

Eupe's Novum South Bangsar 70% units booked since launch

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KUALA LUMPUR (March 16): Eupe Corp Bhd's Novum [South Bangsar](#) project saw 70% of its 729 units booked since the project was launched on March 12, said sales and marketing manager Eric Choong.

"More than 30 units were sold on the first day of the launch with approximately 350 people turning up which was more than our expectation. Given the strong levels of interest from potential buyers who attended the launch, more sales are likely to be closed in the following weeks," he told *TheEdgeProperty.com*.

Eupe head of marketing Datin Michelle Gan said the turnout on March 12 was overwhelming and the developer received a lot of strong and positive feedback on the product.

The freehold Novum South Bangsar – jointly developed with Asthetik Property Group – will comprise three towers from 37 storeys to 40 storeys on a 3-acre parcel facing the Federal Highway. The site is less than 3km away from Mid Valley City.

"Novum's close proximity to major transport routes, shopping centres and conveniences, as well as the heart of KL will give added benefit to the residents," said Choong.

The project has a gross development value (GDV) of RM555 million, while selling prices of units range from RM720,000 to RM1.73 million, or an average price psf of RM900. Units have built-ups of 647 sq ft to 1,441 sq ft.

Key features of this high-rise residential development include a business centre, a private celebrity kitchen, and a new application dubbed by the developer as the "new digital life app".

The celebrity kitchen will incorporate professional cooking facilities, allowing residents or their designated chefs to prepare meals, and will be linked to a dining area that can host small to medium-sized dinner or lunch gatherings.

The new digital life app on the other hand will help facilitate dealings between residents and the building management.

The app developed by Teccalibre Sdn Bhd is free and ready to be used by Novum residents.

Despite the current challenging market, Eupe believes that premium and quality products will be able to overcome soft market sentiments.

“While the current market is challenging, we believe we have a very high quality product. The response to the Novum launch underlines that discerning buyers are prepared to look beyond the current market challenges and invest in a high quality project like Novum,” he remarked.

Eupe is currently working on its second KL project, the Weave in [Cheras](#); the developer declined to reveal details of the project but it expects to launch this project at end-2016.