

Majestic Gen targets GDV of RM3.3bil

Group to launch 15 projects over next two years

PROPERTY

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PETALING JAYA: Majestic Gen Sdn Bhd, formerly known as Majestic Builders, aims to achieve gross development value (GDV) totalling RM3.3bil for 2024 and 2025 from 15 project launches.

Chief executive officer Datuk Hoo Kim See said the property group will unveil six launches this year, with the remaining nine developments slated to be launched in 2025.

"Currently, the group is more of a boutique developer.

We have a lot of good land bank and we want to unlock them and to do this, we need to go to the market to tell our buyers, stakeholders and bankers," he said during the official launch of Majestic Gen.

Hoo added that the group's upcoming property launches are strategically positioned to meet the demands of key markets as it spans across residential, commercial and industrial developments in prime areas including the Klang Valley, Selangor, Perak, Negri Sembilan, Perak and Johor.

He said the pipeline validates Majestic Gen's leadership status in the sector and shows its capacity to produce great outcomes.

The group has achieved 90% take-up rate for its ongoing real estate development, the

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Majestic Residences, which according to Hoo underscores Majestic Gen's diligence and flexibility in navigating the current quiet global real estate market.

The group has also completed projects with a GDV of RM1.7bil prior to the business rebranding.

Via the rebranding exercise, Majestic Gen believes it is primed to leverage on its newly acquired identity as a catalyst for innovation and excellence within the real estate sector.

"This rebranding effort is not just a facelift but a strategic move to position Majestic Gen for long-term success in a dynamic real estate landscape," Hoo added.

Meanwhile, executive director Ta Wee Dher said the rebranding will position the group at the forefront of the industry.

"In today's dynamic market, staying relevant is crucial and that's precisely our goal with this exercise," said Ta.

Majestic Gen said it intends to incorporate energy-efficient solutions like solar

panels and electric vehicle charging stations in addition to promoting sustainability within the sector.

It will be using sustainable construction materials as well as more cutting-edge technologies such as facial recognition and smart-home features in its developments.

"Our comprehensive planning approach, encompassing passive design strategies in all projects, strives for GreenRE certification for high-rise developments.

"These initiatives underscore Majestic Gen's unwavering dedication to environmental stewardship and the pursuit of a greener tomorrow," it said.

Majestic Gen is also looking into expanding its team as well as setting up regional offices at project sites as an effort to improve services and support for its client.

To provide an ideal environment for its growing workforce, Hoo said the group will be relocating its offices to Damansara Pavilion by the second quarter of 2024.

Majestic Gen also seeks to improve the clarity and engagement of its messaging by honing its communication style and messaging to build stronger relationships with its audience.

The group's redesigned website and social media accounts will serve as a venue for it to regularly share project updates, interact with the community through surveys and polls and provide helpful advice on sustainable living.

The newly emerged Majestic Gen will be governed by a chain of values known as CHARM, which represents the group's priority of being customer-centric, honest, ambitious, resourceful and magnificent.

SALE BY RECEIVER

Offers are invited for an exclusive opportunity to purchase a residential development comprising 6 blocks of 5-storey luxury condominium (with ready tenants) with 1 level sub-basement totalling 93 apartment units with 331 car parking bays sitting on a parcel of land measuring 4.5 acres. The property is located within the prime residential area of Taman U-Thant about 5km from the Kuala Lumpur City Centre.

Interested parties may contact the Receivers and Managers for a site visit.

