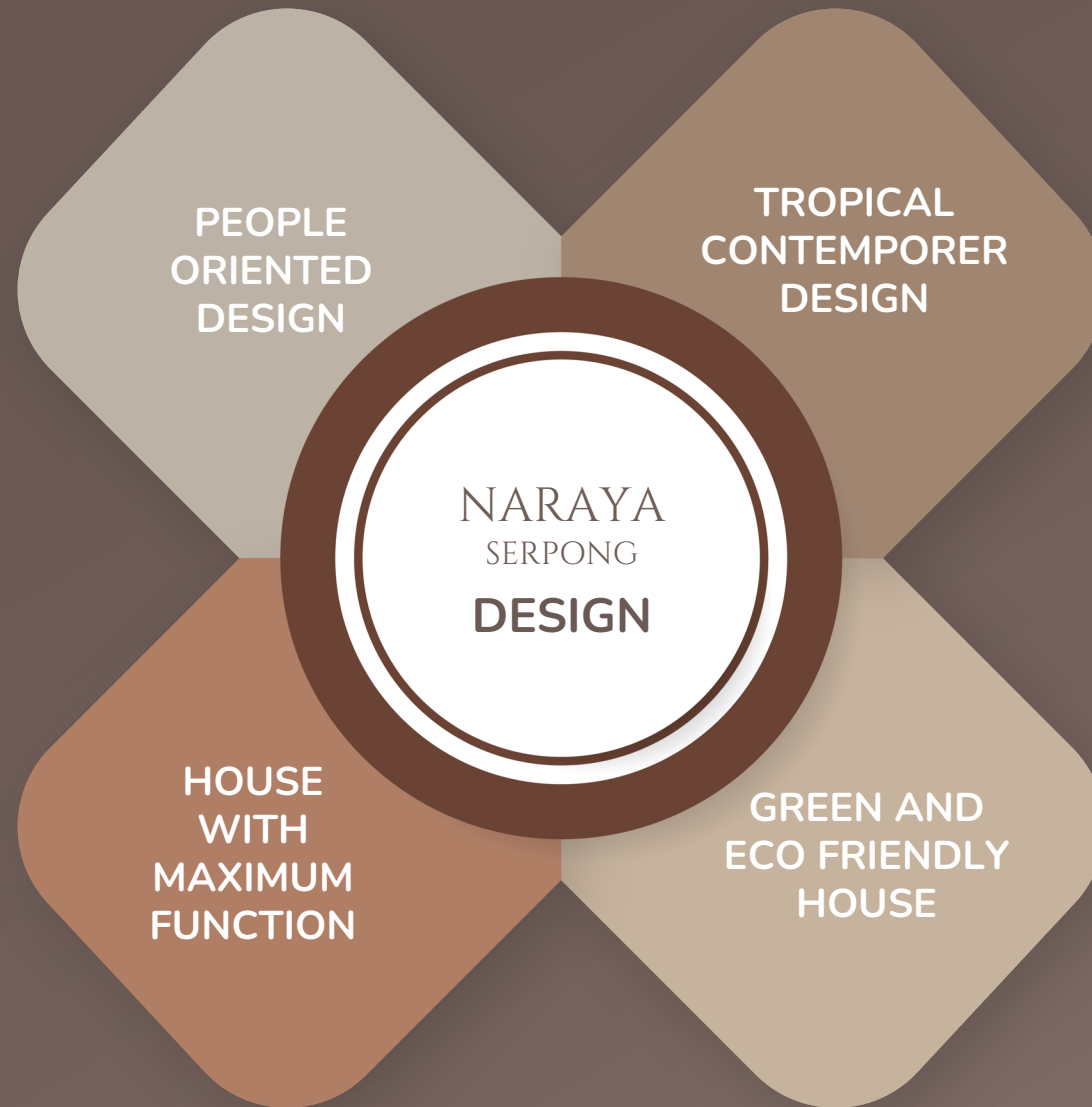
- Hermina Hospital Serpong
- Pamulang University
- Taman Tekno BSD
- Mall Paradise Walk Serpong
- Toll BSD
- Toll Serbaraja
- Rawa Buntu Train Station
- Serpong Train Station
- AEON Mall BSD



NARAYA SERPONG

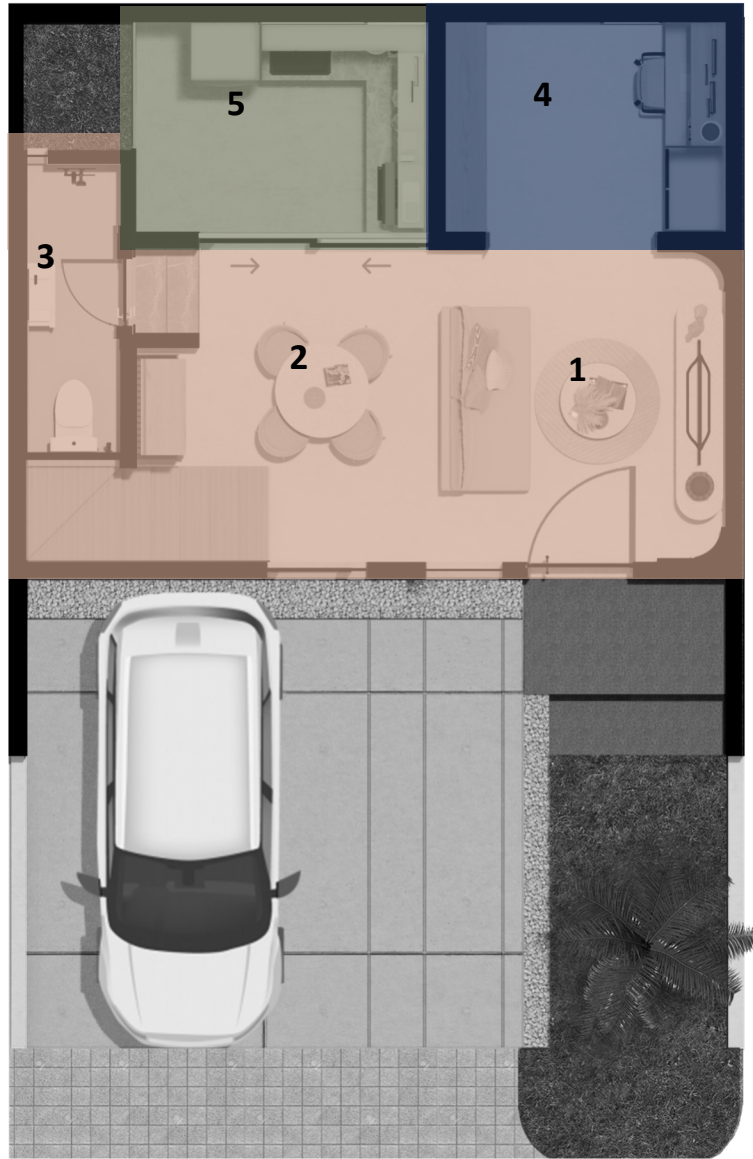
TOTAL
UNIT **48**



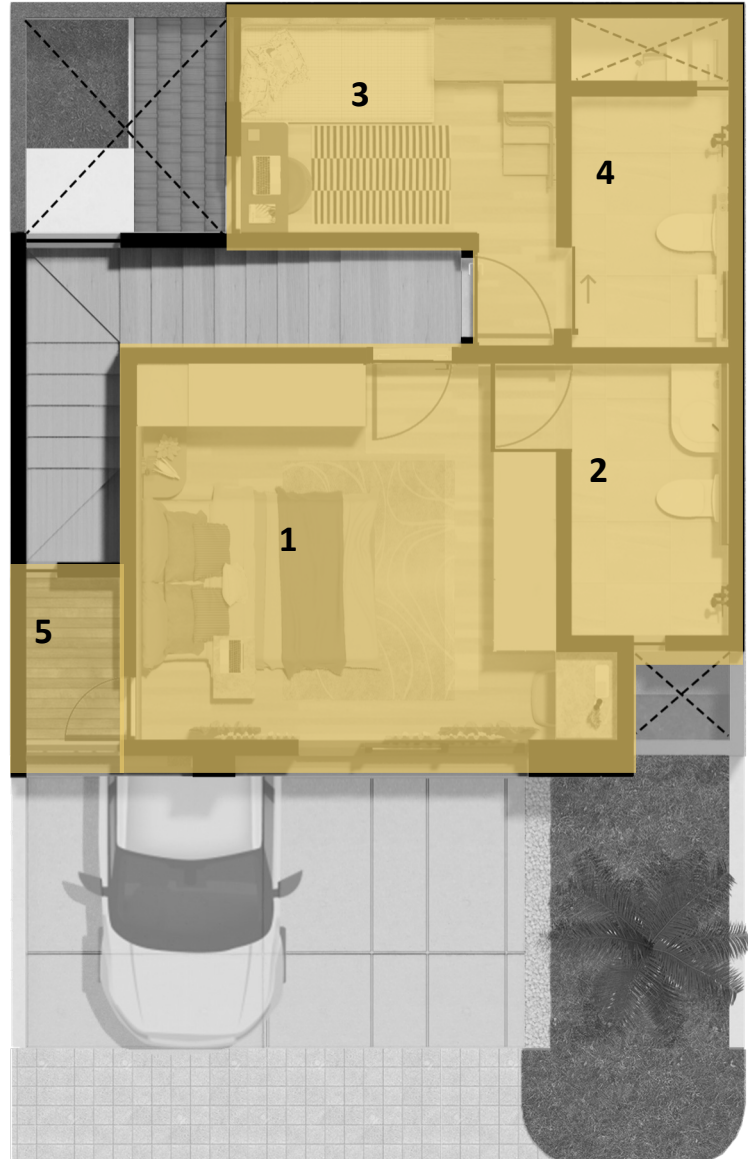


NARAYA SERPONG

ZONING POSITION



1ST FLOOR



2ND FLOOR



SEMI PUBLIC

1. Living Room
2. Dining Room
3. Common Bathroom



SEMI PRIVATE

4. Common Bathroom
(Working Room)



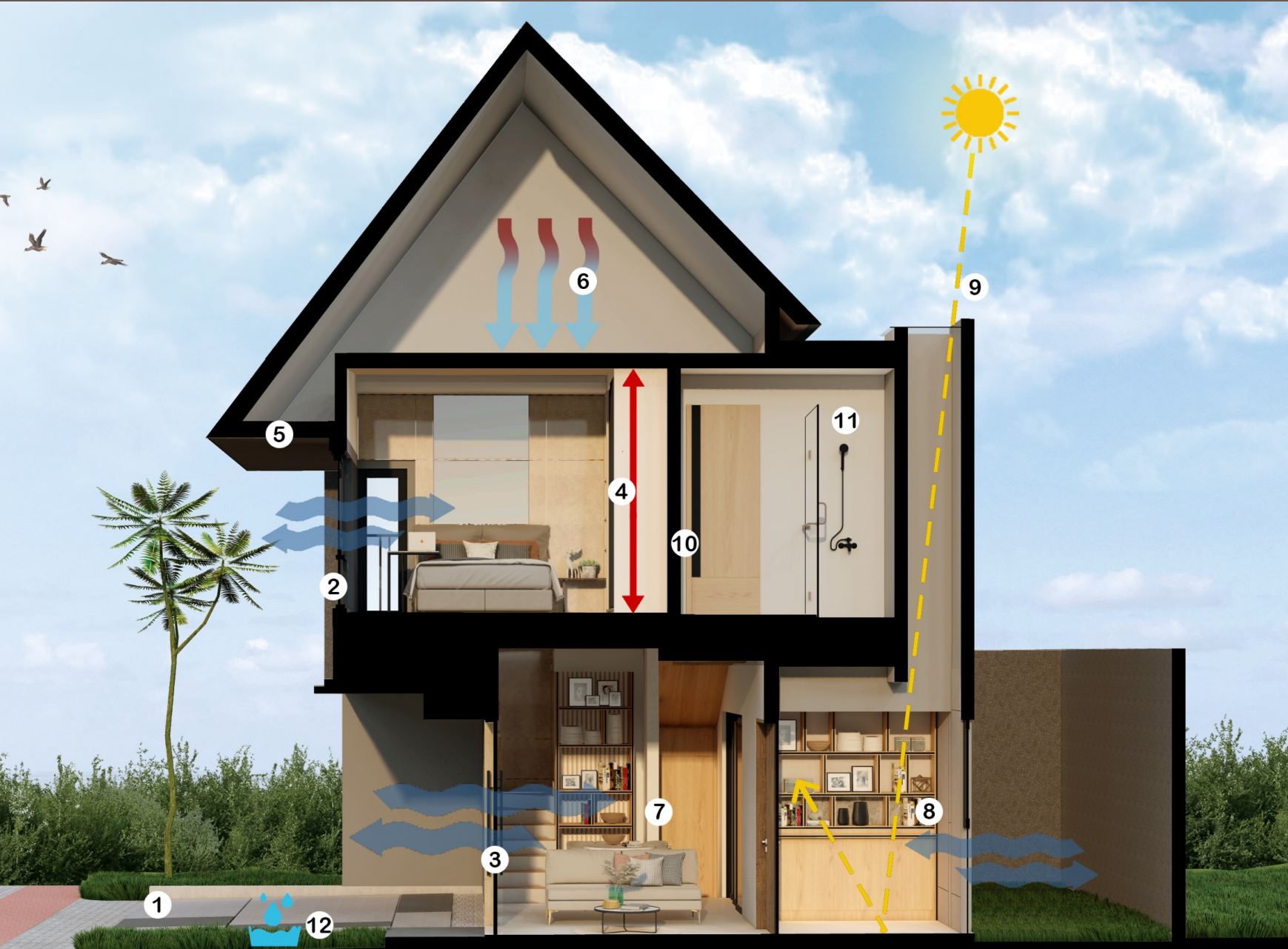
SERVICE

5. Kitchen



PRIVATE

1. Master Bedroom
2. Master Bathroom
3. Kid's Room
4. Kid's Bathroom
5. Balcony



DESIGN FEATURES:

1. Wide Car Porch
2. Panoramic Window
3. Cross Ventilation
4. High Ceiling Level
5. Roof with Deep Overhangs
6. High Roof Space to Reduce Heat
7. Column Less Spacious Layout
8. Flexible Layout Plan
9. Skylight to Natural Light
10. En-Suite Bathroom
11. Centralized Water Heater System
12. Underground Infiltration Wells and Biotech Septic Tank

FACILITIES

ENTRANCE GATE

NARAYA SERPONG













*Image shown are illustration purposes only.



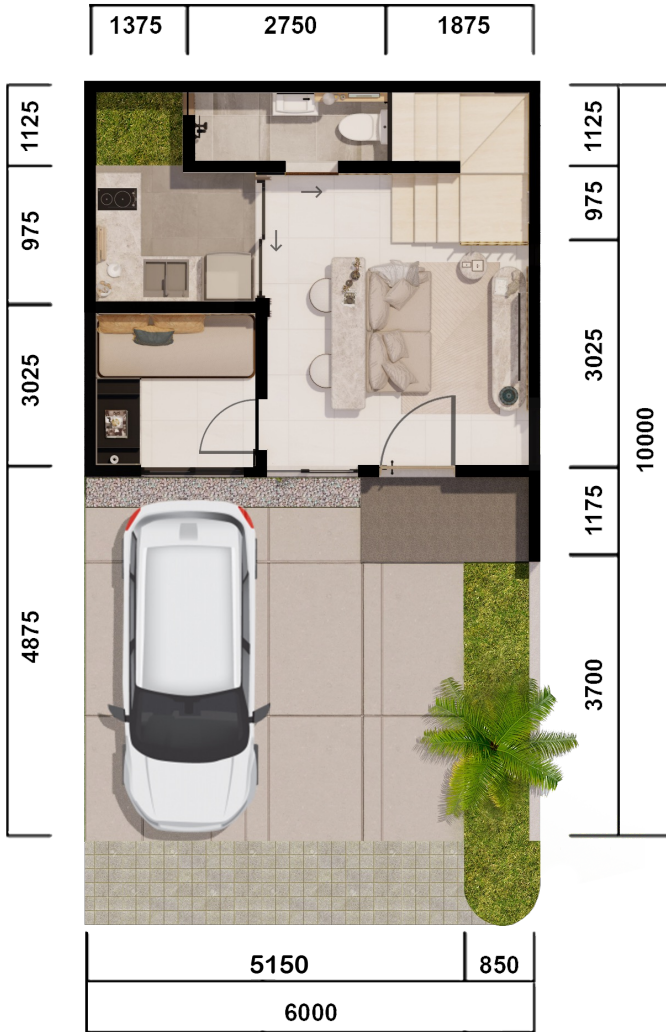
TYPE 6





FLOOR PLAN

NARAYA SERPONG



Three Bedrooms



One En-suite Bathrooms



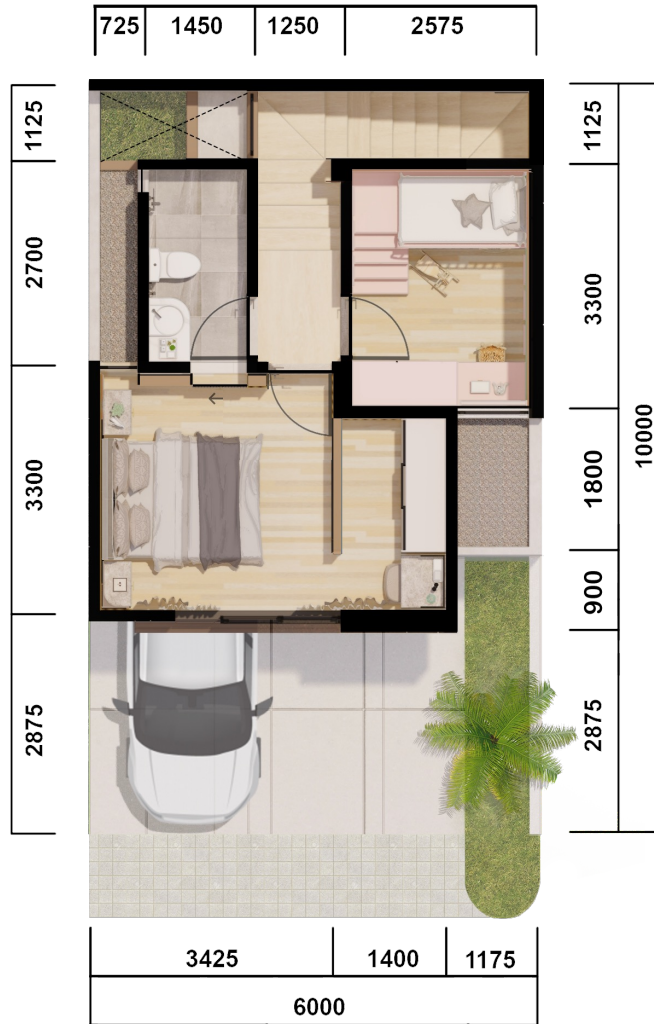
One Bathroom



Two Floors



Two Carporch



TYPE

6

STANDARD

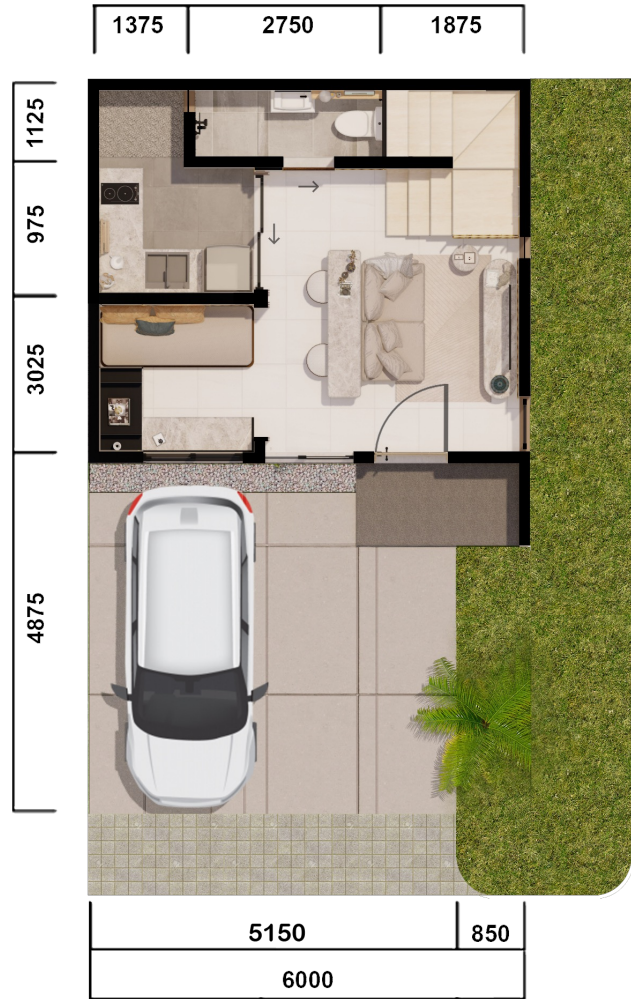
60 m²
Land Area






71 m²
Build Area

1ST FLOOR

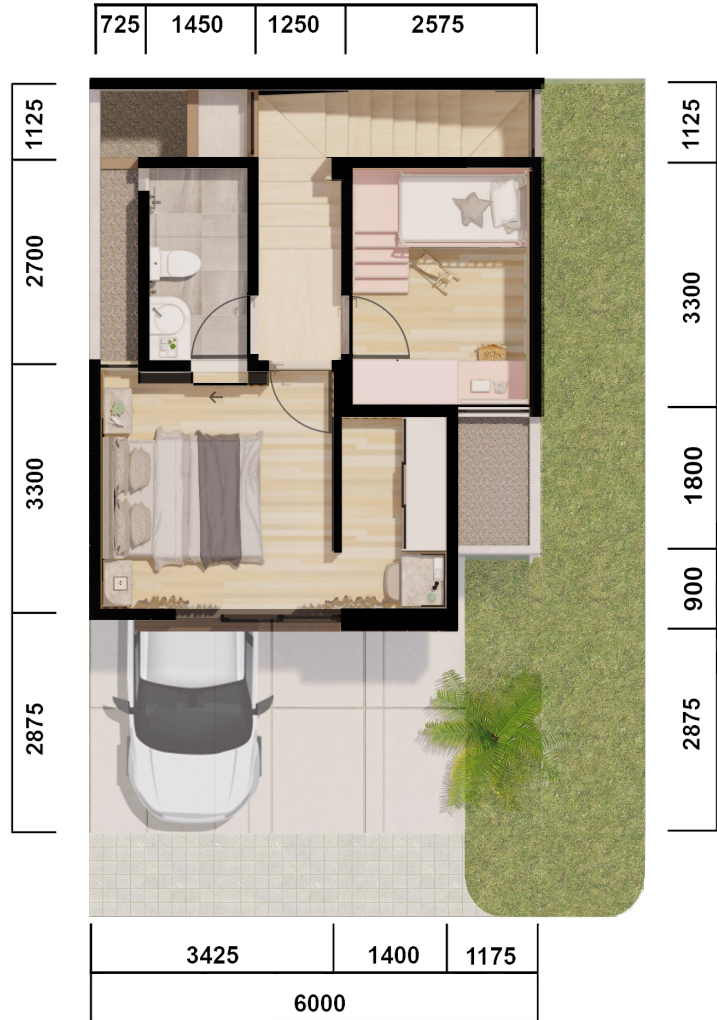
2ND FLOOR

FLOOR PLAN



- ()
Three Bedrooms
 - ()
One En-suite Bathrooms
 - ()
One Bathroom
 - ()
Two Floors
 - ()
Two Carporch
- 1125 | 975 | 3025 | 1175 | 3700

1ST FLOOR



2ND FLOOR

NARAYA SERPONG

TYPE

6

HOEK

72 – 94.4 m²
Land Area

71 m²
Build Area









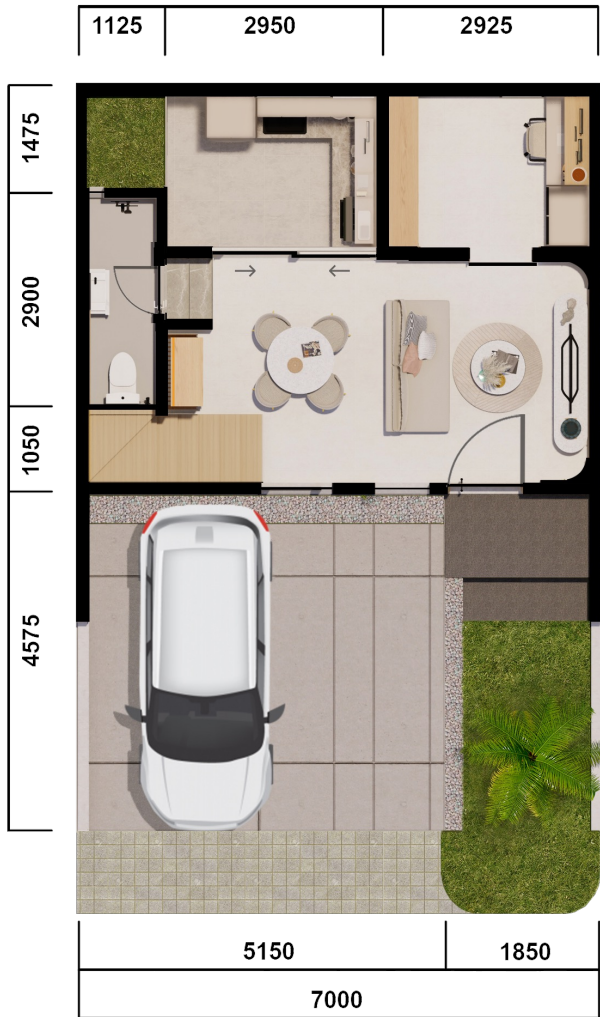
TYPE 7



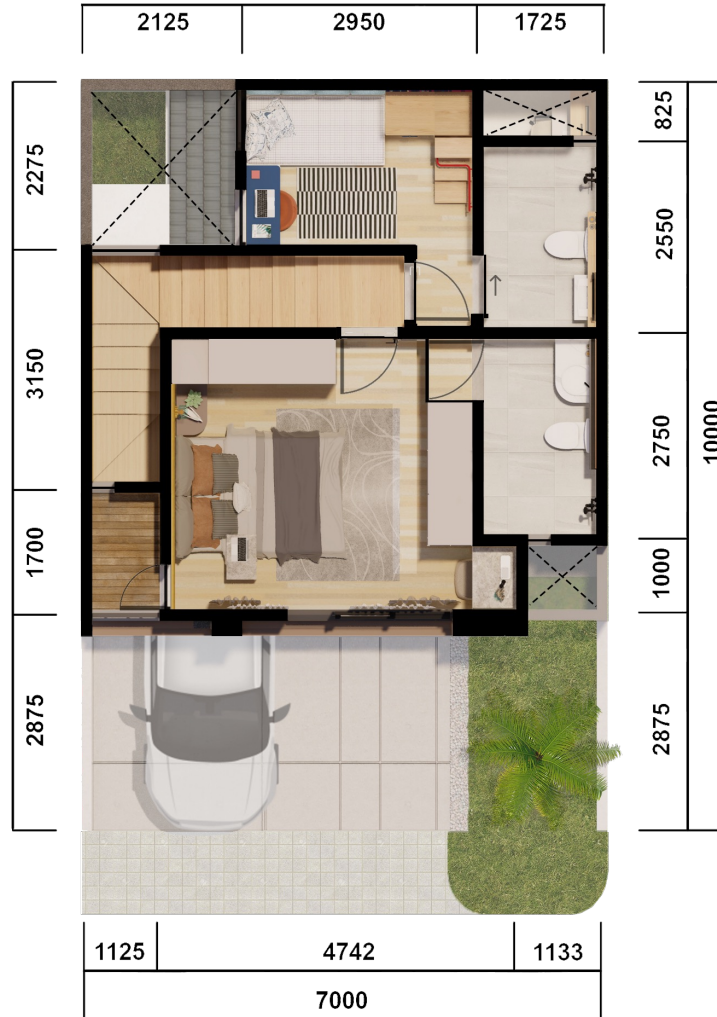


FLOOR PLAN – TYPE 7 STANDARD

NARAYA SERPONG



- Three Bedrooms
- Two En-suite Bathrooms
- One Bathroom
- Two Floors
- Two Carporch



TYPE
7
STANDARD

70 m²
Land Area

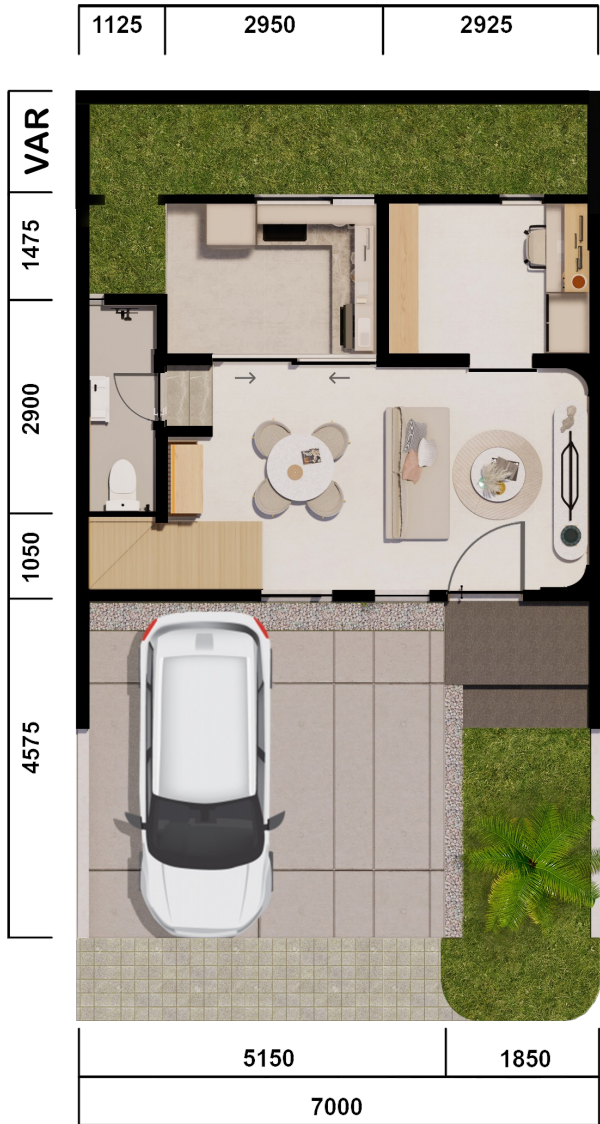
88 m²
Build Area

1ST FLOOR

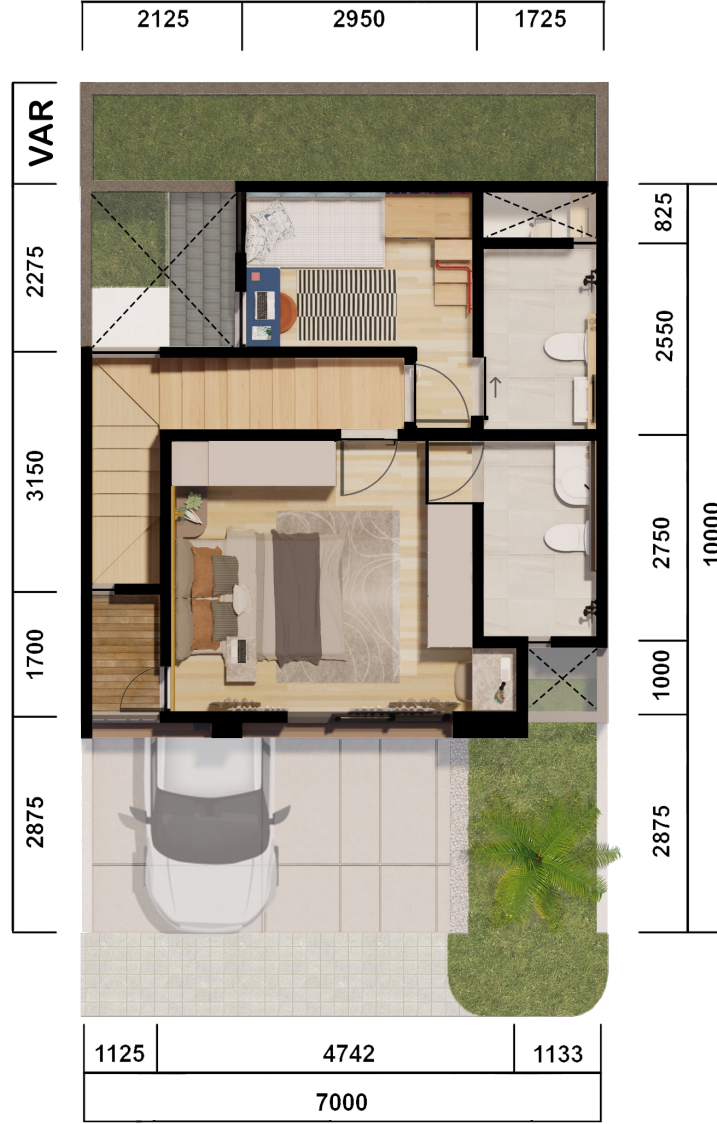
2ND FLOOR

FLOOR PLAN- TYPE 7 STANDARD+GARDEN

NARAYA SERPONG



- Three Bedrooms
- Two En-suite Bathrooms
- One Bathroom
- Two Floors
- Two Carporch



1ST FLOOR

2ND FLOOR

TYPE

7

STANDARD
+GARDEN

96-107,2 m²

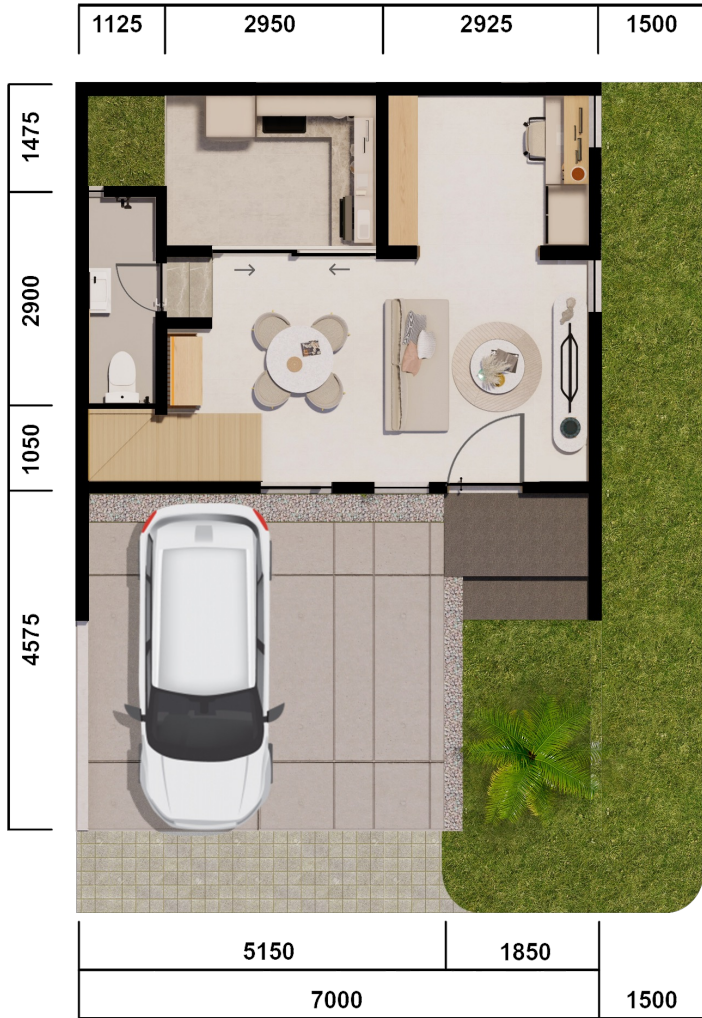
Land Area

88 m²

Build Area

FLOOR PLAN - TYPE 7 HOEK

NARAYA SERPONG



Three Bedrooms



Two En-suite Bathrooms



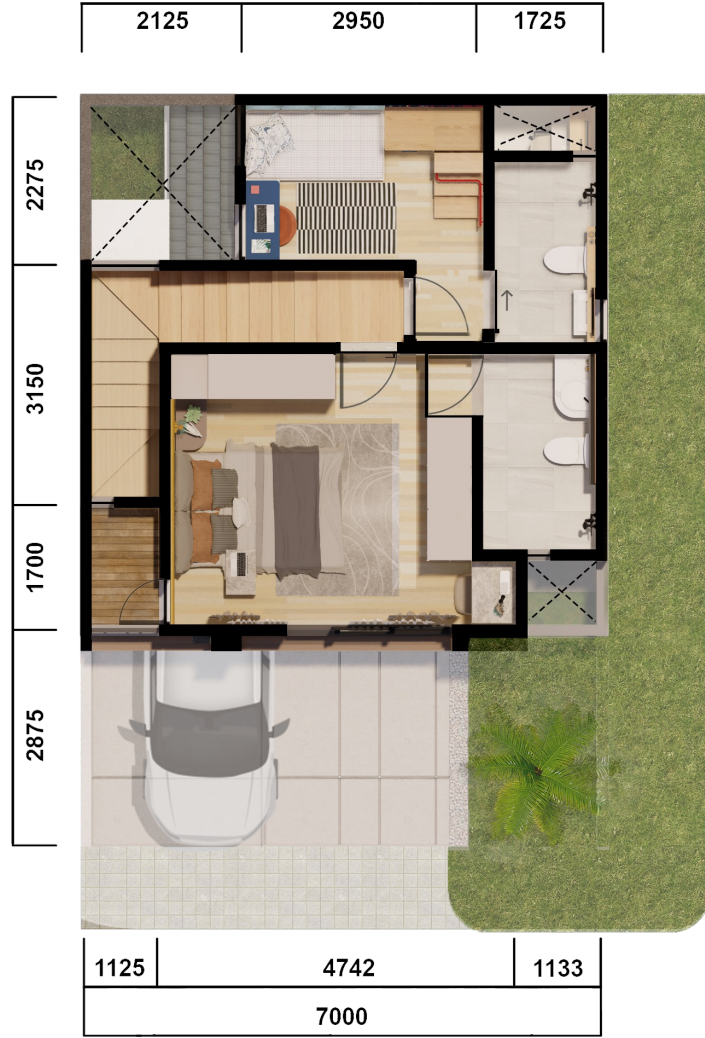
One Bathroom



Two Floors



Two Carporch



TYPE

7

HOEK

93-95 m²

Land Area

88 m²

Build Area

1ST FLOOR

2ND FLOOR











Material Specification:

Structure

Foundation : Bore Pile
Structure : Reinforced Concrete

Wall

Exterior Wall : Plaster & Weather Shield Paint
Interior Wall : Plaster & Emulsion Paint
Bathroom : Homogenous Tile 60x60 cm
Kitchen : Homogenous Tile 60x60 cm, Plaster and Paint

Floor

Main Room & Bedroom : Homogenous Tile 60x60 cm
Bathroom : Homogenous Tile 60x60 cm
Terrace/Service : Homogenous Tile 60x60 cm
Car Porch : Concrete Rabat

Roof

Framing : Light Steel Trusses
Cover : Concrete Roof

Doors & Windows

Doors : Engineering Wood
Window : YKK Powder Coated Aluminum + Glass
Ironmongery : Dekkson

Sanitary Wares/Fittings

En Suite Bathroom & Bathroom : TOTO, Homogenous Tile with Basin
Kitchen : Homogenous Tile with sink

Instalation

Clean Water Pipe : PEX Pipe ex. WestPEX
Electrical Power : 2200VA
Centralized Water Heater System : Master Bathroom & Bathroom

Ceiling

Exterior : Painted GRC with Metal Frame
Interior : Painted Gypsum/Calcium Board

Environment

Network : Fibre Optic Ready
Electrical Power : Underground
Environmental Drainage : Closed Canal
Security : 24 Hours

Our Partners

TOTO

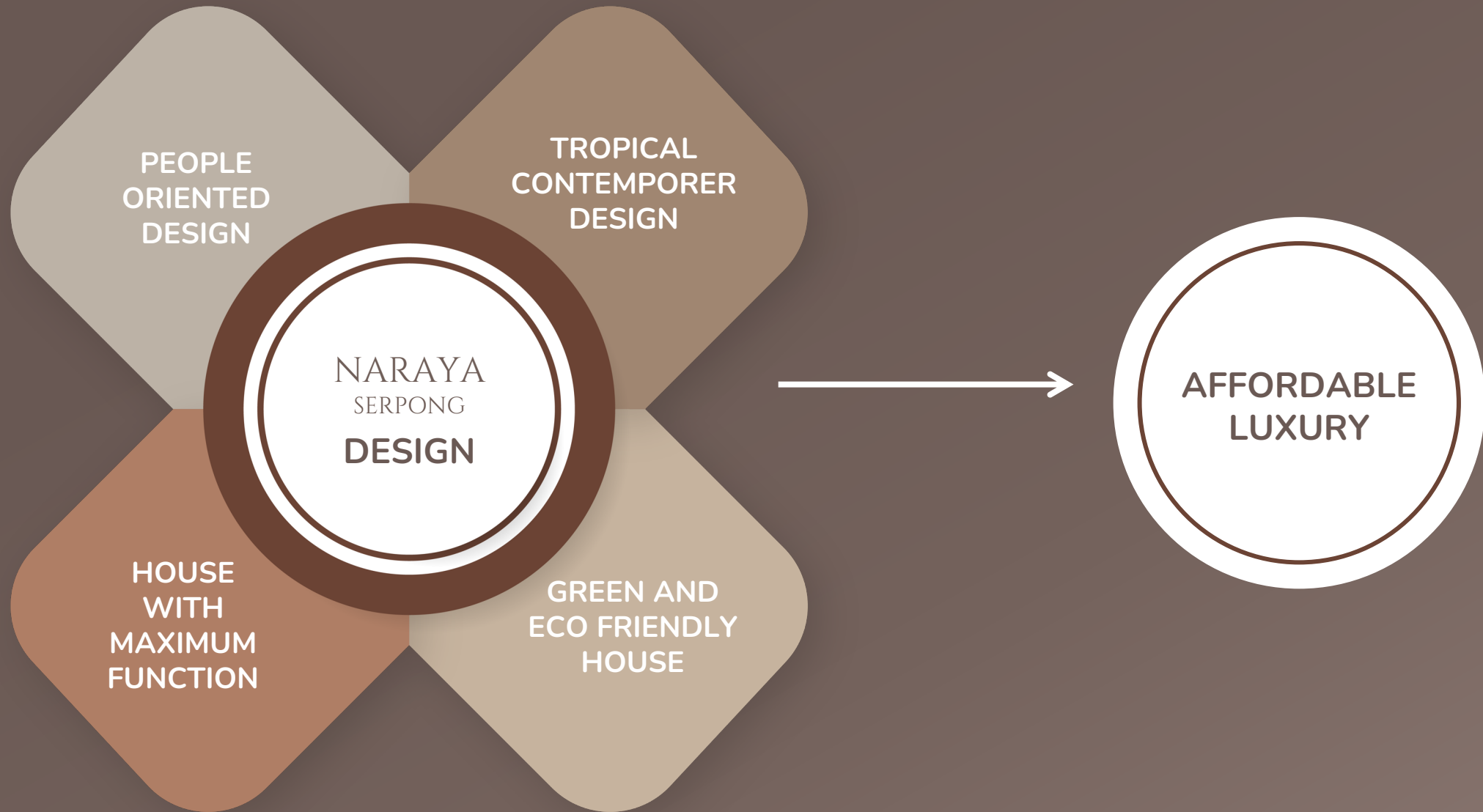


NIRO GRANITE
THE SWISS - QUALITY TILE



CISANGKAN
The Most Selected Concrete Products





PRICE?

EARLY BIRD PRICE

START FROM

975 JUTA*

CICILAN KPR MULAI

Rp. **5** JUTA-AN*

CUSTOMER'S GIMMICK

FREE
BPHTB*

FREE
BIAYA AKAD
KPR BANK*

* Khusus Pembelian Unit Periode 22-31 Maret 2023

BOOKING FEE

Rp. **15** JUTA*

* Non Refundable

PAYMENT TYPES

- ✓ KPR Express DP 10%
- ✓ Cash Bertahap 24x
- ✓ Cash Keras

OUR BANKING PARTNERS



LAUNCHING /
BOOKING
DAY

12 MARCH
2023

TAHAP
1

TAHAP
2

TOTAL
UNIT 48



SITE PLAN – MASTER STOCK

NARAYA SERPONG



SITE PLAN

UNIT TYPE

- Type 7
- Type 6

LEGEND

- A Entrance Gate
- B Badminton Court
- C Club House
 - Multifunction Room
 - Swimming Pool
 - Musholla
 - Fitness Center
- D Security Gate
- E Jogging Track
- F Children Playground

TAHAP

1

TYPE 6	TYPE 7
22	13
UNITS	UNITS

NARAYA SERPONG

AFFORDABLE LUXURY