



For Immediate Release

## **Five Magnate Businesses on Ploenchit-Wireless area introduces a new landmark in the core of Bangkok “Ploenchit City”**

- **Five magnate businesses in retail, property, hotel and financial industries empower to develop central business district on Ploenchit-Wireless intersection under the “*Ploenchit City*” with a value of investment over 50,000 million baht**
- **To confirm Thai private sector’s competence and cooperation, all members desire to build up confidence for Thai and foreign investors and to drive country’s economy as well as to boost up tourism industry for ASEAN Economic Community (AEC) in 2015**
- **Preparing for brand building and brand recognition, five members try to drive this area to be a new premium business landmark in the core of Bangkok**

Giant businesses on Ploenchit-Wireless Road consisting of **Krungsri Group**, **Central Embassy** managed by Central Retail Corporation Ltd., **Noble Ploenchit** managed by Noble Development Public Company Limited, **Park Ventures The Ecoplex on Witthayu** by Univentures Public Company Limited and **Nai Lert Group** conjugate as the business alliance developing Ploenchit-Wireless road’s capability under the “**Ploenchit City**”. The objective of this collaboration is to highlight on **the new premium business landmark in the core of Bangkok**, where is ready to open its door of economy, commerce and investment in accordance with ASEAN Economic Community (AEC) in 2015 launched, and to urge this area as the mixed lifestyle center and the new style of prime community with a value of all members’ investment over 50,000 million baht.

The partnership of five magnate businesses **will increase Ploenchit area’s economy and generate exceedingly income for Thailand in next two years. Main revenue will be from investors, tourists, property projects including**



**related premium commercial businesses.** Initially, all businesses have jointly planned to develop infrastructure in this area for public.

Business plans of each company for driving “**Ploenchit City**” are as following:

- 1. Bank of Ayudhya Public Company Limited** by **Mr.Dan Harsono** – Chief Marketing Officer, Bank of Ayudhya Public Company Limited says “Krungsri Group will apply the distinguished ability of Ploenchit branch for a pilot branch. Since we are now re-branding our corporate image with the modern image and color, so our branding is easily to remember. We will grant our service and technology that makes the financial transaction to be easier and more comfortable as a banking and financial center supporting business expansion and population growth living in Ploenchit area.”
- 2. Central Embassy Project** by Central Retail Corporation Ltd. **Mr.Chart Chirathivat** – Managing Director for Central Embassy says “The Company has shaped Central Embassy as the premium hotel and retail landmark of Bangkok for tourists and Thai shoppers. Strategically located on a nine-rai plot of land in Bangkok’s most prominent commercial area, Central Embassy is a 37-floor complex comprising an 8-story retail podium and a 30-floor green space and luxury hotel tower will be managed by Hyatt International Group under the “**Park Hyatt**” brand. Construction is already started and will open its door in 2013.”
- 3. Noble Development Public Company Limited**, the leading property group targeting at stylish customers’ group. **Mr.Thongchai Busrapan** – President says “The Company has recently launched **Noble Ploenchit Condominium in the concept of Vertical City**, occupies a nine-rai plot of the last land in the center of Ploenchit. This project comprises of three skyscrapers residential building: a 50-floor, a 45-floor and a 14-floor totally 1,442 units. Private lift to individual rooms will be provided. It also includes a 3-floor office building. Noble Ploenchit is surrounded by a four-rai of lush and serene gardens together with fitness and a full-size club house plus a 50-meter pool. We expect this project will be completed by 2016.



4. **Nai Lert Group** by **Miss Naphaporn Bodiratnangkura**, Assistant Managing Director of Nai Lert Park Hotel Co., Ltd., is a fourth generation who takes on the Company's businesses. Nai Lert Group is a 118 years old company which was founded by Phraya Bhakdi Noraseth (or Lert Sethaburtr). Its first businesses were of ice factory, White Boat service in San Saep canal, and White Bus service around Bangkok Metropolitan. It was in Nai Lert's only daughter's generation, Thanpuying Lursakdi Sampatisiri, who had a vision to penetrate into a five star hotel business, which now stands Swissotel Nai Lert Park. The total land area of Nai Lert Park is of 33 rai which comprises of the hotel Swissotel Nai Lert Park, the office building The Promenade, Bhakdi building where S Medical Spa is situated, and a 100 years old teak house which used to be a private residence of Nai Lert and Thanpuying Lursakdi. In the near future, the family of Nai Lert Group will open the house and its garden for public which will be named Nai Lert's Heritage house.
  
5. **Univentures Public Company Limited** by **Mrs.Ornruedi Na-Ranong** – President prepares to launch the project “**Park Ventures – The Ecoplex on Witthayu**”. This project is Thailand’s new eco-complex building consisting of a premium office building and a 5-star luxury hotel with Japanese DNA “**The Okura Prestige Bangkok**”. Located on a five-rai plot, Park Ventures - The Ecoplex on Witthayu is a 34-floor comprising total space of 81,400 sqm. It can be divided a retail space about 1,000 sqm. at 1-2 level, office space at 8-22 level with total space 27,000 sqm. and hotel at 23-34 level with 240 rooms. Office building will be finished by September 2011.”

All five executive management also firmly believe this association in “**Ploenchit City**” liken to a very well neighborhood’s cooperation joining to create Ploenchit area to be the new premium center of economy, commercial and investment in the near future. Owing to the outstanding of iconic architecture as a prestige landmark, it will make over Bangkok to be the world leading capital city fully equipped with premium retail shops, superb restaurants, premium international hotel chains, high-end residences and excellent service businesses. From this



day forward, we will obviously see better changes of Ploenchit business and tourism.

This collaboration of five magnate businesses will build up strengths for this area both physical and competence. Most of all have already started their projects and will constantly develop their business expansion for **Ploenchit City** as the new premium business center equivalent to the main international business area. Moreover, **brand building and brand recognition of “Ploenchit City” as the new premium business landmark in the core of Bangkok, where target group would like to visit and invest,** is our main business plan.

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