



PARAMOUNT LAND
Building homes and people with heart

PARAMOUNT PLAZA Jl. Boulevard Raya Gading Serpong Kav. 1, Gading Serpong, Tangerang - 15810

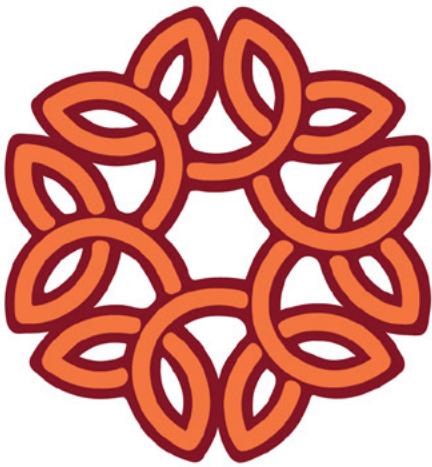
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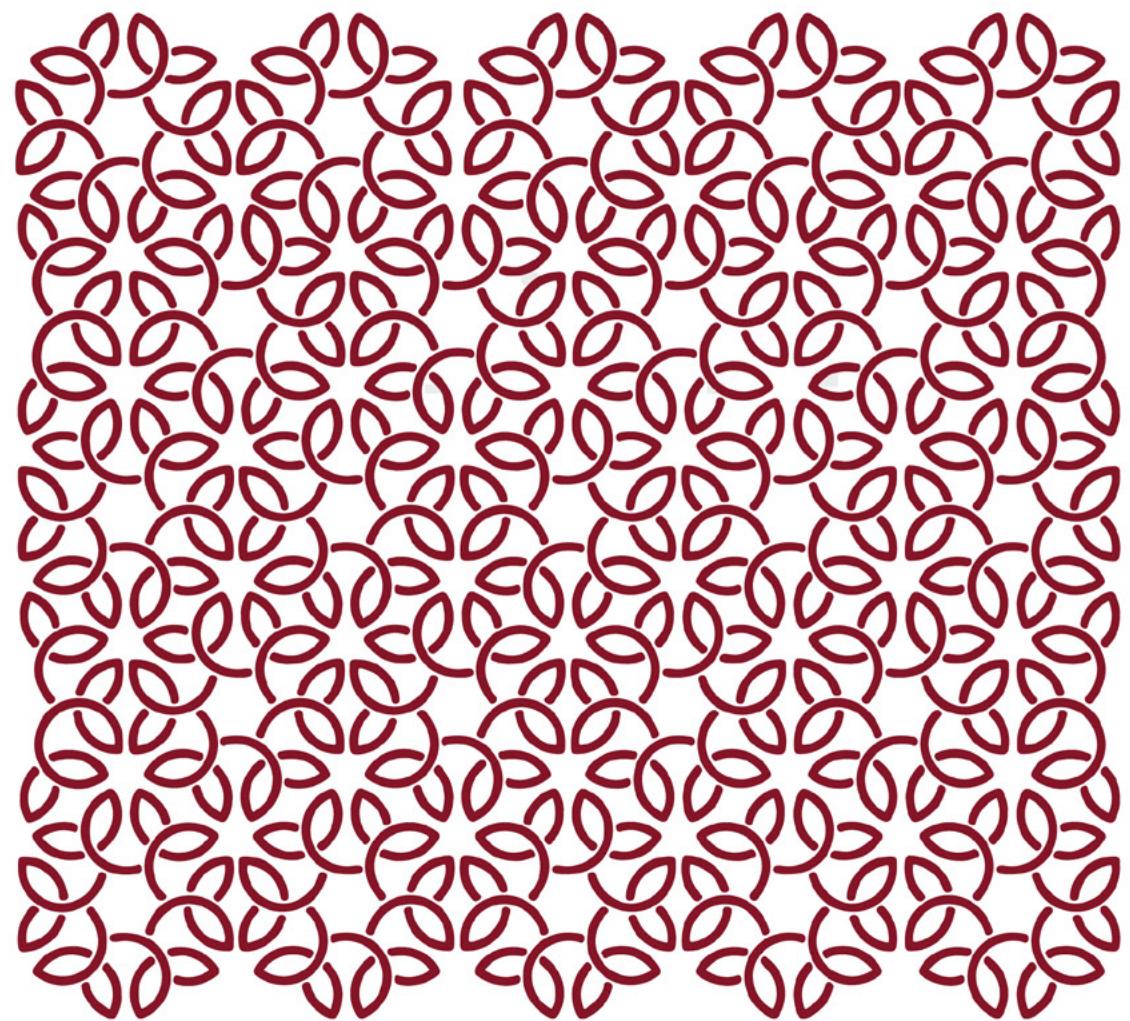
Paramount Land

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GRAND BOULEVARD
ANIVA
STUDIO LOFT



The Most Happening Commercial
in Gading Serpong

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DISTINGUISHED ACHIEVEMENTS OF PARAMOUNT LAND



BEST COMMERCIAL DEVELOPER

PROPERTYGURU ASIA PROPERTY AWARD 2023

BEST TOWNSHIP DEVELOPER (ASIA)

PROPERTYGURU ASIA PROPERTY AWARD 2024

• BEST TOWNSHIP DEVELOPER (ASIA) 2024 • BEST TOWNSHIP DEVELOPER 2024 • BEST HOUSING ARCHITECTURAL DESIGN 2024 • BEST SMART HOME DEVELOPMENT 2024 • BEST WELLNESS RESIDENTIAL DEVELOPMENT 2024

• BEST HOUSING LANDSCAPE DESIGN 2024 • BEST CHOICE HOME DESIGN 2024 • BEST LIFESTYLE ARCHITECTURAL DESIGN • BEST ECO FRIENDLY HOUSING DEVELOPMENT • BEST HIGH END HOUSING DEVELOPMENT

• BEST COMMERCIAL DEVELOPER (INDONESIA) 2023 • BEST INNOVATIVE COMMERCIAL PROJECT 2024 • BEST COMMERCIAL DEVELOPER 2023

• BEST HIGH END HOUSING DEVELOPMENT (GREATER JAKARTA) 2023 • THE MOST INNOVATIVE COMMERCIAL DEVELOPMENT 2023 • DEVELOPER OF THE YEAR 2022 • TOP 10 DEVELOPERS 2022

• FAVOURITE HOUSING PROJECT 2022 • BEST ECO FRIENDLY HOUSING 2022 • BEST LOW RISE COMMERCIAL 2022 • BEST PREMIUM HOUSING PROJECT 2022



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Building homes and people with heart

GADING SERPONG

Located approximately 18 kilometers on the western side of Jakarta, Paramount Gading Serpong is an independent city that has become a new economic hub and a residence for over 120,000 residents. This city is positioned in a highly strategic location, surrounded by large development areas, and is connected to the Jakarta-Merak toll road, Serpong-Balaraja toll road, and JORR 2 Jakarta-Serpong toll road, providing direct access to Jakarta, Soekarno-Hatta International Airport, Merak Port, and other major cities in Jabodetabek.

Paramount Land, one of the main developers of Gading Serpong City, professionally manages this area covering approximately 1,000 hectares and develops residential, commercial, and recreational facilities, along with city infrastructure and a variety of other amenities ranging from educational facilities such as schools and universities to hotels and hospitals. The increasing value of the city is reflected in the rapid growth rate of Gading Serpong, which has reached 15% (YoY).

Based on comprehensive and up-to-date research, Paramount Land continuously presents a variety of property products that meet the interests and needs of the community over time. To date, there are more than 40 inhabited clusters for middle to upper-class communities, equipped with the best utilities, infrastructure, and amenities. Matera Residences, Pasadena Grand Residences, and Menteng Grand are some of the exclusive residential projects by Paramount Land that have received a positive response from the public.

High connectivity and accessibility have boosted the development of commercial and business areas in Gading Serpong, which has become a favorite destination for the Tangerang Raya community and Jabodetabek. Paramount Land plays a significant role in developing culinary and business centers, including the commercial area in the southern part known as 'The Most Vibrant Commercial' in Gading Serpong, featuring over 250 businesses, from Maggiore, Sorrento, Pisa Grande, Mendrisio, and surrounding areas. Paramount Land is also developing the Manhattan District, the largest commercial epicenter in Tangerang Raya, covering an area of 22 hectares.

Paramount Land is developing Gading Serpong City as a one-stop solution for fulfilling daily needs, ranging from living, working, conducting business, recreation, to investment. Through Paramount Estate Management, Paramount Land also professionally manages, organizes, and maintains the city sustainably, serving and upholding community harmony in Gading Serpong through various flagship programs. This reflects Paramount Land's commitment to continue growing together with the community, in line with the company's tagline, 'Building Homes and People with Heart.'



The Best Surroundings

On Gading Serpong's Main Boulevard,
with New Access to BSD

Surrounded by more than 20 clusters
with 2 premium clusters in the area

Thematic Commercial
Concept

High-traffic location
with over 1,000 vehicles passing hourly

High End Residential
with Healthy Living Concept

Conceptualized by "AEDAS"
one of the world's leading global architecture and design practices



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GRAND BOULEVARD
ANIVA
STUDIO LOFT

Grand Boulevard Aniva is the newest commercial hub in the rapidly growing heart of Aniva, featuring 3.5-story studio lofts with a modern-classic design and optional mezzanine. Strategically located on Jl. Teuku Cik Ditiro, connecting Gading Serpong and BSD, it offers high visibility, maximum traffic, and flexible layouts with a double-façade concept. Built with premium materials such as expansive glass windows and decorative accents, Grand Boulevard Aniva is a promising investment opportunity for retail, dining, and office businesses, with strong potential for value appreciation.



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PHASE 6

ARTISTIC ORNAMENT

FACADE MODERN CLASSIC

PREMIUM SPECIFICATIONS

DIRECT PARKING



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More Space For Your Business

1 Secondary Skin Façade Ornament

Using secondary skin ornaments (decorative panels with laser cutting) that adds to the aesthetics of the building.

2 Crown (Corner Unit)

The bold and eye-catching crown design creates a distinctive focal point, reinforcing the visual identity and commercial appeal of the exterior.

3 Double Volume Ceiling

Maximizes natural lighting and improves air circulation, creating a spacious and premium interior atmosphere — ideal for boutique showrooms and restaurants.

4 Mezzanine (Optional)

Offers additional multifunctional space and flexibility for offices, meeting rooms, or restaurants.

5 Spacious Terrace

It features a wide terrace, with a 2-meter front terrace and a 1-meter back terrace.



Floor Plan



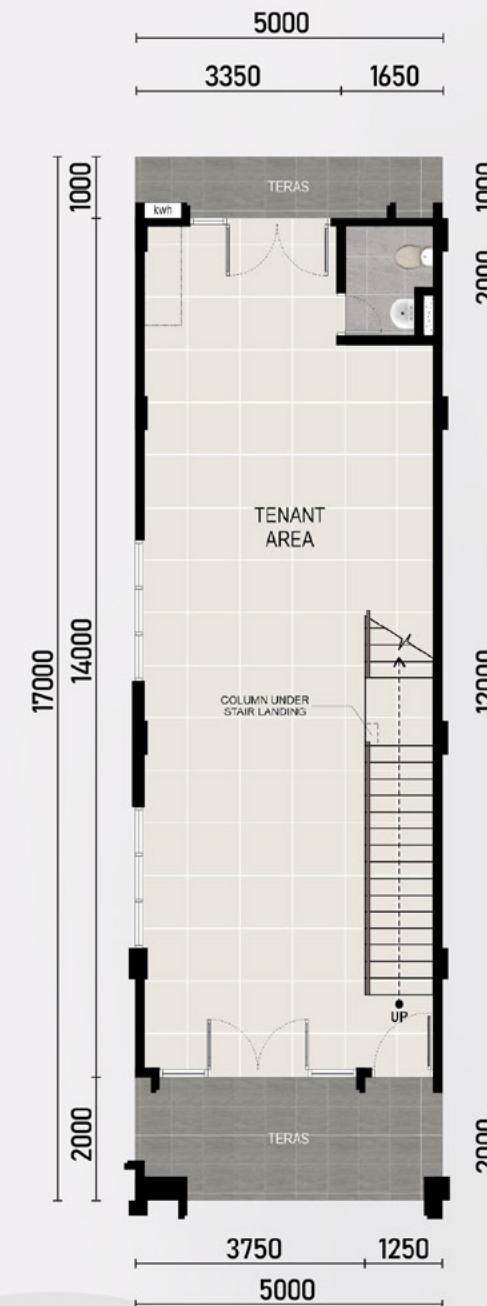


5x17

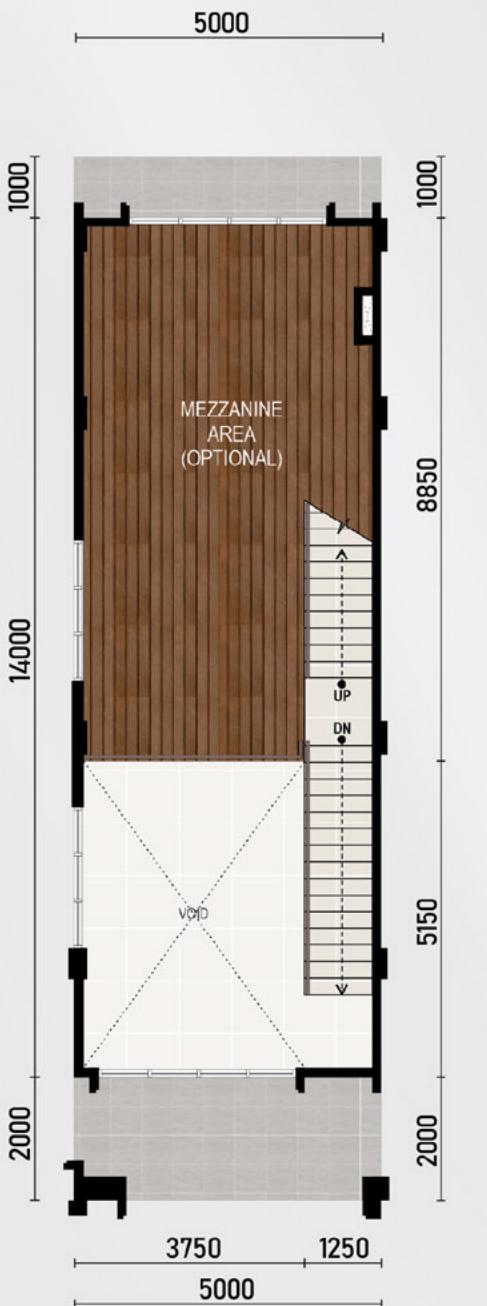
Regular - Double Facade

Land Area: 85 m² | Building Area: 255 m² | Mezzanine Area: 45 m²

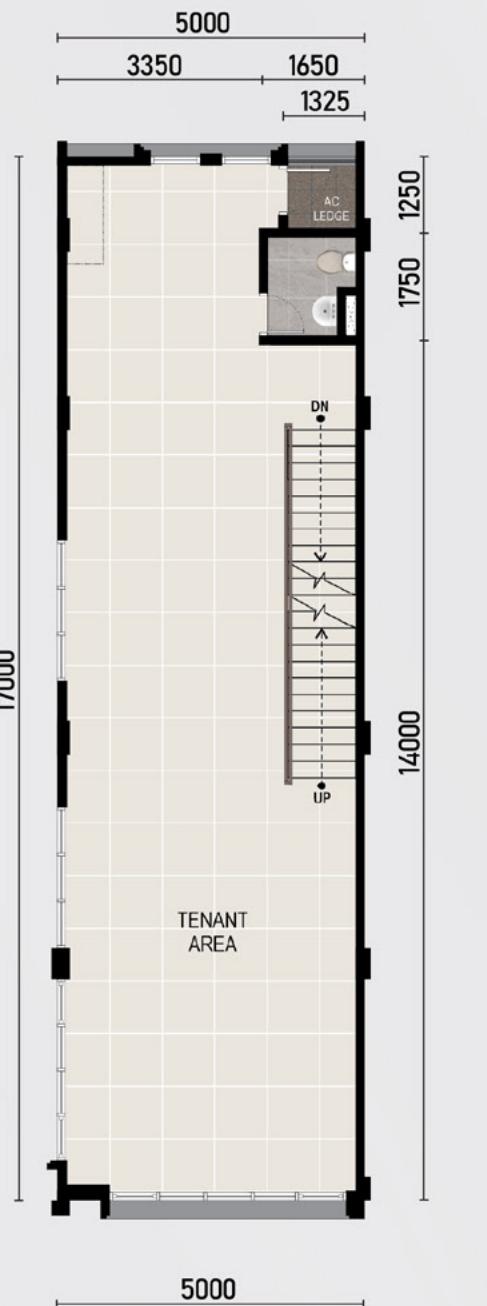




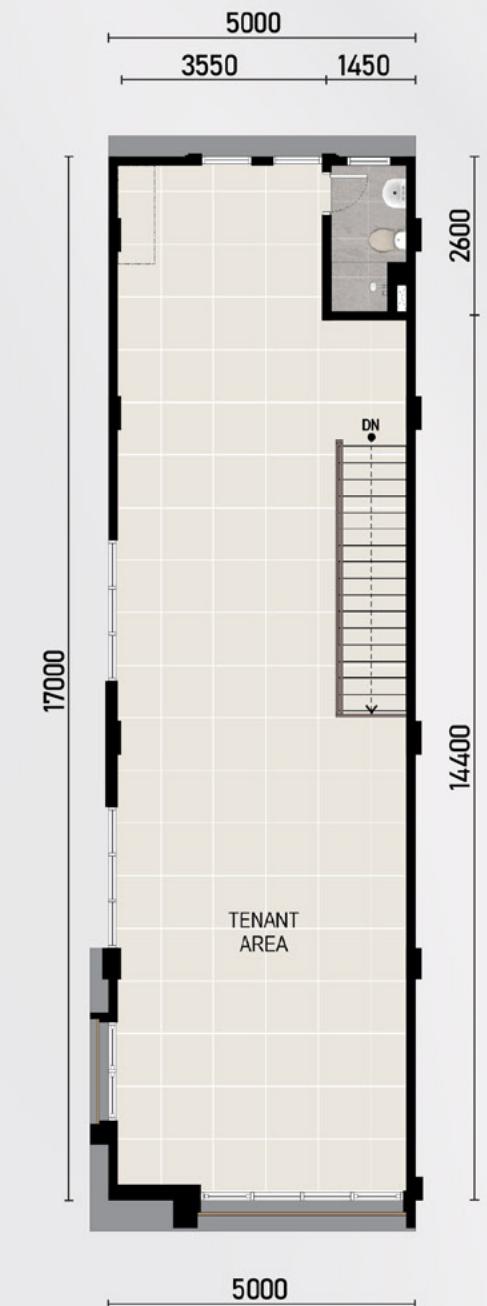
1st Floor



Mezzanine Floor



2nd Floor



3rd Floor

5x17





Facade Design

Front



Back



Material Specification

Foundation	Mini Pile
Main Structure, Column, Beam, Slab, Sloof, Ring Beams, Stairs	Reinforced Concrete
Roof Frame	Lightweight Steel Frame (Zincalume)
Roof	Metal Roof (Zincalume) with Aluminium Foil
Main Flooring	Homogeneous Tile 80x80
Mezzanine Flooring (Optional)	Stone Plastic Composite Flooring
Toilet Flooring	Non-Slip Homogeneous Tile 60x60
Toilet Wall	Homogeneous Tile 60x60
Inner Wall	Light Weight Bricks with Plaster and Interior Paint
Outer Wall	Light Weight Bricks with Plaster and Weather Resistant Paint
Inner Ceiling	Gypsum Board
Outer & Toilet Ceiling	Water Resistant Gypsumboard
Sanitary	Ex. Toto
Main Door & Window	Clear Glass with Aluminium Frame
Other Doors & Windows	Clear Glass with Aluminium Frame
Toilet Door	UPVC Door Panel + UPVC Frame

Stairs Railing	Hollow Steel Frame + Steel Plate and Wood Handrail
Facade Ornament	Decorative Panel with Laser Cutting
INSTALLATION	
Electricity	16.500 Va, 3 Phase
Telephone	Fiber Optic
Water Supply	Perumdam Supply + GWT1.000 L + Pump + Roof Tank 1.000 L
Wastewater	Septic Tank Biofil 2.000 L
Portable Grease Trap	50 L Capacity

Special Features



Air Conditioner



CCTV



Orientation Map

