



BAAN PLA HAAD PATTAYA A MODERN CHIC CONDOMINIUM

Due to continued strong demand in Pattaya's residential market, Sansiri launched a pre-sale of its first condominium project in Pattaya, "Baan Plai Haad", last weekend, with a unit price from Bt3.59 million.

Baan Plai Haad Wong Amart is located on an over 14-rai land plot in the Wong Amart area, where homebuyers are able to enjoy a highly private beach atmosphere. The project comprises a 31-storey building and a 7-storey building, offering a total 353 units, ranging from 40 to 154 sqm.

Apichart Chutrakul, CEO of Sansiri, said that this year, the company had been successful in expanding its business into the provinces. Since the beginning of 2012, Sansiri has already launched 14 projects, with a total project value of Bt9.7 billion, being located in Hua Hin, Phuket, Khao



Yai, Chiang Mai and the latest one in Pattaya.

As a result of a research, Sansiri found that Pattaya has a high potential for continued growth. Besides, the beach city is not far from Bangkok with a great convenient transportation network, while

Pattaya's economy is expected to gain advantages from the upcoming Asean Economic Community, with growing business activities.

"We believe Pattaya will continue to be one of the preferred destinations in the beach condominium market. According to a survey by the Tourism Authority of Thailand, Pattaya remains in the top-three tourist attractions in Thailand. Last year,

such as Scandinavia and Russia, who mainly seek medium-price condominium projects.

Designed by the Steven Leach Group and Landscape Designer, the Baan Plai Haad condominium project will feature a modern-style resort home. In addition, customers will have high-end facilities and special services provided by the Sansiri Family, plus Sansiri concierge.

Situated at the end of Wong Amart beach, Pattaya-Na Klua Road, the condominium offers a peaceful and tranquil ambience. Sitting on land, 13.5 metres higher than sea level, residents will enjoy a panoramic view of fascinating Pattaya beach.

Facilities include a seaview fitness room, rooftop party deck, infinity sky pool and Jacuzzi, separate saunas for men and women, wireless internet access at reception and a swimming pool area, where residents may relax close to nature.

Sansiri will introduce the project in "Homes for the Holidays", to be held at Siam Paragon, between October 12 and 14, 2012. Customers who book units between now and the end of this month, will receive a complimentary accommodation package at Ocean Marina Yacht Club.

Pattaya welcomed 8.2 million local and international tourist visitors," said Apichart.

He pointed out that in addition to local buyers, Pattaya condominiums also attracted interest from foreign buyers, including those from Singapore, European countries,

