

A NEW OPPORTUNITY AWAITS

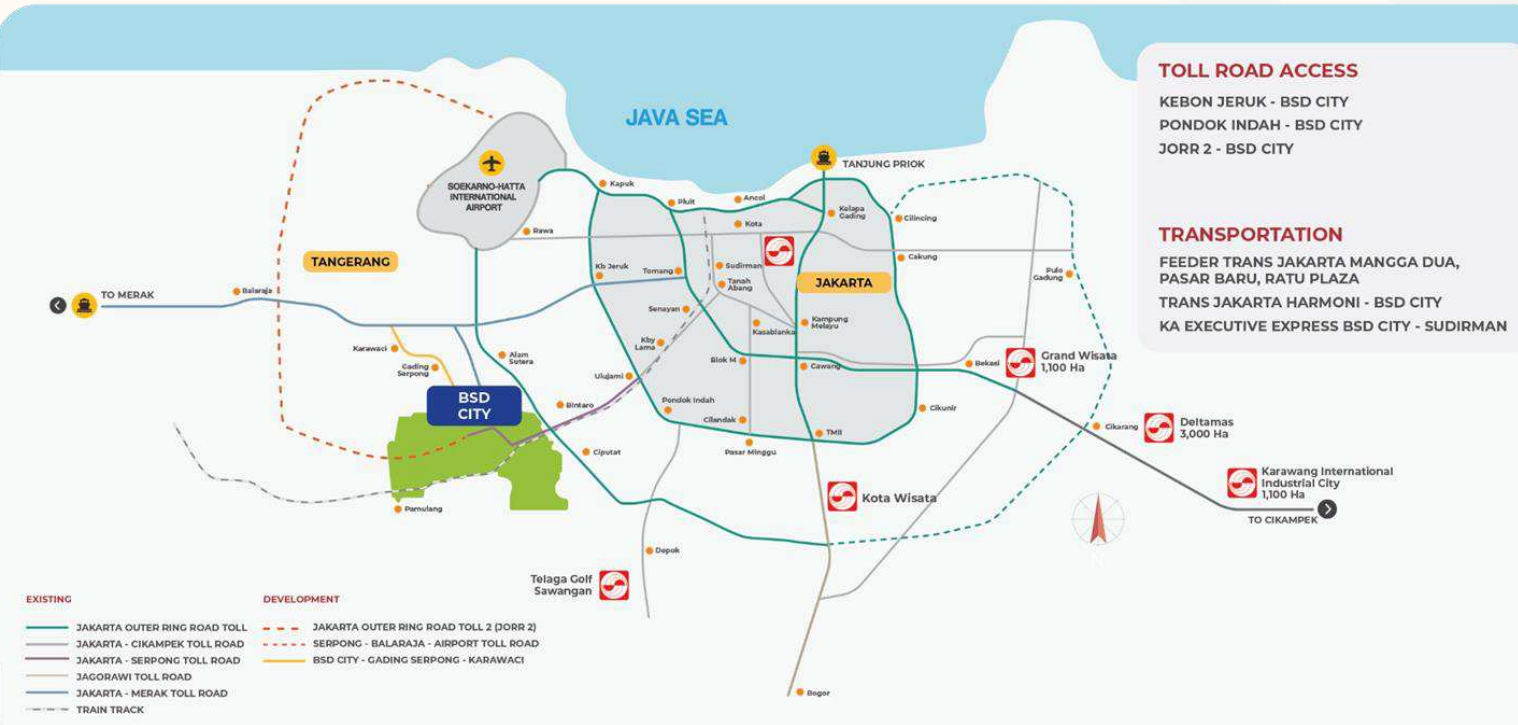
New Tenants.  
New Blocks.  
New Possibilities.



ALUNARA  
BSD  
SOCIETY HUB



# AKSES BSD City Overview



**6.000 Ha**  
**Total Landbank**

Phase 3  
**2500 Ha**  
Total Area

Phase 2  
**2000 Ha**  
Total Area

Phase 1  
**1500 Ha**  
Total Area



# Mature Ecosystem

## LIVE



- 500,000** Populations
- 50,000** Houses Built
- 31,400** Apartments Units Built
- 215** Health & Wellness Facilities
- 8** Hospitals
- 720** Hospital Beds
- 127** Religious Facilities

## LEARN



- Informal**
  - 61** Informal Education Institutions
  - 26** Preschool & Daycare Facilities
- Formal Schools (K12)**
  - 23** Reputable Schools
  - 55,600** Students (All schools)
- 8** (+2 future) **Universities**
  - 8,500** University Students
- Tech Focus Education**
  - 200** Graduates per year of Apple IoT Developer Academy
  - 350** Other Graduates per year from several vocational courses

## WORK



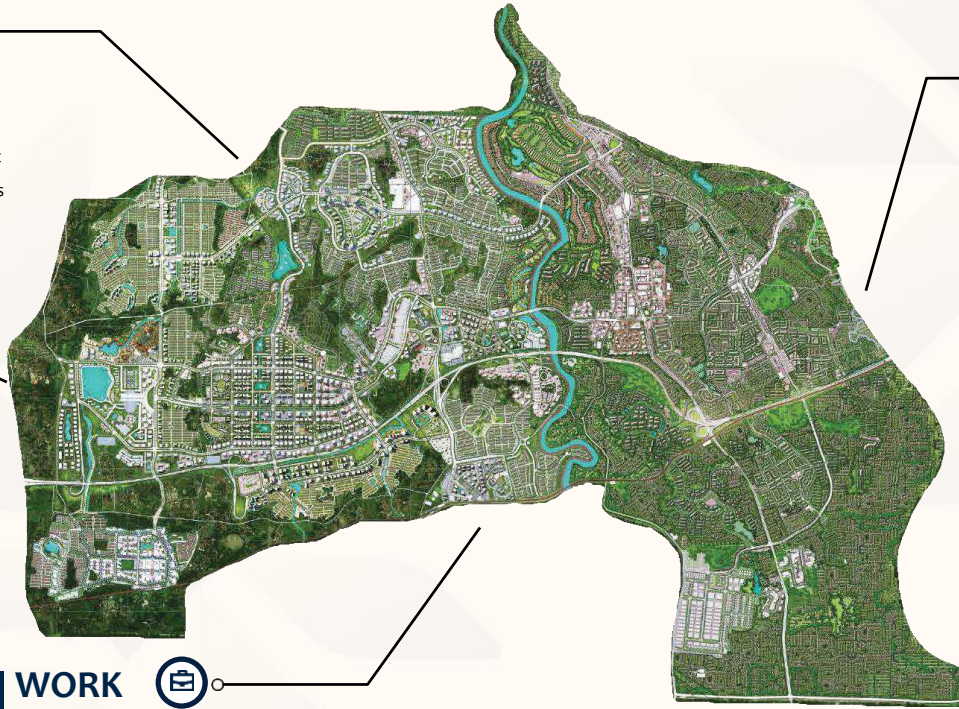
- 10,700** Employees in BSD Green Office Park (Include Unilever Indonesia & Traveloka Headquarters)
- 25 Ha BSD Green Office Park** 1st Green District in Indonesia with 65% green area

**Business Lofts**  
(Foresta Business Loft, Capital Cove, North Point)

## PLAY



- 22 Ha Event Venue**  
**Indonesia Convention Exhibition**  
**2.5 Million** Visitors Annually
- The Breeze**  
**13.5 Ha** The First Open Air Entertainment Center in Indonesia  
**3.9 Million** Visitors Annually
- AEON Mall**  
**15 Ha** The First Japanese Mall in Indonesia  
**11.3 Million** Visitors Annually
- QBIG**  
**17.5 Ha** Retail & Lifestyle Complex  
**4.4 Million** Visitors Annually
- EASTVARA**  
**6.2 Ha** Commercial Mall with The Light of Asia Concept





# Ecosystem Map

## Infrastructure

Availability of different transport mode and good proximity due to well-planned road, toll access, and public transportation.

## Retail/Shopping

Different Concept of Shopping Malls / Lifestyle Center:

- **The Breeze** – F&B/Culinary (3.9 Mio visitor/year)
- **AEON Mall** – Lifestyle Mall (11.3 Mio visitors/year)
- **QBig Mall** – Big-box Retailer (4.4 Mio visitor/year)
- **EASTVARA**
- **Grand Lucky**

## Leisure

Potential crowd puller of > 3 mio people / year from city zoo, city farm and water park.

## Demographic

BSD City has a population of 500.000 by night & day which consists of people that live, work, study and play in BSD City (mid-upper class).

## Convention & Exhibition

The Indonesia Convention Exhibition (ICE) BSD is the biggest venue in Indonesia and home of many Indonesia big events (e.g., Trade Shows, Concerts, Weddings, Conferences, etc.)

## Business & Education

With a strong commitment to digital transformation and social responsibility, BSD City fosters a township filled with businesses and educational centers to shape a brighter future for the community.

# A City Full of Opportunities

BSD City spans approximately **6,000 hectares**,  
with plenty of land still undeveloped,  
presenting a unique investment opportunity.

Developed for **over 40 years**, BSD City has been managed since 1984  
by **Sinar Mas Land**, a subsidiary of Sinar Mas Group  
and a leading developer in Southeast Asia.

Designed as a **fully integrated ecosystem**,  
it offers a seamlessly connected urban environment  
where residents can live, learn, work, play, shop, and dine.



# Pusat Bisnis Terbesar di Kawasan BSD City

Alunara BSD Society Hub, komersial terbesar dan terintegrasi di BSD City.  
Tempat dimana bisnis dan komunitas tumbuh bersama.



# Lokasi



## Tol Serbaraja

(Serpong – Balaraja)

3min



## Tol JORR 2

(BSD – Kunciran - Airport)

3min



## Serpong – Pamulang - Cinere

3min



## Soekarno – Hatta

International Airport

20min





**ALUNARA  
BSD**

SOCIETY HUB

*Ruang Komersial Baru  
Dimana Tidak Ada Batas  
untuk Bisnismu.*

# Tempat Komunitas Berkumpul, Bisnis Bertumbuh



SERPONG GREENVIEW

AKASA APARTMENT

**ALUNARA  
BSD**  
SOCIETY HUB

AKSES KE TOLL  
JAKARTA - SERPONG

RETAIL  
DEVELOPMENT

GRHA BANGUN  
NUSANTARA

RETAIL  
DEVELOPMENT

GRHA ARTAJASA

POLSEK SERPONG

SPBU PERTAMINA

SPBU PERTAMINA


BSD AUTOPARTS

BOULEVARD PROMOTER

BOULEVARD LETNAN SOETOMO





 Kawasan Komersial Terbesar dan Terintegrasi

BOULEVARD PROMOTER

BOULEVARD LETNAN SOETOMO

RETAIL DEVELOPMENT

# Alur Kendaraan Seamless dengan Inner Row 20



TELAH BERGABUNG



# Hadap Langsung SPBU Bp, Potensi Exposure Maksimal

Block A



ALUNARA  
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SOCIETY HUB

Two-way  
Driveway



# Ruko 2 Lantai

## Block B/C/D



Modern Ethnic  
Facade Design

Natural Lighting



**ALUNARA**  
**BSD**  
SOCIETY HUB



# Side View

## Ruko 2 Lantai



**ALUNARA  
BSD**  
SOCIETY HUB

Direct Access

Double Layer  
Parking Area



1<sup>st</sup> Floor



Ground Floor





# Section

BLOK B

ALUNARA BSD

ROOF FLOOR  
+7.60

3.80 M

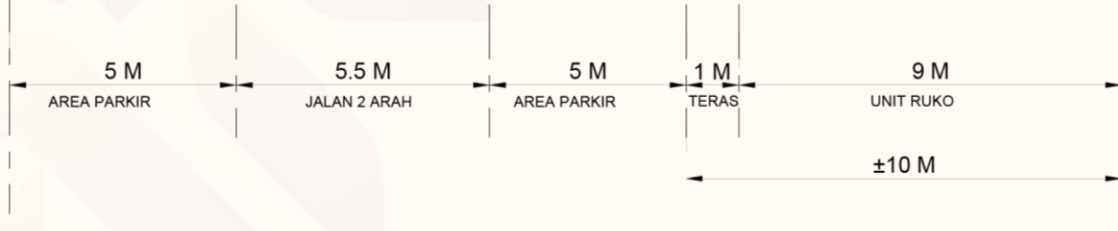
1ST FLOOR  
+3.80

3.80 M

GROUND FLOOR  
±0



Tipe 4.5 x 10



# Akses Langsung dari Jalan Leguti

Block D



**ALUNARA  
BSD**  
SOCIETY HUB



# Side View

## Ruko 2 Lantai



**ALUNARA  
BSD**  
SOCIETY HUB





# Section

Tipe 4.5 x 10

Tipe 4.5 x 8





# Section

Block D & E





ALUNARA  
BSD  
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A dynamic environment that  
drives connection and opportunity

Every detail designed to enhance  
comfort for elevated productivity



**ALUNARA  
BSD**  
SOCIETY HUB

Connecting the community through  
innovation, lifestyle, and experiences



# SITE PLAN



# Siteplan

TELAH BERGABUNG



ANCHOR  
TENANT



-  5 x 12
-  4,5 x 10
-  4,5 x 9
-  4,5 x 8



ROW 15,5

ROW 15,5

ROW 20

RETAIL  
DEVELOPMENT

POLICE  
STATION





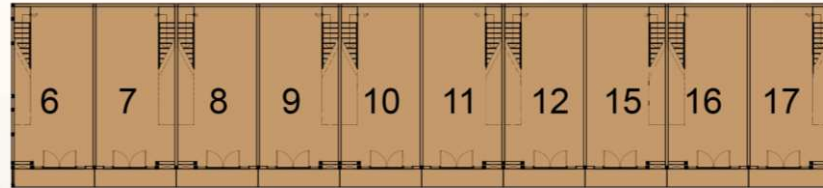
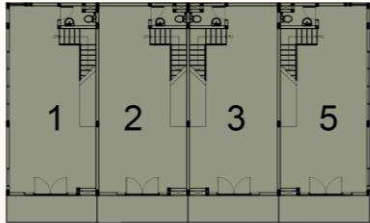
# **BLOCK PLAN**







# BLOCKPLAN BLOCK B



5x12  
BALCONY  
CORNER

5x12  
BALCONY

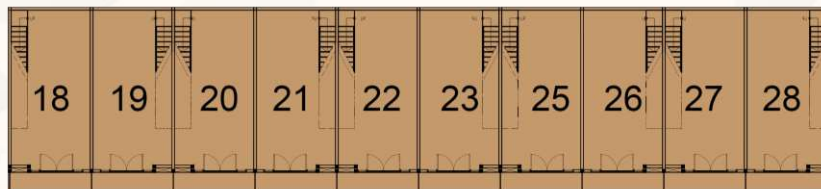
5x12  
BALCONY

5x12  
BALCONY  
CORNER

4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10  
CORNER



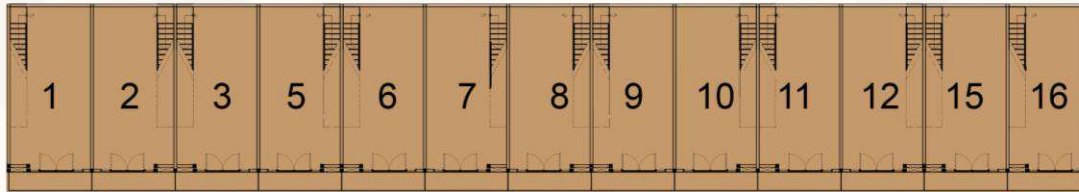
*BLOCKPLAN*  
**BLOCK B**



4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10  
CORNER CORNER



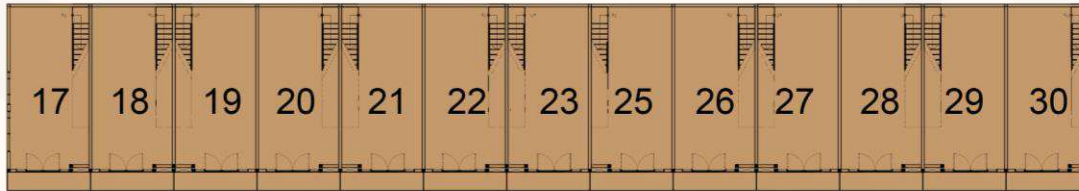
BLOCKPLAN  
**BLOCK C**



4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10  
CORNER CORNER



BLOCKPLAN  
**BLOCK C**



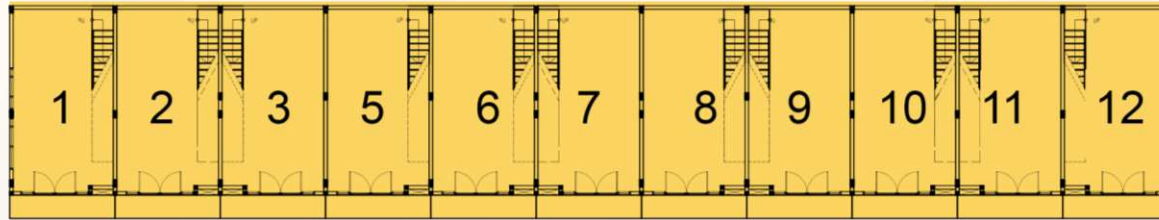
4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10 4.5x10

CORNER

CORNER



BLOCKPLAN  
**BLOCK D**



4.5x9  
CORNER

4.5x9

4.5x9

4.5x9

4.5x9

4.5x9

4.5x9

4.5x9

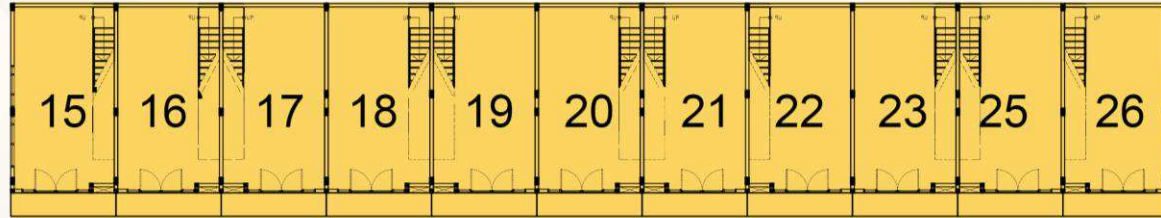
4.5x9

4.5x9

4.5x9  
CORNER



# BLOCKPLAN BLOCK D



4.5x9  
CORNER

4.5x9

4.5x9

4.5x9

4.5x9

4.5x9

4.5x9

4.5x9

4.5x9

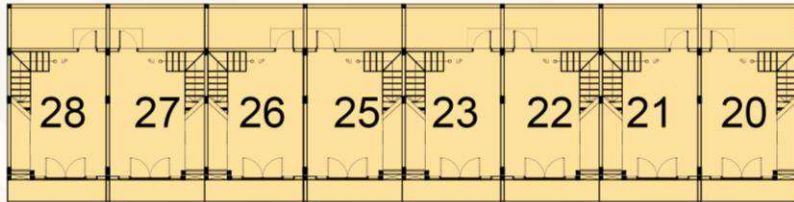
4.5x9

4.5x9  
CORNER

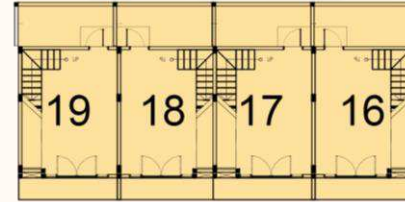




# BLOCKPLAN BLOCK E



4.5x9 4.5x9 4.5x9 4.5x9 4.5x9 4.5x9 4.5x9 4.5x9  
CORNER CORNER



4.5x9 4.5x9 4.5x9 4.5x9  
CORNER CORNER



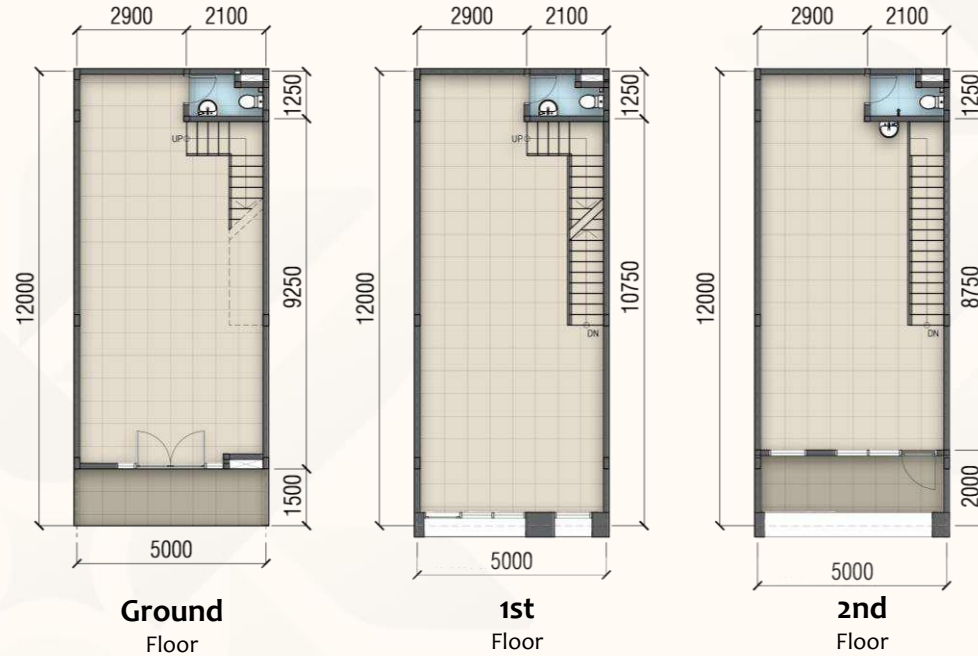
# FLOOR PLAN

## FLOORPLAN

# 5x12 (Standard)



**ALUNARA  
BSD**  
SOCIETY HUB



3 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

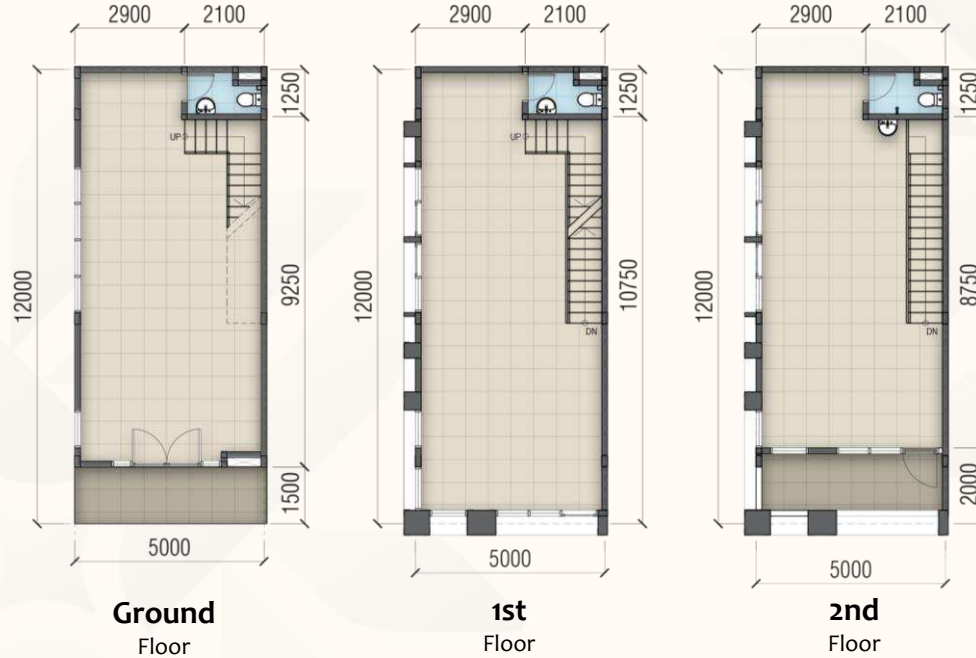
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# FLOORPLAN

## 5x12 (Corner)



**ALUNARA  
BSD**  
SOCIETY HUB



3 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

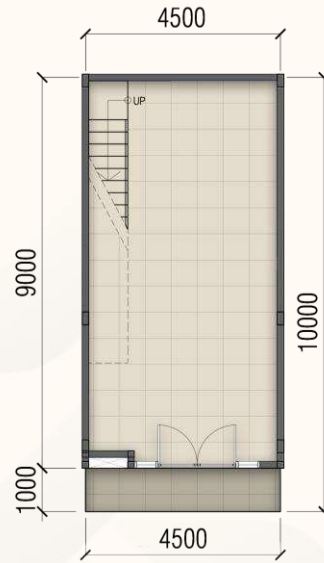
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FLOORPLAN

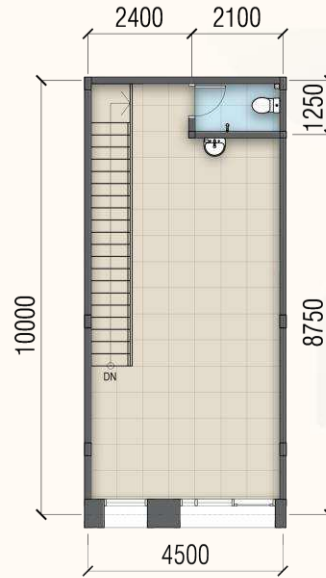
# 4,5x10 (Standard)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground**  
Floor



**1st**  
Floor

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

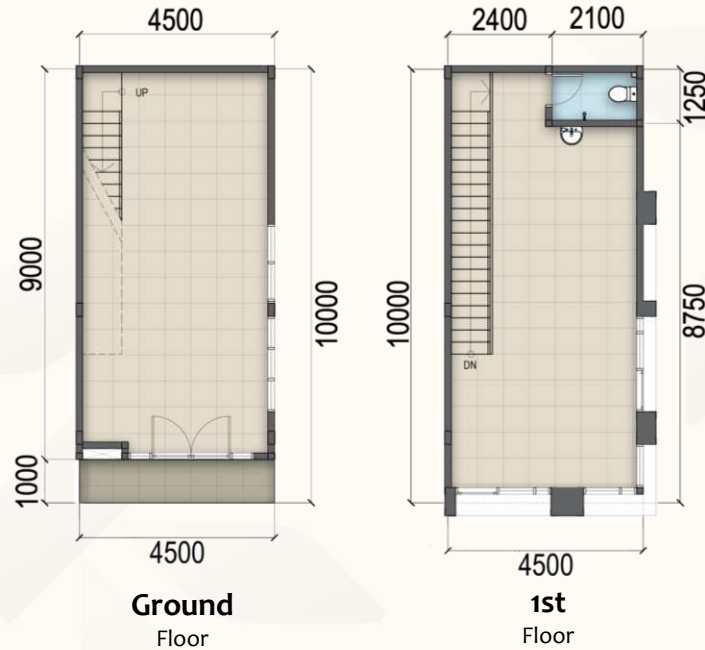
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FLOORPLAN

# 4,5x10 (Corner)



**ALUNARA  
BSD**  
SOCIETY HUB



 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

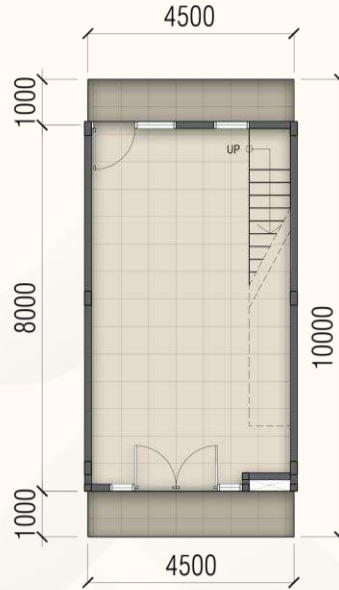
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FLOORPLAN

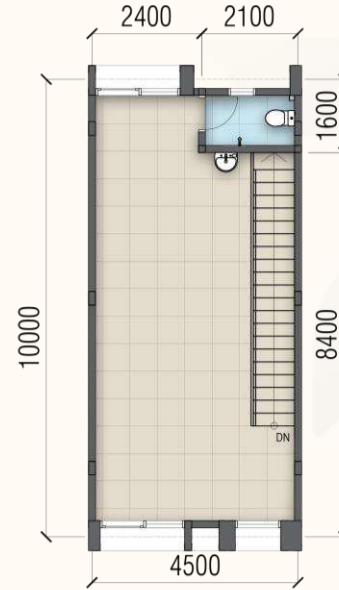
# 4,5x10 (Double Facade)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground**  
Floor



**1st**  
Floor

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

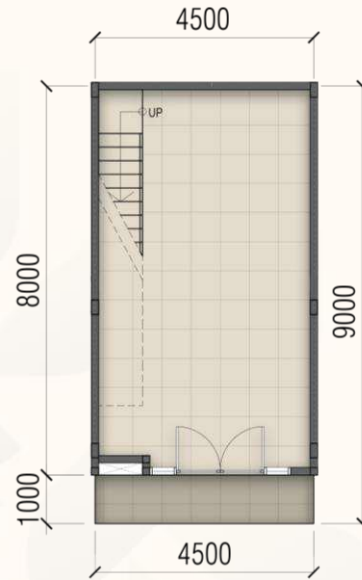
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FLOORPLAN

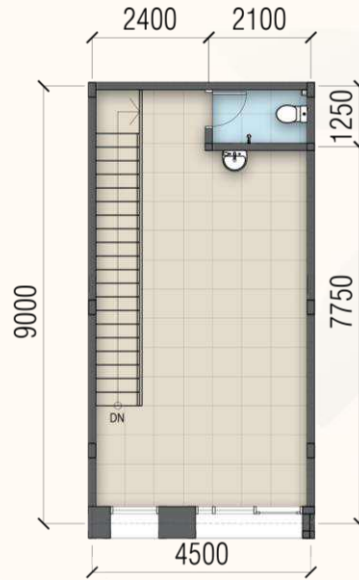
# 4,5x9 (Standard)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground**  
Floor



**1st**  
Floor

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

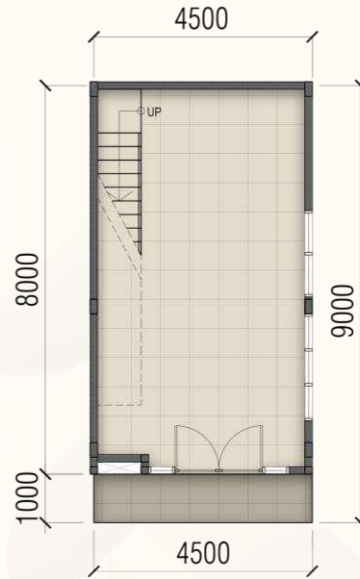
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FLOORPLAN

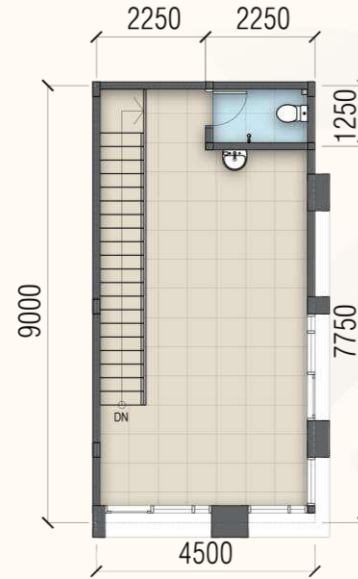
# 4,5x9 (Corner)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground**  
Floor



**1st**  
Floor

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

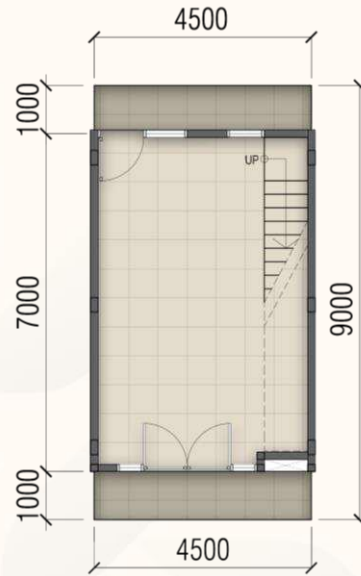
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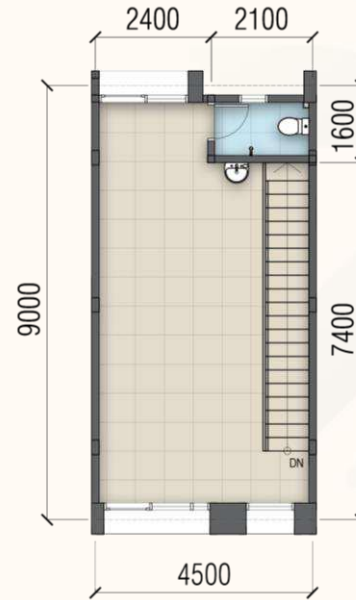
# 4,5x9 (Double Facade)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground  
Floor**



**1st  
Floor**

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

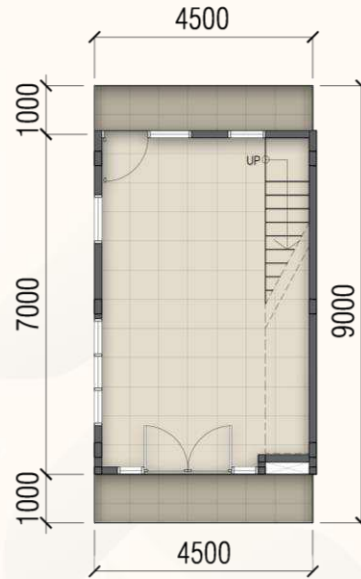
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FLOORPLAN

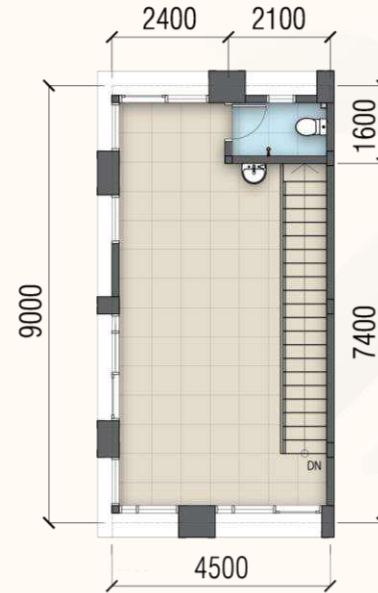
# 4,5x9 (Triple Facade)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground**  
Floor



**1st**  
Floor

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

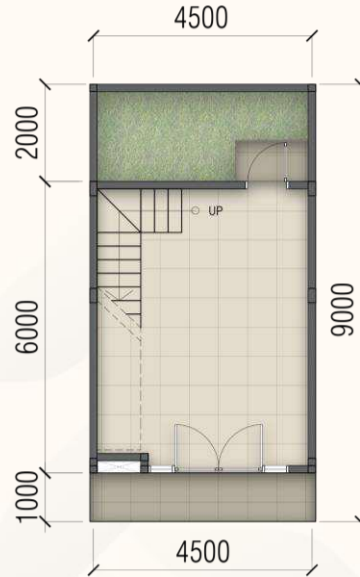
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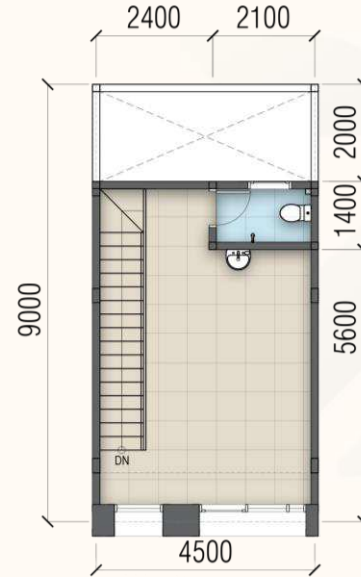
# 4,5x9 (Taman)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground  
Floor**



**1st  
Floor**

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

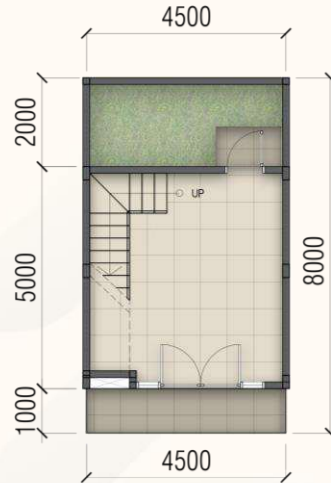
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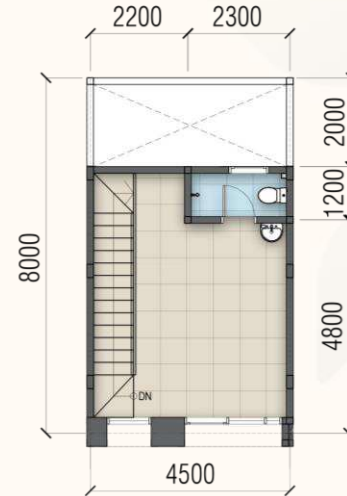
# 4,5x8 (Taman)



**ALUNARA  
BSD**  
SOCIETY HUB



**Ground  
Floor**



**1st  
Floor**

 2 Lantai

Please refer to the blockplan for the exact location of the stairs for each unit

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BSD**  
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# Business Ideas

Office



Restaurant & Cafe



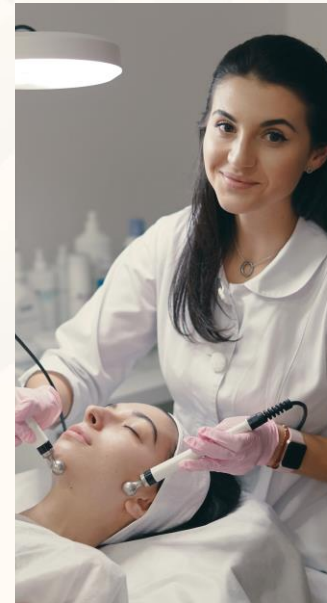
Grocery



Learning Center



Beauty Clinic



And many more...

# Building Outline Specifications\*

## FOUNDATION

Mini pile

## MAIN STRUCTURE

Reinforced Concrete

## WALL

Aerated Autoclaved Concrete (AAC) with plaster and paint

## CEILING

Gypsum Board

## ROOF

Corrugated zincalume with light weight steel structure & insulation

## DOOR & WINDOW

Main Entrance Door : Aluminium frame with Glass

Window : Aluminium frame with Glass

## FACADE

Plaster wall with paint finish, aluminium frame with glass

## FLOORING

Terrace : Non-Slip Ceramic Tile

Indoor Area : Homogenous Tile

Toilet : Non-Slip Ceramic Tile

## SANITARY

Standard Set

## ELECTRICITY

3500 VA

## INTERNET NETWORK

Fiber Optic

## WATER SUPPLY

PAM

\*Specification and material can change without any further notice

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# Business Value



# Product Value



A NEW OPPORTUNITY AWAITS

New Tenants.  
New Blocks.  
New Possibilities.



ALUNARA  
BSD  
SOCIETY HUB

