



HERA

The *Heartland* of BSD City

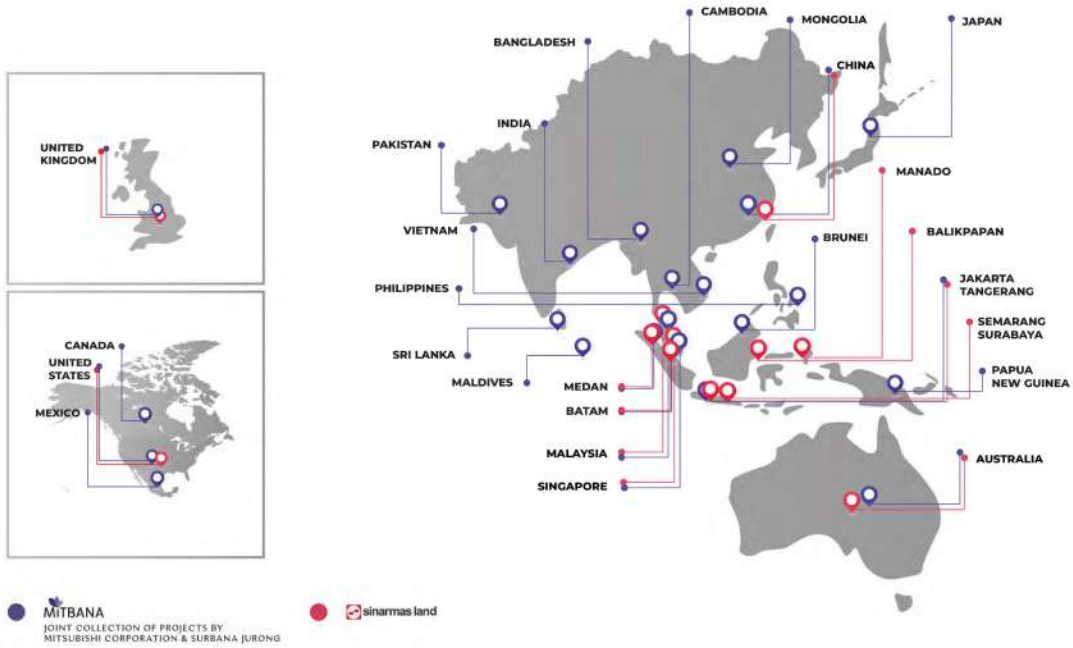


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THE ULTIMATE COLLABORATION BETWEEN ASIA'S GREATEST CORPORATIONS





Established in March 2019, Mitbana is a joint venture company of Mitsubishi Corporation from Japan, and Surbana Jurong from Singapore.



THE ZORA, TANGERANG, INDONESIA

The Zora is an authentic Japanese residential development spanning 19 hectares, akin to a bridge for all generations.



VINHOMES GRAND PARK,
HO CHI MINH, VIETNAM

Spanning approximately 270 hectares, Vinhomes Grand Park is slated to be Ho Chi Minh City's largest urban development project.



PUNGGOL WATERWAY, SINGAPORE

Transform from bare land into a vibrant 4,2 kilometres meandering waterway, Punggol Waterway is an architecture and engineering masterpiece by Surbana Jurong.



Sinar Mas Land is one of the largest and most diverse developer in Indonesia with an established portfolio spanning 50 years of experience in property development.



ALPHABETA TOWER, LONDON, UK

Alphabeta is located at the heart of Shoreditch Area that is fast becoming an internationally recognised centre for creative and commercial innovation in London.



GREATER PALM SPRINGS, CALIFORNIA, USA

Sinar Mas Land and Palari Group has formed a strategic partnership in Greater Palm Springs, California.



BSD CITY, GREATER TANGERANG AREA, INDONESIA

BSD City is Sinar Mas Land's flagship development, which encompasses a total area of approximately 6,000 hectares.

CONSUMER PREFERENCES IN BUYING PROPERTY



CONNECTIVITY

Connectivity is becoming the main selling point when people look for a home.



ECO-FRIENDLY

Consumers want to have a better quality of life and look for a home with eco-friendly features.



LESS PRIVATE VEHICLE USAGE

Consumers choose to live in a location where they can rely less on private vehicles for mobility.

91%

recognize the importance of eco-friendly homes

40%

desire homes in locations that reduce private cars

28%

willing to pay a home with eco-friendly features

SOURCE: RUMAH.COM INDONESIA PROPERTY MARKET OUTLOOK 2022





THE BEGINNING
OF A GREAT STORY



HIERA

Hiera comes from the word 'hira' that means diamond and precious in Sanskrit. It's also inspired by the Japanese word 'Heiwa' that means peace.



The *Heartland* of BSD City

AT THE INTERSECTION OF Everything

A satellite city to Jakarta in the heart of Tangerang, BSD City has access to the best of both cities. With existing and future development of toll roads, access to Greater Jakarta is quick, easy, and convenient.



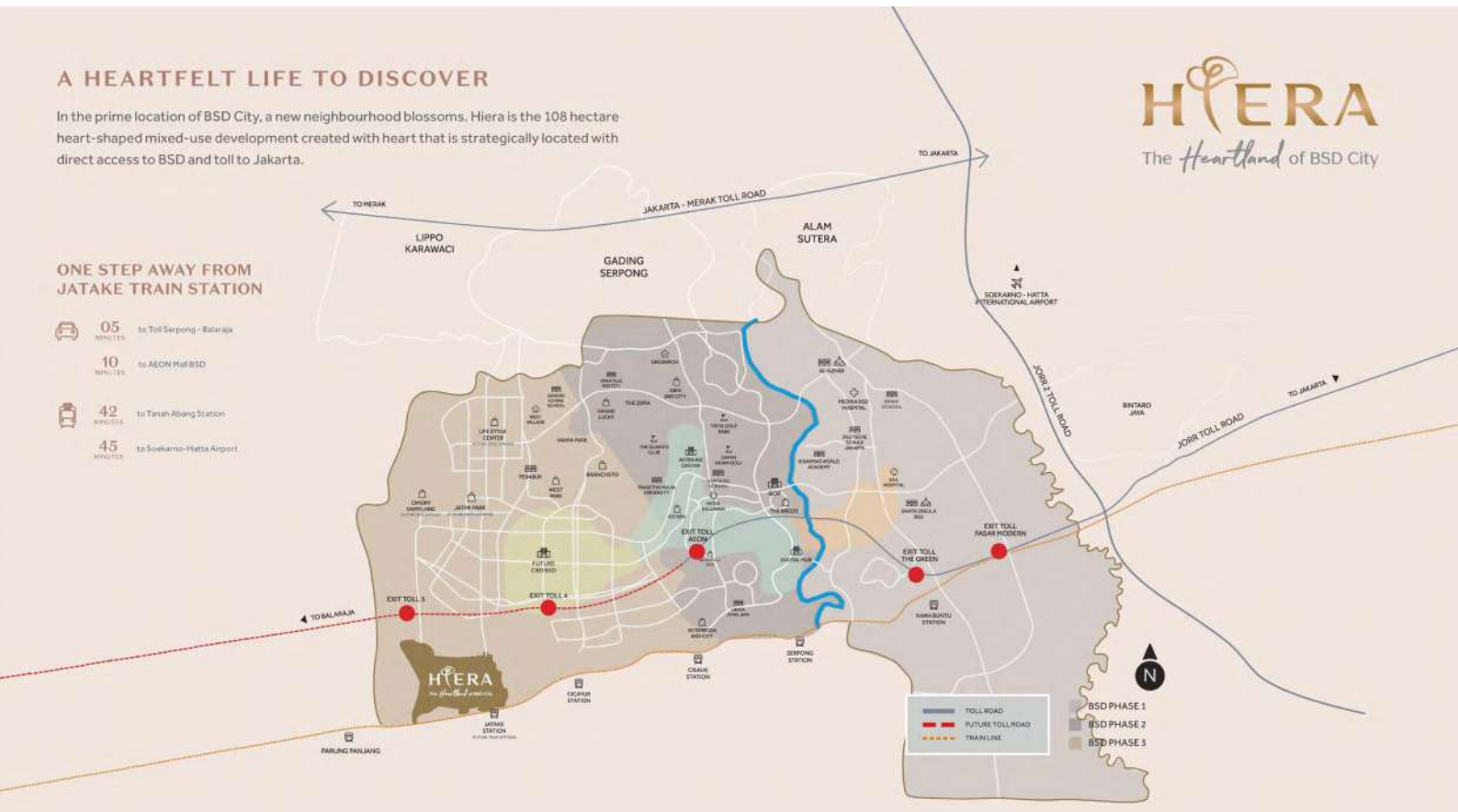
A HEARTFELT LIFE TO DISCOVER

In the prime location of BSD City, a new neighbourhood blossoms. Hieria is the 108 hectare heart-shaped mixed-use development created with heart that is strategically located with direct access to BSD and toll to Jakarta.

HERA
The Heartland of BSD City

ONE STEP AWAY FROM JATAKE TRAIN STATION

-  **05** MINUTES to Toll Serpong - Balaraja
-  **10** MINUTES to AEON Mall BSD
-  **42** MINUTES to Tanah Abang Station
-  **45** MINUTES to Soekarno-Hatta Airport



HERA
The Heartland of BSD City



H

HOLISTIC
LIVING



I

INTEGRATED
MOBILITY



E

EMBRACING
NATURE



R

REDEFINE
SUSTAINABILITY



A

AFFECTIONATE
COMMUNITY



OUR VISION FOR THE HEARTLAND

Experience life like never before as Hiera introduces you to a world of wonders.



- | | | |
|---|----------------------------------|-----------------|
| 1 Residential Estate | 6 Tol Serpong - Balaraja | 10 Waterfront |
| 2 Super Clubhouse | 7 Flyover to CBD of BSD West | 11 Great Street |
| 3 High-Street Retail | 8 Access Road to CBD of BSD West | 12 Green Belt |
| 4 Lifestyle Precinct / Community Spaces | 9 Jatake Train Station | 13 Green Loop |
| 5 Integrated Recreation & Retail Hub | | |

H

Holistic LIVING

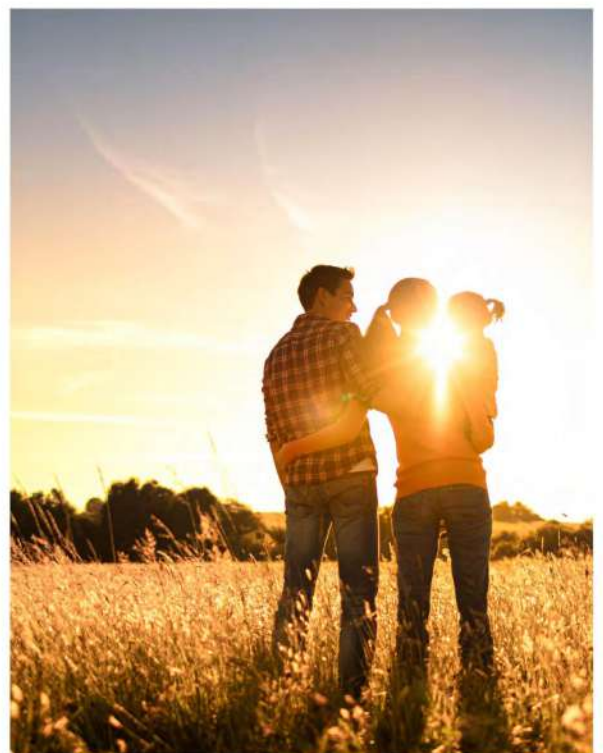
Spread across 108 Hectares of Land,
Hiera is the epitome of a harmonious
living space.



PEACEFUL LIVING
A home for serenity



VIBRANT LIFESTYLE
Fine selection of
retail and entertainment
destination



MORE THAN BEYOND, THE SUPER CLUBHOUSE

Redefining what a clubhouse is, our Super Clubhouse in Hiera will be a stunning 2 Ha development with up to 20 unique facilities



Swimming Pool



Outdoor & Indoor Activity



Yoga Room



F&B Tenants



Beauty & Wellness





A Heartfelt LIFE
AWAITS

ARTIST'S IMPRESSION

A GREAT LAKE

Welcoming you to Hiera is a magnificent statement of nature. A 1,4 Ha of stunning water feature with charming landscapes, promenade by the lake, vibrant retail, and overlooking deck is Hiera's natural gateway that elevates your arrival experience.



ARTIST'S IMPRESSION

THE GREAT STREET

More than 300 meters scenic retail promenade lined with shops, dining options, and refreshment stalls, this car-free great street is the heart of downtown Hiera, connecting lakeside promenade & station mall.







INTEGRATED RECREATION & RETAIL HUB

Experience the first integrated recreation and retail hub with train station that includes food and beverages centres as well as shopping spots for your entertainment in a station unlike any other in Indonesia, the Jatake Station.



OPEN AIR SHOPPING LAKESIDE PROMENADE

An open air lakeside retail dining, & entertainment area. The atmosphere is suitable for leisurely activities with its lush and fresh ambiance.



Integrated MOBILITY

As a transit-oriented development, Hierá provides comprehensive public transport services.

TRANSPORT HUB



Seamless Public Transport Hub, projected less than 15 minutes travel throughout Hierá



ARTIST'S IMPRESSION

JATAKE STATION

Experience the first integrated recreation and retail hub with train station that includes food and beverages centres as well as shopping spots for your entertainment in a station unlike any other in Indonesia, the Jatake Station.





CONCEPT DESIGN

TYPE 09



ARTIST'S IMPRESSION

TYPE 9

A ROYAL WELCOME

A home with class, fit for royalty.
Type 09 is regal. Classy but understated.

Land Size	Building Size
144 sqm (9x16)	225 sqm
162 sqm (9x18)	225 sqm

	
4+1 Bedrooms	6+1 Bathrooms

		
2 Multi Purpose Room	1 Kitchen	2 Carport



GROUND FLOOR



2nd FLOOR



3rd FLOOR





ATTIC ROOM



MASTER BEDROOM



BEDROOM

| WELTON DESIGN

TYPE 08



ARTIST'S IMPRESSION

TYPE 8

A TREAT OF LUXURY

When classic style meets a modern concept, an icon of opulence is born. Type 08 is the definition of splendour.

Land Size 128 sqm (8x16) Building Size 166 sqm



4+1 Bedrooms



4+1 Bathrooms



Multi Purpose Room



1 Kitchen



2 Carport



GROUND FLOOR



2ND FLOOR



| WESTON DESIGN

TYPE B

ARTIST'S IMPRESSION

LIVING ROOM



STUDY ROOM



MASTER BEDROOM



DINING ROOM



TYPE 7

SOLEMN BEAUTY

Beauty in the most sincere way. Type 07 evokes peace in the everyday living.

Land Size	Building Size
98 sqm (7x14)	118 sqm
112 sqm (7x16)	118 sqm


3 Bedrooms


3 Bathrooms


Multi Purpose Room


1 Kitchen


2 Carport



GROUND FLOOR



2nd FLOOR





FOYER



MASTER BEDROOM



BEDROOM



SMART HOME

SUNSHINE GROUP



Security



Network



Camera



Light



50%



21°C



9:22



NO

98.6%



50%

SMART HOME FEATURE



Digital Door Lock at Main Door



Smart Lighting Control



Voice Command

SMART HOME FEATURE



CCTV



Universal IR Blaster