

News Release

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HSBC Premier announces tie up with Cinnamon Life

Cinnamon Life, an iconic mixed development project by the John Keells Group, announced a tie-up with HSBC Premier, where Premier customers can obtain home loan facilities to own an apartment at 'The Residence at Cinnamon Life' and Suites at 'Cinnamon Life', the latest iconic mixed development to hit Colombo's fast changing sky line.

Cinnamon Life is an architectural icon which has been envisioned as a 4.5 million sq. ft. Integrated Resort consisting of an 800-room luxury Cinnamon hotel, an Avant garde experiential and entertainment haven, with ultra-modern office spaces, a wide variety of food & beverage offerings, ballroom, conference facility, theater and banqueting spaces. This mixed development project is Sri Lanka's largest private sector investment.

Cinnamon Life, with its vibrant and inspired concept, is a project of significant national importance and will become the epicenter of modern South Asia.

This integrated resort development will be executed as a 'life capital', an architectural heartbeat, where different aspects of life, living, working and playing blend seamlessly, interacting and empowering one another in new and exciting ways. Internationally renowned Architect, Artist and Engineer, Cecil Balmond, the design visionary behind some of the most popular buildings in the world, including the ArcelorMittal Orbit in London and the CCTV Tower in Beijing will be bringing this inspired concept to life. The construction contractors include a Consortium of contractors headed by Hyundai Engineering and Construction.

HSBC's Head of Retail Banking and Wealth Management stated, "HSBC Premier home loans offer customers the financial flexibility to make good investments and enhance their personal economy. We are happy to partner with the John Keells Group in offering Premier Customers the option to own a luxury property in the city, which is seeing rapid development and embrace a quality lifestyle. Premier customers can easily apply for home loans ranging from 10 million rupees upwards with competitive interest rates by speaking to their Relationship Manager and customizing them to suit their desired needs."

Ms. Roshanie Jayasundera Moraes, Chief Marketing Officer/Executive Vice President of the John Keells Property Group, commented, "John Keells is a name synonymous with trust and reliance among all Sri Lankans, thus we are delighted to introduce a partnership together with a premier brand such as HSBC, also known for the same values. The Property arm of the John Keells Group has successfully executed prominent residential developments such as Monarch and Emperor at Crescat City; Onthree20; and its latest project 7th Sense, which was completed in December 2015. This tie up will enable, HSBC Premier Customers to be a part of an iconic development, a 'Life Capital' set to change the face of Colombo."

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