

## **SODIC's Karmell Wins Hearts of Customers & Sells Out on Launch Day**

**Cairo, Egypt**, Wednesday 16 December: SODIC the leading real estate developer announced the selling out of the first launch of Karmell in New Zayed on the first day of the launch.

Karmell is spread over 240 acres and is the second development to be launched by SODIC in its 500 acre plot in New Zayed, developed in partnership with NUCA, following the successful launch of Vye the first development.

Inspired by the Californian town Carmel-by-the-sea, Karmell is designed as a small town themed around easy living. A charming town with shops spread all around and nature interwoven in everyday life, Karmell brings a walkable enjoyable central town experience lending itself to a graceful carefree way of life. A truly unique development for the seekers of simple understated luxury, Karmell brings a special experience of convenience and a laid-back and refined approach to everyday life.

Commenting on the launch performance Nabil Amasha SODIC's Chief Commercial and Operations Officer said "we are very excited that the new concept and products were so well received by our clients. This project targets the young home seekers looking for easy living and understated sophistication - the things that SODIC does best."

The first phase of the development saw the launch of modern innovative homes including fully finished double floor houses with modern flying staircases "Garden House" and "Sky House" that enjoy the privacy features of villas within buildings, as well as accessibly priced expandable "Urban Villas" that are efficiently designed and include private quarters for parents/couples and garden rooms.

Nestled between Vye and the main Axis of New Zayed, Karmell is beautifully centred to benefit from its location within the larger project as well as its accessibility to the main roads connecting it to surrounding highways and neighbourhoods.

New Zayed is West Cairo's newest neighborhood, and is a natural extension to the upscale neighbourhood of Sheikh Zayed. With easy and faster access to Cairo's eastern neighbourhoods and Egypt's north coast using the newly developed surrounding road network New Zayed is set to benefit from the proximity to the Sphinx airport as well as the imminent Grand Egyptian Museum opening which is expected to breathe new life into the whole area.

-The End -

### **About SODIC**

SODIC is one of the region's leading real estate development companies, currently developing a number of diversified projects in Egypt. SODIC's developments in East and West Cairo and Egypt's North Coast range from residential, retail and commercial projects to large scale mixed-use developments. SODIC is listed on the Egypt's Stock Exchange (Ticker OCDI). For more information please visit [www.sodic.com](http://www.sodic.com)

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