

**PRESS RELEASE**

**FOR IMMEDIATE PUBLICATION**

**TERAJU'S RM2.21 MIL FF RECIPIENT COMPLETES AFFORDABLE, BUMIPUTERA HOUSING PROJECT**  
Home owners receive keys to Taman Puncak Rasah Project in Seremban

**19 May 2016, Seremban** – Unit Peneraju Agenda Bumiputera (TERAJU) announced the completion of affordable apartments project, “Taman Puncak Rasah Seremban” under Citra Upaya Sdn Bhd, in Mukim Rasah, Seremban today. The development project on a 4.8 acres “Malay Reserve Land” comprises of 194 units of five-storey apartments each sized at 816 square foot, provides opportunity for Malay middle income group who just started working to own their first homes. The total cost for the project amounted to RM23.5 million and was completed in the end of 2015. The selling price per unit ranges between RM186,800 and RM199,800 which is comparatively lower than the average market price. The units were sold relatively quick and were sold out within 28 months after it was launched in October 2015.

Built with the aim to provide affordable housing in mind, Taman Puncak Rasah Seremban lined up a list of benefits to its homeowners/buyers, including a 9% discount, Legal & SPA fees waiver, 1% down payment and cash rebate of to RM10,000 for home renovation works. The project is also in line with the Eleventh Malaysia Plan to increase home ownership among Bumiputera group. The launch of the housing project which was held earlier today saw the Secretary General for the Ministry of Urban Wellbeing, Housing and Local Government, YBhg. Datuk Haji Mohammad Bin Mentek alongside Chief Executive Officer of TERAJU, YBhg. Dato' Husni Salleh hand over keys to the homeowners/buyers.

The guests also witnessed the presentation of the RM2.21 million Facilitation Fund cheque to Citra Upaya Sdn Bhd. A wholly owned Bumiputera company, Citra Upaya Sdn Bhd is one of the 340 companies selected by TERAJU, to date to receive the Facilitation Fund assistance.

According to Dato' Husni Salleh, "One part of the Facilitation Fund programme is to promote the development of Malay reserve and native land which has made Citra Upaya Sdn Bhd eligible to receive the fund. At present, **TERAJU has approved RM97.67 million for 50 property development projects on Malay reserve land nationwide worth RM1.54 bilion.**

Dato' Husni Salleh added, "The incentive received via Facilitation Fund will allow the project to become more feasible to be implemented and to be carried out into completion. This will also be translated into the overall reduction in the overall project development cost which will benefit the homebuyers through lower and affordable property price. We hope to see more Bumiputera companies to take advantage of the Facilitation Fund program and to actively participate in the development of affordable homes."

Dato' Husni Salleh further added that funding is crucial to increase Bumiputera participation in high value projects with large spill-over effects. The Facilitation Fund acts as a catalyst for private investment in strategic sectors with a minimum project value of RM2.5 million. At the same time, the fund also delivers additional incentives for companies seeking facilitation and assistance under TERAJU's programmes. In Negeri Sembilan, a total of 13 projects valued at RM 460.07 million in various sectors including communication & content infrastructure, oil & gas, construction, agriculture, wholesale retail & tourism, food and general manufacturing have been identified.

The Facilitation Fund was created as a "tipping-point" or "catalyst" for strategic investment by Bumiputera companies in private sector projects with high impact. Managed by TERAJU in collaboration with Private-Public Partnership Unit (UKAS), Prime Minister's Department, the fund intended to facilitate Bumiputera companies intending to implement qualified and viable projects. It assists to cover up to 15% of the total project cost for basic infrastructure including purchase of machinery and equipment. At present, RM1.41 billion has been

approved for 393 projects to assist Bumiputera entrepreneurs in various sectors under the under the National Key Result Areas (NKEA).

The developer, Citra Upaya Sdn Bhd, is a 100% Bumiputera company, wholly owned by Aturan Prisma Sdn Bhd which is also 100% owned by Bumiputera. Citra Upaya Sdn Bhd is a development contractor under PKK Category A and Category G7 with CIDB. They have been awarded an ISO 9001: 2008 certificate and have completed various development projects in Malaysia.

Also present at the launch were Negeri Sembilan State EXCO for Urban Wellbeing, Housing and Local Government, YB Dato' Haji Jalaluddin Haji Alias and Citra Upaya Sdn Bhd. Managing Director, YBhg. Dato' Abdul Rahman Harun.

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**ABOUT TERAJU**

The setting up of TERAJU was announced by the Prime Minister YAB Datuk Seri Najib Tun Razak on Tuesday 8 February, 2011, to **lead, coordinate and drive** Bumiputera economic participation through existing and new initiatives and to propose institutional reform, to increase effectiveness. TERAJU will undertake **strategic alignment of the resources** of the government and its agencies. It has been introduced as a “**Game Changer**” to strengthen and empower the Bumiputera Development Agenda.

Its ultimate aim is to enable the Bumiputera community to seize opportunities and equally benefit from rapid economic growth.

TERAJU's focus will be on the following areas:

- Entrepreneurship & wealth creation
- Funding
- Education & employment
- Institutional & policy instrument review
- Stakeholder management

TERAJU also acts as the Secretariat for the Majlis Ekonomi Bumiputera (MEB), Bumiputera Agenda Supreme Council and the Skim Jejak Jaya Agenda Bumiputera (SJJJ).

#### **ABOUT CITRA UPAYA SDN BHD**

Citra Upaya Sdn Bhd (Co.No.978089-P) is a company incorporated in Malaysia on 15 February 2012 under Companies Act, 1965 as a Bumiputera developer base company which is managed and operated by a group of experienced professionals in various disciplines actively pursuing development projects. The group mission is to build a better Malaysia and to continuously support new innovations in building system and construction technology besides providing on time completion with quality workmanship. Citra Upaya Sdn. Bhd. Has appointed highly qualified property development and construction professionals to lead the development of its business, project and manage the works to achieve good quality and timely delivery.