

KEZA
RIRUTA'S URBAN OASIS

STUDIOS
1, 2 & 3 BEDROOM
APARTMENTS


RIRUTA
NAIROBI

JUNE 2023 NEWSLETTER

WWW.MIVIDAHOMES.COM

CONTENT

KEZA PRICES DISCOUNTED!

Up to KES 500k discounts across units at KEZA in Riruta offering studios, 1 & 2-bedroom apartments.



KEZA SHOW HOUSE CONSTRUCTION & SITE PREPAREDNESS UNDERWAY

A promise is a promise. Mi Vida continues to ensure it sticks to its brand promise:

- *On-time delivery*
- *Quality*
- *An impeccable record*



MEET THE TEAM & KEZA IN NAIROBI

*Meet our commercial team.
Call **0748 588 488** and request a call or site visit with any of our experienced personnel.*



INTRODUCING DISCOUNTED PRICING

"As an asset class, affordable housing acquired for rental income has the unique characteristic of self-reinforcing demand during economic downturns. One could then argue that it is a 'recession proof' investment, in addition to being inflation-hedged"

Samuel Kariuki, CEO Mi Vida



STUDIOS

FROM KES 2.3M
NOW FROM KES 1.98M



PREMIUM STUDIOS

FROM KES 2.5M
NOW FROM KES 2.1M



1 - BEDROOMS

FROM KES 4.7M
NOW FROM KES 3.96M



2 BEDROOMS

FROM KES 6.2M
NOW FROM KES 6.14M

IS YOUR SHOW HOUSE READY?

KEZA KICKS OFF SHOW HOUSE CONSTRUCTION

The investment dream will soon be easier to visualize as KEZA embarks on the construction of its showhouse. Completion is expected within 2 months.

The KEZA site and experience centre remain open for viewings; on weekdays 8.30 am to 6 pm and on weekends 10 am to 4 pm.

Call 0748 588 488 for more information or to book a viewing.



PROJECT UPDATE

Item	Status	Description
Show House	In Progress	Ground Breaking done, construction underway
Approvals	In Progress	All submissions and payments done, approvals expected in July
Award of Main Contractor	In Progress	Tender process underway
Landscaping	Ongoing	KEZA plans to undertake a tree planting exercise as part of community building

MEET THE KEZA COMMERCIAL TEAM



Ciru Wanyoike
Commercial Director



Ken Otieno
Project Lead



Irene Kiendi
Sales Manager



John Mbaria
Sales Executive



Maria Sillingi
Sales Executive



Catherine Nduma
Investment & Property Advisor



Francis Ndwiga
Investment & Property Advisor

Our commercial and sales team is a group of seasoned professionals who have worked on various completed projects across Kenya. Contact them today and book a site viewing in anticipation of the Ground Breaking of the project.

KEZA IN NAIROBI

In this last month, we have been ensuring to meet our clients where they are. Hosting various groups at our site and experience centre as well as various shopping and financial hubs within Nairobi. Follow the Mi Vida social channels or subscribe to our newsletter to learn when we will be at a location near you.



THE HISTORY OF RIRUTA

Fifty years ago some of Nairobi's founding fathers had a vision for Riruta, a neighbourhood that is nestled in Nairobi's Dagoretti sub-county.

As far back as 1959 Riruta had been identified as a prime location to set up a suburb for obvious reasons.

The expansion of Nairobi as both the capital of Kenya and a major commercial hub drew an influx of migrant workers from rural areas seeking improved opportunities in the city. As a result, the "City in the Sun" went (and is still undergoing) rapid urbanisation.

According to a research paper by Otieno A.O., the development of Riruta Satellite can be traced to 11/8/1959 when the new Dagoretti Satellite Township was officially opened. This settlement scheme was sponsored by the Kiambu African District Council.

The Kiambu African District Council was a colonial-era local government institution in Kenya that established the foundation for the modern local government system.

Prior to 1964, Dagoretti was a part of the Kiambu District, with land being privately owned in small parcels.

The primary objective of developing Dagoretti and by extension Riruta was to provide housing for the increasing number of Nairobi workers within a commutable distance from their workplace. The Central Housing Board funded the project using emergency funds.

The area was planned for self-contained suburbs with provisions for all the necessary facilities for urban life. Amenities planned for Riruta Satellite township included a marketplace, well run shops owned by individual Kikuyu, a club complete with a small sports ground and a cinema. Most of these facilities were not realized.

Despite the signs of rapid urbanization, the area retained its rural character. Fast-forward to 2023, the Riruta area is getting a new lease of life that has the potential to make it live up to the City's founder's vision.

The improvements to road infrastructure in the area are having positive developments for both residents and businesses. Improved accessibility is increasing property values and making the area more attractive to potential buyers, while also making it easier for residents to travel to and from their homes.

THE HISTORY OF RIRUTA

Additionally, the expansion of Ngong Road and rehabilitation of Waiyaki Way will be reducing traffic and making the commute for residents more efficient. This is expected to have a positive impact on the local economy and quality of life for those living and working in the area.

This explains the bullishness around Riruta and why we are developing Keza, a project on over 4.5 acres centred around a green park with recreational facilities. Keza is planned to be Riruta's Only Urban Oasis. This is the best time to be part of Riruta as it nears its full circle.

Mumo Kianga - Development Director, Mi Vida Homes

KEZA

RIRUTA'S URBAN OASIS

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MI VIDA

MY HOME, MY LIFE

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