



LUXURY LIVING INSIGHT BY SINARMAS LAND

# SINAR MAGZ

LIVE IN PRIVILEGE  
GREEN LIVING ECOSYSTEM  
CRAFTED FOR COMFORT

INNOVATING  
THE FUTURE OF  
LUXURY LIVING



A woman with dark hair pulled back, wearing a white, long-sleeved, high-collared dress, sits elegantly on a light brown sofa. She is holding a small, dark blue clutch bag. The sofa is adorned with several pillows, including a large one with a black and white geometric pattern and a white textured throw blanket with tassels. In front of her is a round, dark wood coffee table with a reflective top, holding a stack of books, a small gold figurine, and a black vase with reeds. To the right of the sofa is a large, dark green plant and a round, dark brown ottoman. The room features large windows with vertical blinds and sheer curtains, and a modern chandelier with multiple black and white spherical shades hangs from the ceiling. The overall atmosphere is sophisticated and contemporary.

**STEP INTO A  
HIGHER  
LIVING  
EXPERIENCE**

# HEY, DEAR READERS

Welcome to the inaugural issue of **SINAR MAGZ**. This e-magazine was created to share a clear view of Sinarmas Land's vision for BSD City . Our hope is that every article, interview, and visual in this issue gives both prospective buyer and existing customers useful insight: practical information to help you consider, choose, and enjoy the right home or investment; and a better understanding of the value we're building together.

At the same time, this e-magazine is a communication tool for our own teams — a way to align on our message, celebrate recent milestones, and highlight the people and ideas driving progress. We intend SINAR MAGZ to be **informative, transparent, and inspiring** — a place where planning, design, and community purpose meet.

Thank you for taking the time to read. We welcome your feedback and suggestions as we continue to shape future issues that serve our customers and reflect our commitment to thoughtful, sustainable urban living.



Digital Marketing Lead





# SINAR MAGZ

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# TABLE OF CONTENT

7-8	Trends & Market Review
9-14	Property Showcase: Eonna
15-16	Property Showcase: The Blizfield
17-20	Property Showcase: Terravia
21-23	Property Showcase: Excelia
24-25	Property Showcase: VA Promenade
26-27	Property Showcase: Latinos Business District





# TABLE OF CONTENT

28-29	Community Story
30-36	Neighborhood Features
37-38	Investment Talk
39-42	Sustainability Corner
43-45	Lifestyles & Design
46-47	Iklan
48-49	Property Tips
50-51	Photo Story
52-53	Achievements & Fun Facts
54-55	Upcoming Event & Existing Repeated Event

# PROPERTY MARKET OUTLOOK

The property market in **BSD City** continues to strengthen in 2025, supported by a combination of **lifestyle shifts, township expansion, and long-term infrastructure planning**. As consumer needs evolve toward convenience, connectivity, and smart living, BSD City successfully positions itself as a future-ready urban destination—balancing residential comfort with economic opportunity. Demand for residential units shows steady growth, particularly from young families, professionals, and first-time homeowners.

Their preference is shaped by a desire for modern homes, reliable facilities, and neighborhoods that support daily routines—schools, offices, malls, parks, and healthcare—all within minutes. **BSD City's integrated ecosystem naturally becomes the answer.**

# Why Buying Property in BSD City Is a Smart Investment?

## —Today and in the Future

Based on news from **IDN**, titled **"Sinar Mas Land Optimistic That the Property Sector Will Remain Resilient and Grow Positively in 2025,"** the property market outlook remains encouraging, particularly for integrated townships such as BSD City. The article highlights strong market demand supported by consistent sales performance and ongoing development initiatives by Sinar Mas Land.



In the same report, **Hermawan Wijaya**, Director of PT Bumi Serpong Damai Tbk (BSDE), expressed optimism regarding the industry's growth, stating, **"We are very optimistic that the property industry will continue to grow this year."** This statement aligns with current market trends, where well-developed urban areas like BSD City continue to attract buyers seeking **long-term value**, lifestyle convenience, and **investment stability**.



## Live in Privilege

Designed for those who value **exclusivity** and **refined living**, Eonna is more than just a residential cluster — it is a statement of privilege. Surrounded by thoughtfully curated spaces, Eonna offers residents access to **7 exclusive clubhouse facilities**, created to elevate everyday moments into exceptional experiences. From leisure and wellness to social interaction, every facility is designed to complement a modern, balanced lifestyle. With elegant architecture, strategic layout, and premium amenities, Eonna delivers a living environment where comfort, prestige, and convenience come together seamlessly.

# EONNA

Eonna represents a new standard of exclusive living, crafted for those who seek comfort with distinction. Every element within the cluster is thoughtfully designed to reflect elegance, privacy, and a refined residential atmosphere. More than a place to live, **Eonna is a privileged** environment designed to enhance the quality of everyday life.







# 7 CLUB HOUSE





In a recent announcement from **Media Indonesia**, Sinar Mas Land officially introduced **Elyon**, highlighting the continued strength of the high-end property segment in the region. According to the report, Eonna's Luxury New-Retro (Newtro) Living concept caters to the rising market demand for distinctive, upscale homes that blend modern comfort with refined design principles. The article quotes **Theodore G. Thenoch, CEO Residential BSD Sinar Mas Land**, emphasizing the project's strategic positioning and market appeal: **"Elyon offers a luxury tropical modern concept, with limited first-phase units priced from Rp 5.6 billion to Rp 7 billion. Located opposite Eastvara Mall and connected to key transport links, we hope its launch will be well received and replicate the success of previous clusters."**

This development reflects broader market trends in BSD City, where demand continues to shift toward thoughtfully designed premium homes supported by integrated infrastructure, lifestyle amenities, and connectivity. As affluent buyers increasingly prioritize both quality of life and long-term investment value, projects like Eonna strengthen BSD City's position as a leading destination for modern township living in Greater Jakarta.









Within Eonna, the residential concept is realized through **three distinct sub-clusters**, each designed to respond to different lifestyle preferences. Following the introduction of Elyon in the previous section, Eonna is further complemented by **Aerra** and **Namee**, two clusters that offer distinctive spatial concepts while maintaining the same standard of quality, functionality, and exclusivity that define the Eonna living experience.

Designed under the philosophy **Live in Privilege**, Eonna offers a secure and well-integrated residential area that enhance everyday comfort and community living.







## Aerra

Aerra is designed to accommodate spacious and flexible living through well-proportioned layouts and efficient spatial circulation. The cluster emphasizes natural ventilation and daylight optimization, supported by wide openings and thoughtfully arranged room configurations. With a focus on comfort and adaptability, **Aerra is suitable for families** who require generous living spaces while maintaining modern architectural quality and functionality.

## Namee

Namee presents a more compact and efficient residential concept, prioritizing practicality and optimized space utilization. The cluster features streamlined floor plans, contemporary façade design, and low-maintenance material selection to support everyday urban living. Designed for residents who value efficiency without compromising quality, **Namee delivers a balanced solution for modern lifestyles** within the Eonna residential environment.

# THE BLIZ FIELD





# The Blizfield: Modern Tropical Living Meets Strategic Value

In the evolving property market of BSD City, **The Blizfield stands out as an emblem of modern tropical luxury living backed** by strong design fundamentals and strategic urban positioning. According to a **report from Sinar Mas Land, The Blizfield combines thoughtful architecture, smart home systems, and exclusive facilities that support both comfort and elevated lifestyle aspirations.**

As stated in the official article, **“The Blizfield offers a combination of modern design, advanced smart home system, exclusive facilities, and strategic access to public amenities, making it an ideal choice for those who seek a comfortable and modern lifestyle.”** This highlights how contemporary residential products are increasingly integrating technology and premium living concepts to meet discerning buyer expectations. This aligns with broader market trends in BSD City, where demand for high-quality homes continues to grow—driven by lifestyle shifts, accessibility to key infrastructure, and sustained interest from both homeowners and investors. The Blizfield’s focus on modern design and convenient connectivity reflects what today’s buyers look for: a residence that not only serves as a home but also delivers long-term value in a vibrant, developing urban environment.

# TERRAVIA

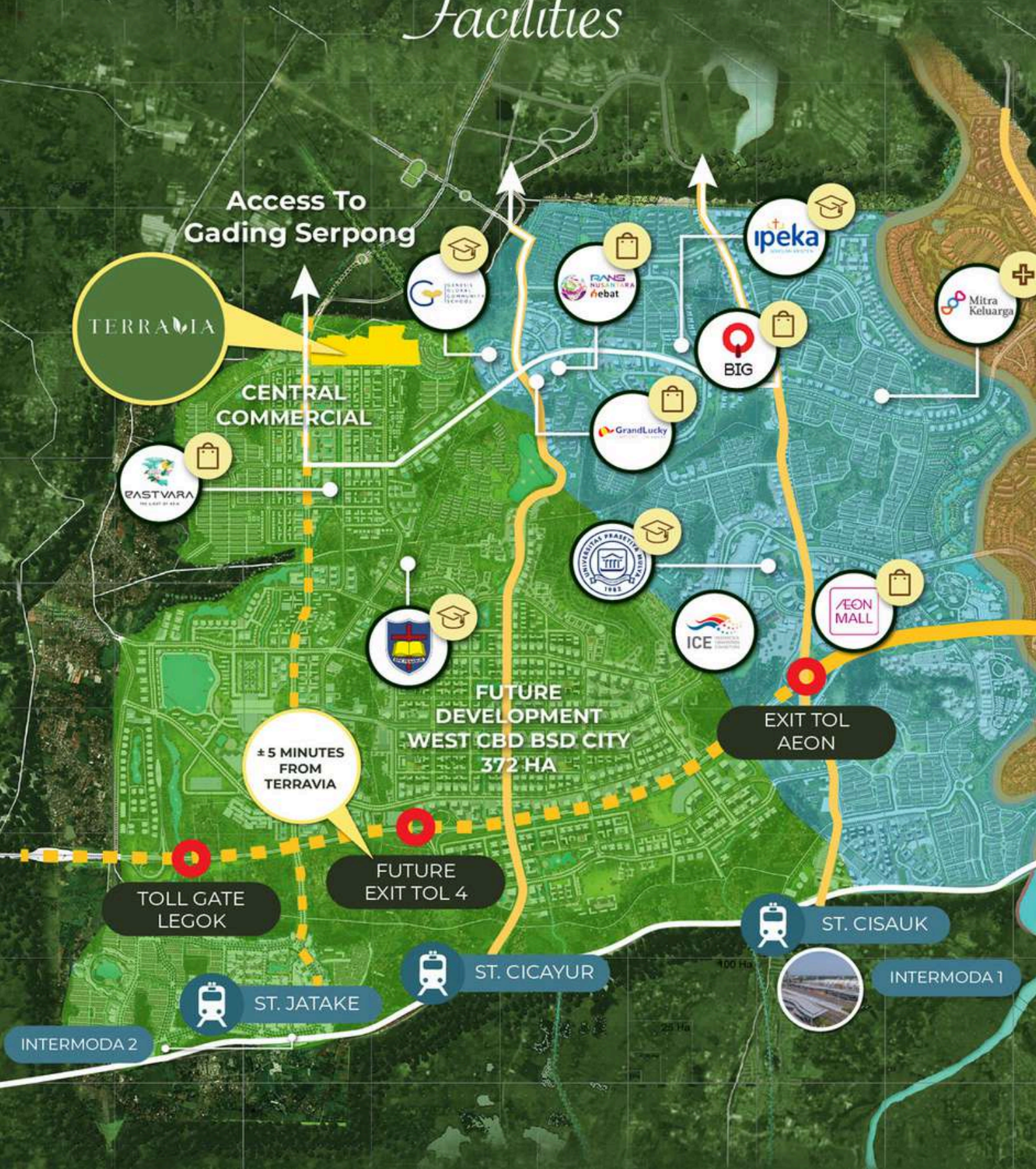
## Living with Hybrid Energy

erravia is designed as a forward-thinking residential cluster where sustainability becomes part of everyday living. Each home is thoughtfully planned with a dedicated **open space**, allowing **natural light**, **fresh air**, and **greenery** to flow seamlessly into daily life. This openness creates a healthier living environment while strengthening the connection between indoor comfort and nature.

Embracing true eco-living, every residence in Terravia is also equipped with **solar panel technology**, supporting energy efficiency and reducing environmental impact. This combination of natural design and renewable energy defines **Terravia's Hybrid Energy concept** — a balanced approach where modern living, environmental responsibility, and long-term sustainability coexist in harmony.



# SURROUNDING *Facilities*



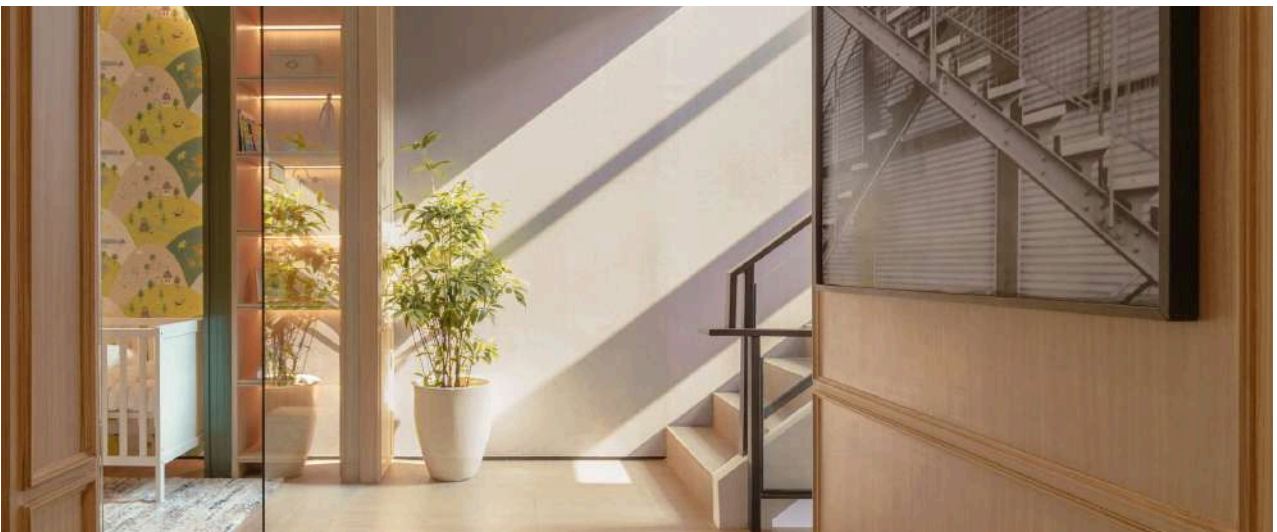


Every morning at Terravia begins with light gently filling the home, carried through an open space designed to breathe with nature. Fresh air flows freely, greenery becomes part of daily routines, and the boundary between indoors and outdoors slowly fades away. Here, living is not rushed — it is balanced.



Terravia was created for a new way of life, where sustainability and modern comfort move in harmony. Each home is thoughtfully equipped with open spaces and solar panels, allowing residents to live efficiently while staying connected to the environment. This is what Hybrid Energy means at Terravia — a lifestyle powered by nature, supported by technology, and shaped by mindful design. More than a place to live, Terravia is a home where energy is renewed, every single day.







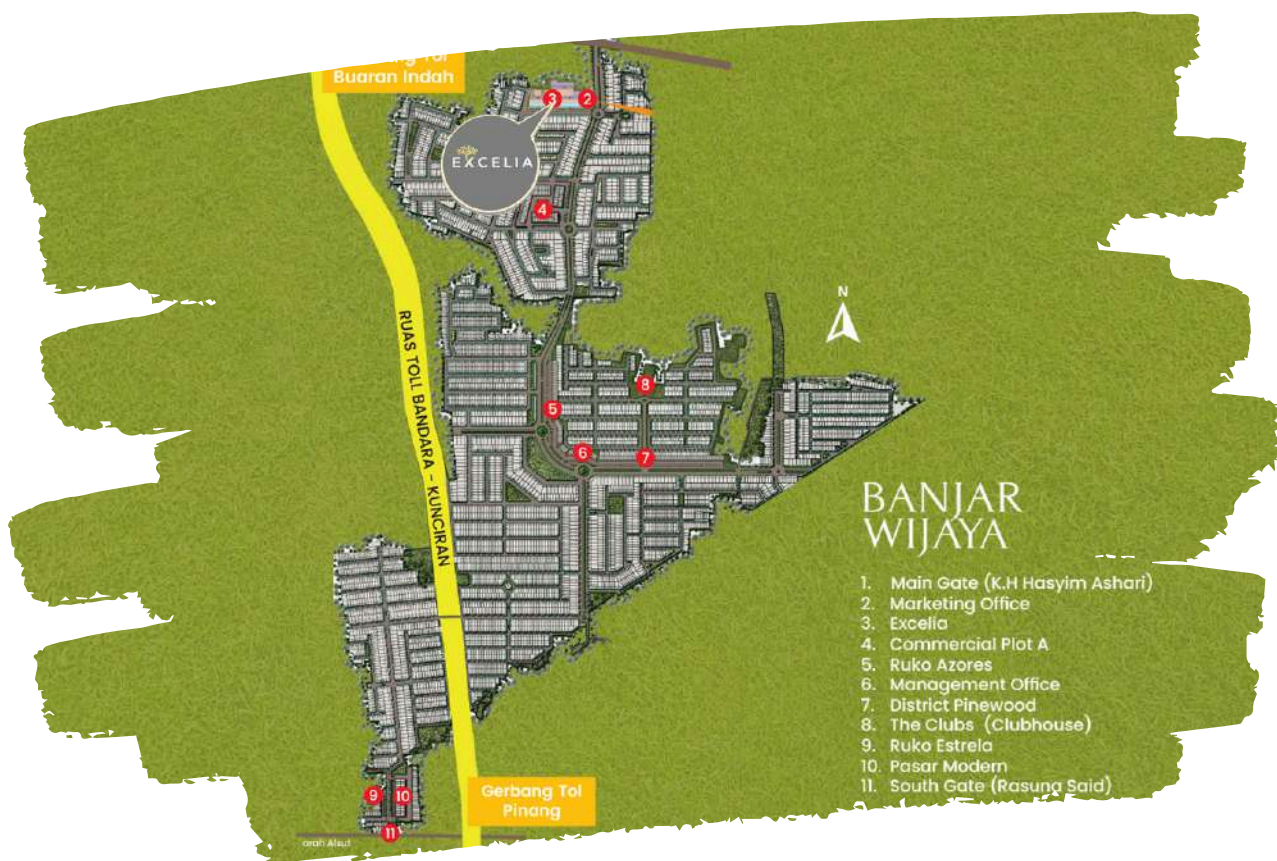
# EXCELIA

BANJAR WIJAYA





**Excelia is where everyday life quietly evolves.** Mornings begin with purposeful routines, afternoons flow between work and family moments, and evenings bring a sense of calm within a thoughtfully planned neighborhood. Designed for those who value progress, Excelia offers a **living environment that supports ambition without losing balance.**



Built with **modern layouts, efficient spaces, and a strategic location**, Excelia reflects a lifestyle shaped by practicality and aspiration. Every detail is created to adapt to changing needs — whether it's growing families, young professionals, or long-term investment plans. At Excelia, home is not just where life happens — it's where life moves forward, **steadily and confidently.**



**Life at Excelia unfolds naturally.** The day starts with quiet streets and familiar faces, where routines feel effortless and time moves at a comfortable pace. Children grow, ambitions evolve, and moments of rest find their place in a neighborhood designed to support daily life without complication.

**Excelia is built around simplicity with purpose.** Homes are thoughtfully planned to adapt to changing needs, offering spaces that feel practical yet warm. It is a place where **work, family, and personal time find balance** — and intentional living.



# V A P R O M E N A D E



**VA Promenade** is more than just a shophouse. It's a **multi-functional** space crafted for modern entrepreneurs: a place where a café can live above a boutique, where a studio sits above an office, where creativity and commerce coexist in one seamless structure. The architecture is clean and contemporary, the frontage wide and inviting, and the location positioned within a growing district that naturally brings steady foot traffic.

**Surrounded by vibrant residential clusters and anchored by BSD City's evolving lifestyle ecosystem**, VA Promenade becomes a natural destination for daily routines — from morning coffee stops to afternoon errands to evening hangouts. Its strategic placement ensures that every level of your business receives the exposure it deserves. For start-ups ready to make their mark, for brands looking to expand, or for investors seeking long-term value, VA Promenade offers a future-oriented commercial concept that **works smarter, not harder**.





# LATINOS

## BUSINESS DISTRICT

Where Business,  
Lifestyle, and  
Connectivity  
Converge



# Where business grows &

# possibilities stay open.

Latinos Business District stands as one of BSD's most dynamic commercial zones. Blending strategic accessibility with a vibrant commercial atmosphere, this district creates a seamless environment where **work, lifestyle, and convenience coexist effortlessly.**

Whether for start-ups, established brands, or growing enterprises, the district provides a solid foundation.





# C MMUNITY ST RY

A glimpse into the everyday lives of BSD residents who have built comfort, connection, and an ideal lifestyle within the city.



## EXCELIA

“Rumahnya bagus, kerjanya rapih, unitnya bagus, aksesnya deket kemana aja, fasilitasnya sudah lengkap di dalamnya - cukup buat kita tinggal nanti sebagai keluarga baru.

Semoga bisa segera ditinggalin, semoga kedepannya lancar semuanya.”



## NAMEE BY EONNA

“Kita puas banget sama hasil rumah Namee by Eonna ini. Terima kasih kepada tim Sinarmas sudah memberikan rumah yang terbaik”





# NEIGHBORHOOD FEATURES ---

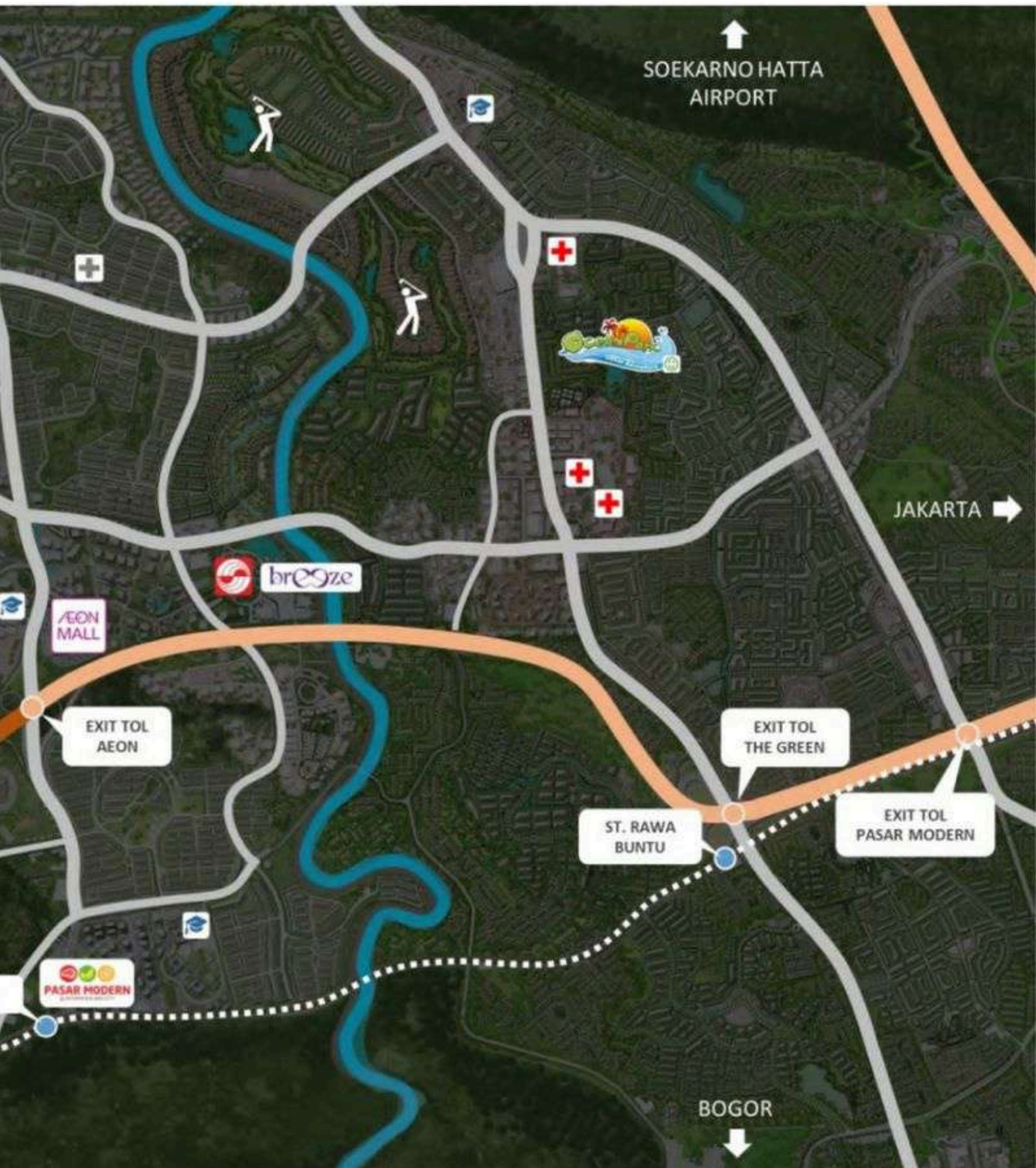
## A Network That Completes the City

BSD City is **surrounded** by a growing network of neighborhoods that support both daily life and long-term development. From residential areas and business districts to lifestyle and retail hubs, these surrounding zones create a connected urban ecosystem where convenience and accessibility come naturally. Each area contributes to the rhythm of the city, making BSD City a central point within a larger, well-integrated environment.

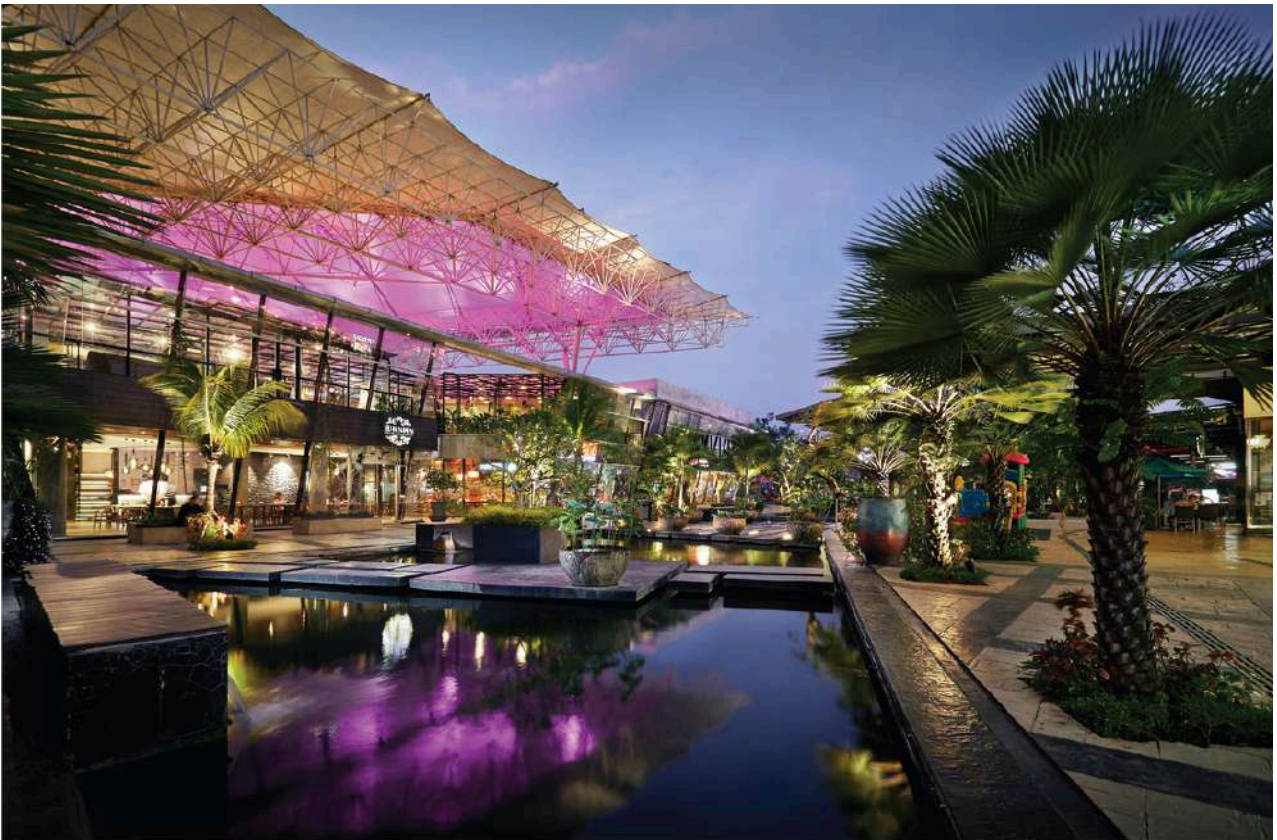
Supported by **toll road access** and **transportation links**, the surrounding neighborhoods allow seamless movement across Jakarta and Tangerang. This connectivity enhances not only mobility, but also the overall quality of life — offering residents proximity to **work, education, healthcare, and leisure destinations**. Together, these neighborhoods strengthen BSD City's position as a complete city designed for today and prepared for the future.











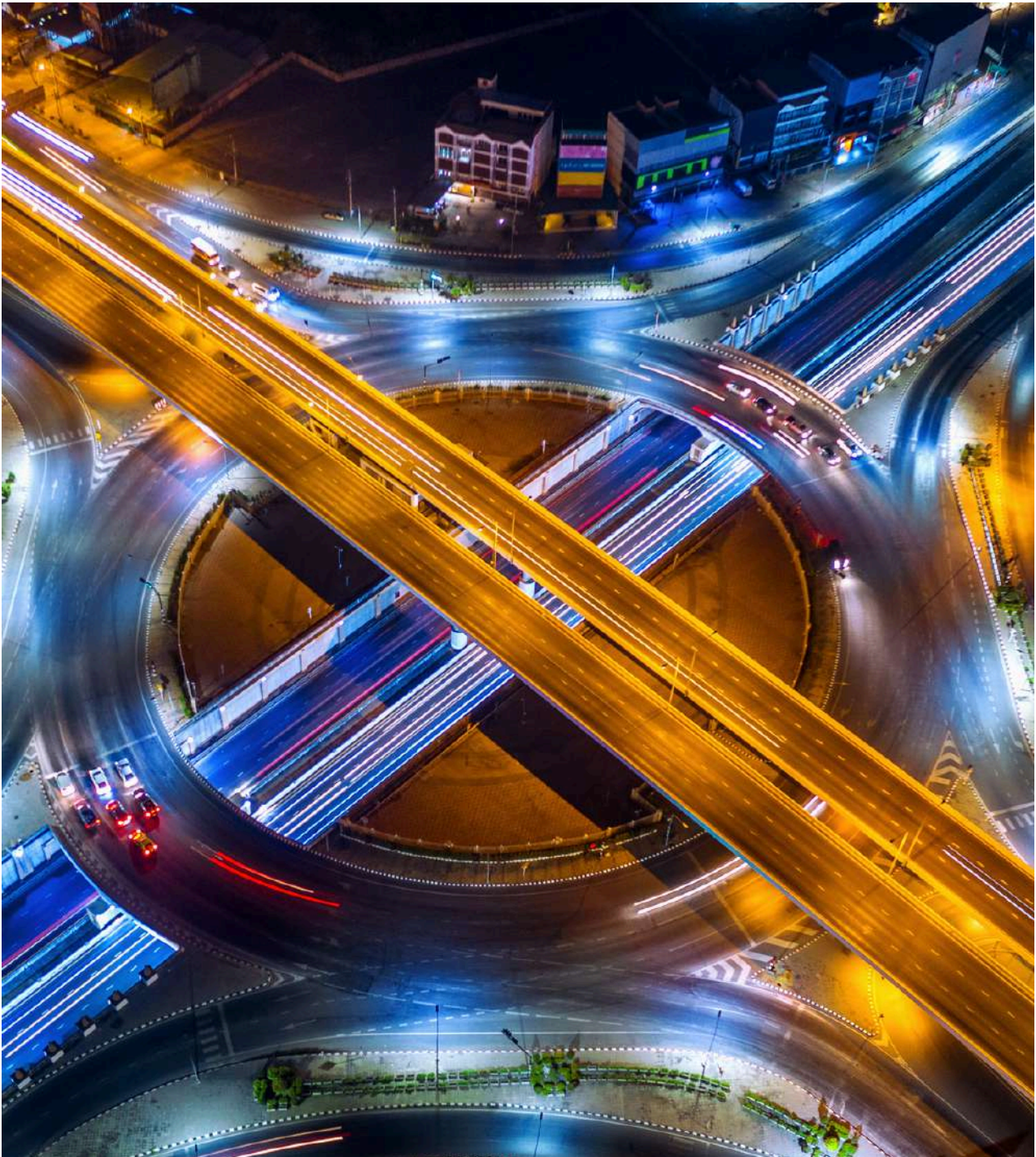
## The Breeze

The Breeze serves as one of BSD City's most vibrant lifestyle destinations, offering an open-air concept that blends dining, retail, and leisure spaces. It has become a social hub where residents gather for casual meetings, family outings, and community events, adding a dynamic lifestyle layer to everyday living.



## Toll Access

BSD City is strategically connected through multiple toll road access points, allowing efficient travel to Jakarta, Tangerang, and other key business districts. This seamless connectivity supports daily commuting, logistics, and long-term investment value by significantly reducing travel time.







## INTERNATIONAL SCHOOLS

The presence of renowned international schools around BSD City provides access to global-standard education. These institutions attract families and expatriates alike, strengthening BSD City's position as a preferred residential area for long-term living and family growth.





## ICE BSD

Indonesia Convention Exhibition (ICE BSD) is the largest convention and exhibition center in the country, hosting international conferences, exhibitions, and large-scale events. Its presence drives business activities, tourism, and economic momentum, reinforcing BSD City as a key business and MICE destination.



Indonesia Convention Exhibition (ICE BSD) has hosted numerous large-scale national and international events that place BSD City on the global stage. Among them are **GIAS** (Gaikindo Indonesia International Auto Show), the country's largest automotive exhibition, and **Trade Expo Indonesia**, which brings together international buyers, exporters, and government delegations from around the world. ICE BSD has also become the venue for major industry gatherings such as the **Indonesia Petroleum Association Convention & Exhibition (IPA Convex)**, as well as lifestyle and entertainment events including Indonesia Comic Con. These high-profile events attract hundreds of thousands of visitors each year, driving business activity, tourism, and reinforcing BSD City's position as a leading MICE and business destination in Indonesia.

# HEALTHCARE & MEDICAL FACILITIES

BSD City is **supported by** a range of **modern hospitals** and **medical centers** equipped with comprehensive healthcare services. Residents benefit from quality care at institutions such as **Eka Hospital BSD**, **RS Columbia Asia BSD**, and **RS RIS Hospital BSD**, all offering multi-specialty treatment, emergency services, and advanced medical technology within close reach. In addition, specialist centers like the THT & Bedah-KL Proklamasi BSD complement general services, while larger regional hospitals such as EMC Alam Sutera, Bethsaida Hospital Gading Serpong, Mayapada Hospital Tangerang, and Brawijaya Hospital provide further options for specialized and tertiary healthcare.





Investing here is not just about property; it is about entering a dynamic ecosystem that evolves with market trends, future-ready infrastructure, and community growth. Whether for residential, commercial, or mixed-use purposes, BSD City offers long-term potential, resilience, and a chance to be part of Indonesia's next-generation urban landscape.

# Investing In a City of Future

Recognized as a city of the future, BSD City hosts a growing network of business districts, innovation hubs, and special economic zones. International schools, healthcare centers, malls, and convention facilities like ICE BSD create a complete urban environment, while robust transport links — including toll roads and commuter access — ensure seamless mobility. This combination of strategic location, sustainable planning, and lifestyle-driven design positions BSD City as one of the most promising areas for real estate investment in Greater Jakarta.



In today's rapidly evolving property and economic landscape, **BSD City** is increasingly recognized as **a city of the future** — not just a residential hub but a strategic investment destination supported by government policy, innovation ecosystems, and targeted urban planning. According to news from **The Jakarta Globe**, BSD City's designation as the home of the D-HUB Special Economic Zone (SEZ) marks a pivotal moment for long-term investment potential.

As highlighted by **Mulyawan Gani**, Strategic Advisor to D-HUB SEZ, **"We are not just building infrastructure — we are creating an ecosystem where investment translates into real progress: creation of high-paying jobs, accessible world-class quality healthcare and education, and a flourishing digital and creative economy. ... For businesses and investors with a bold vision, the timing could not be better."** This underscores the shift toward future-proof economic planning that prioritizes high-growth sectors.



# A Masterplan That Protects Long-Term Value



One of BSD City's greatest strengths lies in its masterplan — a long-term blueprint that ensures every district, road, commercial strip, and residential cluster grows with intention.

From lifestyle destinations and international schools to parks, digital districts, and modern infrastructure, every element is placed to support sustainable appreciation. This ecosystem effect is what keeps BSD properties stable in fluctuating markets: people continue to move in, businesses continue to open, and the township continues to evolve with a clear, future-forward direction.



BSD City is designed with a long-term commitment to sustainability—shaping an environment where innovation, comfort, and nature coexist seamlessly. Through green open spaces, pedestrian-friendly pathways, and carefully planned urban zoning, the city prioritizes a healthier and more balanced way of living.



## A CITY BUILT FOR A **GREENER** TOMORROW

From low-carbon initiatives to environmentally conscious development, every decision supports a future where communities can thrive without compromising the ecosystem.



## Where Green Action Meets Urban Living

Sustainability isn't just a tagline in BSD City — it's a measurable commitment built into the city's very foundations. **According to a sustainability report and articles from BSD City's official channels**, the township has integrated comprehensive eco-friendly strategies across multiple aspects of development, including green buildings, water treatment systems, expansive green spaces, and renewable energy use such as solar panels. These efforts are aligned with five main pillars of sustainable development: Green Building, Water Treatment, Green Spaces, Green Living, and Renewable Energy.

At the heart of this movement is the Sustainability Center, where residents and visitors can see these initiatives in action and learn how environmental stewardship blends with everyday urban life. **BSD City's commitment to sustainability has produced measurable results** — including the use of green materials exceeding initial targets and the pursuit of green building certifications in residential and commercial developments — reinforcing its role as a township that not only grows but grows responsibly. As highlighted in the sustainability report, this progress demonstrates how thoughtful planning **today supports a greener, healthier city for tomorrow.**



# HOUSE that **EMPOWERS**

At BSD City, technology is more than a feature—it's a way of life. Smart living solutions make every day easier: real-time security access, smoother mobility, high-speed broadband, and digital services right at your fingertips. Everything is designed to bring you a more practical, connected, and contemporary living experience.

From smart home systems that let you control lighting, security, and energy use through your phone, to district-wide high-speed connectivity that keeps you plugged into work, entertainment, and community—technology is integrated with real purpose.







Every home in BSD City is thoughtfully designed with integrated smart technology that enhances comfort, security, and daily convenience. Residents can manage essential functions directly from their smartphone—whether turning on lights, adjusting the AC, or checking home security when away.

# SMART LIVING FEATURES FOR A SMARTER HOME

Digital door locks, motion sensors, and CCTV integration provide an added layer of protection, ensuring homeowners feel safe at all times. Automated lighting and temperature control help create the perfect ambience for any moment, while energy-monitoring features make it easier to track and optimize electricity usage.





**Stay in the loop with the latest promotions and exclusive offers across our premier residential projects!**

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- ➡ @eonna.id
- ➡ @terravia.id
- ➡ @excelia\_banjarwijaya



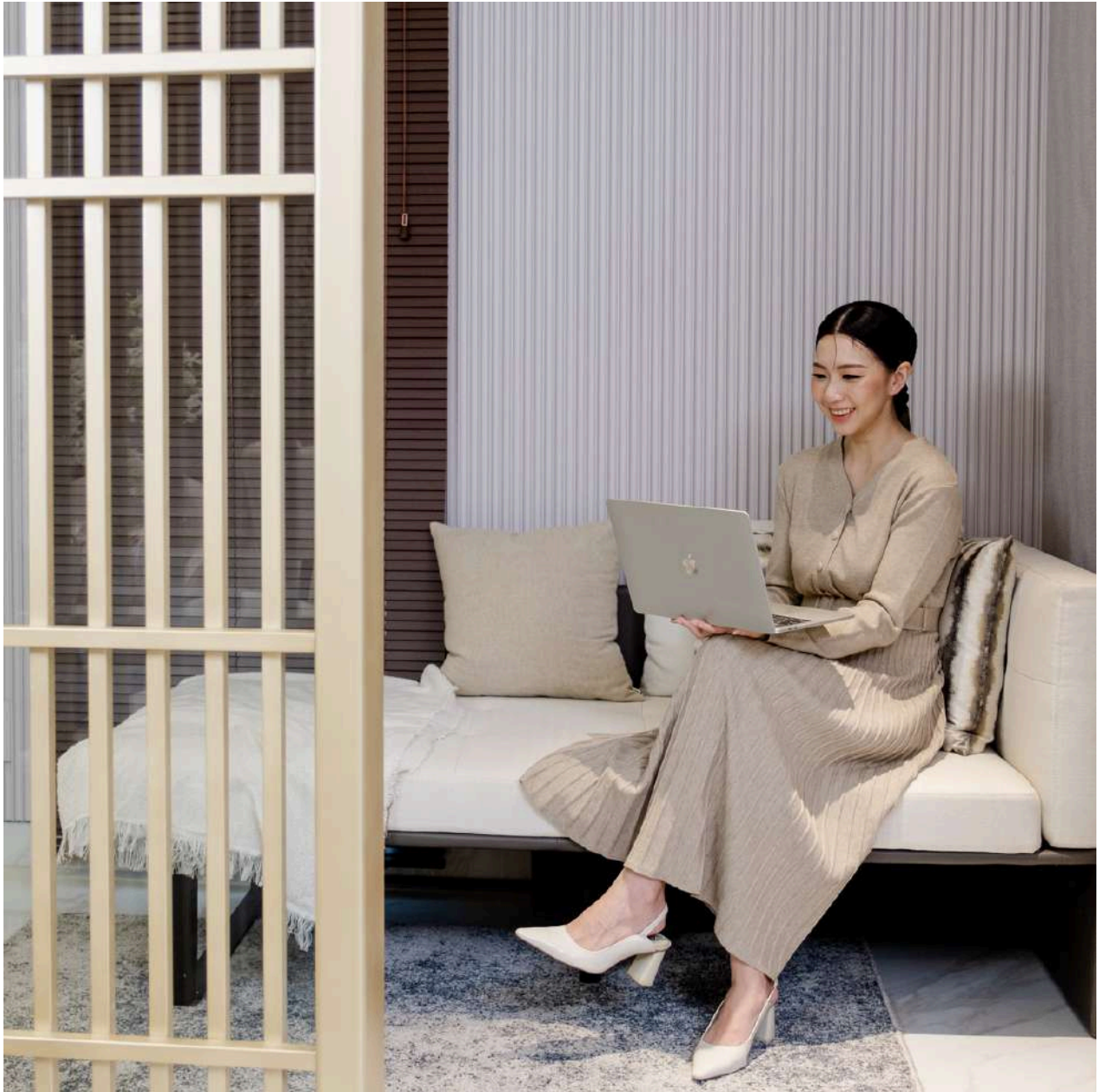
# Smart Property Guide

## **1. Understanding KPR & Financial Planning**

A successful mortgage application starts with knowing your financial capacity. Learn how to prepare your credit documents, calculate ideal installment ranges, and choose the right bank partner. With proper planning, you can secure a KPR that fits your financial goals.

## **2. Legal Checklist Before You Buy**

Before committing to any unit, make sure all legal aspects are clear. This includes checking developer credibility, available permits, land status, building legality, and agreement details. A transparent process helps protect your investment in the long term.



### **3. Tips for Choosing Your First Property**

Location, accessibility, developer reputation, and future value growth are essential factors to consider. Identify your lifestyle needs, evaluate surrounding facilities, and compare available clusters or unit types. The right property should not only meet your current needs but also support your long-term plans.













Big City. Big Opportunity



# TERRA IA

Live With Hybrid Energy

## “BEST ZILLENIAL HOUSE”




“BEST OF THE BEST  
CITY DEVELOPMENT PROJECT”



“PROPERTY BRAND  
OF THE YEAR”



# DID YOU KNOW?



You're Never Far from Green Space!

Nearly one-fifth of BSD City is dedicated to parks, lakes, and green corridors — an uncommon commitment to green living for a mega township of this scale



# Upcoming EVENTS in BSD City



## **1. Indonesia International Furniture Expo (IFEX) – 5–8 March 2026**

A major furniture expo featuring the latest design trends, innovations, and global industry leaders for designers, architects, retailers, and home enthusiasts. ([cantonfair.net](http://cantonfair.net))

## **2. Petfest 2026 – 1–3 May 2026**

One of Indonesia's largest pet festivals, offering interactive areas, grooming corners, adoption programs, and hundreds of pet-related brands for families and animal lovers. ([eventfest.id](http://eventfest.id))

## **3. Global Sustainable Development Congress – 22–25 June 2026**

An international congress bringing together 5,000+ participants from over 120 countries to discuss sustainability challenges and solutions, hosted at ICE BSD. ([ice-indonesia.com](http://ice-indonesia.com))

## **4. IndoBuildTech Expo – 8–12 July 2026**

Southeast Asia's largest construction and building technology expo, showcasing the latest in materials, equipment, and innovations. ([cantonfair.net](http://cantonfair.net))



### 5. Autonomy Expo (AOE) Apkasi – 27–29 August 2026

A specialized expo focusing on automotive technology, autonomy solutions, and smart mobility systems in ICE BSD halls. ([exhibitionsforyou.com](https://exhibitionsforyou.com))

### 6. Indonesia International Pet Expo (IIPE) – 4–6 September 2026

An international pet expo featuring global exhibitors, interactive workshops, and large-scale pet experiences for owners and animal lovers. ([cantonfair.net](https://cantonfair.net))

### 7. Horti & Agri Indonesia – 16–18 September 2026

A horticulture and agriculture expo showcasing innovations, products, and sustainable farming solutions in Indonesia. ([exhibitionsforyou.com](https://exhibitionsforyou.com))

### 8. Enlit Asia – 22–24 September 2026


A regional energy and power expo focusing on sustainable energy, smart grid technologies, and innovations for Southeast Asia. ([exhibitionsforyou.com](https://exhibitionsforyou.com))





# GET IN TOUCH WITH US

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