

ELTA

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ABOUT THE DEVELOPERS

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Established in 1963, MCL Land is a member of the Jardine Matheson Group under Hongkong Land Holdings, a major listed property investment, management and development group. The Group owns and manages more than 850,000 sq. m. of prime office and luxury retail property in key Asian cities, principally in Hong Kong, Singapore, Beijing and Jakarta. Its properties hold industry leading green building certifications and attract the world's foremost companies and luxury brands as tenants.

As a leading residential developer with an extensive portfolio of quality developments in Singapore and Malaysia, MCL Land continues to evolve with practical and innovative residential solutions and creating long-term sustainable value. Notable developments include Nava Grove, Tembusu Grand, Copen Grand, Piccadilly Grand, Leedon Green, Parc Esta and Margaret Ville in Singapore, as well as Sfera, Quinn, Seri Riana and Riana Green East in Wangsa Maju, Kuala Lumpur, Malaysia.



中建地產  
CSC LAND GROUP



VERDALE

Artist's Impression



Twin VEW

CSC Land Group is a subsidiary of China Construction (South Pacific) Development Co Pte Ltd (CCDC), a BCA-registered contractor of A1 status with extensive experience in quality construction projects.

We aspire to build your world, the way you want, where you want. CSC Land Group is building a world where people and communities can fulfill their aspirations. We do this by envisioning possibilities to enrich assets, our people and support the environment for a thriving and sustainable world. CSC Land Group develops spaces with empathy – an ability to understand and listen. Our assets are high on value, functionality, balanced with good design and a sense of purpose. We believe that our customers' homes are not just homes, they are their world and we are building them, their way.

Every space tells a story. And every story, including yours, is unique. Everyone needs their own space, build their way. CSC Land Group, develops spaces that are tailored for every stage of our customers' lives. Spaces that allow them to live their life story to the fullest. We listen to the stories of our customers and through our developments, bring them to life.

NAME RATIONALE

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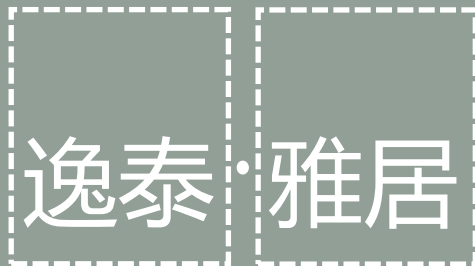
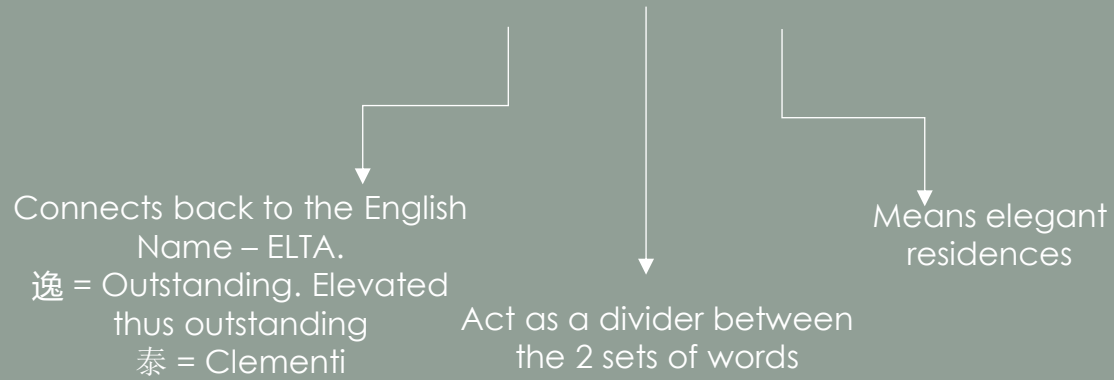
Inspired by the concepts of elevation and grandeur, "ELTA" combines the essence of "elevated" and the word "alta," meaning high. This name encapsulates the impressive stature of a high-storey development, portraying an image of towering elegance.

"ELTA" represents a modern treehouse design that soars above the ground, offering residents a serene and tranquil living experience akin to being nestled among the highest treetops. This unique abode promises not only the luxury of elevated living but also the peacefulness and connection to nature that comes from residing in such a lofty, picturesque environment.

The name "ELTA" suggests an innovative blend of modern architecture and natural harmony, appealing to those who seek a refined yet tranquil lifestyle. This elevated living space is more than just a home; it is an escape to serenity, a place where contemporary comfort meets the calm of nature.

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# 逸泰·雅居



Chinese character symmetrically separated by a dot in the middle to symbolise the 2 towers

# 逸泰·雅居

(yi tai ya ju)

Inspired by the english name "ELTA" and weaving in the location of the development - Clementi.

**逸** has the meaning of outstanding which symbolised that development will be outstanding upon completion due to its height and design.

While **泰** represent the location Clementi.

**雅居** means elegant residences and also to put forward to the public that this is a residential development.

The dot in the middle acts as a separator for the 2 sets of words which represent 2 separate entity yet coming together pooling their resources & expertise together to create the masterpiece of Clementi.

The 2 sets of words with the dot in the middle also signify the 2 high rise towers.

PROJECT CONSULTANT & INFORMATION

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**Architect**

P&T Consultants Pte Ltd

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**Landscape**

EcoPlan Asia Pte Ltd

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**Main Contractor**

China Construction Realty Co. Pte Ltd

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**M&E Engineer**

Rankine & Hill (Singapore) Pte. Ltd

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**C&S Engineer**

TW-Asia Consultants Pte Ltd

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**Project Interior Designer**

Index Design Pte Ltd

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**Solicitor**

Allen & Gledhill

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|                                  |  |
|----------------------------------|--|
| <b>Project Name</b>              | ELTA (逸泰·雅居)   |
| <b>Developer</b>                 | HC Land (Clementi) Pte Ltd<br>(JV between MCL Land & CSC Land)     |
| <b>Project Description</b>       | 2 Towers of 39-storey<br>1 Basement, 3-storey multi storey carpark |
| <b>Address</b>                   | 10, 12 Clementi Avenue 1   |
| <b>District</b>                  | 05   |
| <b>Tenure</b>                    | 99 Years   |
| <b>Site Area</b>                 | Approx. 13,451.10 sqm   144,788 sqft                               |
| <b>No. of units</b>              | 501 residential units  |
| <b>No. of carpark lots</b>       | 401 carpark lots, 6 accessible lots (Handicap lot)                 |
| <b>Date of Vacant Possession</b> | Q1 2029  |
| <b>Date of Legal Completion</b>  | Q1 2032  |

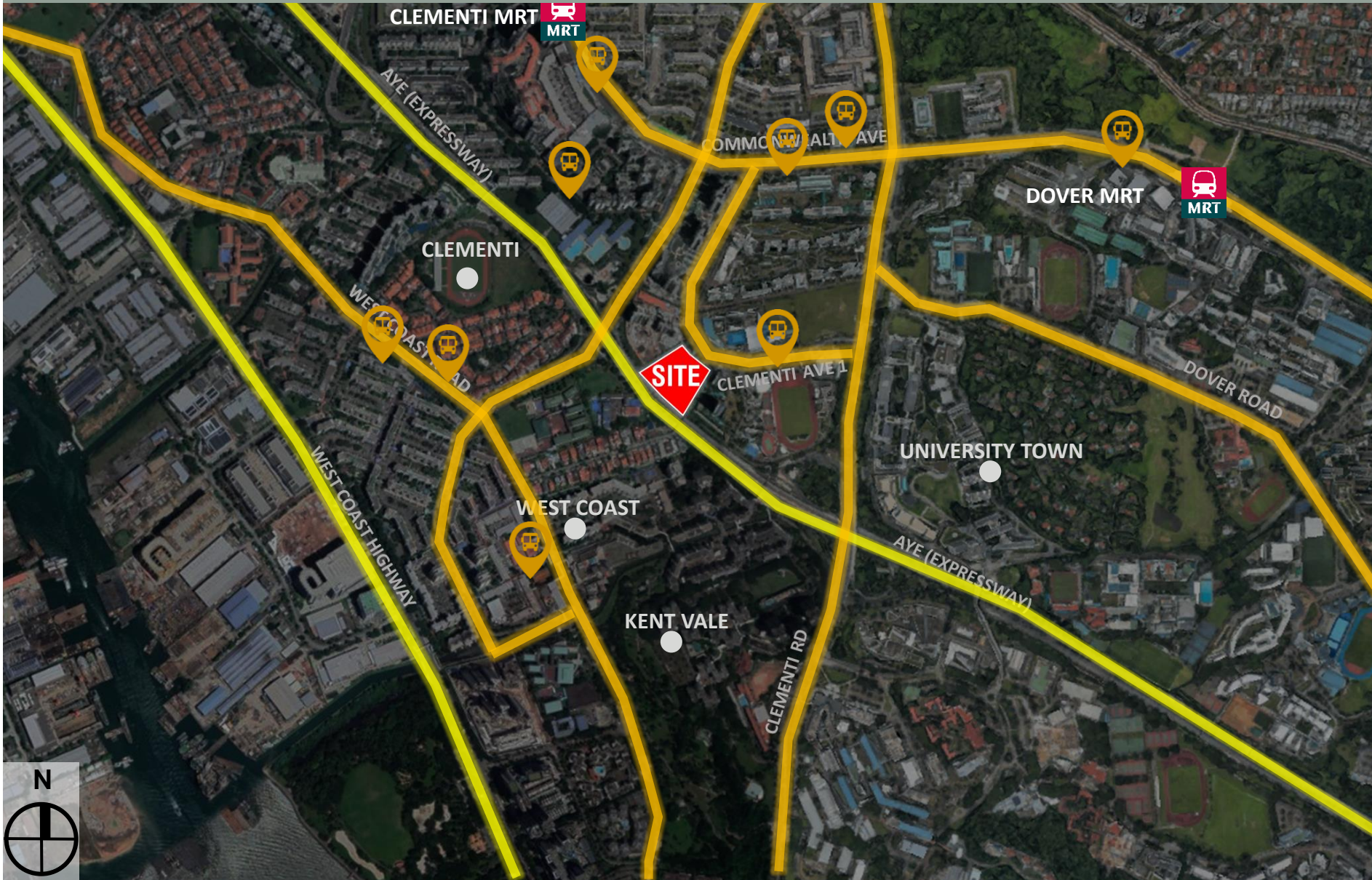
## UNIT MIX

| Unit Type          | Unit Naming | No. of Units | Estimated Area (sqm) | Estimated Area (sqft) |
|--------------------|-------------|--------------|----------------------|-----------------------|
| 1 Bedroom + Study  | A1s         | 36           | 47                   | 506                   |
| 2 Bedroom          | B1, B2      | 72           | 57                   | 614                   |
| 2 Bedroom Premium  | B3p, B4p    | 71           | 65                   | 700                   |
| 2 Bedroom + Study  | B5s         | 36           | 75                   | 807                   |
| 3 Bedroom          | C1          | 72           | 86                   | 926                   |
| 3 Bedroom Premium  | C2p         | 36           | 95                   | 1023                  |
| 4 Bedroom          | D1          | 36           | 110                  | 1184                  |
| 4 Bedroom Premium  | D2p         | 36           | 122                  | 1313                  |
| 4 Bedroom Dual Key | D3k         | 36           | 122                  | 1313                  |
| 4 Bedroom + Study  | D4s         | 35           | 140                  | 1507                  |
| 5 Bedroom          | E1          | 35           | 165                  | 1776                  |
| <b>Total</b>       |             | <b>501</b>   |                      |                       |


SITE CONTEXT

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# SITE INFORMATION



## LEGEND

-  AYE EXPRESSWAY / HIGHWAY
-  MAIN ROADS
-  BUS STOP
-  MRT STATION



**LEGEND**

— SCHOOLS

# SITE INFORMATION



NORTH: VIEW THROUGH CLAVON, 37 STY



NORTH: VIEW TOWARDS NAN HUA HIGH



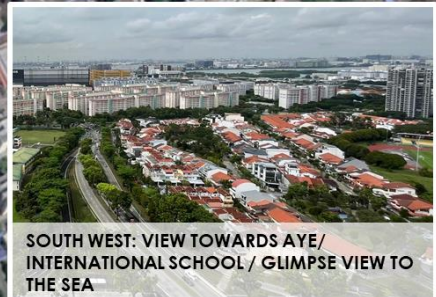
WEST: VIEW TOWARDS AYE/ CLEMENTI STADIUM



EAST: VIEW THROUGH CLEMENT CANOPY



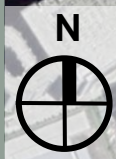
WEST: VIEW TOWARDS AYE/ JALAN MAS KUNING/ GLIMPSE VIEW TO THE SEA



SOUTH WEST: VIEW TOWARDS AYE/ INTERNATIONAL SCHOOL / GLIMPSE VIEW TO THE SEA



SOUTH: VIEW TOWARDS AYE/ CLEMENTI WEST/ GLIMPSE VIEW TO THE SEA





Actual Drone Shot For Illustration Only.

Roof Level – Facing AYE



Actual Drone Shot For Illustration Only.

Level 30 – Facing AYE



Actual Drone Shot For Illustration Only.

Level 20 – Facing AYE



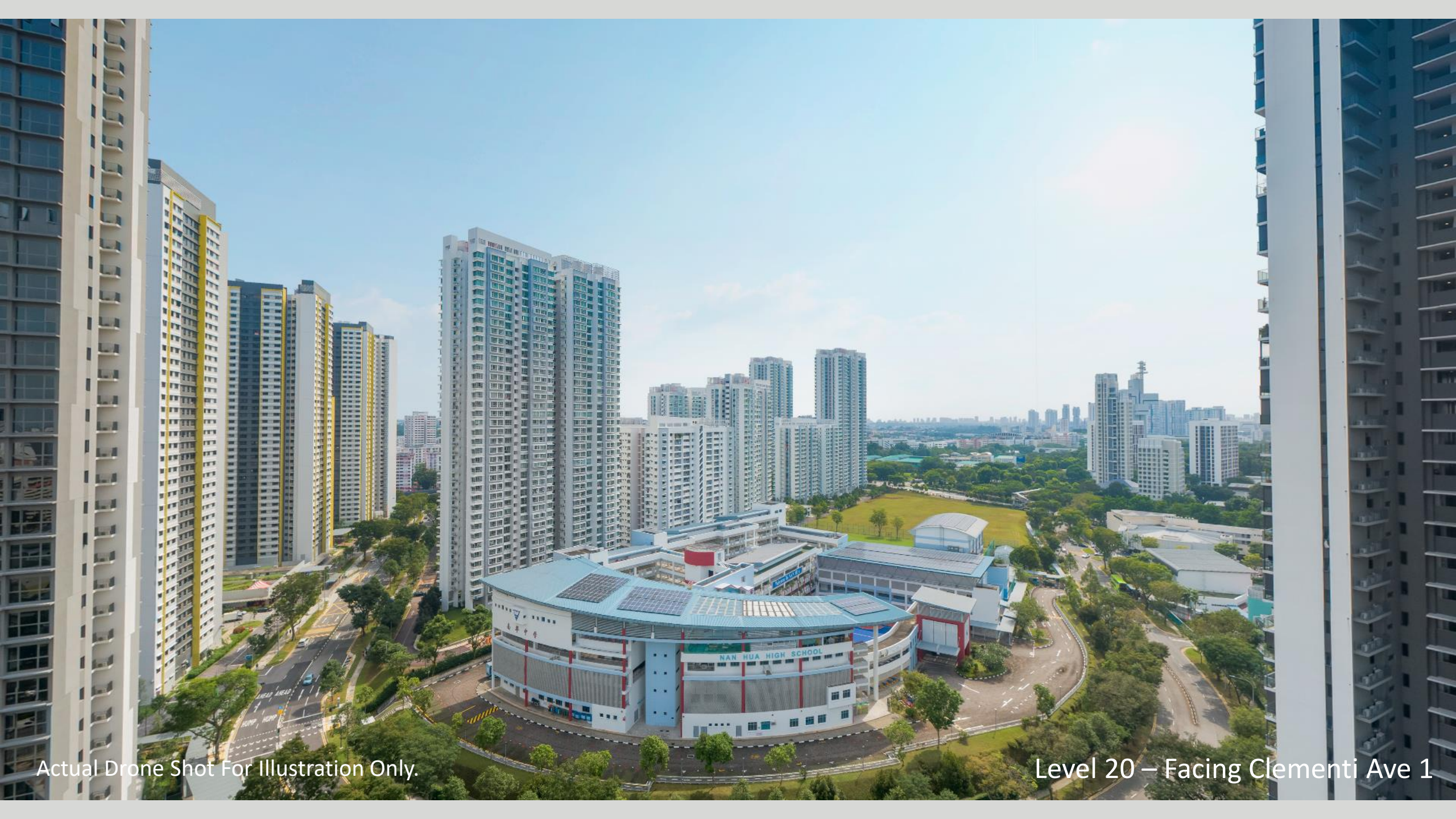
Actual Drone Shot For Illustration Only.

Roof Level – Facing Clementi Ave 1



Actual Drone Shot For Illustration Only.

Level 30 – Facing Clementi Ave 1



Actual Drone Shot For Illustration Only.

Level 20 – Facing Clementi Ave 1

VIEW FROM CLEMENTI AVE 1



Artist's Impression

BRAND GUIDE, DOs & DON'Ts

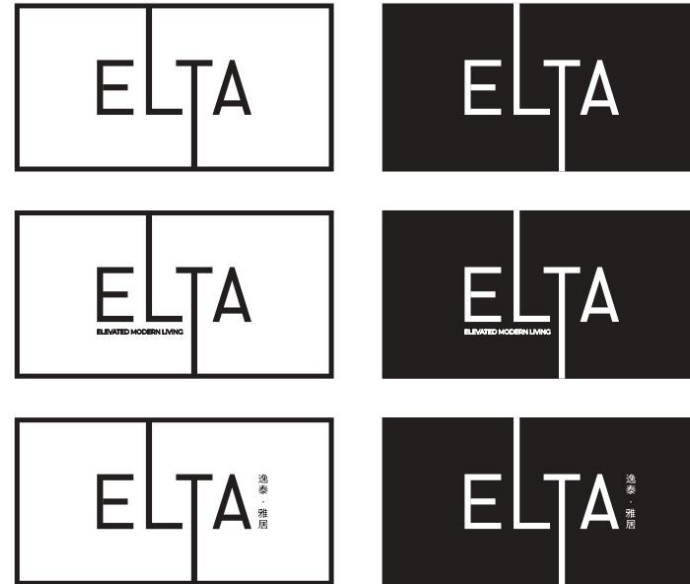
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1. LOGO VARIATIONS

4C APPLICATION:



BW APPLICATION:



1. LOGO VARIATIONS

4C APPLICATION:



BW APPLICATION:



1. LOGO VARIATIONS

4C APPLICATION:

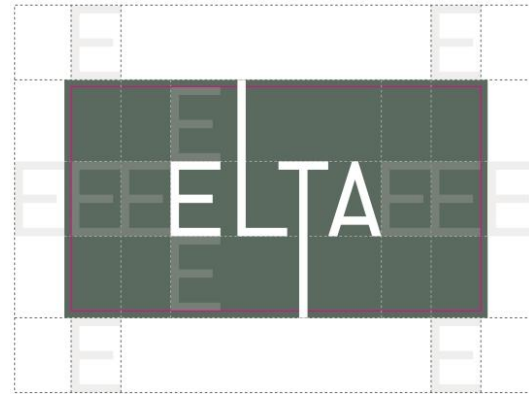
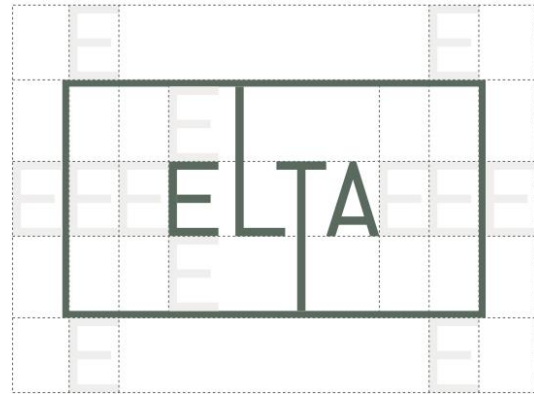


BW APPLICATION:



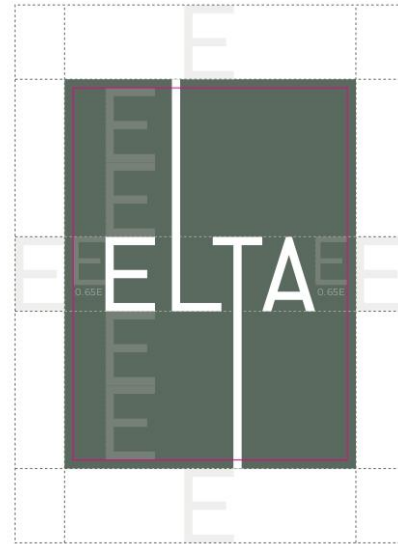
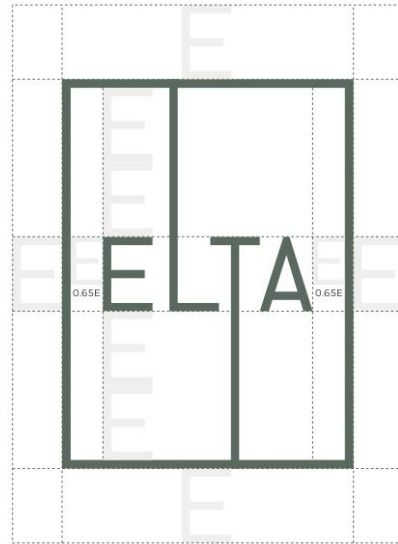
2. LOGO CLEAR SPACE

CLEAR SPACE:



2. LOGO CLEAR SPACE

CLEAR SPACE:



2. LOGO CLEAR SPACE

CLEAR SPACE:



3. TYPOGRAPHY

TITLE:

MONTSERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,.,:>()"#+-'!?

BODY COPY:

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,.,:>()"#+-'!?

#### 4. COLOUR

PRIMARY COLOUR:



PANTONE 5477 C

|   |    |   |     |
|---|----|---|-----|
| C | 64 | R | 91  |
| M | 46 | G | 104 |
| Y | 59 | B | 94  |
| K | 23 |   |     |

## About ELTA & Developer

### Dos:

1. **Please do** use approved and provided marketing materials, including logos, images, and text.
2. **Please do** ensure that any claims or descriptions are fact-checked and aligned with the official project information.
3. **Please do** refer to the project by its correct name, "ELTA," and adhere to any specified branding guidelines.
4. **Please do** use Chinese name "逸泰·雅居" with a full stop between the 2 sets of Chinese Characters.
5. **Please do** use "HC Land (Clementi) Pte Ltd (A Joint Venture Between MCL Land Ltd and CSC Land Group (Singapore) Pte Ltd)" when stating developer's name

### Don'ts:

1. **Please do not** create or distribute your own marketing materials without prior approval from the developer.
2. **Please do not** make any promises or commitments regarding the project that are not officially sanctioned.
3. **Please do not** use any unapproved or outdated project images, renderings, or plans.
4. **Please do not** suggest any features, amenities, or specifications that have not been officially confirmed or disclosed by the developer.
5. **Please do not** use any misleading or exaggerated language that could misrepresent the project.
6. **Please do not** share any information related to the project's pricing until the official price guide has been issued.

THANK YOU

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