



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

Developed by:



**PARAMOUNT LAND**  
Building homes and people with heart



**VICTORIA**  
CENTRAL DISTRICT



**VICTORIA**  
BUSINESS LOFT



**OXFORD**  
SQUARE

Introducing

**ONE DISTRICT**

**TWO BUSINESS ICONS**

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

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THE  
ONLY  
CBD

IN THE HEART

*of Gading Serpong*





# PARAMOUNT GADING SERPONG

Everything *&* Here

Located approximately 16 kilometers to the west of Jakarta, Paramount Gading Serpong is an independent city that has become a new economic hub and home to over 120,000 residents. This city is positioned in a highly strategic location, surrounded by large development areas, and is connected to the Jakarta-Merak toll road, Serpong-Baleraja toll road, and JORR 2 Jakarta-Serpong toll road, providing direct access to Jakarta, Soekarno-Hatta International Airport, Merak Port, and other major cities in Jabodetabek.

Paramount Land, one of the main developers of Gading Serpong, professionally manages this area covering approximately 1,000 hectares and develops residential, commercial, and recreational facilities, along with city infrastructure and a variety of other amenities ranging from educational facilities such as schools and universities to hotels and hospitals. The increasing value of the city is reflected in the rapid growth rate of Gading Serpong, which has reached 15% (YoY).

Driven by comprehensive and forward-looking research, Paramount Gading Serpong continuously delivers innovative property products that cater to evolving lifestyle needs. To date, the township features more than 40 vibrant, inhabited clusters designed for middle to upper-class communities, all equipped with premium utilities and amenities. Highly acclaimed developments such as Matera Residences, Pasadena Grand Residences, Grand Pasadena Village, Alicante Residences, and Montana Grand stand as testaments to Paramount Gading Serpong's commitment to exclusive, high-end living.

High connectivity and accessibility have significantly boosted the development of commercial and business areas in Gading Serpong, positioning it as a preferred destination for the Tangerang Raya and Greater Jakarta (Jabodetabek) communities. Paramount Gading Serpong plays a pivotal role in shaping dynamic culinary and business hubs across its key districts, including Maggiore District, Victoria Central District, and other established commercial areas. The southern commercial zone, known as "The Most Vibrant Commercial" in Gading Serpong, features more than 250 thriving businesses across developments such as Maggiore, Sorrento, Pisa Grande, Mendrisio, and surrounding areas. In addition, Manhattan District is being developed as one of the prominent business districts in the area.

As part of its continued expansion, Paramount Gading Serpong is also developing Pasadena Central District, a landmark mixed-use development spanning approximately 40 hectares, strategically located along the main boulevard of Gading Serpong—positioned as the largest central district hub that integrates commercial and residential environments within the township.

Paramount Land, as the developer, continues to cultivate Paramount Gading Serpong as a one-stop destination that fulfills every lifestyle need, from living, and working to recreation and investment. Through Paramount Estate Management, the city is professionally managed, organized, and sustainably maintained, while continuously fostering community harmony through various flagship programs.

This reflects Paramount Land's commitment to growing together with the community, in line with its corporate tagline, "Building Homes and People with Heart." As a township, Paramount Gading Serpong delivers a complete and integrated living environment—where everything is here.



• BEST TOWNSHIP DEVELOPER (ASIA) 2025 • BEST TOWNSHIP DEVELOPER (INDONESIA) 2025 • BEST BOUTIQUE LUXURY HOUSING DEVELOPMENT (GREATER JAKARTA) 2025  
• BEST SUSTAINABLE RESIDENTIAL DEVELOPMENT (INDONESIA) 2025 • MOST INNOVATIVE COMMERCIAL PROJECT OF THE YEAR 2025 • BEST TOWNSHIP DEVELOPMENT PROJECT 2025  
• TOP TEN DEVELOPERS 2025 • DEVELOPER OF THE YEAR 2025

• BEST TOWNSHIP DEVELOPER (ASIA) 2024 • BEST TOWNSHIP DEVELOPER 2024 • BEST HOUSING ARCHITECTURAL DESIGN 2024 • BEST SMART HOME DEVELOPMENT 2024  
• BEST WELLNESS RESIDENTIAL DEVELOPMENT 2024 • BEST HOUSING LANDSCAPE DESIGN 2024 • BEST HOME DESIGN CHOICE 2024 • BEST LIFESTYLE ARCHITECTURAL DESIGN 2024  
• BEST ECO-FRIENDLY HOUSING DEVELOPMENT 2024 • BEST HIGH-END HOUSING DEVELOPMENT 2024 • BEST INNOVATIVE COMMERCIAL PROJECT 2024

• BEST COMMERCIAL DEVELOPER (INDONESIA) 2023 • BEST COMMERCIAL DEVELOPER 2023 • BEST HIGH-END HOUSING DEVELOPMENT (GREATER JAKARTA) 2023  
• MOST INNOVATIVE COMMERCIAL DEVELOPMENT 2023

• DEVELOPER OF THE YEAR 2022 • TOP 10 DEVELOPERS 2022 • FAVOURITE HOUSING PROJECT 2022 • BEST ECO-FRIENDLY HOUSING 2022 • BEST LOW-RISE COMMERCIAL DEVELOPMENT 2022 2022  
• BEST PREMIUM HOUSING PROJECT 2022



# Gading Serpong's Most Premium District

6 Ha Land Development



**VICTORIA**  
CENTRAL DISTRICT

Disclaimer: Gambar ini hanya untuk tujuan informasi dan tidak boleh dijadikan dasar untuk keputusan investasi. Semua informasi yang disajikan adalah berdasarkan data yang tersedia pada saat ini dan dapat berubah tanpa pemberitahuan. Victoria Central District adalah merek dagang dari PT Victoria Central District. Semua hak cipta dilindungi undang-undang. Untuk informasi lebih lanjut, silakan hubungi kami di nomor telepon yang tertera di bawah ini.





# Victoria Central District

Victoria Central District is more than a commercial destination. Positioned at the heart of the Future CBD of Gading Serpong, it is envisioned as a prestigious mixed-use district where business, lifestyle, and investment converge.

Designed to shape the future of urban commerce, Victoria Central District offers a curated environment supported by premium developments, strong connectivity, and a thriving ecosystem. It is a destination crafted for visionary businesses seeking distinction, long term value, and a prestigious address.

Main Boulevard  
Gading Serpong

ROW 45

to Jakarta - Merak Toll Road

Connect to Future CBD



MOST  
PRESTIGIOUS  
ADDRESS



CONNECTED  
TO THE  
FUTURE CBD



ESTABLISHED  
ECOSYSTEM  
& CAPTIVE MARKET



VISIONARY  
MIXED-USE  
DESTINATION



CURATED  
TENANT  
STRATEGY



LANDMARK  
ANCHOR  
DESTINATION



STRONG  
BOULEVARD  
EXPOSURE



NEW DIRECT  
ACCESS TO  
MAIN BOULEVARD





**VICTORIA**  
BUSINESS LOFT





# Urban Lantern Facade

Business Loft presents an iconic architectural statement with its distinctive urban lantern facade. Seamlessly designed to maximize natural light while creating a striking visual presence, the building embodies a contemporary interpretation of sophistication.

Featuring spacious and flexible layouts, mezzanine spaces, elevators, rooftop balconies, and basement parking, Business Loft provides an exceptional environment for businesses aspiring to elevate both operations and brand image.





VICTORIA  
BUSINESS LOFT

# Rooftop Sanctuary

An exclusive extension of the business space, the rooftop balcony offers a refined setting for executive gatherings, private events, customer engagement, or moments of relaxation.

Designed to inspire elevated experiences, it adds both prestige and versatility to the workplace.



Rooftop View



Exclusive Rooftop Lounge







The Grand Lobby

## Grand Arrival Experience

Thoughtfully designed entrance areas create a seamless and distinguished arrival experience for customers, tenants, and business owners alike.

Supported by generous pedestrian pathways and elegant commercial surroundings, The Business Loft establishes a powerful first impression that enhances the stature of every business within.





SKYROCK

MCRIKES

High Ceiling

3TIMES

An Iconic  
Business  
Frontage

Direct Parking







VICTORIA  
BUSINESS LOFT



## Dedicated Basement Privilege

Unlike conventional commercial spaces, each Business Loft comes with its own dedicated basement parking area, offering greater privacy, convenience, and operational flexibility.

This exclusive feature enables a seamless experience for business owners, employees, and customers alike, while supporting parking requirements with ratios of 1:10 and 1:12.





Each Business Loft is thoughtfully designed with a signature mezzanine and private elevator, enhancing both functionality and prestige. The mezzanine introduces a versatile elevated space ideal for executive offices, private meeting rooms, VIP lounges, or curated display areas, while the private elevator ensures seamless comfort and convenience throughout the building.

These distinctive features are crafted for businesses that value efficiency, exclusivity, and sophistication.



Private Lift Lobby



Spacious  
Office Area



VICTORIA  
BUSINESS LOFT

## Special Features



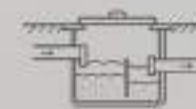
Aesthetic Illuminated Crown  
with Multi-Transparent Walls



Curtain Wall  
Facade System



Built-In  
Cassette Air Conditioning  
(Ground & Typical Floor)



Individual Grease Trap



Sprinkler  
(part of the fire fighting system)



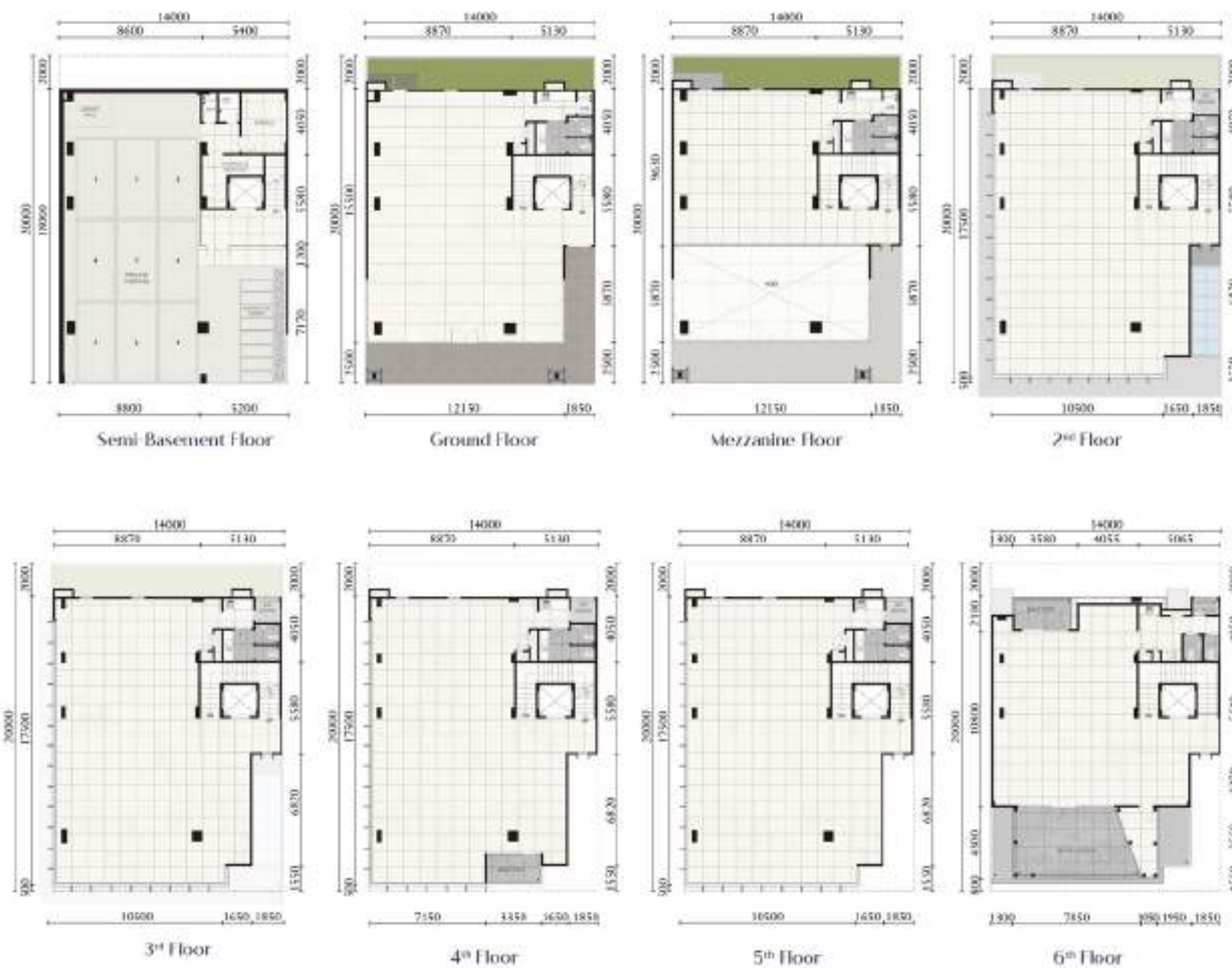
High-Capacity  
41,500 VA (3 Phase)





## Floor Plan

**14x20 A**  
(Balcony at 4<sup>th</sup> Floor)  
(Corner)



## Business Loft

**6,5 Floors + Basement** Land Area: 280m<sup>2</sup> – Building Area: 1.770m<sup>2</sup>



# 14x20<sub>B</sub>

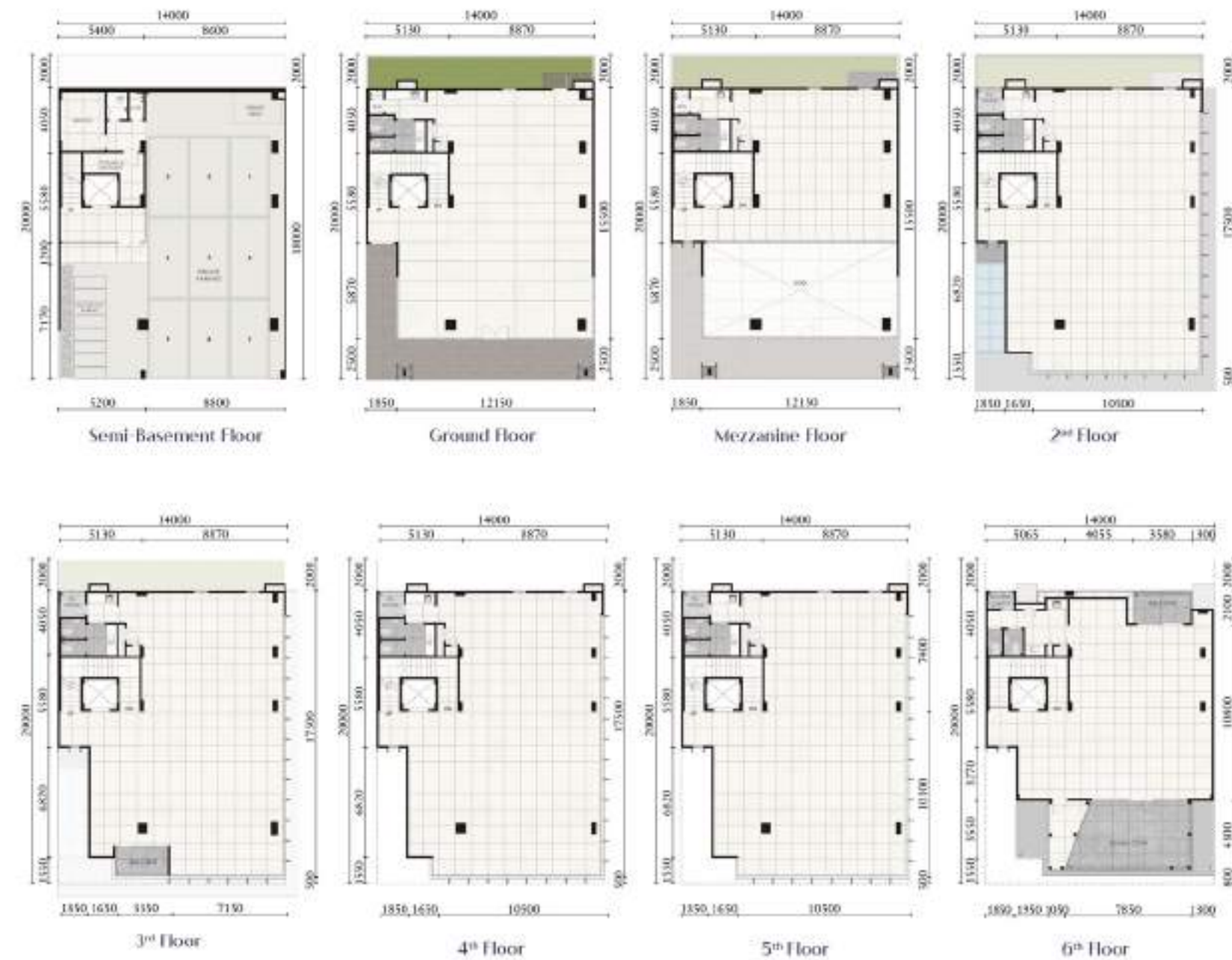
(Balcony at 3rd Floor)  
(Corner)

## Floor Plan Business Loft

# 12x20<sub>A</sub>

(Balcony at 4th Floor)  
(Corner) (Standard)

## Floor Plan Business Loft



**6,5 Floors + Basement** Land Area: 280m<sup>2</sup> – Building Area: 1.770m<sup>2</sup>



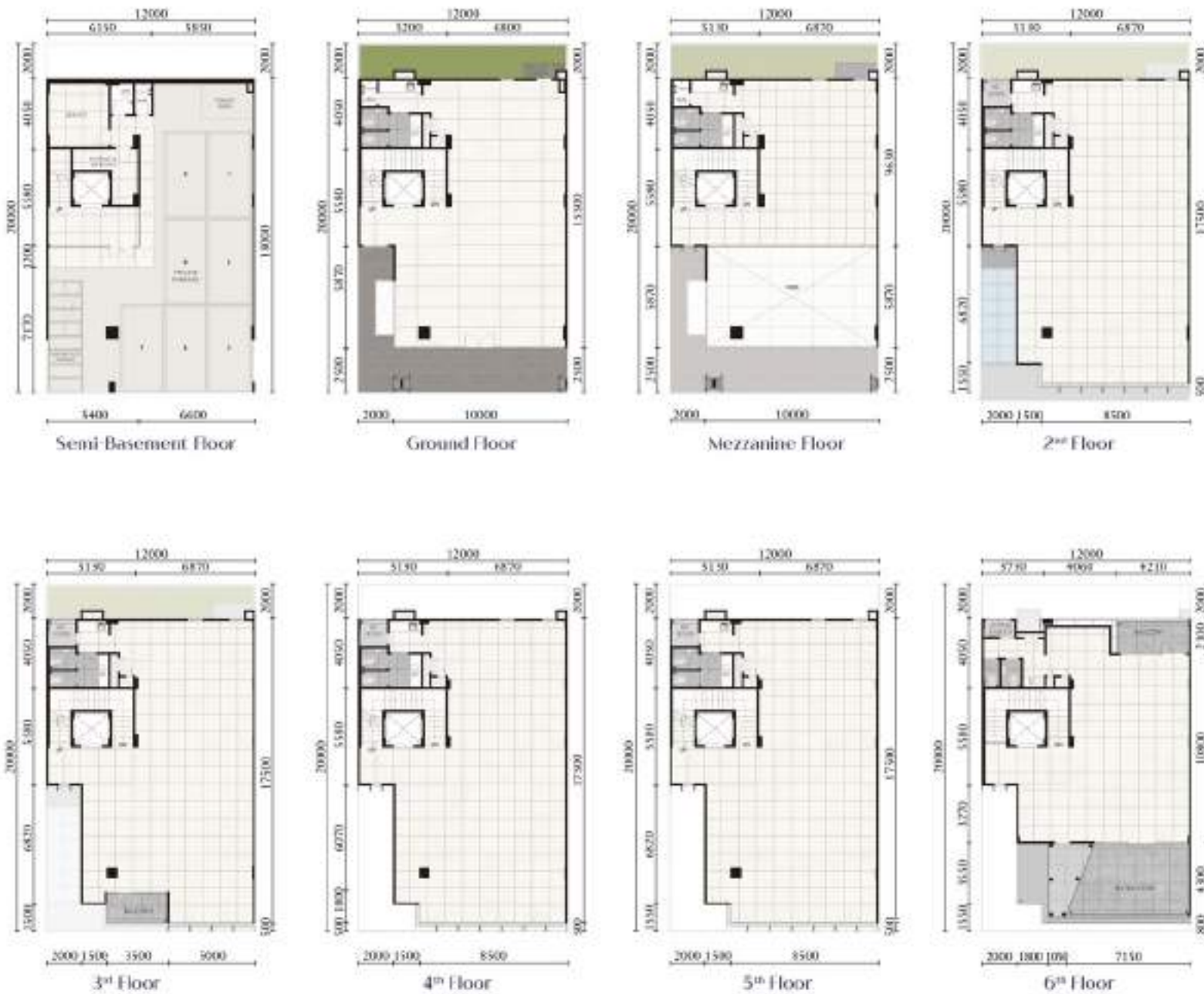
**6,5 Floors + Basement** Land Area: 240m<sup>2</sup> – Building Area: 1.501m<sup>2</sup>

\*Corner Type is distinguished by the position of the column on the outer side



# 12x20<sub>B</sub>

(Balcony at 3<sup>rd</sup> Floor)  
(Corner) (Standard)



## Floor Plan Business Loft

**6,5 Floors + Basement** Land Area: 240m<sup>2</sup> – Building Area: 1.501m<sup>2</sup>

\*Corner Type is distinguished by the position of the column on the outer side

# 12x20<sub>C</sub>

(Full)  
(Standard)



## Floor Plan Business Loft

**6,5 Floors + Basement** Land Area: 240m<sup>2</sup> – Building Area: 1.501m<sup>2</sup>





OXFORD  
SQUARE



# An Iconic Architectural Identity



Inspired by the enduring elegance of classic English architecture, the façade embraces a refined contemporary interpretation that exudes prestige and warmth.

The harmonious blend of limestone tones, sophisticated grey palettes, and rich brick accents create a timeless architectural identity designed to remain distinguished for generations.

MODERN CLASSIC  
STYLE

RED BRICK  
CLASSIC PATTERN

ILLUMINATED ICONIC  
IDENTITY





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

(Your Own Style Expandable Commercial Area)

## Façade Concept

Y.O.S.E.C.A. is a flexible façade feature that empowers businesses to express their identity with creativity and distinction.

Designed to support innovative visual merchandising and impactful brand presentation, it transforms each unit into a unique statement while enhancing visibility and strengthening brand character.







Double Access

# Expansive Business Area

The expansive balcony extends commercial possibilities beyond traditional indoor spaces.

Whether envisioned as an outdoor lounge, an additional dining area, or an experiential destination, it enhances functionality and elevates the exclusivity and appeal of each business environment.



# Alfresco Terrace

Curated to foster meaningful experiences, the Alfresco Terrace offers an inviting outdoor setting ideal for dining concepts, social gatherings, and lifestyle-oriented businesses.

It introduces an atmosphere of openness and sophistication that encourages connection and extends customer engagement.





# Elevated Business Capacity

Available as a four-storey, each unit is thoughtfully designed to accommodate evolving business requirements.

The versatile layouts provide the flexibility to support retail operations, corporate offices, hospitality concepts, or multi-functional business environments, ensuring adaptability for future growth.



OXFORD  
SQUARE

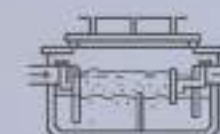
## Features



Air Conditioner  
(on Every Floor)



CCTV  
(on Every Floor)



Communal Grease Trap



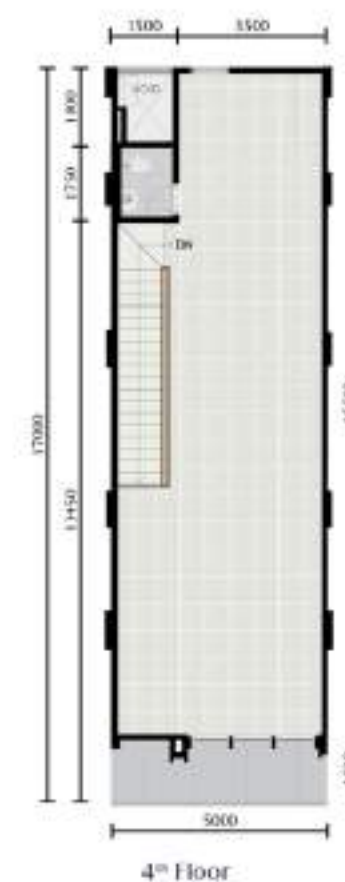
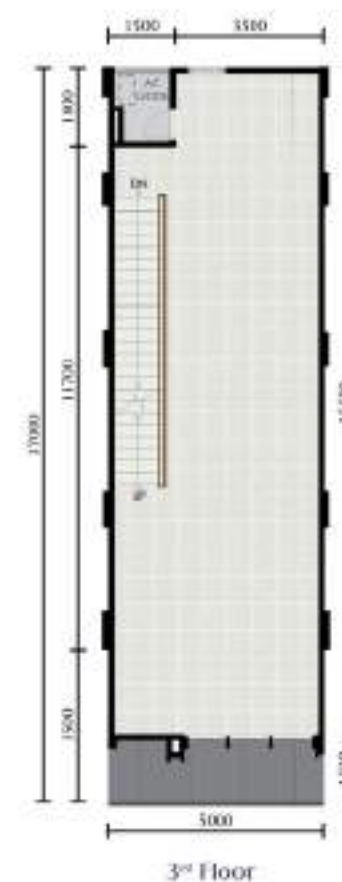
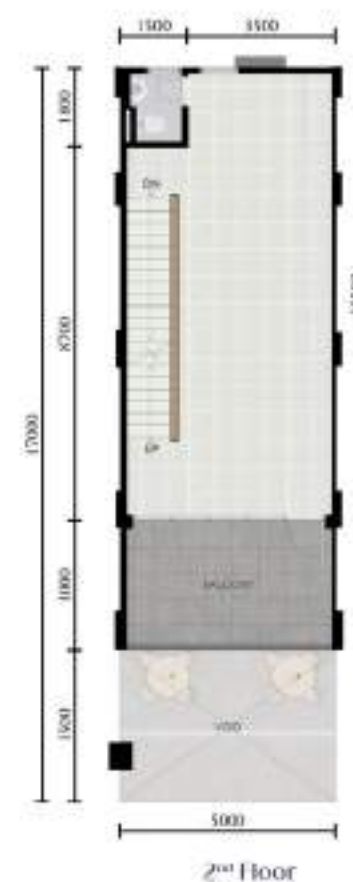
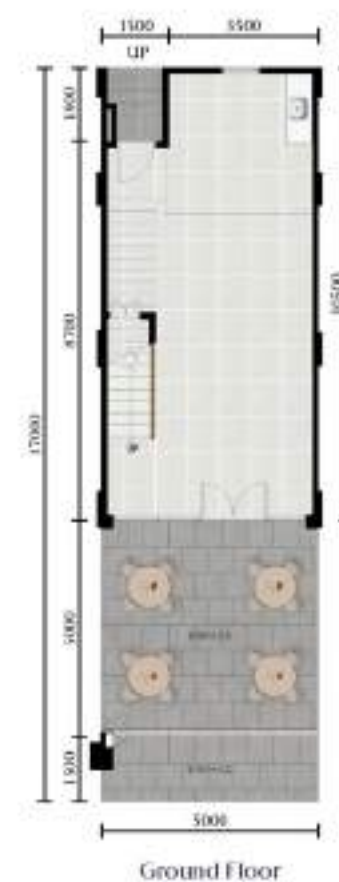




**OXFORD**  
SQUARE

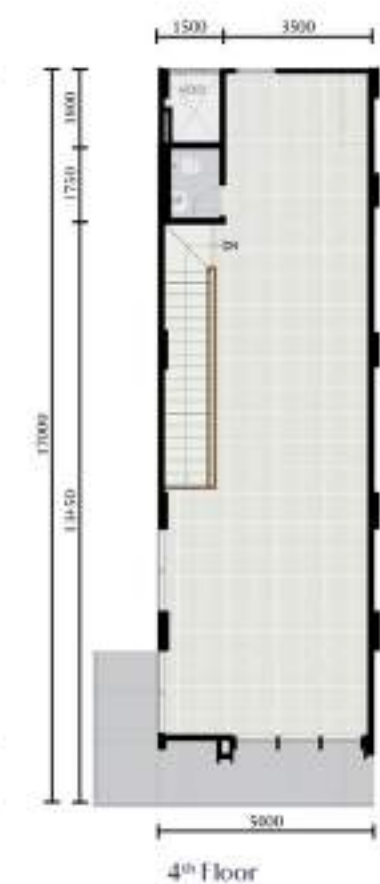
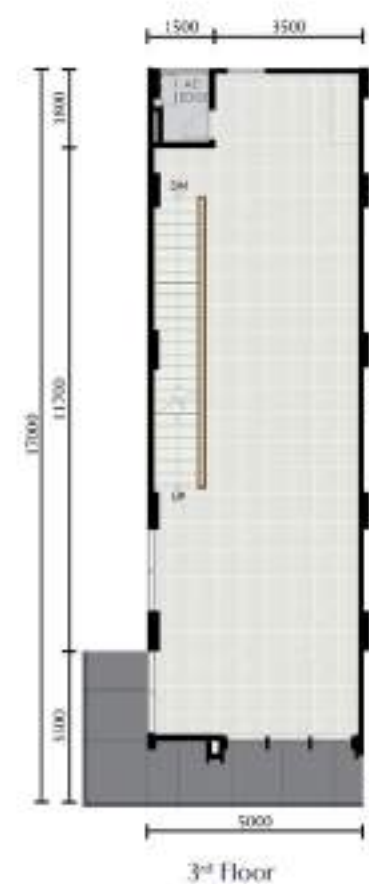
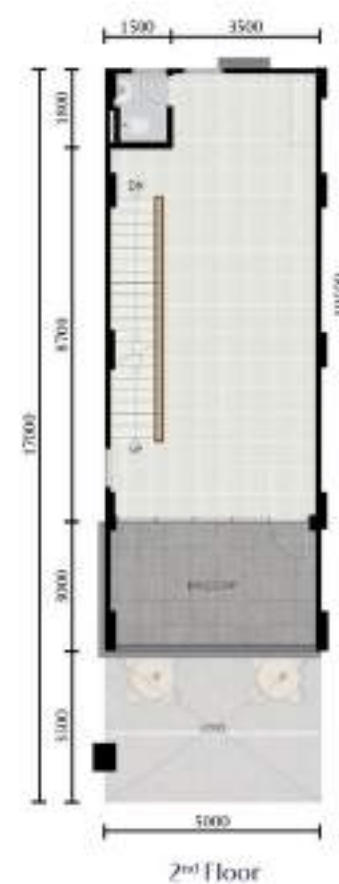
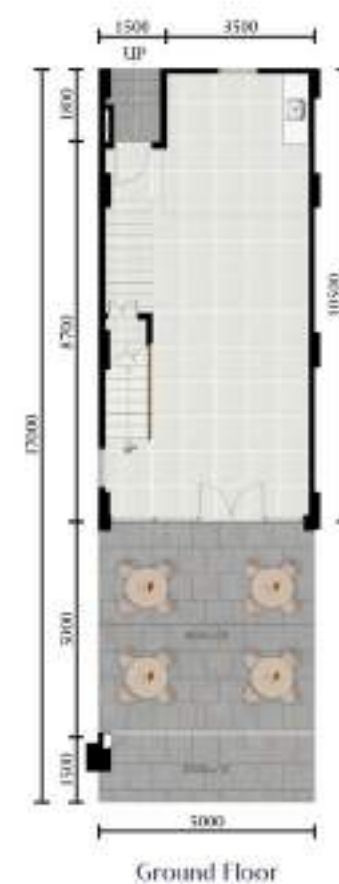
## Floor Plan

**5x17A**  
(Standard)



**4 Floors** Land Area: 85m<sup>2</sup> - Building Area: 300m<sup>2</sup>

**5x17B**  
(Corner)

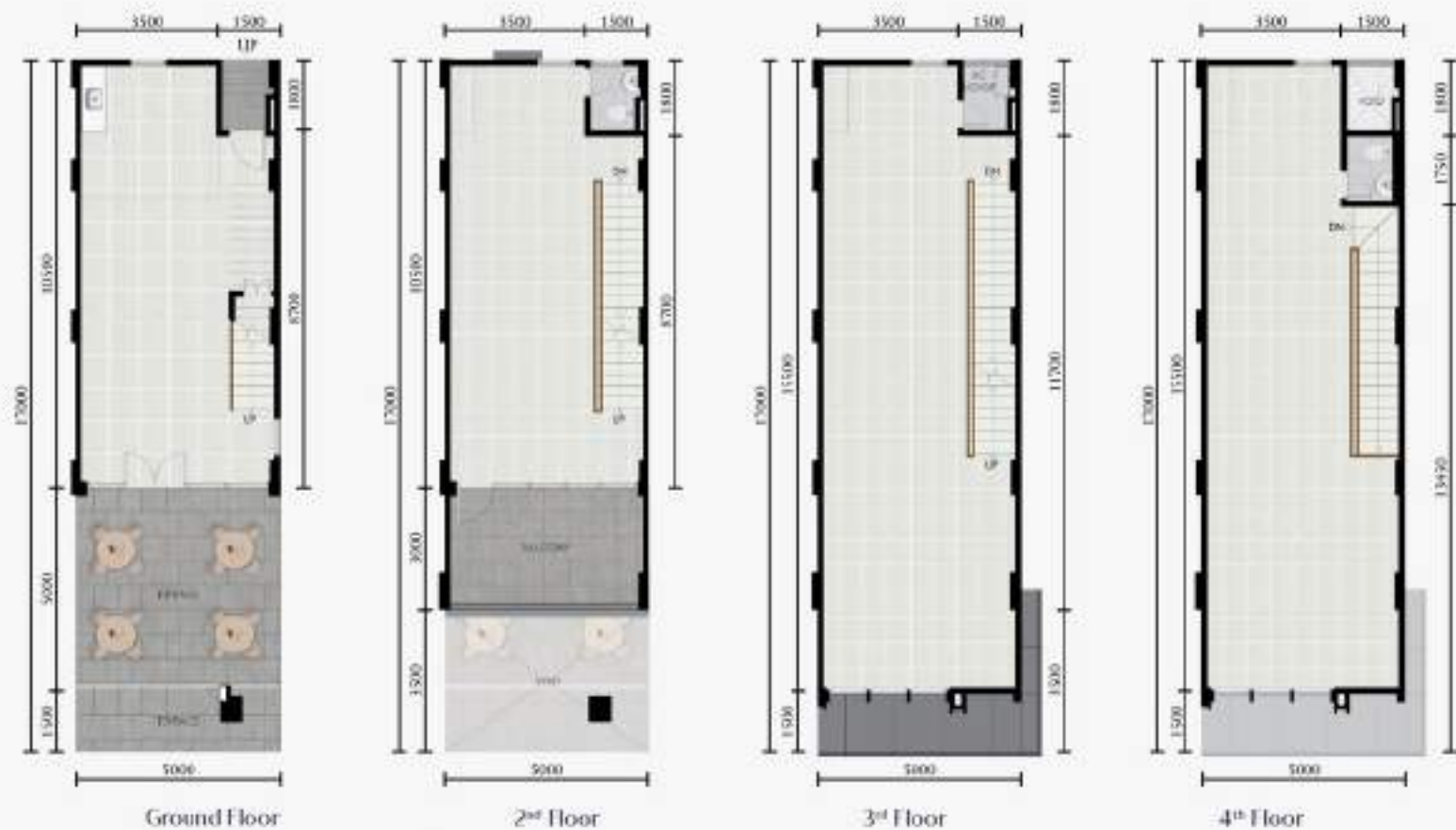


**4 Floors** Land Area: 85m<sup>2</sup> - Building Area: 300m<sup>2</sup>

## YOSECA Loft



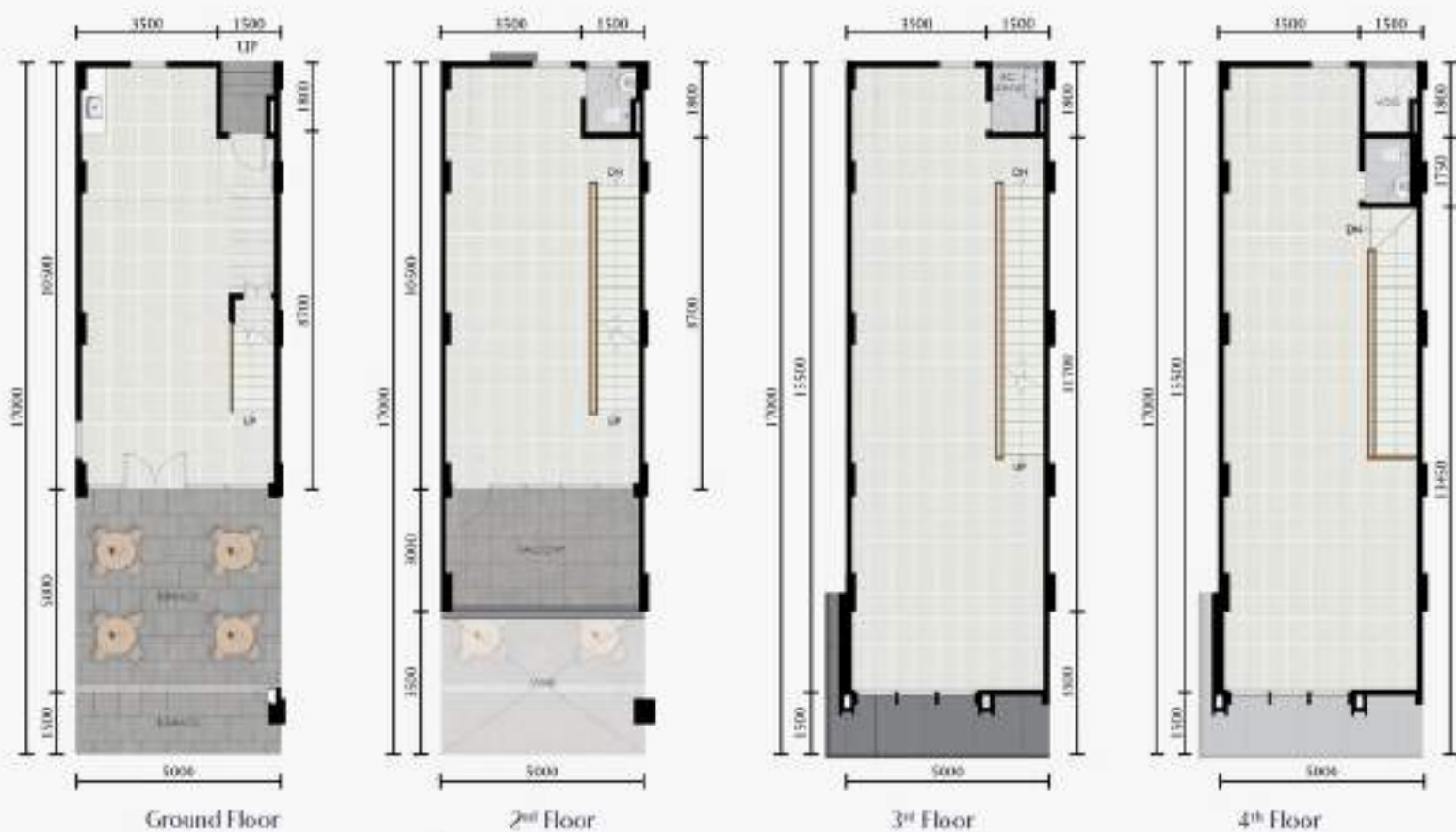
**5x17c** (Corner)



**4 Floors** Land Area: 85m<sup>2</sup> – Building Area: 300m<sup>2</sup>

## YOSECA Loft

**5x17D** (Corner)



**4 Floors** Land Area: 85m<sup>2</sup> – Building Area: 300m<sup>2</sup>

## YOSECA Loft

## Material Specifications

## Business Loft

|                                           |                                                                                                                          |                                    |                                                                                                      |
|-------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------|
| <b>Foundation</b>                         | : Concrete Pile                                                                                                          | <b>Unit Terrace Ceiling</b>        | : Aluminium Composite Panel                                                                          |
| <b>Main Structure</b>                     | : Reinforced Concrete                                                                                                    | <b>Main Door</b>                   | : Frameless Tempered Glass                                                                           |
| <b>Facade</b>                             | : Sintered Stone Slab, Curtain Wall, Aluminium Composite Panel, Textured Paint, and Aesthetic Multi-Transparent Wall     | <b>Sanitary</b>                    | : see, Data                                                                                          |
| <b>Interior Walls</b>                     | : Plaster and Paint                                                                                                      | <b>Balcony Railing</b>             | : Tempered Glass with Stainless Steel Plate Frame                                                    |
| <b>Lift Lobby Walls</b>                   | : Sintered Stone Slab 320x240 (Ground Floor), Homogeneous Tile 60x60 (Typical Floor)                                     | <b>Lift</b>                        | : Capacity 8-10 People                                                                               |
| <b>Roof Frame</b>                         | : Lightweight Steel Frame                                                                                                | <b>Electricity</b>                 | : 41,500 VA 3 Phase                                                                                  |
| <b>Roof Finishes</b>                      | : Metal Roof with Aluminium Foil, Concrete Deck                                                                          | <b>Internet</b>                    | : Fiber Optic                                                                                        |
| <b>Semi-Basement Floor Finishes</b>       | : Epoxy & Homogeneous Tile 60x120 (Unit Area), Floor Hardener (Common Area)                                              | <b>Water Supply</b>                | : PERUMDAM, individual GWT, Roof Tank, Transfer Pump, Booster Pump                                   |
| <b>Main Floor Finishes (Ground Floor)</b> | : Sintered Stone Slab 320x240                                                                                            | <b>Security System</b>             | : CCTV watch floor                                                                                   |
| <b>Typical Floor Finishes</b>             | : Homogeneous Tile 60x60                                                                                                 | <b>Fire Fighting Equipment</b>     | : APAR, Sprinkler                                                                                    |
| <b>Drop-Off Lobby Floor Finishes</b>      | : Andasita Stone                                                                                                         | <b>Fire Alarm</b>                  | : Smoke & Heat Detector                                                                              |
| <b>Bathroom Wall Finishes</b>             | : Homogeneous Tile 80x80                                                                                                 | <b>Emergency Lamp</b>              | : Provided at Unit & Basement Area                                                                   |
| <b>Bathroom Floor Finishes</b>            | : Homogeneous Tile 80x80 Anti Slip                                                                                       | <b>Air Conditioning</b>            | : Cassette Type (Ground & Typical Floor)                                                             |
| <b>Door &amp; Window Frame - Facade</b>   | : Aluminium Frame Fin. Powder Coating with Clear Glass (Ground & Mezzanine Floor), Laminated Low-E Glass (Typical Floor) | <b>Other General MEP Provision</b> | : individual Grease Trap (Each Unit) & Portable Grease Trap, Individual Sewage Treatment Plant (STP) |



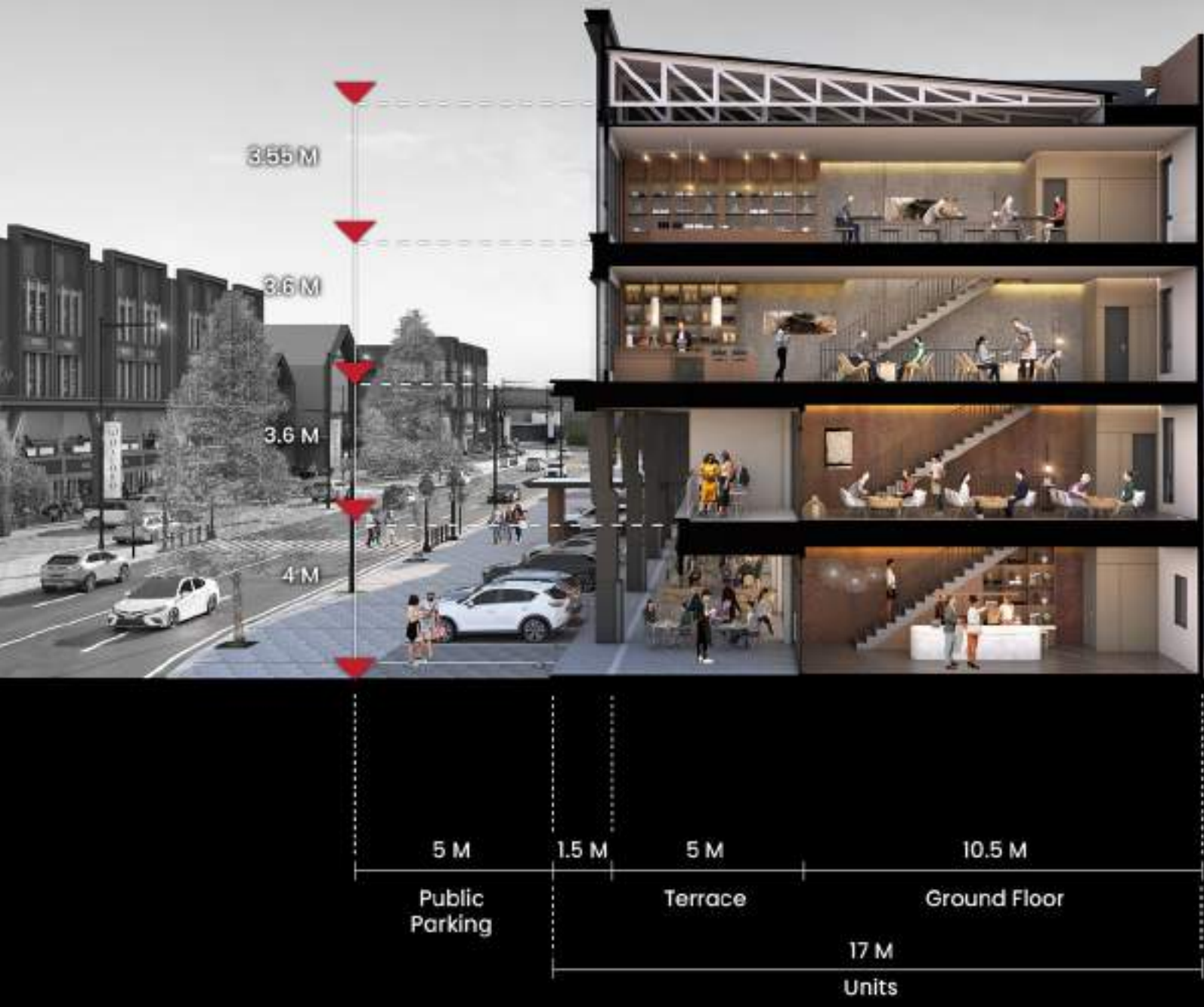
## YOSECA Loft

|                                                     |                                                               |                                         |                                                                                     |
|-----------------------------------------------------|---------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------------------|
| <b>Foundation:</b>                                  | Concrete Pile                                                 | <b>Door &amp; Window Frame - Facade</b> | Aluminum Frame Fin. Powder Coating with Clear Glass                                 |
| <b>Main Structure:</b>                              | Reinforced Concrete                                           | <b>Toilet Door</b>                      | UPVC Door Panel + UPVC Frame                                                        |
| <b>Facade</b>                                       | Plaster and Paint, Decorative Tile, Aluminium Composite Panel | <b>Pantry Table</b>                     | Concrete with Fin. Top Table Homogenous Tile 60x60 - Kitchen Sink                   |
| <b>Interior Walls</b>                               | Plaster and Paint                                             | <b>General Ceiling</b>                  | Gypsumboard Fin. Paint with Shadow Line                                             |
| <b>Roof Frame:</b>                                  | Lightweight Steel Frame                                       | <b>Outer Ceiling</b>                    | Water Resistant Gypsumboard Fin. Paint                                              |
| <b>Roof Finishes:</b>                               | Metal Roof with Insulation                                    | <b>Sanitary</b>                         | ex. Toto                                                                            |
| <b>Main Floor Finishes (1st Floor)</b>              | Homogeneous Tile 60x60                                        | <b>Balcony Walling</b>                  | Tempered Glass with Stainless Steel Plate Frame                                     |
| <b>Typical Floor Finishes (2nd, 3rd, 4th Floor)</b> | Homogeneous Tile 60x60                                        | <b>Stairs Railing</b>                   | Stool Plate Fin. Paint + Wood Handrail                                              |
| <b>Terrace Floor Finishes</b>                       | Homogeneous Tile 60x60 Anti Slip                              | <b>Electricity</b>                      | 35.500 VA 3 Phase                                                                   |
| <b>Bathroom Wall Finishes:</b>                      | Homogeneous Tile 60x60                                        | <b>Internet:</b>                        | Fiber Optic                                                                         |
| <b>Bathroom floor Finishes</b>                      | Homogeneous Tile 60x60 Anti Slip                              | <b>Water Supply</b>                     | PERUMDAM, individual GWT + Transfer Pump, Roof Tank                                 |
|                                                     |                                                               | <b>Other General MEP Provision</b>      | Communal Grease Trap & Portable Grease Trap Individual Sewage Treatment Plant (STP) |

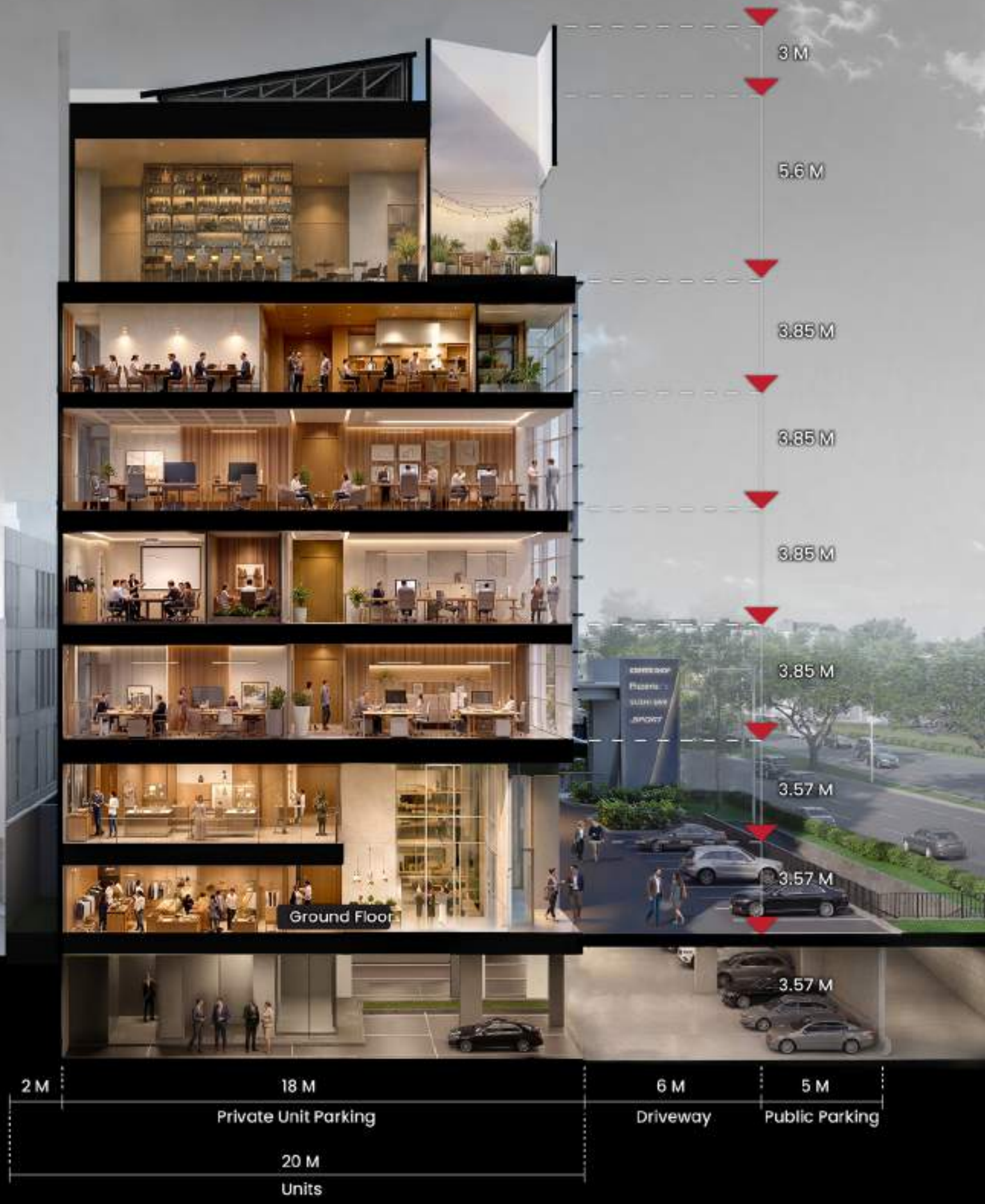




Section  
YOSECA Loft



Section  
Business Loft







#### BUSINESS LOFT

- |                                          |                                          |                                            |                                            |
|------------------------------------------|------------------------------------------|--------------------------------------------|--------------------------------------------|
| 14x20A (Corner)<br>6,5 Floors + Basement | 12x20A (Corner)<br>6,5 Floors + Basement | 12x20A (Standard)<br>6,5 Floors + Basement | 12x20C (Standard)<br>6,5 Floors + Basement |
| 14x20B (Corner)<br>6,5 Floors + Basement | 12x20B (Corner)<br>6,5 Floors + Basement | 12x20B (Standard)<br>6,5 Floors + Basement |                                            |

#### YOSECA LOFT

- |                              |                            |
|------------------------------|----------------------------|
| 5x17A (Standard)<br>4 Floors | 5x17C (Corner)<br>4 Floors |
| 5x17B (Corner)<br>4 Floors   | 5x17D (Corner)<br>4 Floors |

## Orientation Map



#### LEGEND

##### Golf Course

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

##### Medical Center

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

##### Mall & Eatery

- BEZ Walk
- Hampton Square
- Black Owl
- Popaya
- Qing
- ICE BSD
- AEON
- Living World
- Mall @ Alam Sutera
- IKIA
- Summarecon Mall Serpong
- Supernial Karawaci

##### Educational Institutions

- Monana University
- Sekolah Tarakanita
- Universitas Pelita Harapan
- Sekolah Pahoa
- Binus University
- Syalana Islamic School
- Universitas Multimedia Nusantara
- Multimedia Nusantara Polytechnic
- Pradita University
- Universitas Prasetya Mulya

##### Airport

- Soekarno-Hatta International Airport

##### Hotels

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