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Focusing on affordable housing

BY [CHOO WOON LIM](#)

Part of the crowd that turned up at the MKH sales gallery in Kajang 2, Kajang, for the official launching of MKH Treasures You property carnival.

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Property developer [MKH Bhd \(MKH\)](#) expects to launch eight projects around the Klang Valley this year, with a focus on affordable and mid-range landed residential housing.

This follows the government's market cooling measures and tightening of bank lending guidelines, according to MKH managing director Tan Sri Datuk [Eddy Tan](#).

"Affordable housing has always been a hot issue and now the government is working to deliver one million such homes within five years.

This is our focus for the coming year, as affordable homes has always been and will remain MKH's bread-and-butter business," said Chen.

He added that demand for residential properties in this segment remains overwhelming.

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"Affordable houses are likely to do well as property prices in prime areas are getting increasingly beyond the reach of the masses. Within Klang Valley, property demand has continued to outpace supply, which means sales remains robust," said Chen.

"Our property sales have accelerated this year to RM280mil as of February, putting us on the right track to meet our target of RM800mil in sales for this financial year. This is an increase of 38% from last year's RM580mil," he added.

Chen was speaking at the official launching of the MKH Treasures You property carnival recently. The carnival runs until Aug 30.

Hundreds turned up for the event last week to find out more about the company's upcoming projects at Kajang 2, Kajang.

The public stopped by the sales gallery, and were also entertained by dancers and performances by popular local singer, [Jess Lee](#).

"The carnival is aimed at rewarding our customers for their support, as well as showcase our array of projects to the public and facilitate potential house buyers in their wish to own a home," said Chen.

Every customer who purchase property in MKH projects during this period will instantly get a collectible gold coin, an iPad and a chance to be in the running for the lucky draw.

Up to RM10mil worth of rewards will be up for grabs, including the grand prize of a MKH signature home in MKH Boulevard, a Honda CRV or a [Toyota Vios](#).

Winners will be announced at the carnival's finale on Aug 30.

The participating projects are Saville@ The Park, Bangsar; Saville@Cheras; Hillpark Shah Alam; Kajang East; MKH Boulevard; Saville@Kajang; Pelangi Heights; Kajang 2; Hillpark Home 3; and MKH Avenue II.

Houses in the projects are priced from RM300,000 onwards.

Chen also noted that the take-up rate for all their projects have been good — with 60 to 100% units sold within a few weeks of their launch.

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