



Kemuning Utama enjoys serene landscapes.



Permai Phase 1, Kemuning Utama, Shah Alam.

A Paramount Edge

Edge

Text Lawrence Julius



"Our priority has always been the customers, we give our very best."

Dato' Ricque Liew

Paramount Corporation Bhd has been on the property track for over three decades but their journey is a continuous one, with promises of even bigger and better things to come. But in the eyes of their competitors as well as property investors and buyers Paramount is undoubtedly a force to be reckoned with and a sure winner in all that they do.

EVERY company has a trade secret, one which can propel business growth and expansion to dizzying heights. The property arm of Paramount Corporation Bhd (PCB) - Paramount Property has always been about offering great homes in prime locations without sacrificing lifestyles.

Dato' Ricque Liew, Managing Director of Paramount Property Development Sdn Bhd, believes that the company is able to consistently deliver their promise of quality, value and to their customers.

"Our priority has always been the customers, we give our very best," says Dato' Ricque.

In 1981 PCB formed its property division as the property investment arm of the Paramount group of companies. Although that was the year it went full-force into property development, Paramount has been involved in the buying and leasing of properties since the late 70s. This, says Dato' Ricque has influenced the way they assess and select land banks for development.

Paramount Property established its name in Sungai Petani with maiden mixed residential-commercial development, Taman Patani Jaya. Homes here were built to attract buyers seeking quality houses tagged with affordable prices. This 173-acre development landscape

laid down the foundations as it shapes the tone for future Paramount developments.

In 1994, Sungai Petani saw another similar project from Paramount - Taman Sutera, which comprises 212 freehold units of single story terraces, semi-detached and double-story homes and double-story shop offices.

However, it was Paramount Property's 1996 project that blew everyone's hats off. Their Bandar Laguna Merbok township with its Mediterranean concept captured the hearts of many. Everyone wanted a piece of Bandar Laguna Merbok, its low-density 493-acre setting in Sungai Petani making it even more appealing. The company's third foray in property development went on to win the 2004 FIABCI Award in the Best Residential Development category. This was the stepping stone for Paramount to scale even greater heights, which came in the form of Kemuning Utama in Shah Alam.

Kemuning Utama is easily Paramount Property's biggest pride to date for it enjoys a capital appreciation of an average of 50% and more. Its strategic location, quality homes, excellent township planning and val-



Indah Residences Phase 8, Kemuning Utama, Shah Alam.

ue appreciation makes it one of the most desirable residential developments in the north of the Klang Valley. This gated-and-guarded development is still an ongoing project with new phases in the midst of launching. The recent launch of Damai Residences 2 in Kemuning Utama has attracted a lot of attention.

According to Dato' Ricque, interested parties were queuing even before the doors opened during the launch of Damai Residence 2's terrace homes in Kemuning Utama. The result - 98% of the offered units were sold within a day.

"This," says Dato' Ricque, "proves the confidence that people have in the Paramount brand."

Another notable project within Kemuning Utama is Paramount's KU Suites, a high rise residential development, which will be

Paramount Corporation Bhd

- Achievements
 - March 1981**, Taman Patani Jaya, Sungai Petani
 - Sept 1994**, Taman Sutera, Sungai Petani
 - Dec 1996**, Bandar Laguna Merbok, Sungai Petani
 - April 2004 - November 2011**, Kemuning Utama, Shah Alam
 - Jan 2009** - Surian Industrial Park 1, Kota Damansara
- New Launches for 2011:
 - Q3 2011**, Bukit Banyan, Sungai Petani
 - Q3 2011 KU SUITES** @ Kemuning Utama, Shah Alam
 - Q3 2011** Surian Industrial Park 2, Kota Damansara
 - Q4 2011**, Sejati Residences, Cyberjaya



Palma Phase 1, Kemuning Utama, Shah Alam.

launched in September this year. Ready amenities such as the schools, banks, eateries and commercial shops add to the quality of life in the area.

Another project by Paramount Property in Sungai Petani is the new Bukit Banyan hilltop mix residential development, which boasts eight landscaped hillside parks covering 25 acres of the 520-acre development. With a gross development value estimated at RM885 million, it is set to launch by stages and completed by 2021.

Paramount Property is not only into residential developments as they also have

commercial and industrial elements added to their portfolio. Some of their projects under this sector are the commercial land in Glenmarie, Shah Alam; Jalan Goh Hock Huat, Klang; Section 13 Petaling Jaya as well as the industrial development Surian Industrial Park 2 in Kota Damansara.

As for the Surian Industrial Park 2 development in Kota Damansara, Paramount Property's current goal is for Surian Industrial Park 2 to emulate the success of the first phase of Surian Industrial Park, which was sold out within 12 months after its launch in January 2009.

Dato' Ricque also sees new opportunities in Cyberjaya, in the form of its 50.01-acre freehold development Sejati Residences. This will be Paramount Property's first mixed residential development geared towards sustainable living. It comprises luxury bungalows, semi-detached and super-link units and condominiums located within a gated and guarded enclave.

Where Kemuning Utama was about the younger families and couples, Sejati Residences, scheduled to launch fourth-quarter 2011 will be targeted towards the profes-



Damai Residence Phase 9, Kemuning Utama, Shah Alam.



Indah Residence Phase 8, Kemuning Utama, Shah Alam.

sionals. With Cyberjaya taking shape to become one of the most vibrant of corridors, it is attracting a new wave of people as well.

“We have HP, DELL, Shell, Nokia, BMW and others here, as Cyberjaya has MSC status,” says Dato’ Ricque, referring to the multinationals who have set-up base here.

Paramount Property is also journeying into green and sustainable concepts and traces of green technology like so-

lar panels and water saving solutions will be added to Sejati Residences. With the Earth’s ailing condition, green and sustainability is a very positive step forward, and an added value to the Paramount brand. So their foray into ‘going green’ is highly commendable.

“People are more discerning now. As agents we have to provide them a proper home. It is our responsibility to include these attributes as the investors and buyers will be looking for them,” says Dato’ Ricque.

Paramount Property’s list of expansion plans continues to grow and Dato’ Ricque shares the Group’s biggest aim – to be a part of the government’s urban-renewal plan for Section 13 Petaling Jaya where Paramount is looking at creating new mixed-developments.

Paramount has a busy time ahead of them, with more plans in Sungai Petani, Shah Alam, Kota Damansara, Klang, Petaling Jaya, as well interests in states like Johor and Penang.

Dato’ Ricque stresses that Paramount Property offers “affordability and quality”, another factor to their growing fan base. With Paramount Property’s faithful following of buyers and investors, the company can continue taking their bold steps forward.

This accomplished company has to date built about 12,000 homes, and it’s an increasing number. They will be looking to offer even better products through sustainable and lifestyle-enhancing townships and homes. This very concept of combining location and lifestyle has been a boon to property buyers and investors.

“To know the buyers it is important that we be ‘in their shoes’ and we therefore design from the heart,” says Dato’ Ricque.

Paramount Property has over the years evolved to become one of the stronger contenders in the property market. A lot has happened since the early days when Paramount Property was just dealing in rice trading and the general sundries business in pre-war Kuala Lumpur. Today it has become one of the more outstanding household names within the property industry.

Despite the waves of change that they have gone through and are still going through, Paramount Property stays true to their roots, offering excellence in all that they do, wherever they go.

The Paramount Property road seems to be paved with a lot of opportunities and new ventures. The future looks bright. Their objective of offering the best in quality and lifestyle coupled with affordable prices has made them a fan-favorite. It is an edge that has lifted the Paramount Property brand to where it is today. Now with more exciting prospects to come, the Paramount Property brand is set to soar even further.



Surian Industrial Park, Kota Damansara.