



19 AUG, 2020

SANSIRI reiterated its position as the brand that is accessible to everyone

Bangkok Post, Thailand

# SANSIRI reiterated its position as "the brand that is accessible to everyone"



Mr. Arnut Kittikulmethee, Executive Vice President for Project Development (Low Rise) of Sansiri Public Company Limited, revealed that the business operations from the past 7 months, Sansiri has been aggressively using strong marketing strategies to stay ahead of its competitors with promotions that meet customers' needs. In addition, under the circumstances of COVID-19 has caused Sansiri to accelerate its sales of various residential projects than originally planned to compete with the market (Speed to Market), as well as to effectively manage its cash flow (Cash is King). It has resulted in pushing Sansiri to the forefront of becoming an organization with high liquidity, with record-breaking sales and home transfers. Recently, the Company was also able to generate sales of 24,000 million baht or 70% of the pre-sale target of 35,000 million baht, 15.4 billion baht, or 64% were sales from low-rise projects which was developed under the Sansiri Housing Evolution concept that was able to respond quickly to the changing needs of the residents, and also resulted in the closing of sales of 13 low-rise projects.

Mr. Ou Baholyodhin, Chief Creative Officer of Sansiri Public Company Limited added that, to become No. 1 market leader in the single-detached housing market and one of the Top 3 in the townhome market, Sansiri is determined to continuously develop its branding and housing projects under the concept of "Made for Life, for Everyone's Good Life", which is a concept

that Sansiri is committed to developing residences while at the same time offering lifestyles that supports all customer needs, accessible to everyone and sustains diverse needs. Sansiri is actively developing the "Anasiri" brand in a bid to strengthen and support the needs of the market, and the new generation of customers who are starting to build a family which is a large group in the real estate market. Anasiri project strength is derived from its low-rise characteristics in a quality society. It consists of single-detached houses, twin houses, and townhomes (Mixed Product) which is available for 2-6 million baht in the same project under the "Feel Just Right, The Perfect Fit" concept. The houses and townhomes are designed specifically to support the lifestyles of modern people

that are looking for the perfect fit to every aspects of their lives, as well as, balances in their work and family life, the perfect fit of which may differ from person to person. Anasiri is ready to accommodate these diverse requirements with spaces and functions that have been carefully thought out to support the happiness of everyone in the family on a daily basis.

Our concept is based on Love / Work / Eat / Play / Live, combined with the concept of Sansiri Housing Evolution, which makes the design functional to fit the living needs.

Mr. Arnut added that, "for the second half of this year, Sansiri is preparing to expand into the low-rise market with plans to open 10 new projects worth 11,700 million baht, and has applied the Sansiri Housing Evaluation concept as the basis for development. Along with presenting the concept of "Feel Just Right, The Perfect Fit" through the Anasiri key brand in entering into the low-rise market with high-quality projects that combine single-detached houses, semi-detached houses, and townhomes together, which is also known as the Mixed Product. The prices starts from 2-6 million baht to meet the needs of all groups of customers with its distinctive clearly-defined clustered area forming a quality society surrounded by large facilities and club houses to suitably accommodate the community. The Anasiri brand under the concept of "Feel Just Right, The Perfect Fit", will launch a total of 5 projects this year: Anasiri Paklok-Phuket | Anasiri Chaiyapruke-Wongwan | Anasiri Bangkok-Pathumthani | Anasiri Rangsit-Klongsong, and Anasiri Bangna, a total combined project value of 5,600 million baht."

