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Enter AYER, the real estate brand

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Bursa-listed AYER Holdings Berhad, formerly known as TAHPs Group Berhad, today rolled out its new brand called AYER, the real estate brand.

In unveiling the new brand to the media and close business partners and associates, Group Chief Executive Officer Eugene Khoo Kong Hooi said as a real estate brand, AYER, encompassed both development activities as well as land holdings.

"When we reached our centennial year 11 years ago in 2007, we changed our name to TAHPs Group as the original name was quite a mouthful. Since then, we realised we needed greater clarity as many continued to call us Ayer Hitam or Bukit Hitam which is our subsidiary and developer of Bukit Puchong," said Khoo.

"When we reached 110 years as a corporation last year, we decided to re-brand ourselves into a brand which all stakeholders can immediately identify and for us to differentiate ourselves further," he added.

"AYER was a real estate group with a track record of delivering on time and on budget, with a history of solid, steady growth. We want people to know that. So, we needed a brand to signal to the world that yes, we are a reputable, trusted developer and one which has been around since 1907!" stated Khoo.

The group had obtained share-holders approval at an extraordinary general meeting last month to change its name from TAHPs Group Berhad to AYER Holdings Berhad. The group holds the largest freehold undeveloped land bank in Puchong of about 600 acres within its Bukit Puchong township and nearby.

Khoo said the group's offerings would from now on be branded under AYER, the real estate brand. As such, Bukit Puchong shall be known as "Bukit Puchong by AYER, where his team had built about 7,000 homes, commercial units and industrial buildings up to now.

Khoo said the group would be having more launches and activities planned for Bukit Puchong this year as it had 600 acres of land bank in and around Bukit Puchong.

According to Khoo, last year AYER saw phenomenal success of its Andira Park Phase 1 and Phase 2 launches at Bukit Puchong where customers queued overnight to get choice units.

Khoo who was appointed Group Chief Executive Officer in October 2016 to spearhead the group's transformation, concluded that AYER had the resources and the infrastructure to venture into new areas and even new fields.

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