

Sansiri announces first move in Pattaya with 'Baan Plai Haad'



Sansiri's first development in Pattaya - Baan Plai Haad.

Renowned Bangkok based property developer Sansiri PLC has expanded its presence in the provincial markets with the launch of a new residential project in Pattaya, having previously enjoyed great success in Hua Hin, Phuket, Khao Yai and Chiang Mai.

For the first time, the company has tapped into one of the major tourist destinations in the eastern region by unveiling Baan Plai Haad Wong Amat Condominium, a 6,400 sq. m. condo situated by the secluded Wong Amat beach. The project is worth a total of 2.2 billion baht and the Sansiri sales gallery is already available for a visit on Pattaya-Naklua Road. Prices start from 3.59 million baht and Sansiri believes the high

growth potential in Pattaya will see a strong uptake in demand.

Apichart Chutrakul, Chief Executive Officer of Sansiri Public Company Limited said 2012 had seen the developer achieve considerable success with its "Here There Everywhere" campaign. Over the past year, the company saw tremendous success with 14 property projects, worth a total of 9.7 billion baht, each developed to meet customers' demands in Hua Hin, Phuket, Khao Yai, and Chiang Mai. The Baan Plai Haad Wong Amat Condominium project is the latest to be added to the impressive lineup and was officially launched last month.

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Apichart Chutrakul.

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Apichart commented: "Nowadays, the wide variety of tourists in Pattaya includes high-end visitors from other parts of Thailand, Singapore, Europe, and Scandinavia, and mid-level travelers who give precedence to condo prices, like those from Russia. The company is confident that Baan Plai Haad Wong Amat, which is Sansiri's first property in Pattaya, will be as well-responded to by Thai and foreign customers as our previous projects have been in

Hua Hin, Khao Yai and other locations."

The design concept by a team of professional architects from The Steven Leach Group is inspired by the pattern of the area available in the project, with access to a private beach and the profile of the building is aligned to provide a sea view from most of the units. An outside wooden terrace can also be used as a sightseeing spot for all prospective residents to fully appreciate the natural green areas of the project.

The fitness center facility will have transparent window to provide a truly magnificent view for those working out and to kick the level of recreation up a notch, a rooftop party deck will also be available for those who like to party it up with a full 360-degree outlook. The infinity Sky Pool will also enhance the natural feel of the development.

"Baan Plai Haad Wong Amat will fulfill customers' ultimate holiday or residential requirements. The upbeat lifestyle of Pattaya city is just minutes away and yet this prime location allows residents of the project to bask in the stunning panoramic seascapes and relax in an oasis of tranquility," said Uthai Uthaisangskul, the Senior Executive Vice President - Business Development and Project Development Division (High Rise), Sansiri PLC.

Baan Plai Haad Wong Amat comprises one 31-storey building with 353 units available in different types ranging from one to three bedrooms, and one seven-storey building featuring 40-154 sq. m. rooms.

Residents will enjoy a wide range of amenities at the condo, including exclusive services from Plus Concierge and privileges provided under Sansiri umbrella.



An artist's impression shows the completed project.



The show suite is now open to the public at Wongamat beach.