
Press Release

Deyaar to Launch Second Phase of Midtown

- *Dania District is Part of 1.2 Million Square Feet Mixed Use Project at IMPZ*

Dubai-UAE: 28 March, 2016 – Deyaar Development PJSC, a customer-focused, trusted and valued developer with in-depth market intelligence and property management expertise, today announced that the Dania District of its Midtown grand development at International Media Production Zone (IMPZ) will open for sale during a one-day event April 2nd, 2016 at their Sale Center in the Burlington Tower. Deyaar has opened online registration today, until March 30th, for customers interested in purchasing units in the Dania District.

The Dania District build-up area totals 971,830 square feet, which includes six residential developments ranging from G+7 to G+16 buildings comprising a total of 579 apartment units in varying sizes. Divided into 131 studios, 295 one-bedroom apartments, 143 two-bedroom apartments, and 10 three-bedroom apartments, the size of the units range from 425 to 2,033 square feet and incorporate space optimising designs increasing usable space and decreasing wasted area within a unit.

In order to satisfy the market's demand for easy payment schemes, Deyaar will offer customers payment plans with monthly instalments starting from AED 5,000 along with 5 per cent down-payment. Furthermore, several payment schedules will be available starting from 25 per cent to be paid during construction and 75 per cent upon handover.

Commenting on the announcement, Saeed Al-Qatami said: "The launch of Dania District, the second part of our grand development Midtown, follows the success we are currently witnessing with sales of the Afnan District. The units and buildings within the community as well as Dania District as a whole has been efficiently designed to enhance usage of space and provide the ultimate levels of comfort, convenience and security. Our project offers occupants an all-inclusive serviced community within an open environment that truly provides an ideal space to call home, at a competitive price. At Deyaar, we place customer needs at the forefront of every decision we make to ensure we offer homes that provide quality living, optimal value and above all solid returns on investments."

Dania District is the second phase, to be launched, of the grand 1.2 million square feet mega Midtown development. The masterplan of Midtown, comprising a built-up area exceeding five million square feet was unveiled at Cityscape Global 2014.

'Midtown by Deyaar' is situated in Dubai's growth corridor with direct access to the Sheikh Mohammed Bin Zayed Road, International Media Production Zone (IMPZ) is close to the Jebel Ali port and the Al Maktoum International Airport. The urban community living space offers the added value of new infrastructure developments like Dubai Metro connectivity and proximity to City Centre Me'aisem, a multi-utility mall.



As part of Deyaar's commitment to meet evolving market dynamics and ever changing customer demands, Midtown, will offer an array of conveniently located residential, retail and entertainment options throughout. The development will feature 5,000 square feet of dedicated day-care facilities and sports amenities such as tennis courts, basketball courts, lap pool, family pools, jogging track and traverse climbing walls.

-Ends-