



GRAND BOULEVARD ANIVA

The Most Happening Commercial
in Gading Serpong



**PARAMOUNT
GADING SERPONG**
Everything *&* Here

Developed by:



PARAMOUNT LAND
Building homes and people with heart

PARAMOUNT PLAZA Jl. Boulevard Raya Gading Serpong Kav. 1, Gading Serpong, Tangerang - 15810

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PARAMOUNT GADING SERPONG

Everything *&* Here



A LEGACY OF EXCELLENCE

Award-Winning Township where everything is here

Our commitment to creating value through innovation, quality, and sustainable development has earned **Paramount Land** numerous national and international awards, where **Paramount Gading Serpong** serving as its flagship township.



- 2025**
- BEST TOWNSHIP DEVELOPER (ASIA) — PROPERTYGURU ASIA PROPERTY AWARDS 2025
 - BEST TOWNSHIP DEVELOPER (INDONESIA) — PROPERTYGURU INDONESIA PROPERTY AWARDS 2025
 - BEST BOUTIQUE LUXURY HOUSING DEVELOPMENT (GREATER JAKARTA) — MATERA SIGNATURE @ PARAMOUNT GADING SERPONG, PROPERTYGURU INDONESIA PROPERTY AWARDS 2025
 - PROPERTY OF THE YEAR — PASADENA SQUARE, GOLDEN PROPERTY AWARDS 2025
 - INNOVATIVE COMMERCIAL PROJECT OF THE YEAR — PASADENA SQUARE, GOLDEN PROPERTY AWARDS 2025
 - BEST TOWNSHIP DEVELOPMENT PROJECT — GOLDEN PROPERTY AWARDS 2025
 - TOP 10 DEVELOPERS — HUBEXO ASIA AWARDS 2025
 - DEVELOPER OF THE YEAR 2025 — INDONESIA PROPERTY & BANK AWARD 2025
 - DEVELOPER OF THE YEAR — INDONESIA REAL ESTATE ASIA AWARDS 2025
 - SUSTAINABLE RESIDENTIAL DEVELOPMENT FOR INDONESIA — MATERA RESIDENCES, ASIA PACIFIC PROPERTY AWARDS 2025
 - MASTER PLAN FOR INDONESIA — PARAMOUNT PETALS, ASIA PACIFIC PROPERTY AWARDS 2025
- 2024**
- BEST TOWNSHIP DEVELOPER (ASIA) — PROPERTYGURU ASIA PROPERTY AWARDS 2024
 - BEST TOWNSHIP DEVELOPER (INDONESIA) — PROPERTYGURU INDONESIA PROPERTY AWARDS 2024
 - BEST TOWNSHIP MASTERPLAN DESIGN (INDONESIA) — PARAMOUNT PETALS, PROPERTYGURU INDONESIA PROPERTY AWARDS 2024
 - TOP 10 DEVELOPERS — BCI ASIA AWARDS 2024
 - DEVELOPER OF THE YEAR — INDONESIA PROPERTY & BANK AWARD 2024
 - THE STAND OUT DEVELOPER — PROPERTI INDONESIA AWARDS 2024
 - LUXURY HOUSING — SILVER WINNER — PASADENA GRAND RESIDENCES, FIABCI INDONESIA-REI EXCELLENCE AWARDS 2024
 - THE HIGHLY COMMENDED TOWNSHIP DEVELOPMENT IN TANGERANG — PARAMOUNT PETALS, PROPERTI INDONESIA AWARDS 2024
 - BEST CHOICE HOME DESIGN — MATERA RESIDENCES, GOLDEN PROPERTY AWARDS 'THE PEOPLE'S CHOICE' 2024
 - ESG RECOGNIZED COMMITMENT — ESG AWARDS BY INVESTOR DAILY 2024
 - DIGITAL CAMPAIGN OF THE YEAR — MATERA RESIDENCES, MARKETTERS EDITOR'S CHOICE AWARD 2024
- 2022**
- BEST ECO-FRIENDLY HOUSING DEVELOPMENT — PASADENA GRAND RESIDENCES, PROPERTYGURU INDONESIA PROPERTY AWARDS 2022
 - BEST LOW-RISE COMMERCIAL DEVELOPMENT — MAGGIORE BUSINESS LOFT, PROPERTYGURU INDONESIA PROPERTY AWARDS 2022
 - FAVOURITE HOUSING PROJECT — GOLDEN PROPERTY AWARDS 2022
 - TOP 10 DEVELOPERS — BCI ASIA AWARDS 2022
 - DEVELOPER OF THE YEAR — INDONESIA PROPERTY & BANK AWARD 2022
 - BEST PREMIUM HOUSING PROJECT WITH GREENERY ENVIRONMENT IN TANGERANG — INDONESIA MYHOME AWARD 2022



1,000+
HECTARES
Integrated Township



40+
RESIDENTIAL &
COMMERCIAL CLUSTERS
For Modern Living



15+
SCHOOLS & EDUCATIONAL
INSTITUTIONS
Nurturing Future Generations



15+
SHOPPING &
LIFESTYLE DESTINATIONS
Everything Within Reach

THE ULTIMATE GRANDE CONCEPT



Established Ecosystem & Vibrant Commercial Area



Aniva Central Junction



Aniva Clock Square



Aniva Mural Walk



Green Park Connector



Gateway to Two Major Townships



Double Boulevard & Main Roads



Multiple Entrances



Service Alley



GRAND PASADENA VILLAGE

PASADENA SQUARE NORTH 2nd PHASE

PASADENA SQUARE NORTH Studio Loft

PASADENA SQUARE 1st Phase

ROW 28

ROW 30

ROW 45

to Main Boulevard Gading Serpong

Access to BSD & Serbaraja Toll Road

Access to Jakarta Merak Toll Road



to BSD



to Aniva, Manhattan District



Y.O.S.E.C.A.



New Alfresco Concept



Extra Space Corridor



The Luminous Boutique Shop

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GRAND BOULEVARD ANIVA

ONE DESTINATION,
ENDLESS BUSINESS
OPPORTUNITIES



Dikawatirkan: Segala daya usaha telah dilakukan dalam mempersiapkan materi promosi ini. Namun demikian, pihak pengembang, PT Paramount Entertainment Internasional beserta seluruh perusahaan yang terlibat mengingatkan bahwa setiap penyajian informasi maupun data dapat mengalami perubahan sejalan dengan proses perencanaan yang berkesinambungan. Sehingga gambar / anita impression adalah semata-mata hasil terjemahan dari rencana arsitektur ke dalam bentuk gambar atau fotografi yang merupakan hasil render dengan menggunakan model 3D.

CELEBRATING URBAN COMMERCIAL HUB

Grand Boulevard Aniva is a vibrant urban commercial hub designed to bring together business, lifestyle, dining, and entertainment. Its festive and energetic atmosphere creates an engaging space that attracts visitors from day to night. More than just a commercial area, Grand Boulevard Aniva is a place to meet, explore, and enjoy—where the city truly comes alive.

GRAND BOULEVARD
ANIVA

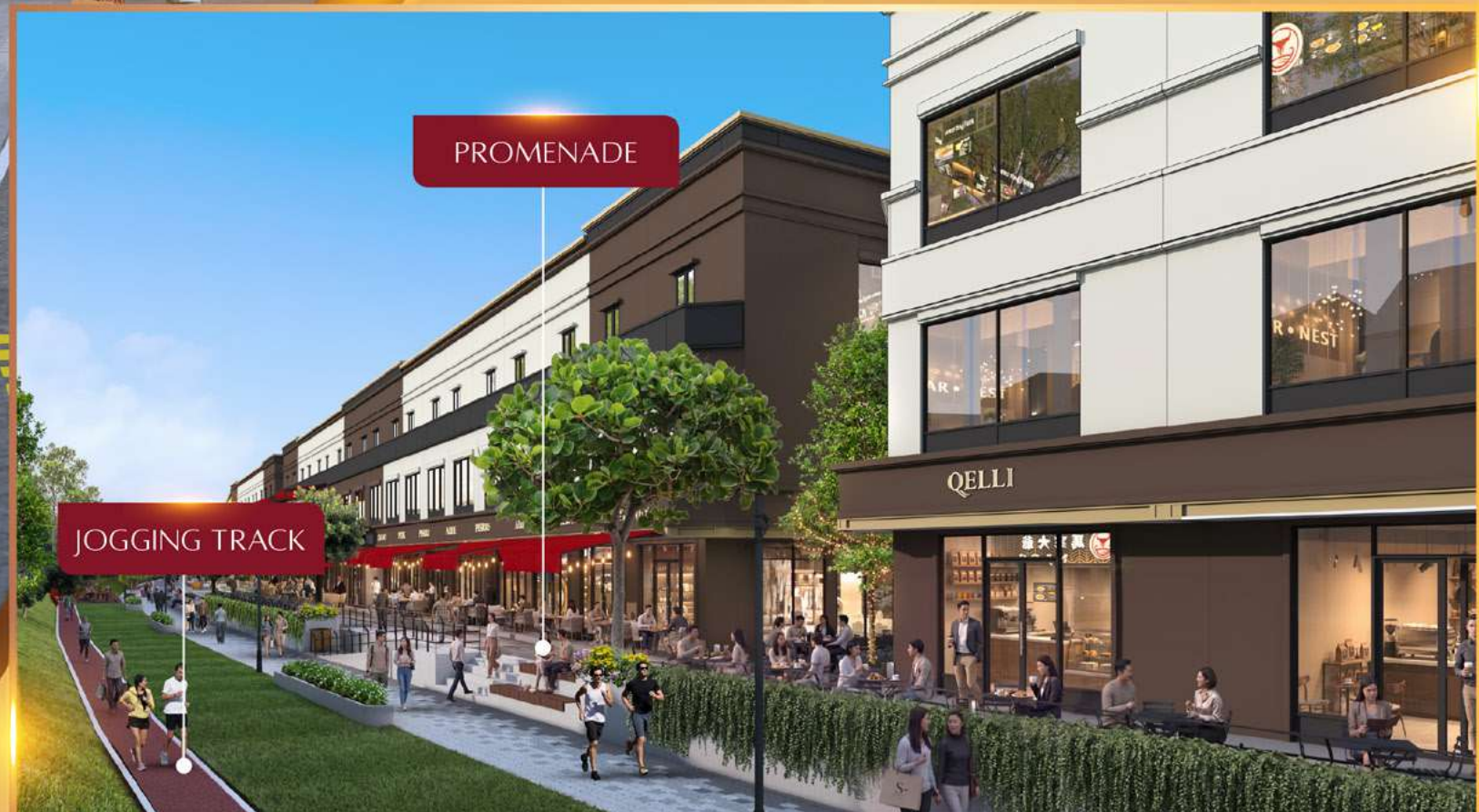
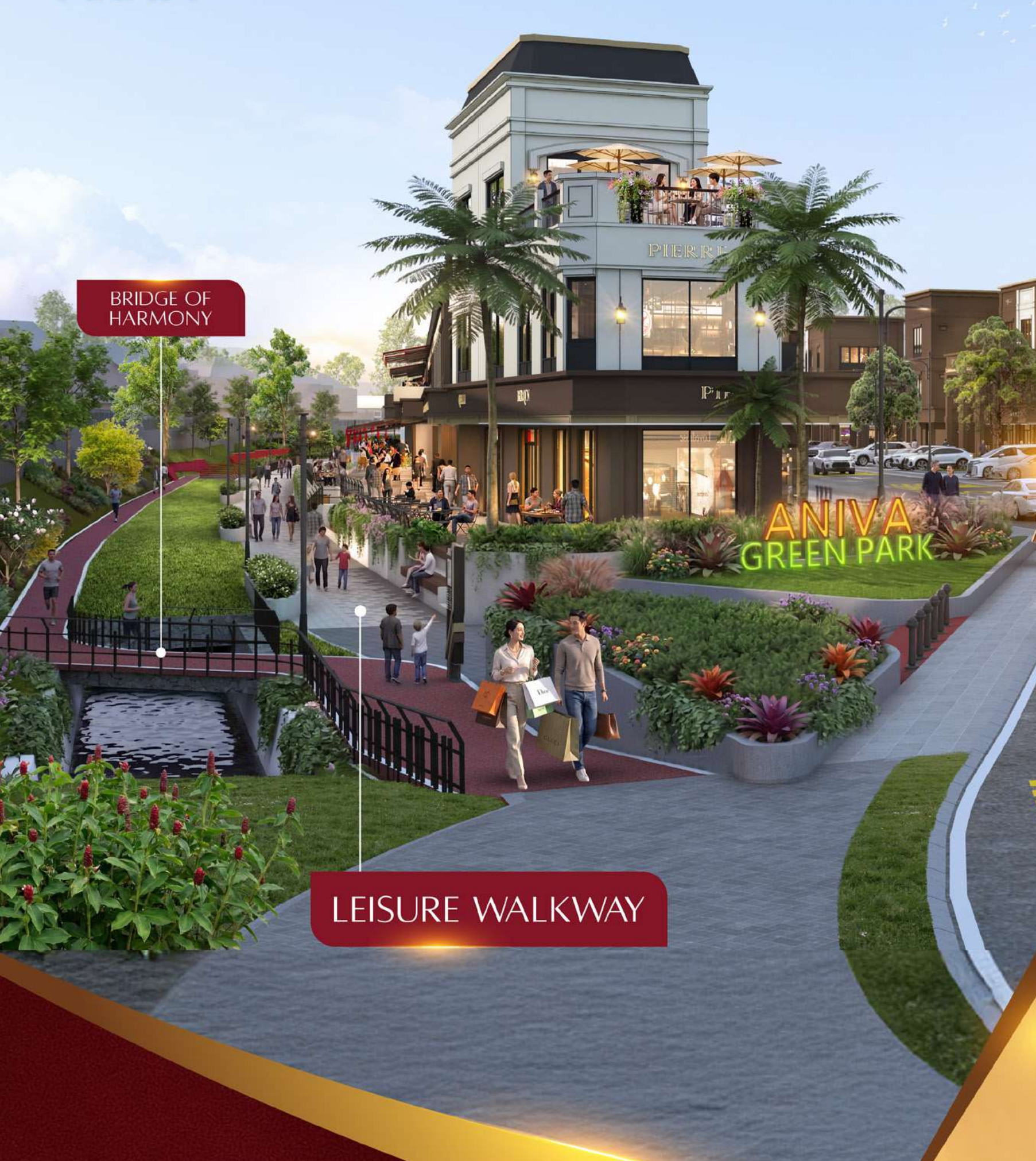


Aniva Central *Junction*

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Service *Alley*







GRAND BOULEVARD
ANIVA

Aniva Grand *Atrium*

A 1,200 sqm multifunctional event space designed to become the vibrant heart of Grand Boulevard Aniva.

Built for flexibility, the Grand Atrium can transform to accommodate a wide range of experiences, from live music and concerts, exhibitions, e-sports tournaments, community events, brand activations, to lifestyle and family activities.

More than just an event venue, it is envisioned as a dynamic gathering space that keeps Grand Boulevard Aniva active, relevant, and happening throughout the year.

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Business owners can creatively and innovatively utilize the façade area to market their products while adapting it to the specific needs and nature of their businesses.

HANGING BALCONY

Y.O.S.E.C.A

DECORATIVE COLUMNS

HIGH CEILING
6,8 METERS

ALFRESCO TERRACE

New
Alfresco
Concept

American Style *Facade*

DECORATIVE CROWN

COLOUR-VARIED
CORNER UNITS

DIRECT
PARKING

ADDITIONAL CORRIDOR
SPACE OF
UP TO 1,8 METERS

Luminous *Park*

GRAND BOULEVARD
ANIVA

GLASS ICON

AESTHETIC
GREENERY

ICONIC
CLOCK TOWER

THE LUMINOUS BOUTIQUE SHOP

GARDEN BENCHES

ARTISTIC SPOT

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THE LUMINOUS BOUTIQUE SHOP

The Luminous Boutique Shop combines minimalist architecture with full-height glass façades to maximize visibility, natural light, and brand exposure. Designed as a compact yet premium retail destination, it creates a striking landmark and an ideal space for lifestyle, quick-service F&B, fashion, beauty, and technology brands.

PREMIUM
ARCHITECTURAL DESIGN



SMART
BUSINESS SPACES

PRIME SIGNAGE
PLACEMENT

Floor Plan



BOUTIQUE SHOP

6x10
STANDARD - 2 FLOORS

Land Area 60m² Building Area 102m²



BOUTIQUE SHOP

7x10
CORNER - 2 FLOORS

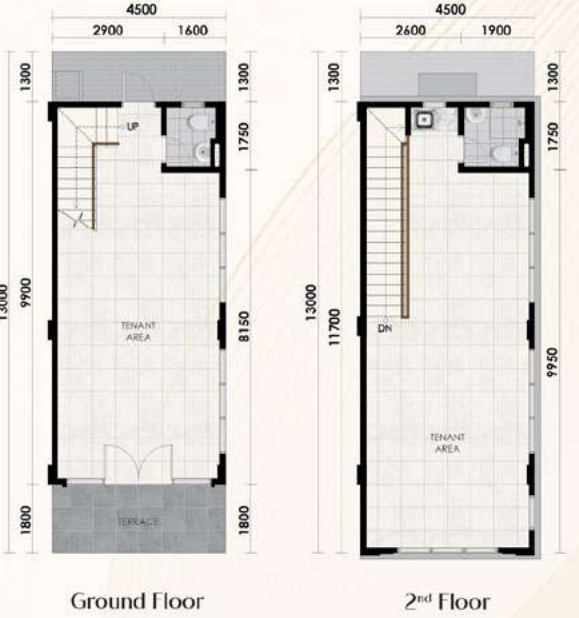
Land Area 70m² Building Area 107m²



REGULAR TYPE

4,5x13
STANDARD - 2 FLOORS

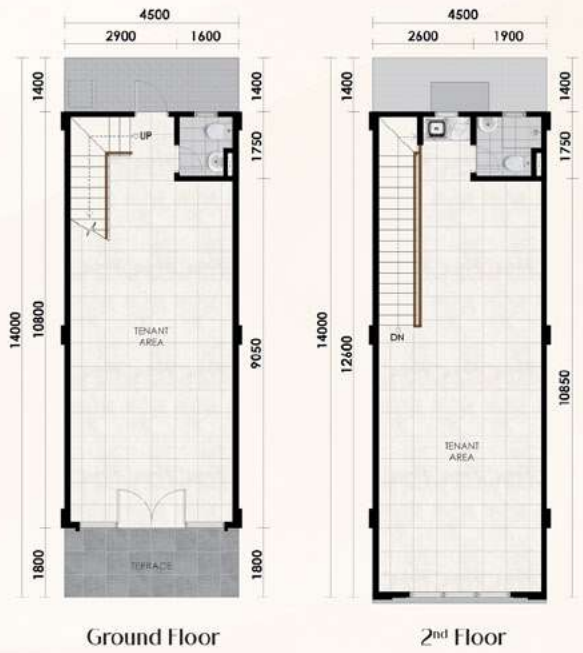
Land Area 58,5m² Building Area 107m²



REGULAR TYPE

4,5x13
CORNER - 2 FLOORS

Land Area 58,5m² Building Area 107m²



REGULAR TYPE

4,5x14
STANDARD - 2 FLOORS

Land Area 63m² Building Area 115m²

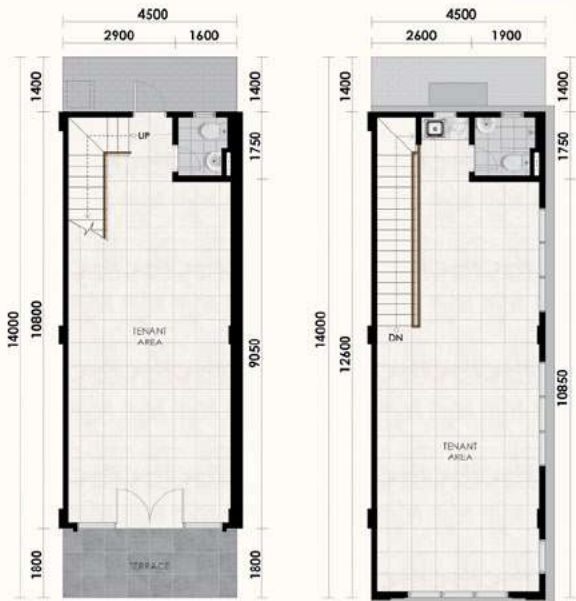
Floor Plan

REGULAR TYPE

4,5x14

CORNER - 2 FLOORS

Land Area 63m² Building Area 115m²



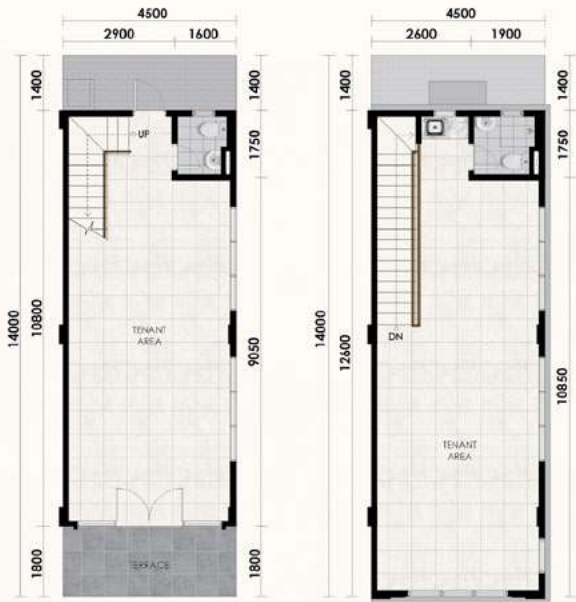
Ground Floor 2nd Floor

REGULAR TYPE

4,5x14

CORNER - 2 FLOORS

Land Area 63m² Building Area 115m²



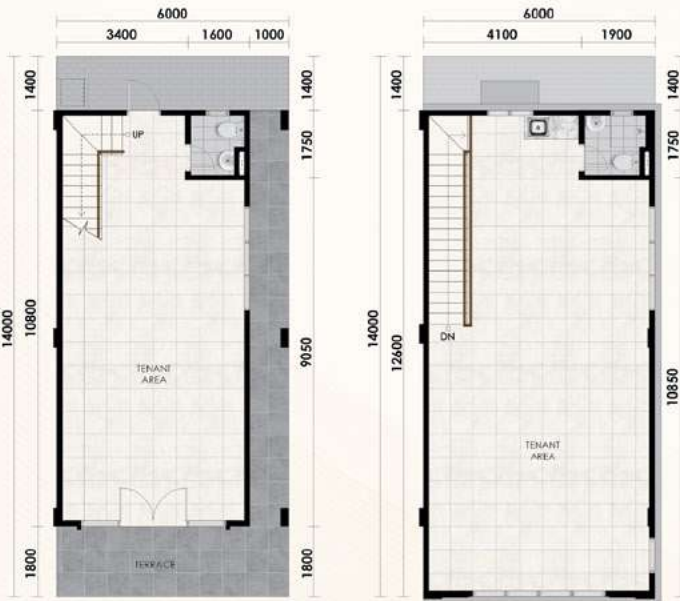
Ground Floor 2nd Floor

REGULAR TYPE

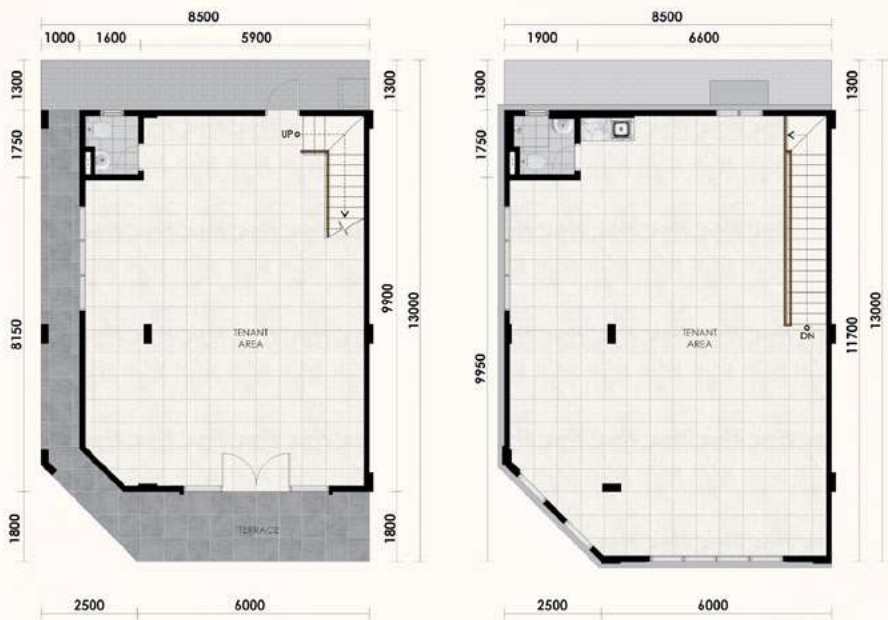
6x14

CORNER - 2 FLOORS

Land Area 84m² Building Area 153m²



Ground Floor 2nd Floor



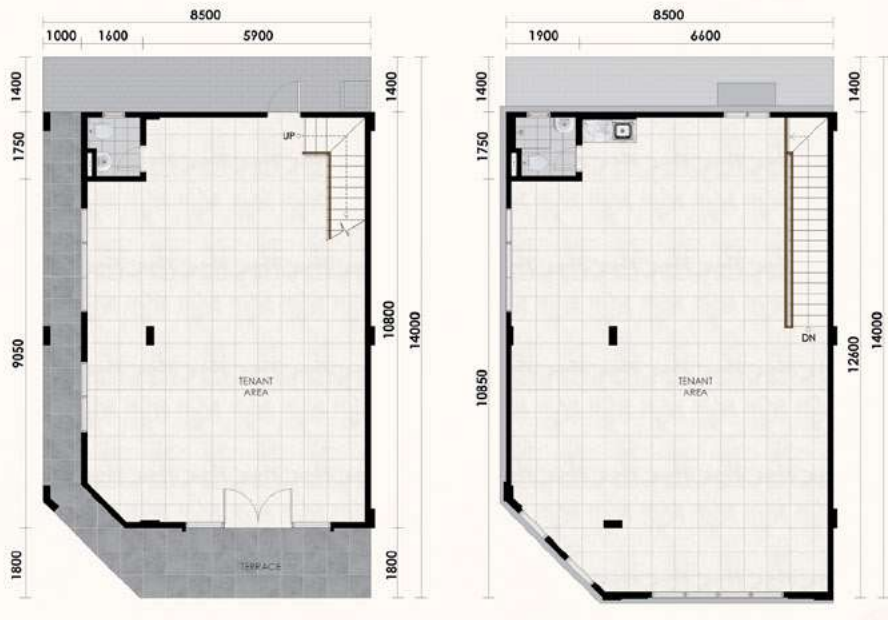
Ground Floor 2nd Floor

REGULAR TYPE

6x13

IRREGULAR - 2 FLOORS

Land Area 107m² Building Area 195m²



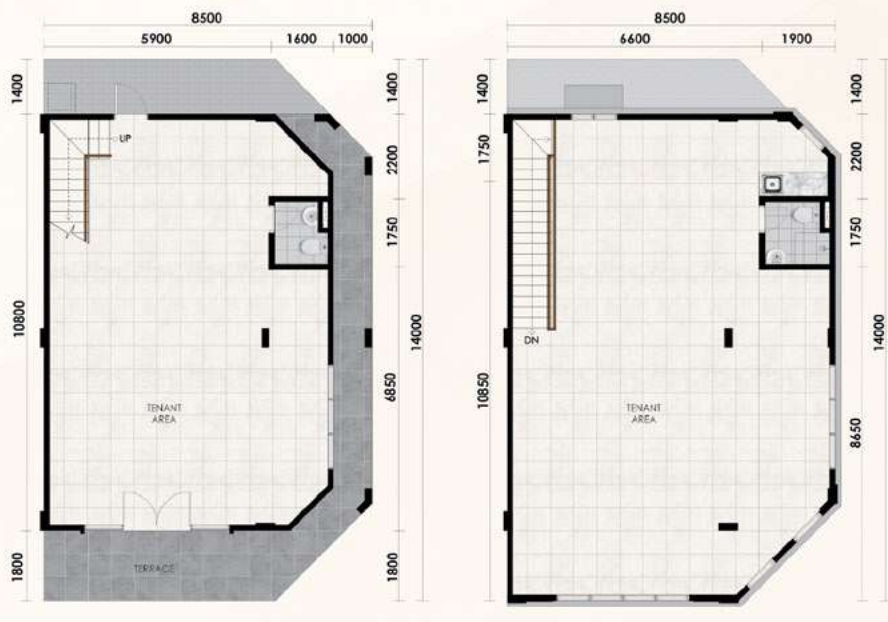
Ground Floor 2nd Floor

REGULAR TYPE

6x14

IRREGULAR - 2 FLOORS

Land Area 115m² Building Area 210m²



Ground Floor 2nd Floor

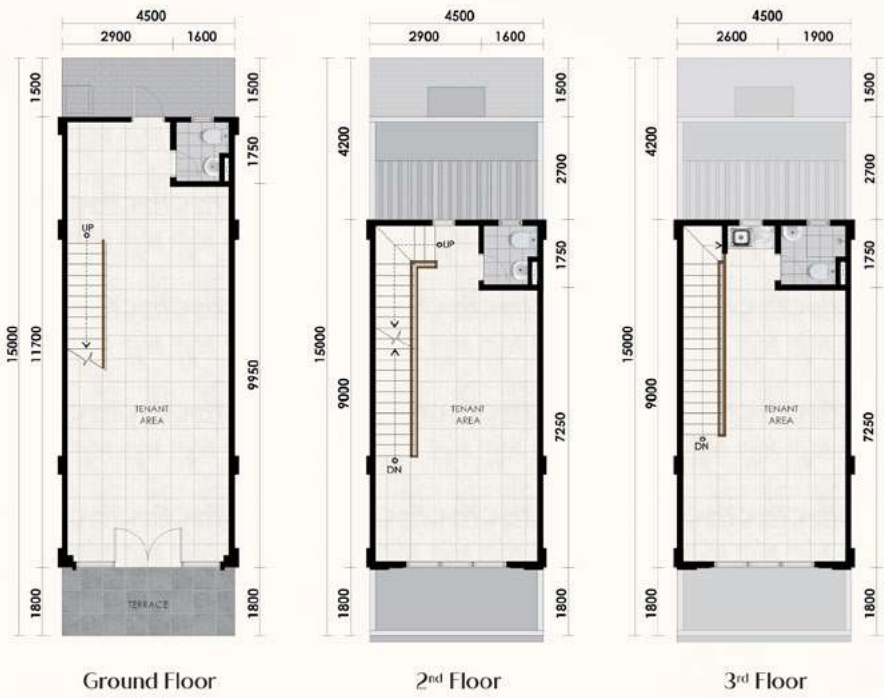
REGULAR TYPE

6x14

IRREGULAR - 2 FLOORS

Land Area 112m² Building Area 209m²

Floor Plan

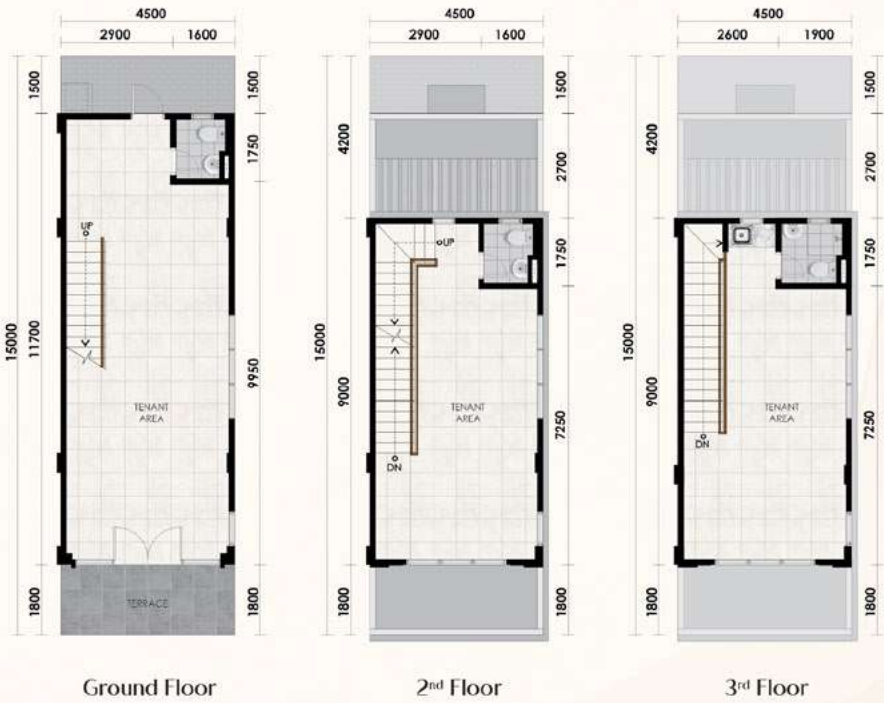


REGULAR TYPE

4,5x15
STANDARD - 3 FLOORS

Land Area
67,5m²

Building Area
139m²

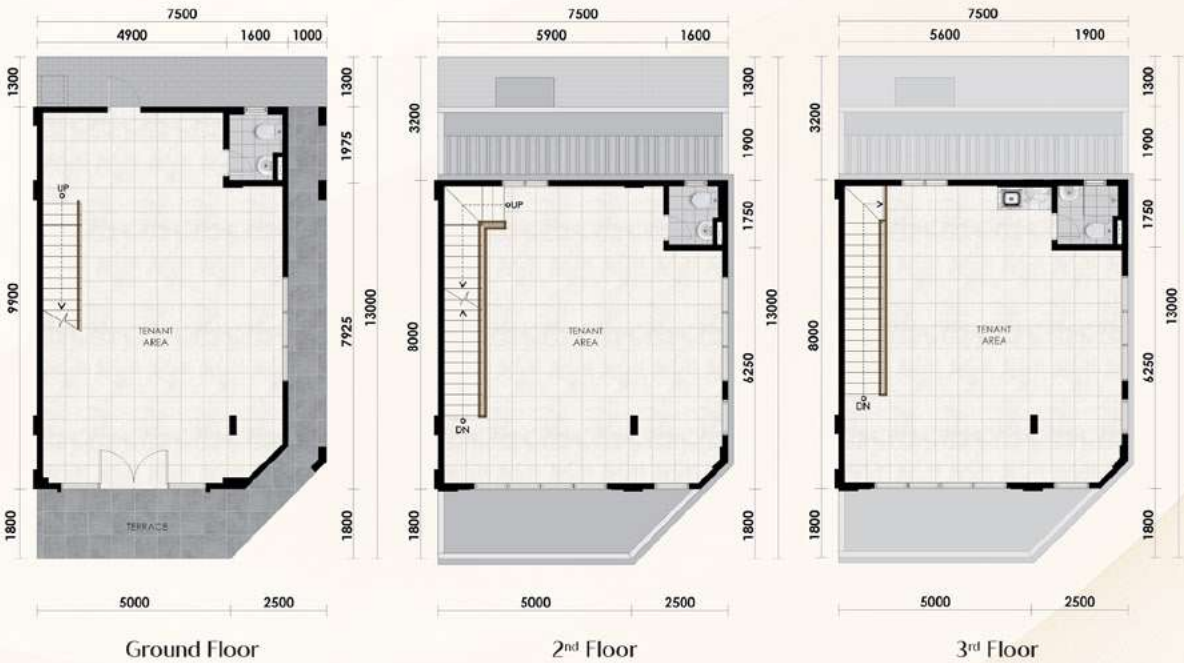


REGULAR TYPE

4,5x15
CORNER - 3 FLOORS

Land Area
67,5m²

Building Area
139m²



REGULAR TYPE

5x13
IRREGULAR - 3 FLOORS

Land Area
94m²

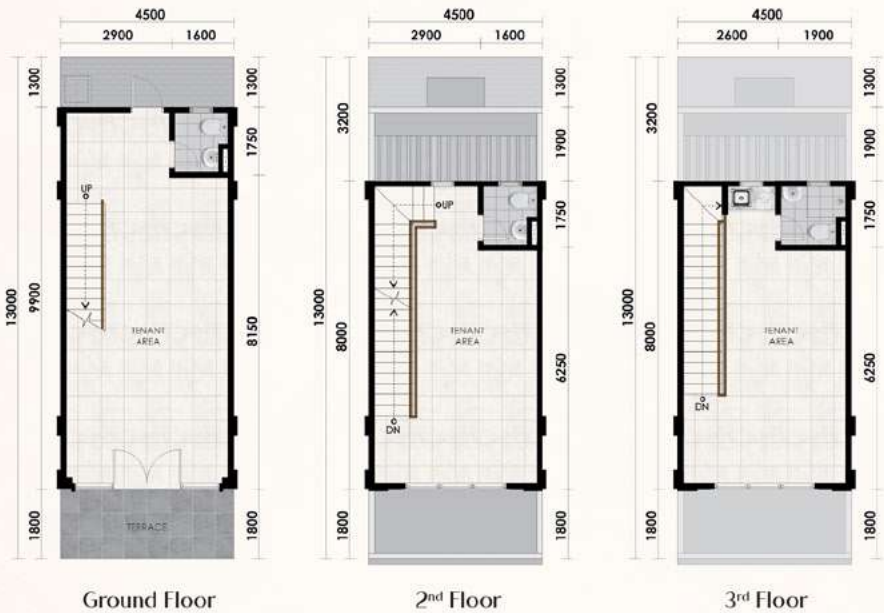
Building Area
200m²

REGULAR TYPE

4,5x13
STANDARD - 3 FLOORS

Land Area
58,5m²

Building Area
122m²

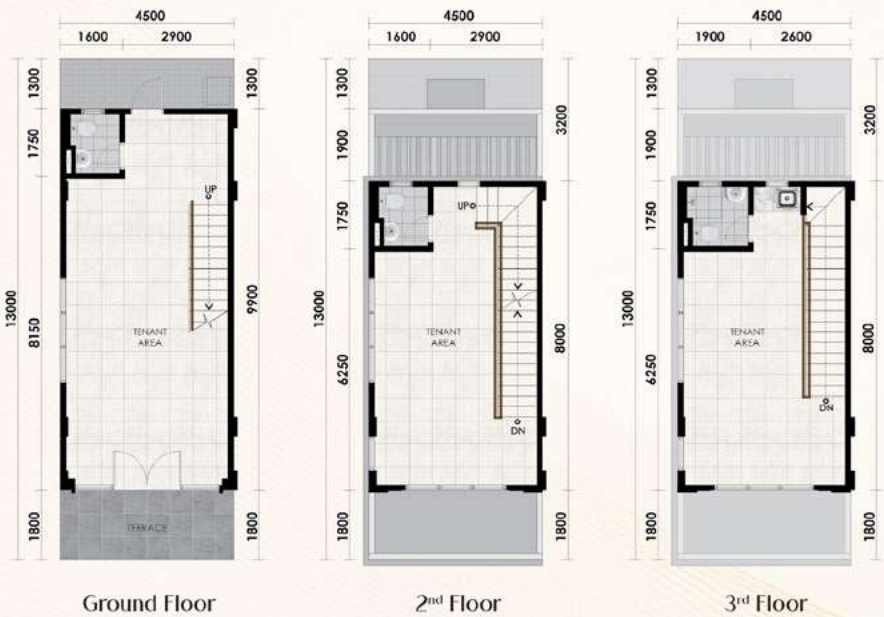


REGULAR TYPE

4,5x13
CORNER - 3 FLOORS

Land Area
58,5m²

Building Area
122m²





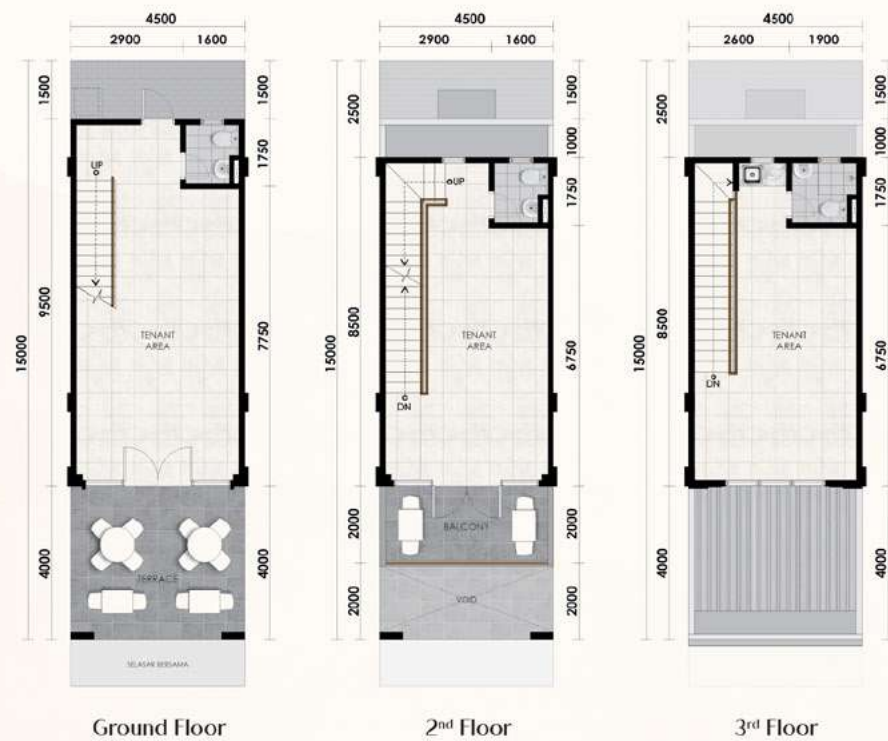
ALFRESCO TYPE

4,5x15

STANDARD - 3 FLOORS

Land Area
67,5m²

Building Area
140m²



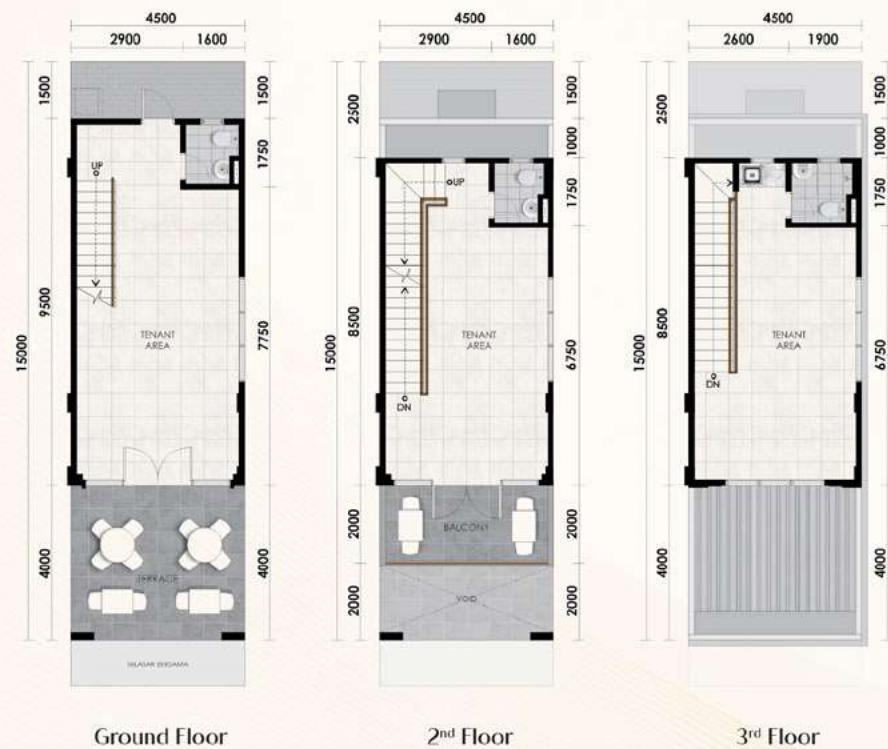
ALFRESCO TYPE

4,5x15

CORNER - 3 FLOORS

Land Area
67,5m²

Building Area
140m²



ALFRESCO TYPE

6x15

CORNER - 3 FLOORS

Land Area
88,8m²

Building Area
182m²



ALFRESCO TYPE

7x12

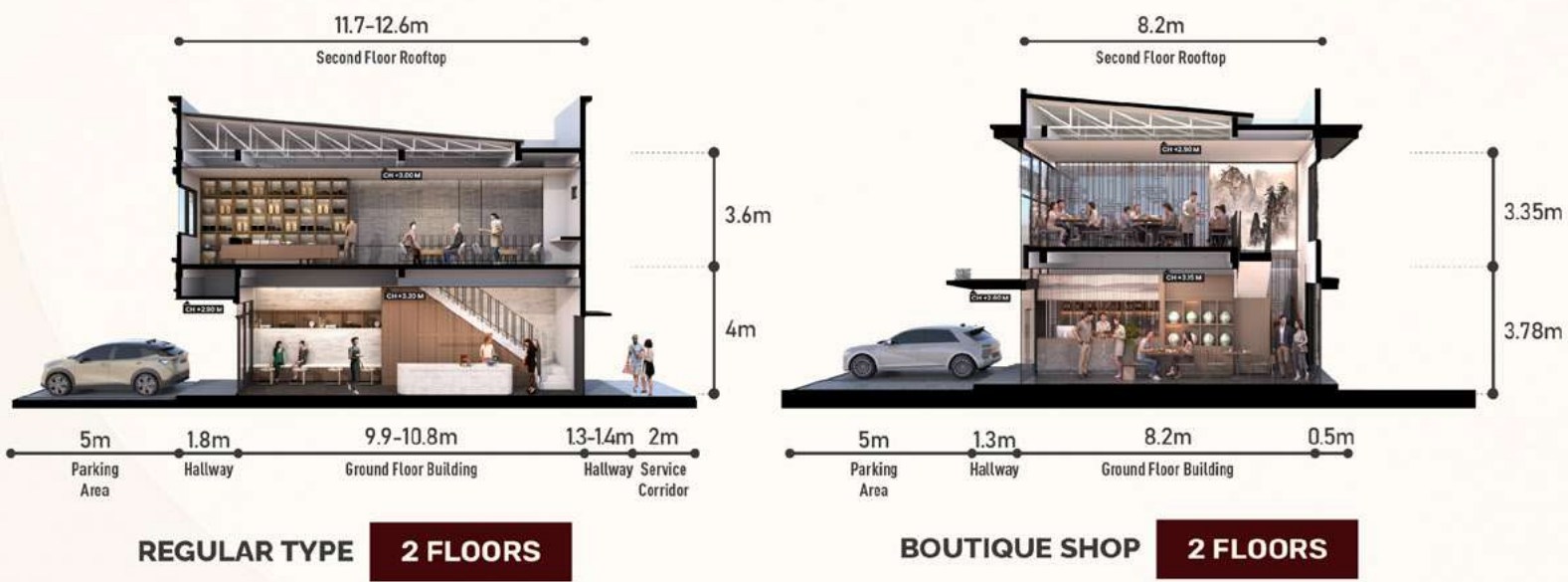
IRREGULAR - 3 FLOORS

Land Area
108m²

Building Area
225m²

Section

Material Specification



Foundation	Mini Piles
Main Structure	Reinforced Concrete
Roof Frame	Lightweight Steel Frame with Zinalume® Finish
Roof Covering	Zinalume® Metal Roofing with Aluminium Foil
Main Flooring	60×60 cm Homogeneous Tiles
Terrace Flooring	60×60 cm Non-Slip Homogeneous Tiles
Bathroom/WC Flooring	30×30 cm Non-Slip Ceramic Tiles
Bathroom/WC Wall	30×60 cm Ceramic Wall Tiles
Internal Walls	Lightweight Brick Walls with Plaster, Skim-Coat Finish, and Interior Paint
External Walls	Red-Brick Walls with Plaster, Skim-Coat Finish, and Weather-Resistant Paint
Internal Ceiling	Gypsum Board
External Ceiling	Water-Resistant Gypsum, UPVC Ceiling (The Luminous Boutique Shop)
Sanitary	TOTO or Equivalent
Main Doors and Windows	Clear Glass with Aluminium Frames and Powder-Coated Finish
Other Doors and Windows	Clear Glass with Aluminium Frames and Powder-Coated finish
Bathroom/WC Doors	Aluminium-Panel Doors with Aluminium Frames
Pantry Countertop	Concrete Countertop Finished with 60×60 cm Homogeneous Tiles
Balcony Railing	Hollow Steel with Steel Plate and Timber Handrail
Stair Railing	Hollow Steel with Steel Plate and Timber Handrail
Facade Ornament	Aluminium Composite Panel and Decorative Panel for the Luminous Boutique Shop
INSTALLATION	
Electricity	PLN Supply: 5.500 VA for Three-Storey Shophouses and 3.500 VA for Two-Storey Shophouses
Telephone	Fibre-Optic Installation
Clean Water – 2 Storeys	Perumdam Supply with a 550L Water Tank & Water Filter
Clean Water – 3 Storeys	Perumdam Supply with a 1000L Ground Level Water Tank, Water Filter & Transfer Pump
Waste Water	Biofil septic Tank with a 1000L Capacity
Grease Trap	Portable Grease Trap 30L Capacity & Communal Grease Trap



Special Features



Air Conditioner



CCTV

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Siteplan

BOUTIQUE SHOP

- 6x10
- 7x10

ALFRESCO TYPE

- 4,5x15
- 6x15
- 7x12

REGULAR TYPE 2 FLOORS

- 4,5x13
- 4,5x14
- 6x13
- 6x14
- 6x14
- 6x14

REGULAR TYPE 3 FLOORS

- 4,5x13
- 4,5x15
- 5x13

Orientation Map



LEGEND

GOLF COURSE

- Gading Raya Padang Golf & Club
- Imperial Golf Club
- Damai Indah Golf

MEDICAL CENTER

- Bethsaida Hospital
- Bethsaida Clinic
- Eka Hospital
- EMC Healthcare
- St. Carolus Hospital
- Mitra Keluarga Hospital
- Siloam Hospitals

MALL & EATERY

- BEZ Walk
- Hampton Square
- Black Owl
- Papaya
- Qbig
- ICE BSD
- AEON
- Living World
- Mall @ Alam Sutera
- IKEA
- Summarecon Mall Serpong
- Supermal Karawaci

EDUCATIONAL INSTITUTIONS

- Matana University
- Tarakanita School
- Pelita Harapan University
- Pahoa School
- BINUS University
- Syafana Islamic School
- Multimedia Nusantara University
- Multimedia Nusantara Polytechnic
- Pradita University
- Prasetya Mulya University

AIRPORT

- Soekarno-Hatta International Airport

HOTELS

- Atria Hotel
- Vega Hotel
- Ibis Hotel
- Fame Hotel
- JHL Solitaire
- Episode Hotel
- Qubika Boutique Hotel
- Santika Premiere Hotel
- Mercure Hotel
- Harris Hotel