

Matrix Concepts takes elevated living to higher levels

An award-winning developer with self-sustaining neighbourhoods

ESTABLISHED 26 years ago, in 1996, was a relatively small property developer by the name of Matrix Concepts Holdings Bhd (Matrix Concepts). Founded on its tagline of Nurturing Environments, Enriching Lives, Matrix Concepts has carved a corner for itself as a well-recognised community developer by delivering sustainable developments with over 20,000 residential and commercial units already handed over.

The developer first began in Negeri Sembilan with its 595 residential and commercial units in the district of Bahau. Subsequently, Matrix Concepts landed its first joint venture (JV) with Negeri Sembilan Menteri Besar Incorporated (MBS) in 1999 to develop the 39-acre Taman Andalas.

Over the years, Matrix Concepts has climbed to the top of the property industry, receiving numerous accolades with their projects.

Last year alone, the developer managed to snag multiple award categories with the Star Property Awards 2021 for:

- > All-Star Award: Matrix Concepts Holdings Berhad (Excellence)
- > The Business Estate Award: Sendayan Merchant Square (Honour)
- > The Family Friendly Award (Landed): Ervina @ Ara Sendayan (Honour)
- > The Starter Home Award (Landed): Avisia & Belisa @ Laman Sendayan

Matrix Concepts has certainly come a long way, proving to be a formidable property developer. Its latest achievement was during the recent Malaysia Developer Awards (MDA) 2022, organised by FIABCI-Malaysia and Star Media Group. Matrix Concepts took the number one spot for the Top-of-the-Charts RM1bil and Above Market Capitalisation category, having achieved consistently high scores for both quantitative and qualitative attributes. The quantitative attributes are based on revenue growth, net profit growth, stability, and transparency while the qualitative attributes are centred on playmaking ingenuity, creative digitalisation and ESG initiatives.

Luxury urban living in the suburbs

One of the most recognisable townships that Matrix Concepts is known for is the award-winning Bandar Sri Sendayan township which spans over 6,000 acres in Negeri Sembilan and is renowned for its affordable-premium landed homes in a green and sustainably designed environment.

Bandar Sri Sendayan features first-class amenities such as the Matrix Global Schools, d'Tempat Country Club, d'Sora Business Boutique Hotel as well as comprehensive public and social amenities to provide residents with the best of convenient and holistic community living.

Bayu Sutera is the latest residential



The 9.5-acre Breezeway in Bayu Sutera is primed to give residents plenty of open green spaces for an outgoing and healthy lifestyle.

enclave spanning over 216 acres of freehold land in Bandar Sri Sendayan. Anchored by the Breezeway - a 9.5-acre Central Park - the township is conveniently located nearby surrounding facilities and amenities such as d'Tempat Country Club, X-Park, Sendayan's commercial hub and Matrix Global Schools.

Bayu Sutera's residential enclave has over 2,000 double-storey linked houses spread across four precincts, with a gross development value (GDV) of RM1bil. The Bayu series first launched in Aug 2021 and was well-received, with Precincts 1 and 2 being fully sold within a short period.

Elonia takes elevated living quite literally being a high-ground development about 60m above sea level. As the latest parcel of Bayu Sutera, Elonia will comprise 227 units with built-ups starting from 2,315 sq ft. Each unit comes with four-bedroom and four-bathroom configurations.

Bayu Sutera, and Elonia by extension, is centred on a family-oriented concept, as well as easily accessible facilities and amenities designed for multi-generational living within a lush, enriched, and proactive living within a desirable location.

Through this design philosophy, Bayu Sutera offers residents a range of leisure features such as an amphitheatre, bicycle track, children's play area, futsal court, reflexology path, outdoor gym station and viewing deck.

With an emphasis on urban liveability, the 6,272-acre Bandar Sri Sendayan is master-planned to be a



self-sustaining township, focusing on a verdant environment, accessible community facilities and bountiful quality offerings.

Future residents will also get to enjoy the Lifestyle Hub which is home to the Matrix Global Schools, Sendayan Merchant Square and Carneil Park.

Meanwhile, Elonia residents looking to relax need look no further than d'Tempat Country Club, which is also conveniently located near the Lifestyle Hub.

The country club is spread across 6.33 acres of space amidst a lush undulating landscape and features an aquagym, bowling alley, children wading pool with water slides, Olympic-size swimming pool, indoor badminton and table tennis facilities, squash courts, a gymnasium and jacuzzis.

The signature township of Bandar Sri Sendayan is also easily accessible via several major roads and highways,

including the KLIA link roads, the dual-carriage Jalan Kayu Ara, the North-South Expressway and the proposed SKLIA Highway.

More than just creating a premium location for residents, Matrix Concepts puts place-making and a sense of community at the forefront of their townships. A neighbourhood is only as good as its community and at Bandar Sri Sendayan, the plethora of events and activities is sure to create a close-knit bond between the residents.

In addition, d'Tempat Country Club is bringing back the highly-demanded Magical Christmas event every weekend from Dec 10 to 25. The festivities will feature a Christmas musical, a circus show, a percussion performance, a Christmas dance performance, fireworks (on Christmas Eve), a snowfall session, a Christmas market, as well as game booths and Christmas workshops.

RSVP to skip the long queue at www.matrixmagicalxmas.com.my/.

ABOVE Elonia homes are built with contemporary designs and sustainable materials, marrying environmentally friendly living with comfortable luxury in one package.



The Magical Christmas event happening at Bandar Sri Sendayan is set to bring holiday cheer to the community.