

Plenitude's Cello 3C hits the high note with 60% take-up rate

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Cello 3C comes with a land size of 22ft x 75ft, with built-up areas ranging from 2,236 sq ft to 2,535 sq ft. (Images by Plenitude Bhd)

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JOHOR BAHRU (Feb 27): Plenitude Bhd's Cello 3C development at [Taman Desa Tebrau](#), [Johor Bahru](#) has recorded “substantial” 60% take-up rate since its sales preview last October.

The freehold development features 141 double-storey terrace houses designed to cater to a broad demographic, including first-time homebuyers, relocators, and individuals seeking a lifestyle upgrade.

Each residence comes with a land size of 22ft x 75ft, with built-up areas ranging from 2,236 sq ft to 2,535 sq ft to provide “promising spacious and comfortable living”, stated Plenitude in a media release today.

Set in the mature 965.7-acre [Taman Desa Tebrau](#), Cello 3C has access to key highways such as [Pasir Gudang Highway](#), [Tebrau Highway](#), and North-South Highway. Cello 3C is also surrounded by educational institutions such as Fairview International School, Sunway College and SJK (C) Foon Yew.

With IKEA [Tebrau](#), Toppen Shopping Centre, Tesco Desa Tebrau, and Aeon Mall [Tebrau City](#) nearby “the community is immersed in a vibrant living experience”.



Aerial view of Cello 3C.

Addressing healthcare needs, Cello 3C is located near Hospital Sultan Ismail. For family recreation, residents can head to the nearby Nusa Mutiara Sports Complex, equipped with a swimming pool and offering enjoyable activities for all ages.

Cello 3C is set for completion in 4Q2025.

Meanwhile, previous Cello projects have received Quality Assessment System in Construction (QLASSIC) certifications. Cello 3A achieved a QLASSIC score of 78%, while Cello 3D surpassed expectations with an outstanding score of 89%.

“These certifications by the Construction Industry Development Board (CIDB) underscore Plenitude's continuous pursuit of excellence and serve as a benchmark for the quality brought to every phase of its developments,” stated Plenitude.

"Building on the success of previous Cello projects (Cello 3A, 3D, and 3B), we invite you to secure your place in the thriving community by booking your unit in Cello 3C. As part of the group's continuous commitment to the overall township development, Plenitude looks forward to unveiling more phases and projects, including double storey cluster houses and semi-detached houses in 2024," said Lee Wee Kee, chief executive officer of Plenitude Bhd.