

2011

A new corporate logo was launched in order to elevate the brand above its competitors.

2010

In April, T.S. Star Company Limited, a holding company wholly-owned by Mr. Srettha Thavisin, President of Sansiri Public Company Limited, completed the purchase of 318,174,400 shares of Sansiri from foreign funds, increasing his holding from 2.52% to 24.11% of Sansiri's paid-up capital and becoming the largest shareholder.

2009

Sansiri Public Company Limited was the first real estate developer in the market to launch co-branded credit card with Siam Commercial Bank Public Company Limited to provide privileges for consumers.

2008

Trendy Plan Investment Limited became the largest shareholder, holding 13.46% of Sansiri's paid-up capital.

2007

Natural Park PLC (N-PARK), the former largest shareholder (24.9%), sold most of its holding in Sansiri to the group of Hong Kong investors led by Dr. Allina Salim. Currently N-PARK is holding 4.26% of Sansiri's paid-up capital. Sansiri received "Asia's Best Residential Project of the year 2006" from Asia Pacific Commercial Real Estate Award for the flagship single-home project "Baan Sansiri Sukhumvit".

2006

Sansiri Public Company Limited purchased 85% of paid-up capital of Pacific Challenge Holding Co., Ltd. ("Pacific"), which is the owner of the leasehold right of 4-storey office building with approximate area of 8,448 square meter. The Bhakdi Building is located in the prime location at 2/2 Wireless Road, Lumpini, Pathumwan district, Bangkok.

Sansiri Public Company Limited acquired 100% of paid-up capital of Papanan Company Limited, for business expansion and synergy to property development and hospitality business.

Sansiri Public Company Limited purchased 49% of Sansiri Venture Co., Ltd ("SV") from Univentures Asset Management Co., Ltd., for higher operational flexibility to accommodate business growth. โดยมีพื้นที่เช่ารวมประมาณ 8,448 ตารางเมตร

2005

Sansiri Public Company Limited sold its wholly-owned subsidiary named Richee Holding Alliance Company Limited, which is the owner of Sofitel Silom Hotel, to L.G.R. (Thailand) Limited (an affiliate of LaSalle Asia Opportunity II S.A.R.L). Net transaction proceed of 1.2 billion baht was used to repay loans and accommodate future business expansion.

Baan Sansiri Property Fund (SIRIPF) set up by ING funds (Thailand) purchased 25 units of Baan Sansiri Sukhumvit, valued 850 million baht, with put option for selling the houses back to Sansiri at the purchased price at the end of the fifth year.

2004

Sansiri Public Company Limited completed rights offering with subscription ratio of 3 existing shares to 2 newly issued shares at 5 baht per share. The successful capital increase was worth 2,946 million baht. The proceeds were used for land acquisition and development of new projects to support business expansion.

Advance Info Service Plc. (AIS) was in alliance with Sansiri Public Company Limited to provide property information to its subscribers via AIS website. This information is available from the "Home and I" icon at the AIS website.

2002–2003

Sansiri invested in hotels, apartments, and commercial building for rent in the Central Business District area, either through share acquisition or joint ventures with strategic partners.

2001

Sansiri Public Company Limited successfully launched its first single-detached house project named "Narasiri- Watcharapol".

2000

Sansiri Public Company Limited was among the first property developers to have completed debt restructuring since the 1997 economic crisis. In this regard, Sansiri expanded its business from developing only high-rise condominiums in Central Business District area to developing single homes in various locations.

1999

Sansiri Public Company Limited and Starwood Thailand Country Fund I, set up by Starwood Thailand Corporation (an affiliate of Starwood Capital Group LLC), won the bid for Asset Tranche No. 12 from the government-run Financial Sector Restructuring Authority (FRA).

1998

Sansiri Public Company Limited expanded its business to property management, asset management and sale management businesses, through the subsidiary named Plus Property Limited. The business expansion was aimed to provide the fully-integrated property services as well as to add value to the properties developed by Sansiri. Sansiri Public Company Limited became the country's first property developer to receive an ISO 9001: 2000 Certificate from BVQI.

1997

Thailand and other Asian countries experienced the financial crisis, triggering the country's deepest recession in decades. Sansiri sold off its entire inventory, and moved quickly to settle its debts with creditors.

1996

Sansiri was listed on the Stock Exchange of Thailand with the first trading day on 19 July 1996 and set up wholly owned brokerage and property management subsidiary named Plus Property Limited.

1995

Sansiri Company Limited converted from a private company to a public company on 22 November 1995 with the 100-million baht increase in capital to the registered capital of 645.5 million baht through the public offering of 10 million newly issued shares.

1994

Siripinyo Group of the Lamsam family became the major shareholder holding 50% of San Samran Holding Company Limited and renamed the company to Sansiri Company Limited.

1993

San Samran Holding Company Limited launched the flagship condominium project, Baan Sansiri with investment value of 615 million Baht.

1988

San Samran Holding Company Limited launched its first development named “Baan Kai Muk”, the flagship resort condominium in Hua Hin with investment value of 250 million baht. The successful launch of Baan Kai Muk marked a major milestone of San Samran Holding Company Limited to become the leading property developer.

1984

San Samran Holding Company Limited was established on 28 September 1984 with registered capital of 1 million baht, by the Chutrakul family to engage in the real estate business.