SERENE RAYA

BANGTAO BEACH - PHUKET

SERENITY
MEETS TIMELESS
LUXURY.

THE CITY OF POTENTIALS

Phuket is an island that is brimming with potential. A destination of dreams for many in the world, and a retirement goal for everyone around the globe. The island has seen as exponential growth in the past two decades and the projection is positive for the long term future. With an endless influx of foreign investments and a melting pot of many cultures, combined the the famous Thai hospitality and laid back lifestyle, you would be hard pressed to find a better place to find a home anywhere in the world.

PHUKET WORLD DESTINATION

The Dream destination of the world. Phuket is the first on the bucket list of the Jetset lifestyle. Fly in for a luxurious escape or bring your family for the ultimate resort fun, Phuket is an island that has it all, the passion of island life with the light and sound of city life. Whether it is an exquisite dinner by the ocean or a night out at the hippest bars and resorts. This is the Riviera of the East and we are always ready to welcome you anytime of the year.

THE HIDDEN GEM OF A LOCATION

Bangtao Beach is one of the longest beaches in Phuket with a pristine ocean and the home to various luxury resorts, top restaurants, elite beach clubs and professional grade golf courses.

In the heart of Phuket, the project is situated in the premiere location Of Bangtao, 900 meters to the nearest beach, within walking distance to the Beach Club and a touching distance from world class shopping that caters to every lifestyle from Bangtao to Laguna and Surin Beach. In the area are various golf clubs, restaurants and international schools.

Beaches		
Bangtao Beach	3 mins.	0.95 km.
Surin beach	9 mins.	3.8 km.
Kamala beach	15 mins.	7.7 km.
Naithon beach	28 mins.	14.1 km.
Patong beach	34 mins.	16 km.
Naiyang beach	35 mins.	18.1 km.

Beach Clubs & Hotels		
Catch Beach Club	3 mins.	0.95 km.
Carpe Diem Beach Club	6 mins.	1.9 km.
Laguna	9 mins.	3.6 km.
Amanpuri	12 mins.	3.8 km.

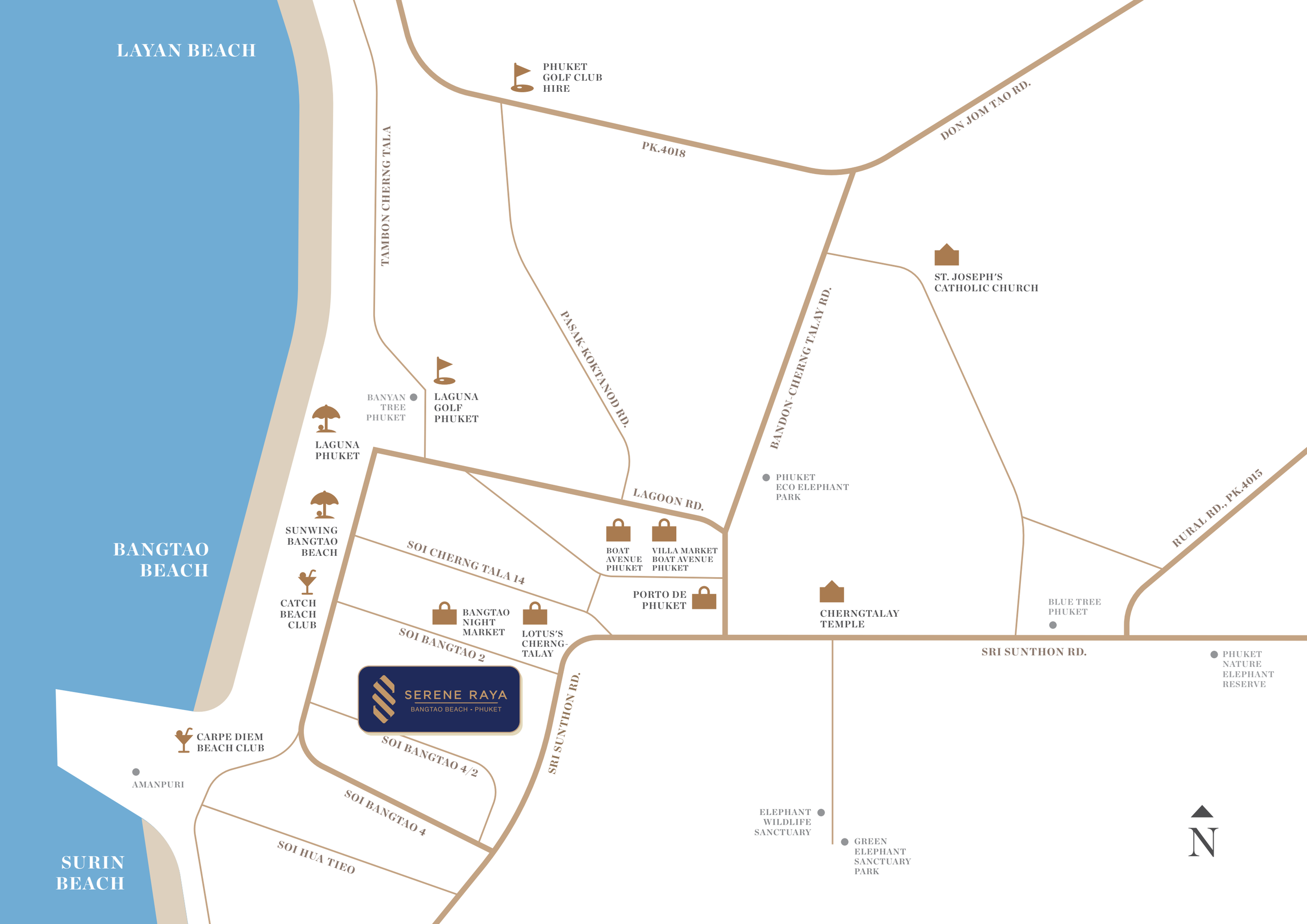
Golf Courses		
Laguna Golf Phuket	15 mins.	5.5 km.
Blue Canyon Country Club	33 mins.	19.3 km.
Red Mountain Golf Club	42 mins.	21.5 km.
Loch Palm Golf Club	42 mins.	21.5 km.

Community mall & Shopping Centers		
Boat Avenue	8 mins.	2.9 km.
Porto De Phuket	10 mins.	3.3 km.
Robinson Lifestyle Thalang	18 mins.	9.7 km.

School		
Headstart International School, Phuket Cherngtalay Campus	16 mins.	6.9 km.
Kajonkiet Thalang school	17 mins.	9 km.
UWC Thailand International School	28 mins.	13.8 km.
British International School	30 mins.	15.7 km.

Others		
Boat Lagoon Marina	29 mins.	14.8 km.
Royal Phuket Marina	30 mins.	15.9 km.
Phuket International Airport	34 mins.	18.8 km.
Ao Por Grand Marina	43 mins.	25.9 km.

Hospitals		
Bumrungrad International Phuket Hospital (Under construction)	38 mins.	20.1 km.
Bankok International Hospital	45 mins.	22.9 km.
Siriroj International Hospital	40 mins.	23.5 km.


LAYAN BEACH
BANGTAO BEACH
SURIN BEACH
PHUKET GOLF CLUB HIRE
PK.4018
DON JOM TAO RD.
TAMBON CHERNG TALA
PASAK-KOKTANOD RD.
BANDON-CHERNG TALAY RD.
ST. JOSEPH'S CATHOLIC CHURCH
BANYAN TREE PHUKET
LAGUNA GOLF PHUKET
LAGUNA PHUKET
PHUKET ECO ELEPHANT PARK
LAGOON RD.
RURAL RD., PK.4015
SUNWING BANGTAO BEACH
SOI CHERNG TALA 14
BOAT AVENUE PHUKET
VILLA MARKET BOAT AVENUE PHUKET
PORTO DE PHUKET
CATCH BEACH CLUB
BANGTAO NIGHT MARKET
LOTUS'S CHERNG-TALAY
CHERNGTALAY TEMPLE
BLUE TREE PHUKET
SOI BANGTAO 2
SRI SUNTHON RD.
PHUKET NATURE ELEPHANT RESERVE
SERENE RAYA
BANGTAO BEACH - PHUKET
SRI SUNTHON RD.
CARPE DIEM BEACH CLUB
SOI BANGTAO 4/2
AMANPURI
SOI BANGTAO 4
ELEPHANT WILDLIFE SANCTUARY
SOI HUA TIEO
GREEN ELEPHANT SANCTUARY PARK
N

SERENE RAYA VILLAS, WHERE YOU CAN EXPERIENCE LUXURY IN SERENITY.

The latest private residential project from Serene Property & Development designed to elevate your living experience by combining unique island life with all the comfort of modern amenities. Situated in between the much sought after location of Bangtao Beach, the project offers exquisite villas within walking distance to the beaches of your dreams.

Modern tropical luxury is blended seamlessly with Thai architectural inspirations to offer the very best of the modern and traditional,resulting in a resident that celebrates the natural beauty and grand heritage of Thailand.

A luxurious unique design, coupled with exceptional facilities and surrounded by natural beauties, Serene Raya Villas is set to become your home away from home that offers harmonious balance between luxury, relaxation and nature.

*The project will be implemented in two phases with Phase 2 being developed after Phase 1.

INFINITE OPTIONS

- 900 meters to the nearest exquisite beach, walking distance to the famous Beach Club and a stone's throw away from world-class shopping that caters to every lifestyle from Bangtao to Laguna and Surin Beach. In the vicinity are various golf clubs, restaurants and international schools.

- Relax in a luxurious spacious villa that exudes elegance and comfort. Top of the line furnishings and modern amenities are provided to suit your every personal whims and lifestyle.

- Sign end kitchen counter with a plethora of drawers and full equipments for your cooking needs.

- Grand living area with high ceiling, enabling a feeling of airiness and relaxation with direct access to swimming pool and garden area.

- Landscaped swimming pool with seating, shade structure dining area and various amenities for your convenience.

- Carport space for two cars coupled with the most advanced automatic smart control system for door control and added privacy. The project also offers the latest smart home solutions that enhance comfort*, energy efficiency and your overall lifestyle well-being.

*Option with additional payment

UNPARALLELED UNIQUENESS

Beach Lifestyle

The beach lifestyle is a desirable way of living for many people who seek the tranquility, natural beauty, and recreational opportunities that coastal areas offer. Whether it's embracing a relaxed and casual atmosphere, enjoying outdoor activities, or being part of a vibrant beachside community, the beach lifestyle provides a unique and enriching experience for those who choose to make the coast their home.

Investment Property

With what we are offering, you can achieve the primary purpose of generating income and appreciation rather than for personal use. The location of the properties that near the beaches are often in high demand, and can offer several advantages, including the potential for rental income.

Modern Residential Design

Embraces simplicity, functionality, and a connection to the outdoors. By prioritizing clean lines, open spaces, and abundant natural light, modern homes offer a contemporary and comfortable living experience. With a focus on sustainability, technology integration, and minimalism, modern residential design reflects the values and preferences of today's homeowners who seek a harmonious and sophisticated living environment.

Exterior pictures are intended for commercial and advertising purposes. This may not precisely replicate reality.

PROJECT DETAIL

Project Name	Serene Raya Villas
Developer	Serene Property & Development Co.,Ltd.
Project Location	Bangtao Beach, Phuket
Project Land Size	3.78 Rai Or 6,048 Sq.m.
Project Type	2 Storeys Pool Villas
Total Units	Phase I = 8 Units Phase Ii = 6 Units
Unit Size	306-391 Sq.m.
Land Plot Size	306-434 Sq.m.
Facilities	24 Hours Security, Cctv, Management Office, Garbage Collection, Estate Pool, Garden, Pest Control Maintenance.
Property Management & Rental Management	CBRE

LUXURY IN SERENITY

The project covers 3.78 Rai or 6,048 sq.m. of land, with a variety of private villas.

We offer a collection of both 3 and 4 bedrooms tropical pool villas.

The grand villas range from 306 to 391 sq.m and 306 to 434 sq.m of land plot size.

Phase I

No.	Plot Size	Unit Size
1	393 sq.m.	333 sq.m.
2	434 sq.m.	354 sq.m.
3	348 sq.m.	306 sq.m.
4	330 sq.m.	306 sq.m.
5	330 sq.m.	306 sq.m.
6	344 sq.m.	306 sq.m.
7	306 sq.m.	306 sq.m.
8	423 sq.m.	328.50 sq.m.

Remark : Phase II will be developed after Phase 1

Phase II

Phase I

N

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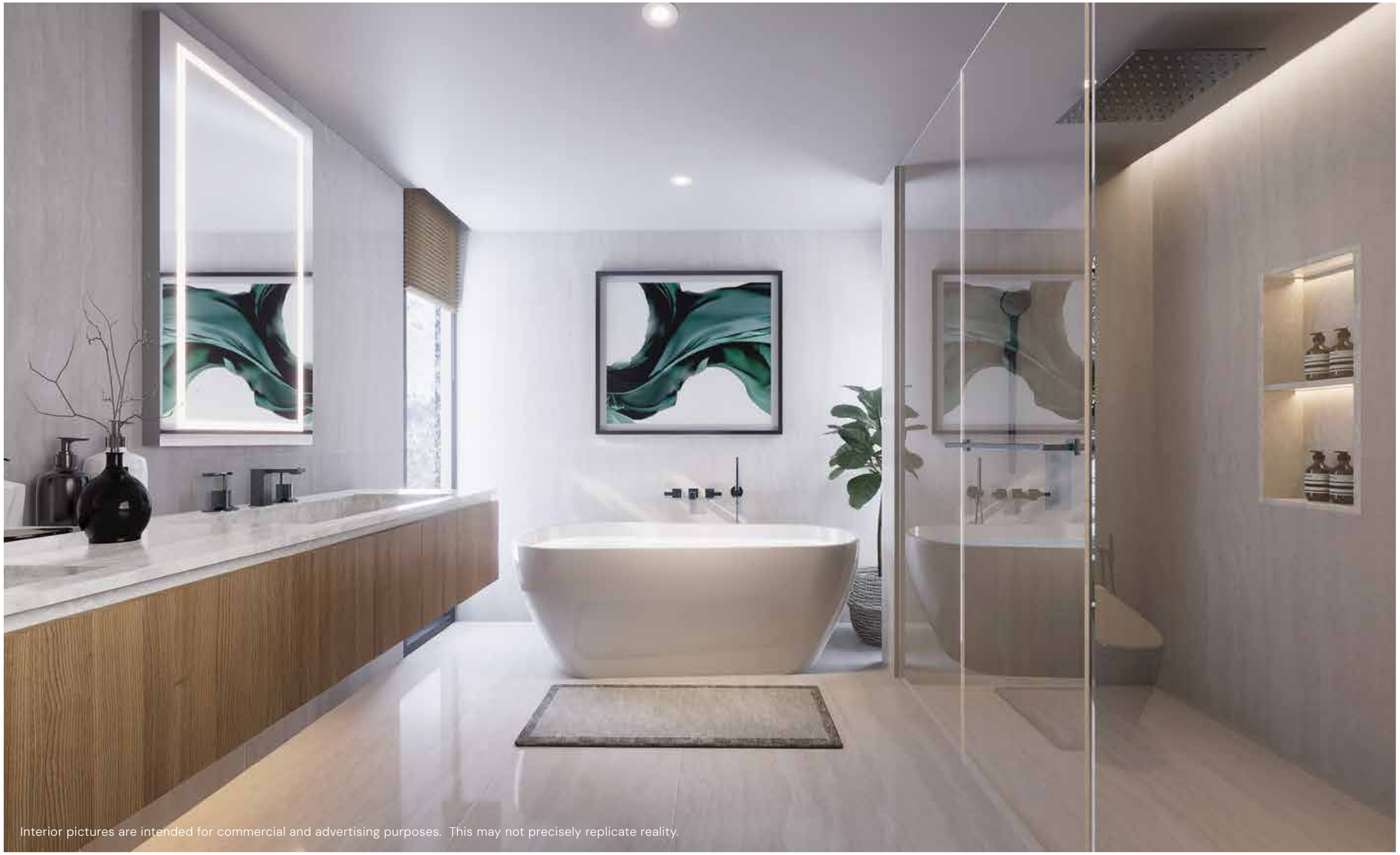

Interior pictures are intended for commercial and advertising purposes. This may not precisely replicate reality.

STANDARD VILLA

3 Bedrooms	1 Living room	1 Dinning
4 Bathrooms	1 Working space	1 Pool terrace
2 Parking lots	1 Kitchen	

HOUSE PLAN

1st Floor

2nd Floor

VILLA EXTRA

4 Bedrooms	1 Living room	1 Dinning
5 Bathrooms	1 Working space	1 Pool terrace
2 Parking lots	1 Kitchen	

HOUSE PLAN

1st Floor

2nd Floor

VILLA EXTRA

4 Bedrooms	1 Living room	1 Dinning
5 Bathrooms	1 Working space	1 Pool terrace
2 Parking lots	1 Kitchen	

HOUSE PLAN

1st Floor

2nd Floor

VILLA EXTRA

4 Bedrooms	1 Living room	1 Dinning
5 Bathrooms	1 Working space	1 Pool terrace
2 Parking lots	1 Kitchen	

HOUSE PLAN

1st Floor

2nd Floor

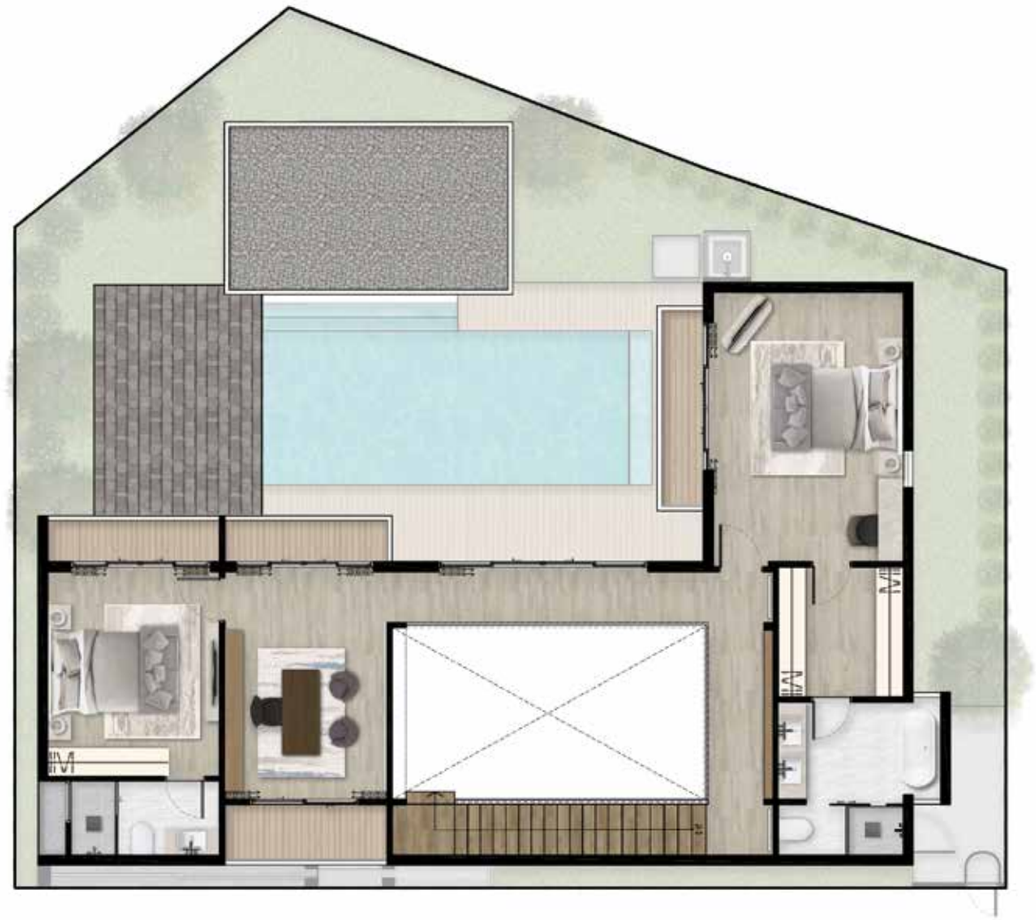
SPECIAL VILLA

3 or 4 Bedrooms	1 Living room	1 Dinning
4 or 5 Bathrooms	1 Working space	1 Pool terrace
2 Parking lots	1 Kitchen	

*Bedroom no.4 is an optional

HOUSE PLAN

1st Floor



2nd Floor

SPECIAL VILLA

3 Bedrooms	1 Living room	1 Dinning
4 Bathrooms	1 Working space	1 Pool terrace
2 Parking lots	1 Kitchen	

HOUSE PLAN

2nd Floor

1st Floor

PAYMENT TERMS

Terms	AMOUNT
Reservation Deposit	500,000
Sign Agreements within 30 days	30% (minus reservation fee)
Completion of the foundation posts	20%
Completion of the concrete structure	15%
Completion of the walls and roof tiles	15%
Completion of the floor tiles and interior	15%
Villa construction completion and handover	5%

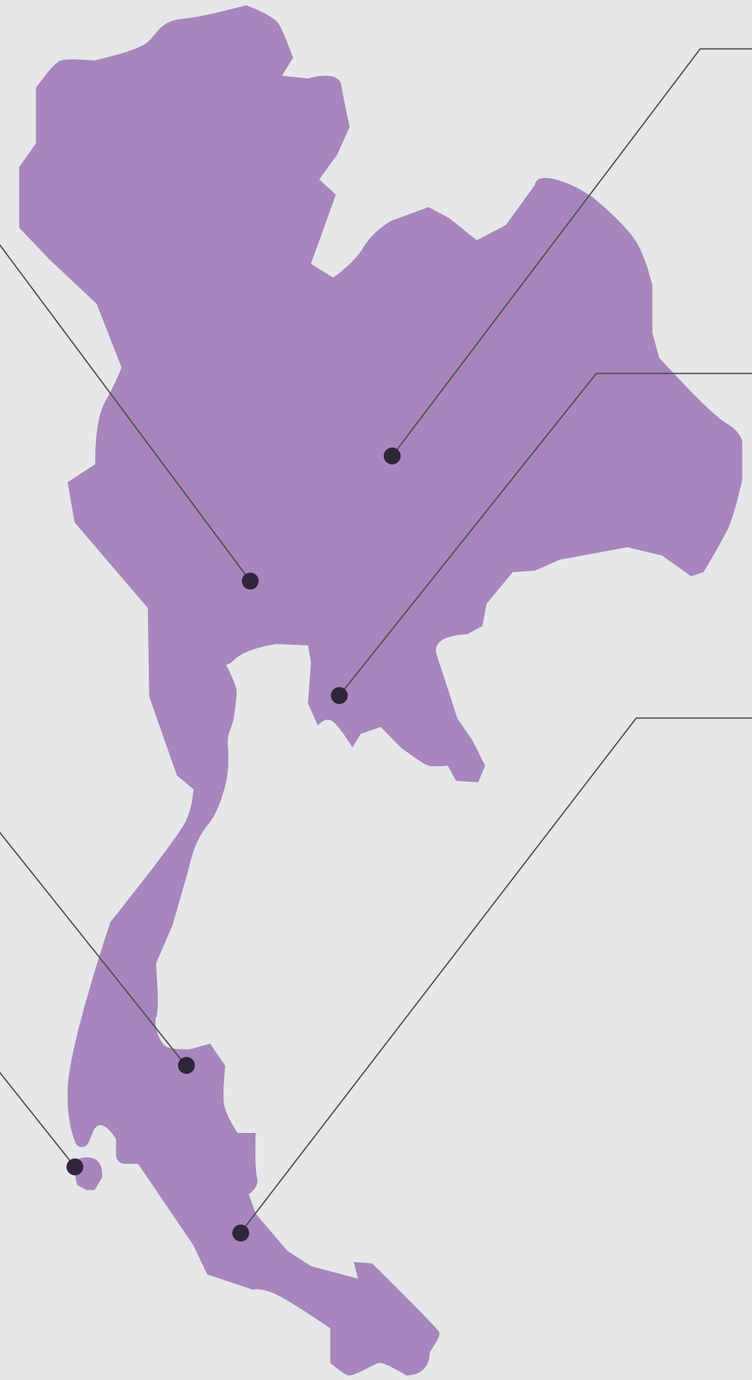
Remark : Any provisions for adjustments base on construction progress.
If any changes to payment terms are proposed, shall be approved through contract amendments between seller and the buyer.

OPTIONAL PACKAGES

Sala Roof	Extra Bedroom	Working Room	Solar Panel
• 7.5 sq.m. with roof structure	• Plot 6 : 22.5 sq.m.	• Built-in bookshelf	• Solar panel set
	• Plot 14 : 27 sq.m.	• Desk	• Solar power (Inverter 3P 10kw)
	• Room with bathroom	• Chair	
		• Decorative items	

Furniture	Smart Home	Ev Charger
• Loose furniture	• Digital door lock	• A wall-mounted changing station for all electrical vehicles compliant. Max power : 11 kw., Type 2 (3 Phase)
• Kitchen accessories	• Vdo intercom	Remark : List of items where adjustments can be made based on changing trends and introduction of new products.
• Electrical Appliances	• Smart switch	
• Linens and bathroom	• Smoke detector	
• Props	• Hub	
	• IR dot	

SERENE PROPERTY & DEVELOPMENT



Ayutthaya

- Serene Mira AYUTTHAYA
- PLUS AYUTTHAYA PARK
- PLUS AYUTTHAYA

Korat

- PLUS KORAT

Chonburi

- PLUS SRIRACHA

Suratthani

- PLUS SURATTHANI

Hatyai

- PLUS connect
- PLUS TOWNHOME HATYAI
- PLUS HATYAI•30M
- PLUS Songkla HATYAI 1
- PLUS Songkla HATYAI 2
- Serene Mira AIRPORT – HATYAI

Phuket

- PLUS TOWNHOME PHUKET
- PLUS Phuket KATHU 1
- PLUS Phuket KATHU 2
- SERENE RAYA BANGTAO BEACH - PHUKET

Serene

Serene Property & Development has been established for 13 years with a multitude of experiences in building high performing projects around Thailand.

In total Serene Property has developed 14 projects with 5,436 units with 19 additional projects upcoming between 2023 to 2025 with a total value of 16,600 million baht. Serene Property & Development plans to enter the stock market in 2025.

Through our many housing and commercial projects, which have been built, sold and delivered on time without any delay or cancellation, we have accumulated our past experiences to deliver to you our flagship luxury property that will leave you impressed in all aspects.

In our flagship project for our first foray into the luxury Market, you will be receiving the culmination of our previous experiences and expertise used to create the ultimate unique experience and product in this latest offering from Serene Property & Development.

OUR PROJECTS

PLUS KATHU 2

Project Location
Kathu / Phuket

Project Type
Condominium (Low Rise)

Number of Units
273 Units

Project Value
435,700,000 MB.

PLUS PHUKET KATHU 1

Project Location
Kathu / Phuket

Project Type
Condominium (Low Rise)

Number of Units
157 Units

Project Value
184,000,000 MB.

PLUS SONGKLA HATYAI 1

Project Location
Hatyai / Songkla

Project Type
Condominium (High Rise)

Number of Units
294 Units

Project Value
571,900,00 MB.

PLUS SONGKLA HATYAI 2

Project Location
Hatyai / Songkla

Project Type
Condominium (High Rise)

Number of Units
582 Units

Project Value
1,213,000,000 MB.

PLUS TOWNHOME

Project Location
Thanon Kwang / Phuket

Project Type
TownHome

Number of Units
8 Units

Project Value
83,800,000 MB.

PLUS SURATTHANI

Project Location
Suratthani

Project Type
Condominium (Low Rise)

Number of Units
475 Units

Project Value
794,000,000 MB.

PLUS TOWNHOME

Project Location
Petchkasem 10 / Hatyai

Project Type
TownHome & Twin Home

Number of Units
29 Units

Project Value
132,300,000 MB.

PLUS SRIRACHA

Project Location
Sriracha / Chonburi

Project Type
Condominium (High Rise)

Number of Units
459 Units

Project Value
1,367,000,000 MB.

PLUS HATYAI 30 M.

Project Location
Hatyai

Project Type
Condominium (High Rise)

Number of Units
477 Units

Project Value
1,074,000,000 MB.

PLUS AYUTTHAYA

Project Location
Ayutthaya

Project Type
Condominium (Low Rise)

Number of Units
294 Units

Project Value
480,000,000 MB.

PLUS AYUTTHAYA PARK

Project Location
Ayutthaya

Project Type
Condominium (Low Rise)

Number of Units
647 Units

Project Value
1,142,213,000 MB.

PLUS KORAT

Project Location
Nakhon Ratchasima

Project Type
Condominium (High Rise)

Number of Units
839 Units

Project Value
1,723,208,000 MB.

SERENE MIRA AYUTTHAYA

Project Location
Ayutthaya

Project Type
Single House / Twin House

Number of Units
188 Units

Project Value
1,060,000,000 MB.

PLUS CONNECT

Project Location
Hatyai / Songkla

Project Type
Condominium (High Rise)

Number of Units
519 Units

Project Value
1,228,128,000 MB.

SERENE MIRA HATYAI - AIRPORT

Project Location
Hatyai

Project Type
Single House

Number of Units
168 Units

Project Value
1,020,000,000 MB.