EcoCare and EcoBike at CitraRaya Tangerang

Tangerang – To welcome its 20th year of anniversary, PT Ciputra Residence, as the developer of CitraRaya Tangerang, held a program called 2014 EcoCulture Festival, with the series of activities included EcoHealth, EcoCluster Contest, EcoDay, EcoCare and EcoBike as the highlight among those activities. EcoCare and EcoBike this year were held in October.

EcoCare is a regular donation program of CitraRaya. Donation given is in forms of education facilities to schools in the surrounding area of CitraRaya. This year, EcoCare, which was held on 1 October, donated sanitary facilities to 5 elementary schools, consisted of State Elementary School (Sekolah Dasar Negeri/SDN) of Dukuh V (SDN Dukuh V) at Cikupa Sub-district (Kecamatan Cikupa), SDN Ciakar I, SDN Nalagati, SDN Tarisi and SDN Peusar III at Panongan Sub-district, Tangerang.

Before EcoCare was started, CitraRaya did surveys to all elementary schools with very limited sanitary facilities. Donation given included the renovation for the existing sanitary facilities or building new sanitary facilities that fulfil health criteria. It took around three weeks after the survey period to finish the renovation or building the facilities and hand over them to each of the school.

EcoBike became the end of EcoCulture Festival series of activities. With its objective to encourage community of CitraRaya to always have healthy life by doing cycling activities, this EcoBike is a regular program held in the residential complex of CitraRaya. This year, EcoBike was held on 19 October and was very festive, with opening remarks of marching band parade for this EcoBike. In the front row was Board of Management of PT Ciputra Residence, followed by bicycle communities such as sepeda onthel, BMX and CIBICOM, ornamental bicycle parade and public participants.

For this EcoBike activity, bicycle paths were divided into two classes, family and XC (cross country), and the path was separated at the third runabout of CitraRaya. Family class might pass such easy path, as for XC, it should pass much more challenge path, included a quite precipitous Cimanceuri Lake path with contour trajectory.

Big enthusiasm of the community was shown by the number of EcoBike participants that reached 2,500 people. They were also enlivened by the programs such as ornamental bicycle contest, marching band performance, traditional reog artistry, home band performance and also the giving away of door prizes.

EcoBike was followed with the highlight of the 20th anniversary of CitraRaya, with the cone rice (tumpeng) cutting by the President Director of PT Ciputra Residence, Mr. Budiarsa Sastrawinata, who gave the first slice to the Regent of Tangerang District, Mr. H. Ahmed Zaki Iskandar.
Pink Ribbon Campaign at Ciputra Mall Jakarta

Jakarta – Pink Ribbon Campaign, Happiness is Me was the highlight of a social program which focuses on care to breast cancer. Ciputra Mall Jakarta held this program in order to involve in World Breast Cancer Day. The program took place from 15 to 26 October 2014 at Center Court of Lower Ground floor of the Mall. Various programs were organized during the event, such as talk show regarding health, free mammography program, Zumba party, special performance from Ello and Indonesia’s Museum of Records (Museum Rekor Indonesia/MURI)’s record breaking.

Highlight of the event was started with press conference, followed by three MURI’s records breaking altogether. This event was attended by Ms. Linda Amalia Sari Gumelar, Minister of Women Empowerment and Child Protection (Pemberdayaan Perempuan dan Perlindungan Anak), Ms. Veronica Basuki Tjahaja Purnama, the General Chairwoman (Ketua Umum) of YKI DKI Jakarta, Ms. Aryanthi Baramuli Putri, General Chairwoman of CISC and Mr. Jaya Suprana, the Chairman of MURI. The three of MURI’s records that were successfully broken consisted of the biggest number of participants participated in the education of early detection on breast cancer (3,428 participants), the biggest number of participants took part in lip stamp as support to breast cancer survivors (3,428 participants) and the biggest number of participants participated in bra decorating competition, which was participated by 500 female students from state vocational junior high school (Sekolah Menengah Kejuruan Negeri/SMKN) 51, East Jakarta.

The MURI certificate was awarded by cultural observer, who is also the founder and chairman of MURI, Mr. Jaya Suprana. “It was such a proud for us to be actively participated in increasing the society understanding on breast cancer. Together with visitors, donors, institutions and tenants, Ciputra Mall Jakarta raised fund for supporting the education activities and prevention on breast cancer”, said Mr. Artadinata Djangkar, Director of Ciputra Group on his visit on 17 October 2014.

Pink Ribbon Campaign was first commenced on 21 March 2014, with gala dinner and charity concert presented by 21 artists who care on the cancer. They successfully raised fund amounted to Rp 500 million, which was donated to Jakarta’s Indonesia Cancer Foundation (Yayasan Kanker Indonesia) and Breast Health Foundation (Yayasan Kesehatan Payudara) and also to Cancer Information and Support Center.

Citrалндах Jonggol Held Soft Launching of Bukit Chrysant Cluster

Jonggol – On 5 October 2014 Citralndah held soft launching for its low cost house (Rumah Sederhana dan Sehat) at Bukit Chrysant cluster. Bukit Chrysant cluster is located beside Bukit Rosella cluster. In the event, Citralndah offered 87 units houses, consisted of land area (LA) of 90 sqm and building area (BA) of 36 sqm, LA of 120 sqm and BA of 38 sqm and LA of 136 sqm and BA of 38 sqm. Price started at Rp 162 million and down payment from 5%. Promotion offered included discount on down payment of Rp 2.5 million for all types of house and free of mortgage fee, maximum 2 months from booking fee was paid, not included the insurance. Response from the society was so good, that during the launching period, a total of 48 units were successfully sold.
**Pizza Fiesta at CitraLand Denpasar**

Denpasar – This October, CitraLand Denpasar held an event of open house of type Frans ready stock house at Ballerina Park cluster. The event is a monthly program organized to get more potential customers, as well as to show to them the set-up of the housing environment, which is the prime advantage of CitraLand Denpasar. The program was held on 5 October 2014, with the theme of Pizza Fiesta, that potential customers could taste pizza of Podomoro Pizza. Apart from enjoying the pizza, there were also entertainment by clown and balloon twisting program for children who were brought along by the potential customers. There was no unit sold on the day of the open house, but after several weeks, CitraLand closed sale of one unit house to the open house potential customer.

**Halloween Party at Ciputra Golf, Club & Hotel Course Surabaya**

Surabaya – On Friday, 31 October 2014, Ciputra Golf, Club & Hotel Surabaya (Ciputra Golf) again organized an event for golfer with ages below 40. This second time event took two different themes. The first was the tournament for young golfers with the theme of pool party, as it was held in swimming pool of Ciputra Family Club area. And because the tournament was organized in October, which was identical with Halloween, the second theme taken was Halloween Party for the night event.

Enthusiasm from Surabaya young golfers in this time tournament increased compared with the previous one. It could be seen from the number of participants took part in this time tournament, which reached 90 golfers. Marketing Manager of Ciputra Golf, Ms. Noor Cahyawati said that the objective of organizing this time tournament was to find out new talented golfers, regeneration of golfers and to introduce golf sport to young people. Positive responses came from the participants, who are also members of Ciputra Golf, asking to organize such a tournament every two months. “It was different from monthly medal tournament, because most of the participants in that tournament were golfers with long time experiences in golf. So as new comers, we were still very far”, said one of the young golfers.

Halloween is not an Indonesian traditional celebration, but Indonesia people had already celebrated halloween party for many years, by wearing various unique spooky costumes. This time, Ciputra Golf offered new colour to young golfers. After playing around in the 18-hole with lake and valley of the golf course atmosphere, golfers were invited to join halloween party at Palimanan Resto & Café Ballroom. The gleam of lighting and staff who dressed up like ghost (pocong) to vampire added the seized sense of the night.

DJ live music entertainment from female disc jockey Tyas added the festivity of the Ciputra Golf’s style halloween party. Not only music entertainment, guests were also entertained by the sexy appearance from sexy dancers, who were the caddies. The night event was ended with prize giving session, with super grand lucky draw prize of one unit Blackberry Z3, which was won by member Mr. Charles Lie. Winner for this time tournament was Mr. Robin, with gross score of 83 and overall best net was given to man with handicap 23, Mr. Dani, with net score of 71.
Jakarta – PT Ciputra Property Tbk (CTRP), through its subsidiary, PT Ciputra Hospitality launched CitraDream, a brand for budget hotels that will operate in several cities in Indonesia. CitraDream hotel is budget hotel group, which is developed, managed and owned by Ciputra Group, a property developer with more than 30 years experiences in real estate sector, including the hotel industry.

This year, CTRP spent Rp 225 billion for the investment of five budget hotels, with the composition of 60% from bank loan and the remaining 40% from the equity. From the above-mentioned figures, it is known that an investment for one hotel is around Rp 45 billion.

“In line with economic growth and increase in number of middle class in Indonesia and also the phenomenon of the growth in budget airlines, we thought that entering budget hotel business was such a right business step”, said Mr. Artdinata Djangkar, Group Director of CTRP.

According to Mr. Arta, release from the government stated that there was an increase in middle class compared with total population of Indonesia (more than 134 million people), from 37% in 2004 to 56.7% in 2013. Data from Central Bureau of Statistic (Biro Pusat Statistik) showed that number of hotel rooms up to 2013 were only more than 171,000 rooms, quite a little compared to the number of middle class in Indonesia, who have capacity to stay in grade star hotels. This definitely brought Ciputra Group looked at budget hotel business as a promising opportunity business. He also added, “We aimed to build around 20 CitraDream hotels throughout Indonesia and this was a very reasonable number. China with very big population had ability to build more than 8,000 budget hotels, under only 30 budget hotel brands. Even though, company like 7 Days Group Holding Limited could have 2,000 budget hotels in 230 cities all over China”.

On 1 July 2014, CitraDream Cirebon and Semarang have started their operations. CitraDream Cirebon is located on Jalan Cipto Mangunkusumo, while in Semarang, CitraDream is located at Jalan Imam Bonjol area. Currently CTRP is doing the construction of CitraDream in Bintaro, Bandung, Yogyakarta and Bengkulu, where in Bandung and Yogyakarta, the topping off of these budget hotels had already done.

The typical characteristic of CitraDream hotels are their location, which are always located strategically. CitraDream Semarang and Cirebon have 121 and 112 rooms, respectively. CitraDream Cirebon is located 30 minutes driving from the railway station and only needs around 20 minutes to get to the Trusmi batik center. In Semarang, CitraDream is located 4.4 km from Adisucipto airport and 1.8 km from Simpang Lima area.

Every room of CitraDream adopts minimalist and modern design, and is inspired by green concept idea. “We put comfort of our guests above anything, that’s why we were able to give more, such as famous brand and high quality bed for them”, added Mr. Arta. It needs only around Rp 300 thousand to stay in each of CitraDream Cirebon or Semarang. After Cirebon and Semarang, the next openings will be in Bandung and Yogyakarta.

In his closing remarks, Mr. Arta said, “We hope with the presence of CitraDream hotels in many cities in Indonesia, Ciputra Group could contribute to economic development, such in trade, tourism or other sectors, in every city where our hotel is built.”
CitraSun Garden Semarang Held Sunday Breeze Open House

Semarang – CitraSun Garden Semarang organized an open house with the theme of Sunday Breeze in this October. The event was held on 26 October from 10 a.m. to 3 p.m. in front of the newest show unit house of type Ammonite in Sapphire Hill cluster.

In this time open house, CitraSun Garden specially brought in nitrogen ice, which gained popularity and became favourite thing of public nowadays. This was the strategy from CitraSun Garden to get public enthusiasm to visit the open house. And this strategy was effective enough to attract public attention. While enjoying the food provided, visitors were accompanied by marketing people who introduced and gave complete information on products of CitraSun Garden Semarang. As for the children, they could play on the kids’ playground, with various games provided.

Marketing Event of The Taman Dayu Pandaan

Pandaan – The Taman Dayu Pandaan again invited customers to visit its exhibition stand at the East of Java Property Expo from 25 October to 2 November 2014. This time The Taman Dayu again offered very interesting and special promotion on the villa-concept residential and private cluster with view of beautiful mountain and fresh air, which are surrounded by 200-hectare green conservation forests. Exclusive promotions offered included free for fees, such as stampduty (Biaya Perolehan Ha katas Tanah dan Bangunan/BPHTB), amounting to 5% from transaction amount, deed of sales and purchase (Akta Jual Beli/AJB), transfer from developer’s name to customers’ name (Bea Balik Nama/BBN), mortgage fee (Biaya KPR), except for insurance fee. Apart of fees dismiss, customers will also get bonus of one unit air conditioner.

The Taman Dayu is very suitable for modern family who insists to get better life quality by owning a cool and comfort atmosphere, far away from town air pollution at The Taman Dayu. The Taman Dayu will be easily accessed from Surabaya with the finish of the construction of Porong artery road and toll road from Gempol to Pandaan, which is almost finished and will start to operate soon. This toll access will also benefit modern families who want to spend weekend at the villa at The Taman Dayu.

Social Service at CitraGarden City

Jakarta – On 31 October 2014, CitraGarden City held social service program. In that program, a total amount of around Rp 26 million was collected. The fund was donations from Management’s Corporate Social Responsibilities, collection from prayers’ community (persekutuan doa), as well as fund collection and donations in the form of clothes which were still worth to wear from employees of CitraGarden City. The program was rendered to children of Air Baja, Teluk Intan, Penjaringan Sub-district of North Jakarta.