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New attraction for Cyberjaya

BY PAMELLA LIM



DPulse Shopping Centre in Cyberjaya is 80% tenanted and due to open in August.

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DPulse Ventures Sdn Bhd signed a memorandum of understanding with 11 of its biggest tenants in the DPulse Shopping Centre in Cyberjaya recently.

These tenants comprise well-known retailers and brands such as TGV, Jaya Grocer, FOS, [Celebrity Fitness](#), MPH, Yamaha, [U Bowl](#), [Song Box](#), [Molly Fantasy](#), [Tune Hotels](#) and [Regus](#).

The shopping centre is in its final stages of construction and 80% tenanted.

Other retailers in the mall include [Ace Hardware](#), Kitchen Shop by Katrin BJ, Akemi Uchi, Royal Sporting House, Adidas, Plan B by the [Big Group](#), City Chain, [The Coffee Bean & Tea Leaf](#), The Loaf, Rakuzen, Sushi Zanmai, [Ole Ole Bali](#), Homst and Thai Odyssey.

"DPulse is a neighbourhood mall, smaller in size than a regional mall, but conveniently located and has a variety of retail outlets, from entertainment to a

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supermarket which caters to the needs of the surrounding community,” explained DPulze Ventures Sdn Bhd chairman [Kan Ah Chun](#).

As the first retail commercial project by DPulze Ventures Sdn Bhd, careful attention was paid to the product mix when planning the RM500mil development.

“We were very conservative in our financial approach,” said Kan at the signing ceremony.

Complementing the retail outlets is The Tune DPulze Cyberjaya, the only limited-service hotel in the Cyberjaya, Putrajaya, Dengkil and Sepang areas.

The 200-room hotel is set to begin operations in a matter of weeks. Regus Serviced Offices, which comprise more than 120 workstations will be opened within the next two months while a Citadines serviced residences with 230 rooms managed by [The Ascott Ltd](#) will open its doors within the next five months.

Kan said, “We do not rush from project to project. When we take on something new, we look into every detail with great attention, such as the location, dynamics and layout. They must all be good. We are always very careful.”

Situated directly opposite the main transportation terminal in Cyberjaya and facing Persiaran Multimedia, Cyberjaya’s busy main road, the shopping centre’s close proximity to major MNCs and universities in the area provides the mall with ready catchment and population.

“Reports have shown that we serve a population of 450,000 with total untapped retail expenditure of RM3.97bil.

“The population in Cyberjaya is expected to increase exponentially when another 11,000 residence units are completed within the next two years and there are another RM14bil worth of developments over the next six years.

“That is good news for Dpulze, and Dpulze is good news for them,” said Kan.

Also present to witness the MoU signing ceremony was [Cyberview Sdn Bhd](#) managing director [Faris Yahaya](#).

Faris said he was certain the mall would bring benefits to Cyberjaya.

“The shopping centre will enhance the city’s ecosystem and will further enrich the city’s lifestyle, with distinguished retail brands that offer an array of selections,” he said.

Mandated by the Government to spearhead the development of the city, Cyberview’s focus for this year is to transform and elevate Cyberjaya into a global technology hub while continuing to promote entrepreneurship, innovation and creativity.

DPulze Shopping Centre is expected to open in August, making it the first of its kind to open in Cyberjaya with several others to follow in the next two to four years.

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