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TOD Sena Residences Launches Strong with Full Take-Up of First Tower

Setia Awan Group levels up lifestyle features and seamless LRT connectivity in its third TOD project



Aerial view of Sena Residences façade and its surroundings

Shah Alam, 6 December 2025 – Setia Awan Group officially launched **Sena Residences**, its newest transit-oriented development (TOD) in Section 14, Shah Alam.

Building on the strong performance of Astrum Ampang and Astrum Shah Alam, the Group continues to advance its TOD vision with a development that brings together flexible living spaces, everyday comfort, and effortless connectivity — designed to meet the dynamic needs of today's urban lifestyle.

At its grand launch ceremony today, Setia Awan Group announced that Sena Residences' first of four residential towers, Tower B, had achieved a 100% take-up



rate — underscoring how well its location, value, and offerings resonate with today's homebuyers.

The launch event saw up to 1,000 attendees and visitors at the Shah Alam Convention Centre, where highlights included engaging workshops, a water drum performance, and a special live set by singer Shila Amzah. Setia Awan Group also announced the winners of its year-long Buy & Win Grand Bonanza giveaway, who took home a Tesla Model Y. At the same time, the Group unveiled the Volvo EC40 as part of its new giveaway campaign for buyers of Sena Residences, worth approximately RM250,000.

Concurrent with the launch, the new development also witnessed a Mega-SPA signing event, with over 100 buyers and more than 30 lawyers completing agreements on the same day.

Tranquility Meets Urban Convenience

“Today’s homebuyers want spaces that can evolve with them,” says Eric Chew, Chief Operating Officer, Project for Setia Awan Group, at the launch. “With Sena Residences, we focused on adaptable layouts, refined finishes, and lifestyle-driven facilities that meet the dynamic needs of urban living. Combined with unmatched connectivity, it represents a new level of modern, convenient living in Shah Alam.”

Situated at the doorstep of the Dato’ Menteri LRT Station — just approximately 30 metres away — Sena Residences anchors a lifestyle where residents can live, work, and move seamlessly.

Immediate access to public transport enables a car-light way of life that more Malaysians desire today, while direct access to major highways ensures wider connectivity to key parts of the Klang Valley. This seamless mobility — paired with thoughtfully designed living spaces and retail offerings — positions the development as an ideal choice for urban dwellers seeking convenience, accessibility, and comfort in one integrated address.

The development also introduces an enhanced living experience with thoughtful design upgrades and more greenery across shared spaces — blending tropical-inspired tranquillity with modern convenience.

It is the first development in Section 14 with rooftop facilities, giving residents access to elevated leisure areas and a refreshing sense of openness. Inside the home, Sena Residences offers five distinct layout types, providing more choice than



comparable projects in the area and supporting a wide range of needs — from young professionals to growing families and multi-generational households.

Several unit types feature flexi-wall options, allowing homeowners greater practicality and personalisation. Another layout offers the possibility of creating a dual-key entrance. Paired with a practical, space-maximised environment overall, Sena Residences delivers a warm, welcoming take on TOD living — where residents can enjoy the sanctuary of their home without sacrificing urban convenience.

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About Sena Residences

Sena Residences is a 4.07-acre transit-oriented development located in Section 14, Shah Alam, with a total GDV of RM845mil. Offering a full range of lifestyle amenities, it is the first development in Section 14 to feature rooftop facilities. Comprising four residential towers with retail lots below, it offers five versatile unit layouts, with some flexible interior options designed for practical modern living. Positioned directly at the doorstep of the Dato' Menteri LRT Station, the development combines convenience, connectivity, and contemporary design to support a seamless urban lifestyle for professionals, families, and multi-generational households. Visit senaresidences.com.my for more information.

About Setia Awan

Setia Awan Group is an established property developer in Malaysia with over 30 years of experience in the industry and beyond, with presence across both Peninsular and East Malaysia and a diversified portfolio of businesses. Our ethos is that dream homes can be practical yet affordable, able to meet the ever-evolving expectations of lifestyle and home living. Setia Awan is dedicated to being an accountable, transparent, excellent, and caring builder — values we are committed to embody in our customer approach and in the crafting of our properties in Kuala Lumpur, Selangor, Melaka, Perak, Negeri Sembilan and more. With a clear and strategic direction for growth, we are excited to continue establishing ourselves as a reputable and trusted developer for all of Malaysia. Visit www.setiaawan.com for more information.

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