

s one of the top property developers in Malaysia, Matrix Concepts Holdings Bhd has always been committed to developing projects that are seamlessly integrated, sustainable and vibrant.

Breaking away from the conventional bricks-and-mortar development, its projects are not merely cookie-cutter residential enclaves. Instead, they are designed to enrich the lives of residents and visitors by combining key infrastructure, comprehensive amenities, educational excellence and quality healthcare centres. Such a development that best represents these qualities is the 6,800-acre Bandar Sri Sendayan township in Negeri Sembilan.

**A fulfilling life in Bandar Sri Sendayan**  
Launched in 2004, Bandar Sri Sendayan has evolved so much over the years. It offers unparalleled connectivity and an abundance of amenities to meet the needs of its residents and visitors. With seamless access to major highways such as the North-South Expressway and Seremban-Port Dickson Highway, it is just a short drive from the town of Seremban and other key locations such as Cyberjaya, Putrajaya, Kuala Lumpur International Airport (KLIA) and Kuala Lumpur.

For those seeking an ideal balance between urban convenience and tranquil living, a life away from the hustle and bustle of the city is now within reach.

Carefully curated as a self-sustaining township where residential, commercial, educational and recreational facilities integrate harmoniously, Bandar Sri Sendayan is meticulously designed to foster a strong sense of community while promoting sustainability and quality of life. Its infrastructure supports wide, landscaped avenues, comprehensive utility provisions, and thoughtful zoning that ensures easy accessibility without compromising the master plan's green spaces and natural beauty.

Bandar Sri Sendayan offers a myriad of commercial offerings at Sendayan Merchant Square, which hosts Malaysians' beloved brands such as McDonald's, FamilyMart, Zus Coffee and Watsons. By end-2026, the square is set to welcome a new 6.4-acre commercial hub, which will add more dining, retail and entertainment options.

Breaking away from the conventional mega-malls approach, the hub will focus on community first by emphasising convenience, experiential retail and essential services. Anchored by Cold Storage supermarket, the hub will have popular and distinctive F&B brands from the Klang Valley making their debut in Negeri Sembilan, outdoor play areas and an events plaza.

Ultimately, Matrix Concepts' vision is to make Bandar Sri Sendayan a vibrant and self-sustaining township. To be self-sustaining, the developer integrates commercial and residential components seamlessly. As such, the Suria Heights residential development is located along the township's main arterial road, thereby providing convenient access to everywhere in the township. There is also the prestigious Sendayan Golf Club known as Kelab Rekreati Angkutan Teneta (KRAT) Sendayan.

Suria Heights, which has an estimated gross development value of RM547 million, offers an exclusive range of detached homes, cluster homes and semi-detached houses. The introduction of cluster homes marks a significant milestone for Bandar Sri Sendayan as it aims to bring a unique architectural style that combines privacy with a cohesive community atmosphere. These homes come with larger land parcels and modern facades designed to meet the needs of multi-generational families and discerning homeowners who seek both spacious living and aesthetic appeal.

Each unit at Suria Heights is designed with smart home technology and solar water heaters. Meanwhile, rainwater harvesting systems and electric vehicle (EV) charging stations are exclusive to the semi-detached and cluster units — reflecting Matrix Concepts' commitment to cultivating a sustainable lifestyle among its residents and within the overall development.

Besides that, Matrix Concepts has recently launched a new residential enclave called Laman Sendayan 2, which comprises 112 acres of prime freehold land. Designed as a low-density neighbourhood, it offers two layout types — Meria and Flaria — which are its latest offerings with expansive land areas and generous built-ups. The homes have land areas of 20ft by 70ft and 20ft by 75ft while the built-up starts from 2,148 sq ft. Each home is thoughtfully planned to include four spacious bedrooms and three to four bathrooms.

# BUILDING VALUABLE, LASTING DEVELOPMENTS



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gymnasium, an elegant lounge with a striking marble fireplace, comfortable co-working spaces as well as a rooftop retreat with sweeping views of St Kilda Beach.

Situated at 333 St Kilda Road, the development offers unparalleled access to St Kilda's iconic attractions such as St Kilda Beach, Luna Park and the St Kilda Esplanade Market. Residents also enjoy a vibrant neighbourhood with plentiful choices of cafes, restaurants and boutique shops within walking distance. Meanwhile, its excellent connectivity — which ensures easy access to major roadways and Melbourne's central business district — makes city living convenient and enjoyable.

## Comprehensive amenities for a well-rounded lifestyle

While these developments continue to flourish, one thing is for sure — that the developer has placed an emphasis on the essence of living well, and this is reflected well in Bandar Sri Sendayan's thoughtfully curated amenities that nurture the body, mind and soul.

After a major transformation in 2019, Mawar Medical Centre has grown into one of Negeri Sembilan's most comprehensive private hospitals. It has expanded its team of specialists and introduced numerous subspecialties including oncology, vascular surgery, interventional radiology, geriatrics, gastroenterology and hepatology and respiratory medicine.

Cutting-edge medical equipment such as the 1.5 Tesla MRI, advanced angiography system and robotic-assisted surgical systems have been incorporated to improve diagnostic accuracy and treatment outcomes while the adoption of a Total Hospital Information System has enhanced operational efficiency and patient experience.

The hospital is actively expanding its capacity with the



addition of a new operating theatre, daycare beds and impatient wards. A dedicated Health Screening Centre will soon be introduced to promote preventive healthcare through personalised wellness packages.

Rehabilitation services are also being enhanced, with the Physiotherapy Centre upgraded to include occupational therapy.

Looking ahead, Mawar Medical Centre is envisioned as a key part of Bandar Sri Sendayan, a regional hub for integrated healthcare providers. With that, there are plans to grow capacity to 200 beds and house up to 66 specialist clinics.

Meanwhile, Adcole Matrix Malaysia nourishes the mind by offering holistic education that inspires curiosity and growth for the young generations. The school offers two educational pathways — international school and private school. The international school follows the UK National Curriculum where it prepares its students for IGCSE and A-Level qualifications. Meanwhile, the private school offers the Malaysian National Curriculum with core subjects such as English, mathematics and science, and is enriched with the Cambridge curriculum.

Education goes beyond academics. A holistic learning approach is essential for the development of a well-rounded student. At Adcole Matrix Malaysia, this holistic approach comes with a strong emphasis on its co-curricular activities that consist of sports, performing arts, community service and leadership development so as to equip its students with the skills necessary for success in a rapidly changing world.

The school's comprehensive boarding programme provides a nurturing environment for students aged 12 and above, fostering independence and personal growth within secure, purpose-built facilities. The campus is equipped with state-of-the-art science laboratories, art and design studios, ICT suites, a multipurpose sports centre, a swimming pool and collaborative learning spaces to ensure that students have every resource needed to thrive.

Lastly, the exclusive d'Tempat Country Club enriches one's soul by providing the perfect space to unwind, foster connection with others and simply enjoy the simple pleasures of life.

The flagship recreational facility offers an Olympic-sized swimming pool, tennis and pickleball courts, spa services, banquet halls and numerous family-friendly amenities. As a premier sports and social club, d'Tempat Country Club has undergone significant upgrades, renovating changing rooms and enhancing fitness facilities, to meet the growing needs of its members.

The club frequently hosts major sporting events, such as the International Muay Thai Challenge and swimming competitions. Besides that, the country club also offers a selection of food and beverage choices such as Sober Bites, known for its handcrafted gourmet hotdogs, and Bread & Coffee cake, which has artisanal pastries and handcrafted beverages.

As Matrix Concepts' developments continue to mature, the balance of tranquility, accessibility and comprehensive amenities ensures that residents get the best of everything. ■

Bandar Sri Impian is poised to become a green growth corridor in Johor, offering a new avenue and providing like a new connection of connectivity, lifestyle and long-term capital appreciation.



Just a short distance from Bandar Sri Sendayan is the 371-acre Eka Heights township. It sits on elevated land and has 10 planned residential precincts with link homes and a commercial hub. Its latest offering — flagship precinct Vertra — consists of freehold two-storey link homes designed for modern families that feature open layouts, smart home systems and private backyards that encourage both comfort and togetherness.

At the heart of Eka Heights, the 13.5-acre Mageka Park serves as a green sanctuary with a lake, playgrounds and viewing decks. These shared spaces promotes family bonding and a healthy lifestyle beyond the comfort of one's own home. Complementing the social aspect of the township, Eka Biz will also introduce 25 shopoffices to meet the daily needs of its residents while helping to build a thriving local economy.

**Growing a community in the southern corridor**  
In Johor, Matrix Concepts' Bandar Seri Impian master plan is fast becoming a cornerstone of growth and modern living within the Klang district. Nestled at

the foothills of Gunung Lambak, this 1,800-acre master development was initially initiated by Koperasi Kemajuan Tanah Negeri Johor Bhd. In 2005, Matrix Concepts Sdn Bhd, a subsidiary of Matrix Concepts, entered the picture as a strategic partner, unlocking 901 acres of land, followed by another 309.51 acres in 2019.

Natural environment is a well-integrated element in Bandar Seri Impian as it is next to Gunung Lambak. It also has an extensive allocation of green spaces, where 13.5 acres have been allocated for lake parks and strategically placed recreational areas. With that, every home is within 200m of open, landscaped environments, in line with the master plans focus on nature, enhancing the health and well-being of residents and promoting outdoor activities and community interaction.

The master plan benefits from excellent connectivity, with the upcoming Segamat-Pasir Gudang Highway interchange poised to significantly reduce travel times to Johor Bahru, Pasir Gudang and Mersing. This will further boost the township's desirability and potential property value appreciation.

In the heart of Bandar Seri Impian — also known as "Kluang Southgate" — is Impiana Square, a vibrant commercial hub designed to support a growing population's retail and lifestyle needs. The development already hosts renowned brands like Zus Coffee, Tealive, KFC, Big 10 Grocer and X-Park, creating a bustling environment where convenience and leisure converge. With 374 commercial units, the square aims to serve as the heart of the master plan, fostering a dynamic community atmosphere and supporting the local entrepreneurship scene.

Residential offerings in Bandar Seri Impian cater to a broad demographic. Prestigious low-density enclave Impian Heights features



The exclusive Tempat Country Club in Bandar Sri Sendayan enriches one's soul by providing the perfect space to unwind.