

OSK Property to launch maiden project in Nilai

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Nilai in Negeri Sembilan has long been associated with universities and colleges — such as Murni International College, Nilai University, Universiti Sains Islam Malaysia, INTI International University and the expanding MILA University — which created a robust market for students' accommodation and rental demand. However, in recent years, its profile has changed dramatically.

This is partly due to the emergence of the Malaysia Vision Valley 2.0 (MVV 2.0) master plan in Negeri Sembilan, coupled with the ongoing expansion of industrial parks and logistics hubs in the state, which has introduced a new economic dynamism to Nilai and has transformed its property landscape. The city, which sits strategically in the southern corridor of the Greater Klang Valley, is benefiting from the infrastructure connectivity and business growth spilling over from the surrounding areas in both Negeri Sembilan and Selangor.

"Some people still think Nilai is part of Selangor," OSK Property Holdings Bhd CEO Ong Ghee Bin laughs. "That shows how closely integrated it has become with the Klang Valley."

"For us, we see Nilai as the southern gateway to the Greater Klang Valley. It is an area with a growing population, improving infrastructure and affordable land cost. These are the ingredients that drive long-term property value."

Nilai's rising prominence as a residential destination is supported by its accessibility. Located

The decision to enter Nilai was not made overnight. We had been studying the market for several years before committing to OSK Areca. — Ong

about 45 minutes from Kuala Lumpur, it enjoys easy connections via the North-South Expressway, ELITE Highway and Kuala Lumpur International Airport. The Nilai KTM station also offers connectivity for those who commute into the city.

"Nilai used to be viewed primarily as a student town, but that is no longer the case. With the growth of industrial and commercial activities in the surrounding areas, we are seeing more long-term residents, professionals and families choosing to live here. We designed OSK Areca with practical layouts and comfortable living spaces because the demand for such units is strong here," Ong tells *City & Country* during an exclusive interview in the newly completed OSK Areca sales gallery in Nilai.



More than just an investment product

Positioned as a modern, compact and liveable residential address, OSK Areca marks OSK Property's first foray into the Nilai property market. And according to Ong, it is not likely to be the last, owing to the strong potential of its rental market and the growing demand for such properties from homebuyers.

Situated on a 2.6-acre freehold land along Persiaran Negeri in Bandar Baru Nilai, OSK Areca will offer 944 serviced apartment units across a 36-storey block, with two layouts to choose from — 552 sq ft (1+1 bedroom and one bathroom) and 753 sq ft (two bedrooms and two bathrooms). Set to be officially launched by 1Q2026, the selling price of the units starts from RM363,000.

OSK Property has replicated in OSK Areca the well-received "parking bay at the same level" design concept used at its Shorea Park in Puchong, Selangor. Those limited units, located on the ground floor to Level 8, will have their car parking bays on the same floor.

With a gross development value of RM375 million, OSK Areca will have more than 30 facilities on the ground floor, Levels 9 and 10, and the rooftop. Some of the key highlights of the facilities on Levels 9 and 10 are a 50m lap pool; a sports complex that houses a badminton court, half basketball court and pickleball court; co-working space; private dining room; children's playground; gymnasium; open lawn; game room; and hydro spa.

Electric vehicle (EV) charging bays, a convenience store, mail and parcel room, kindergarten and porte cochere with a grand lobby will be on

the ground level. There will also be quiet nooks, a viewing deck and a sky lounge on the rooftop for residents to enjoy.

Smack right in the heart of Bandar Baru Nilai, OSK Areca will sit just across the road from where all the action happens, including the AEON MALL Nilai, Lotus's and Giant hypermarkets, as well as the Putra Point commercial hub. Key universities such as Murni International College, MILA University, Nilai University, Universiti Sains Islam Malaysia and INTI International University will be within 4km of the project.

"To further improve connectivity and serve our residents better, we will offer a free shuttle service to universities and commercial hotspots from OSK Areca. The mini bus will be registered under and handed over to the joint management body or management corporation when the project is completed," says Ong.

Unlike the majority of the existing high-rise developments in Nilai, this project is targeting investors and homebuyers. Hence, the adoption of a young and playful design, with terracotta as the main colour palette, is aimed at creating a homey vibe that exudes enthusiasm, vitality and warmth.

"We invested about RM2 million in the design and curation of the main facilities floors, resulting in a functional yet welcoming common area that residents can take pride in as part of their home. We also have a dedicated private dining room and a spacious barbecue area to accommodate social gatherings with friends and family," says Ong, adding that the maintenance fee will be 36 sen psf, inclusive of the sinking fund.

To cater for families, the development will offer 26 exclusive units that come with a private garden, located on Level 9 and the ground floor. The rest of the units will not have a balcony.

"We debated it a lot internally [on not having a balcony in the rest of the units]. If we put in balconies, it would reduce internal space and we would need to deal with the noise issue as we are located right in the centre of the town. So, we focused instead on maximising usable indoor space, such as a bigger than average kitchen and yard, and enhancing the common areas with landscaped gardens, co-working lounges and recreation decks," says Ong.

The idea is to encourage residents to enjoy the outdoor experiences in the development's communal spaces rather than being confined to a small individual balcony, which will be neglected in many cases, he explains. This concept aligns with the growing preference for community-centric, shared-lifestyle environments preferred by younger urban dwellers.

"In designing OSK Areca, we sought to balance affordability with liveability. The layouts are efficiently planned, offering sufficient space for daily living, while maintaining a price point within reach of entry-level homeowners and investors," says Ong.

Right: The project will provide plenty of open space on Level 9

Below: The private dining room for residents to host small gatherings

Bottom: There will be 26 units with a private garden on the ground floor and Level 9



tion team participates from day one. That helps us identify costly features that don't add value or focus on what benefits buyers want most. In OSK Areca's case, the balconies," says Ong.

Since implementing the PropCon model in 2017, OSK Property has achieved notable consistency in quality and timely delivery. Most of its recent projects have recorded QCLASSIC scores of 80 and above, while some were delivered more than a year ahead of schedule.

This internal synergy enables OSK Property to maintain tighter control over costs and negotiate better deals with suppliers, generating savings that ultimately translate into more competitive pricing for buyers.

"The quality of work, efficiency and expertise are what set us apart from the rest as we venture into new areas like Nilai. We are confident of delivering what we promised and beyond to the buyers of OSK Areca and expect to fully sell the project within 24 years," says Ong.

Beyond high-rise properties

For OSK Property, entering the Nilai property market is a strategic and measured move. The developer acknowledges that while the market is full of potential, it is still relatively new to the company.

Hence, OSK Areca serves as a test bed to understand local demand and buyer behaviour. If the response meets expectations, the team is prepared to roll out more projects in Nilai, including possibly a second high-rise and even landed homes, says Ong.

"Our approach is to take it step by step. We want to build confidence in the market and with our buyers. If OSK Areca performs well — and we believe it will — we are ready to explore more," he adds.

"We are open to landed projects in Nilai if the right opportunity and land price come along. In fact, we believe the owner-occupier market for landed homes will grow stronger as Nilai continues to attract professionals and families."

Land availability remains a challenge in certain parts of Nilai, though, as most of the prime parcels in Bandar Baru Nilai are already spoken for, and those offered on the market often come with high asking prices.

Nonetheless, Ong believes the long-term fundamentals are compelling.

"If you look at Nilai today, it is no longer just for students. The industrial parks have brought in skilled workers, engineers and executives. These people may start by renting. But over time, they will settle down and buy homes here. That is why we see a lot of potential in developing products for owner-occupiers," he says.

In parallel, OSK Property is evaluating the industrial property segment. The team has explored opportunities in the northern region, Johor and Negeri Sembilan, including Nilai, but has yet to finalise any projects.

"Industrial property is something we definitely want to develop, but it must make sense financially. We are constantly looking for opportunities, even in Nilai, as we look at it as a location that is full of potential in terms of residential and industrial property," says Ong.

As Nilai continues to evolve into a diversified community anchored by education, industrial and lifestyle components, OSK Property, with its foresight and track record, is ready to be part of shaping the city's next chapter.

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