



11 JUN, 2020

Sansiri joins forces with The Mall Group to bring new shopping experience into homes

Bangkok Post, Thailand

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“M COMMUNI Pop-Up Mall arrives on the doorsteps of Sansiri families”

Sansiri PCL, one of Thailand's leading real estate developers, won hearts and minds during the new normal by joining forces with one of Thailand's leading retail businesses, The Mall Group, in the M COMMUNI campaign.

M COMMUNI is a new shopping experience that fulfills urbanites' lifestyle needs through M Communi Pop-Up Mall available in homes the malls for the first time. Plus exclusive privileges for members of the Sansiri Family of as much as 7,000 baht cashback. The project launched at T77 Community, the model town for future living in the Sukhumvit area, on 8 June and runs to 31 August 2020.

Mrs. Arunporn Limskul, Chief Marketing Officer of Sansiri Plc., said, "A behavioural study by Customer Insight of residents of T77 Community condominiums found that 80 percent of them are modern urbanites who live in a digital world and are increasingly buying merchandise online. Over 10,000 people spend their time on these premises, including Sansiri's common areas where conveniences and security of living and working are assured. These areas include co-kitchen, co-working space, fitness facilities, and large central gardens. In addition, we have seen new activities such as experimental cooking of healthier food, planting trees at the condo and more physical exercises. What has been lacking is the convenience to shop for gadgets or merchandise that fulfil the lifestyle needs. The cooperation with **The Mall Group** can address that void and enhance the lifestyle of Sansiri residents through a variety of experiences in shopping and other activities, resulting in a more casual yet secure life on-demand."

By allowing them to manage all aspects of their property and receive updates and exclusive privileges from our leading partners for more enhanced easy living, Sansiri Home Service, a new communication platform app, provides

convenience for over 100,000 Sansiri Family members.

T77 Community is a model neighbourhood of the future situated on 50 rai of land. It comprises eight Sansiri residential projects worth over 15,000 million baht. The seven condominiums are THE BASE Sukhumvit 77, THE BASE Park East, THE BASE Park West, Blocs 77, hasu HAUS, mori HAUS, and the latest, kawa HAUS. Plus one townhome, Garden Square. Facilities and amenities include Hub 77 community mall, 24-hour dental hospital, Bangkok Prep International School with the biggest campus, 20-rai mid-city Sansiri Backyard organic farm and a large common lawn.

Mrs. Malinee Subboriboon, Executive VicePresident, The Mall Group Co.,Ltd., said, "The COVID-19 pandemic has led us to adapt our marketing strategy to support the newly emerging lifestyles of our customers. M COMMUNI with its 'Bring the Mall To Your Home' concept is the first time the happiness of shopping has been brought directly into customers' homes. Merchandise has been selected from The Living, Power Mall, SportsMall, Fashion, Beauty Mall, Betrend, Kids' Planet and Foodhall. Plus we are offering promotions and special services exclusively for Sansiri residents."

Special shopping privileges for T77 Community residents are available through three exclusive channels:

- 1. Chat & Shop:** Simply add LINE contact @MCOMMUNI and shop from 10.00 a.m. to 7.00 p.m.
- 2. Call to Order:** Call 02-269-1000 press 1 to shop every day from 10.00 a.m. to 7.00 p.m.
- 3. M COMMUNI Weekend Pop-up Truck:** Every Saturday and Sunday from 3.00 p.m. to 7.00 p.m. and Monday from 11.00 a.m. to 6.00 p.m., the pop-up truck brings merchandise, fun activities and special offers to T77 Community. **Plus Personal Shopper Assistant and free next-day delivery service** with no minimum purchase limit (order before 6.00 p.m.). Enjoy full confidence with touchless shopping and payment.

Special activities for Sansiri Family members: Picnic Pick Your Joy! By Acai Generation (13th-15th June) 3.00 p.m. to 7.00 p.m. @ Coffee 101

Picnic in the park with Acai Berry picnic set from Acai Generation and browse for modern lifestyle items from Kinto, Organic Supply, Refill Station, More Jungle, etc.

Home Chef Cooking by Meyer (20-22 June) 3.00 p.m. to 7.00 p.m. @ Sansiri Backyard

Create simple dishes with Meyer using quality raw materials sourced from Kamnan Jun Farm. Check out new merchandise and exclusive offers from Meyer, Joseph Joseph, Electrolux, Philips, Tefal, Verasu and OXO.

Running Lab by ASICS Running Club (27-29 June) 3.00 p.m. to 7.00 p.m. @ Sansiri Backyard

A run with professional coaches who reveal special techniques. Plus special merchandise to try on along with offers and privileges from Sports Mall.

Monday, 15, 22, and 29 June 2020, enjoy **Happy Yummy Monday** by EMPORIUM & EMQUARTIER FOOD HALL delivered directly to SIRI CAMPUS with special set menus from famous restaurants at Quartier Foodhall.

Special for **M Card** members! Receive an immediate 200-baht discount off M COMMUNI purchases through Chat & Shop or Call To Order with payment of 2,000 baht and above. Or receive **M Cash** coupons for a maximum 600 baht for a purchase of 4,000 baht and above.

Special for holders of **SCB M VISA** and **SCB Sansiri** credit cards! Receive a maximum 1,500 baht cashback with an accumulated payment per day of 4,000 baht and above (including at Power Mall, Gourmet Market and Home Fresh Mart).

Plus special **House Warming Offers** privileges for new Sansiri Family members from The Living with 3,600 baht cashback when purchasing 30,000 baht worth of gift certificates. Or receive 7,000 baht cashback when buying 50,000 baht worth of gift certificates.

#MadeForYou #SansiriFamily #TheMallGroupxSansiri #MCOMMUNI #BringMallToYourHome