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**CSA**  
CHAROENSIN ASSET

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# COMPANY OVERVIEW

Charoensin Asset has been established in 1993 starting from room for rent business. Our first project is Charoensinthani Bangpoo (Sam Huang Project) available for people with minimal income who work at Bangpoo Industrial Estate and nearby factories. From the commitment to develop the business continuously, the company has now developed 17 projects and managed more than 33,000 rooms for rent in Samutprakan, Chonburi, Chachoengsao, Samut Sakhon and Phuket.

Besides our core business, room for rent, we also have real estate for sale consisting of commercial building, town houses, and factory land. In addition, the company has further expanded into the new horizon of real estate business such as 3-5 stars hotel and serviced apartment.

The company has expertise in residential management, especially in the aspect of good quality of life of the community to be pleasant, clean, safe, as well as having complete facilities for daily living. We are the leader in service development by applying innovations and modern technology to use in continually creating satisfaction for the residents with the aim of an endlessly sustainable growth.

# GENERAL INFORMATION



Company Name :

Charoensin Asset Company Limited.

Location (Head Office)

133/21-30 Moo7, Sukhumvit Road, Bang Pu Mai Sub-district  
Mueang Samut Prakan District, Samut Prakan Province 10280.

Registration Year :

1989

Registration Number :

0115558020139

Type of Business :

- Real estate for residential purpose
- Real estate for commercial purpose
- Real estate for industrial purpose
- Real estate for leisure purpose

Registered Capital :

1,440,000,000 Bath.





# A PASSION FOR EXCELLENCE



## CSA Vision Vision

“ Being a professional in development and management of residential communities in the industrial and tourism sectors, focusing on the location that is convenient and safe with reasonable prices and services. ”



## CSA Mission Mission

“ The projects are to be located in the strategic location developed and managed by the ideology of Economies of Scale for cost and expense with technological enhancement for value-added service. ”



## CSA Culture Organizational Culture

“ An integration of experiences and knowledge, creativity and technology to develop personnel to keep pace with the change. ”



## CSA Value Work Philosophy

### Integrity

Integrity is the foundation of all philosophy. No matter who we are; as directors, managers, staff, or operators; Integrity is the key principle of justice and business creditability.

### Perseverance

Effective in every situation no matter how critical the situation may be. Perseverance will overcome any obstacles and lead us to success.

### Humility

A humble person is always welcome and respected. It is a way of honoring others. When we are humble to either business partners or employees, we will earn their respects and their full cooperation.

### Unity

Family relationship in workplace sometimes can lead to problems at work. Broadmindedness and compassion are the basis for Unity, which will then lead to family and company stability.





## MESSAGE FROM HONORARY CHAIRMAN DR. THANONG BIDAYA

The success of Charoensin Group reflects the new idea of modern business management strengthening the powerful potential of the family business harmony. The experience from "conservative" working style has been developed to a an affective teamwork who performs the effective work. The team is open for every angles of comments and opinions and the members can participate in problem solving decision. Hence, Charoensin Group can formulate the strategies from the expertise of professionals, overcome many obstacles and push the group's business to move forward impressively.

At the present, the new generation of Charoensin Group has been accumulating their business experience in order to be ready for the Management Succession by keeping the work philosophy of the founding team as well as learning about the globalization process that affects the change on the business performance in order to move Charoensin Group forward endlessly. The working direction consistent with the globalization and social responsibility will make Charoensin being ready with the business strategies in the future and being a valuable member of Thai society eternally.



## MESSAGE FROM CHAIRMAN VIVAT WONGCHAROENSIN

It is an occasion of pride when Charoensin Asset has reached its path of 30 years of business operation with the growth in real estate business that creates a good living for people in the society with the belief that Thai people of all classes deserve the quality of life, especially in housing area which is one of the most important factors in urban living.

The passion has started from the very first moment of Charoensin Asset in real estate business. Up to present, it has never been changed. Charoensin Asset's Universe has been expanding tirelessly to develop the good quality housing projects for various communities and for the region in the future.

Our key to success has been derived from Customer Centric Policy providing honesty, warmed-hearted care and service excellence. We as a team are proud to work and to serve by adhering to the 4 Philosophies of Charoensin Group, namely, Honesty, Patience, Humility and Unity, which has been considered as our core value until today.





# THE BOARD OF DIRECTORS



**Vivat Wongcharoensin**

Chairman



**Nutnapa Wongcharoensin**

Chief Executive Officer



**Chalernpol Tongpaitoon**

Deputy Chief Executive Officer



**Pol.Gen. Pravesana Mulpramook**

Audit Committee



**Mongkon Laoworapong**

Audit Committee



**Manit Wongcharoensin**

Director



**Noppun Muangkote**

Chairman of The Audit Commit-



**Thanet Piriyotinkul**

Director



**Natajak Wongcharoensin**

Director



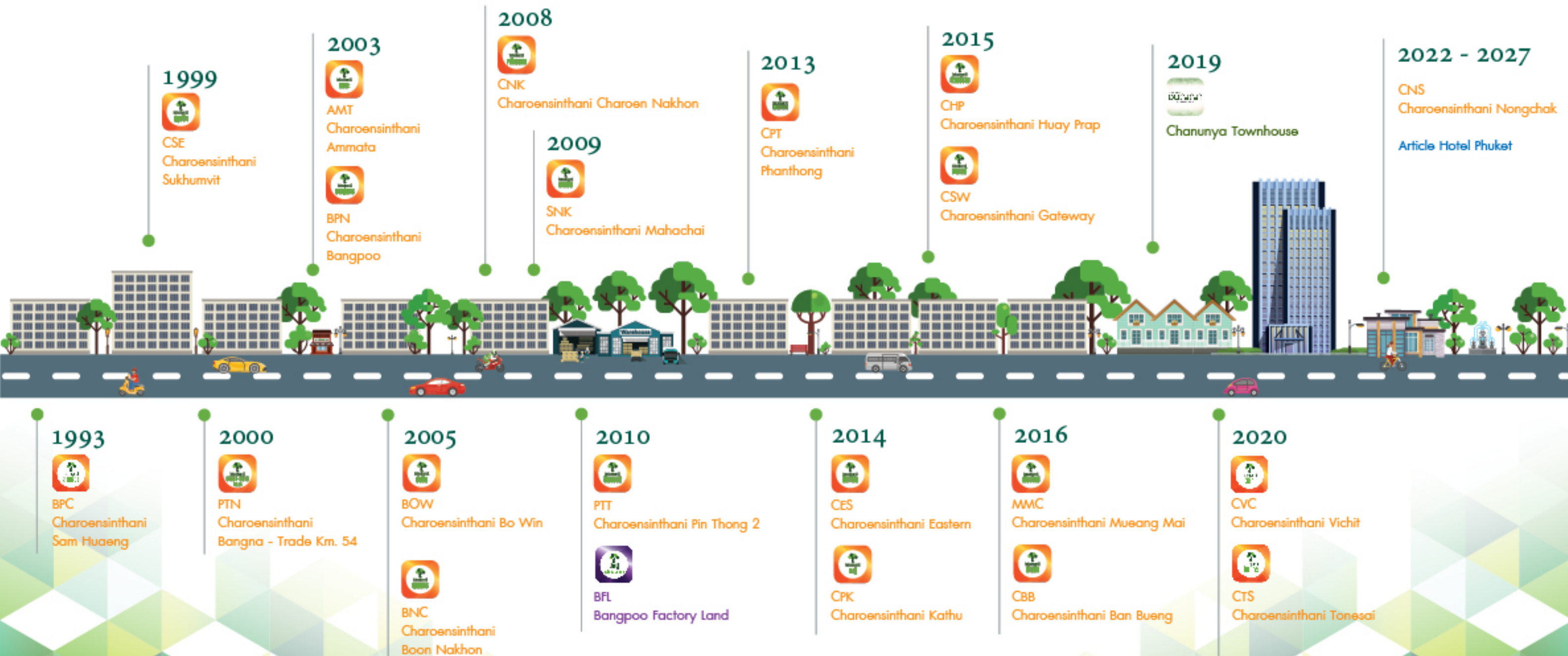
# ORGANIZATIONAL STRUCTURE AND COMMITTEES



# CORPORATE TIMELINE

- Room for rent and commercial building
- Bangpoo Factory land
- Hotel and service apartment
- House

Charoensin Asset has three lines of business, namely, room for rent, real estate for sale and hotel. Serviced apartment is the future projects that we have planned. The projects focus on creating value to maximize the benefit for the business and the community. Until today, we have proved that our passion of meticulousness in developing real estate business has been expanding to provide happiness to community concretely in 17 projects for the room for rent and real estate for sale. In the future, the new projects will be one of the pride of all involved parties including the communities in the developed area.





# PROPERTIES FOR RENT

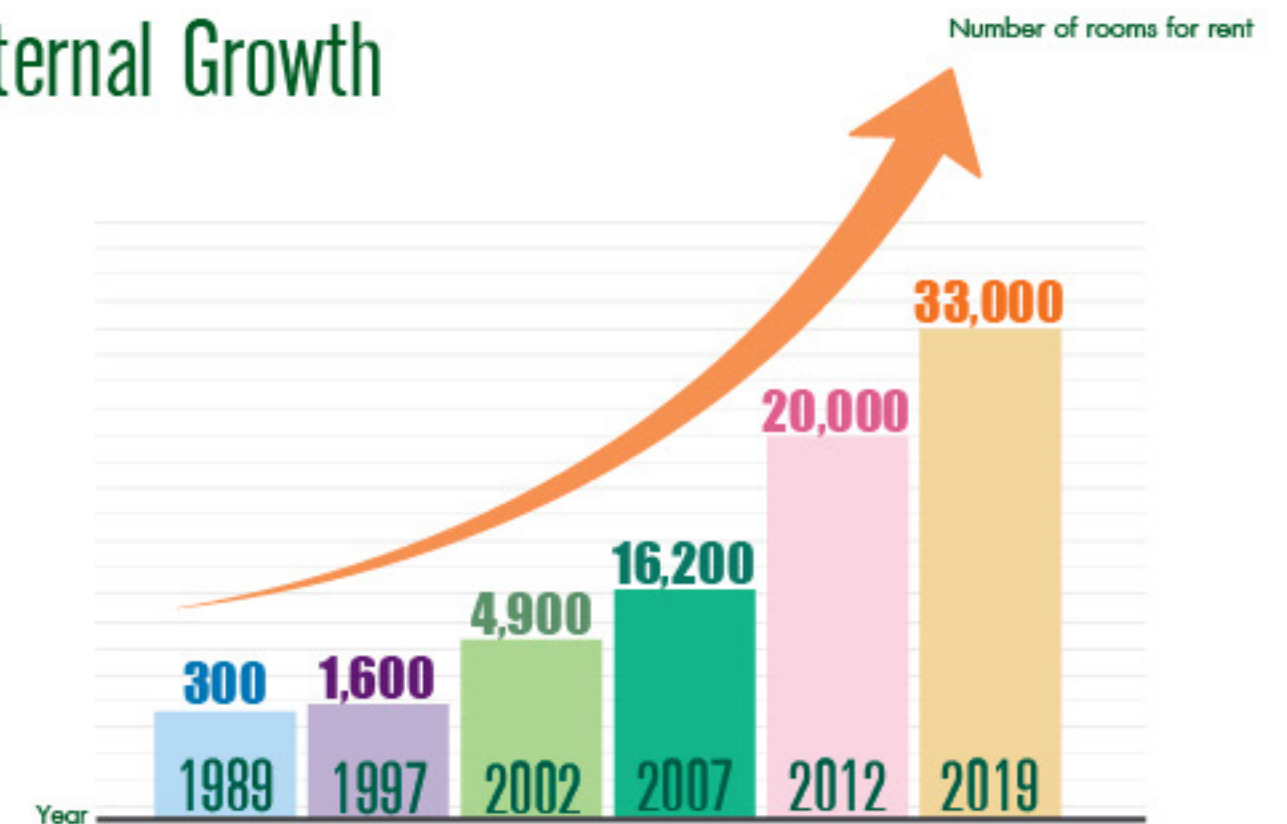
## OUR BUSINESSES

Properties  
for Rent

Properties  
for Sale

Future  
Projects

### ► Eternal Growth



### ► Room For Rent

Charoensirithani (CST) The idea of Charoensirithani project focuses on improving the quality of life by taking care of the project to be a livable, clean, and safe community. Our office is always ready to serve customers every day. Security system with CCTV and 24-hour security guards with various kind of facilities are provided for the daily life. such as Free WiFi, Free Cable TV, free parking lot, retail shop, convenience store, flea market, beauty salon, laundry shop, restaurant and other stores.

In addition, we also attach importance to technology development by creating a mobile application to support booking, payment, repair notification, parcel receipt, and various information to customers for more speed and convenience.



## ► Room For Rent

1

Charoensinthani Samhuang (BPC)  
Opened the project in 1993  
Project location : 1333 Moo 7, Sukhumvit Road,  
Bang Pu Mai Sub-district, Mueang District,  
Samut Prakan Province, 10280  
TEL 02 232 3638



2

Charoensinthani Sukhumvit (CSE)  
Opened the project in 1999  
Project location : 181 Moo 7, Sukhumvit Road,  
Bang Pu Mai Sub-district, Mueang District,  
Samut Prakan Province, 10280  
TEL 02 707 8323



3

Charoensinthani Bangpoo (BPN)  
Opened the project in 2003  
Project location : 222 Moo 7, Sukhumvit Road,  
Bang Pu Mai Sub-district, Mueang District,  
Samut Prakan Province, 10280  
TEL 02 707 9085



4

Charoensinthani Mahachai (SNK)  
Opened the project in 2009  
Project location : 26/1 Moo 2, Khok Kham  
Sub-district, Mueang District, Samut Sakhon  
Province 74000  
TEL 034 870 201



5

Charoensinthani Bangna-Trad km.54 (PTN)  
Opened the project in 2000  
Project location : 49-50 Moo 7,  
Ban Kao Sub-district, Phan Thong District,  
Chon Buri Province 20160  
TEL 038 468 657



6

Charoensinthani Boonnakhon (BNC)  
Opened the project in 2005  
Project location : 88 Moo 1,  
Ban Kao Sub-district, Phan Thong District,  
Chon Buri Province 20160  
TEL 038 465 114





## ► Room For Rent

7

Charoensinthoni Charoennakhon (CNK)  
 Opened the project in 2008  
 Project location : 111 Moo 3,  
 Ban Kao Sub-district, Phan Thong District,  
 Chon Buri Province 20160  
 TEL 038-156-570-2



<https://goo.gl/maps/Bp98mbRKWZcgbPLA6>



8

Charoensinthoni Phanthong (CPT)  
 Opened the project in 2013  
 Project location : 189/1 Moo 10,  
 Phan Thong Sub-district, Phan Thong District,  
 Chon Buri Province 20160  
 TEL 038 451 068

<https://goo.gl/maps/5dj7MHn9n8HXMxKu6>

9

Charoensinthoni Banbueng (CBB)  
 Opened the project in 2016  
 Project location : 199/16 Moo 3,  
 Ban Bueng Sub-district, Ban Bueng District,  
 Chon Buri Province 20170  
 TEL 038 159 998



<https://goo.gl/maps/uPa4rPcHFG8qrcNe9>

10

Charoensinthoni Gateway (CSW)  
 Opened the project in 2015  
 Project location : 868 Moo 9,  
 Hua Samrong Sub-district, Plaeng Yao District,  
 Chachoengsao Province 24190  
 TEL 038 090 818



<https://goo.gl/maps/M1ogJaxMK94yaPKVA>



11

Charoensinthoni Bowin (BOW)  
 Opened the project in 2005  
 Project location : 100 Moo 3,  
 Bowin Sub-district, Sri Racha District,  
 Chon Buri Province 20230  
 TEL 038 190 995

<https://goo.gl/maps/tD9FAginWdi7Cbr17>

12

Charoensinthoni Pinthong 2 (PTT)  
 Opened the project in 2010  
 Project location : 135 Moo 9,  
 Nong Kham Sub-district, Sri Racha District,  
 Chon Buri Province 20110  
 TEL 038 343 801



<https://goo.gl/maps/DTi6Xt461R4WM4eAA>



## ► Room For Rent

# 13

Charoensinthani Eastern (CES)  
Opened the project in 2014  
Project location : 848 Moo 3,  
Bowin Sub-district, Sri Racha District,  
Chon Buri Province, 20230  
TEL 038 111 791



# 14

Charoensinthani Muangmai (MMC)  
Opened the project in 2016  
Project location : 96 Moo 8, Bowin Sub-District,  
Sri Racha District, Chonburi 20230  
TEL 038 196 345



# 15

Charoensinthani Huayprab (CHP)  
Opened the project in 2015  
Project location : 317/40 Moo 3,  
Bowin Sub-district, Sri Racha District,  
Chon Buri 20230  
TEL 038 197 956

# 16

Charoensinthani Amata (AMT)  
Opened the project in 2003  
Project location : 7/12 Moo 3, Bowin Sub-district,  
Sri Racha District, Chon Buri, 20230  
TEL 038 650 130



# 17

Charoensinthani Kathu (CPK)  
Opened the project in 2014  
Project location : 18/70 Moo 1,  
Wichitsongkram Road, Soi Bor Pla Tak Dad,  
Kathu Sub-district, Kathu District, Phuket 83120  
TEL 076 319 928



# 18

Charoensinthani Vichit (CVC)  
Opened the project in 2020  
Project location : 17/4 Moo 2,  
Thepanusom Road, Vichit Sub-district,  
Mueang Phuket District, Phuket 83000  
TEL 038 465 114



# PROPERTIES FOR SALE

## ► Chanunya Townhouse

The design has raised the new bar of the quality life

Modern Contemporary Style Townhouse project located on the potential location of Bowin-Yang-Ain Road which is easily accessible, situated adjacent to schools, hospitals, department stores, as well as industrial estates. It has a usable area of 173 square meters, width 5.5 meters on the land size 29-40 square wah, meticulously designed to perfectly match with all functions. Its functionality consists of two large bedrooms with ensuite bathrooms. The ground floor is a living room, dining room, and kitchen and parking for up to 2 cars.

Project Location : 98, Moo 8, Bowin Sub-district, Sri Racha District, Chon Buri Province 20230.

TEL 061 735 9966, 094 678 2999

<https://goo.gl/maps/XSPHwNnCVdMEmoD7>

The **Chananya** project is meticulously designed for the perfection of both interior and exterior. Merging every square inch altogether in every function of usage as the concept "COZY LIVING" with warmth and comfy at **Chananya**.



## ► Commercial Building

Charoensinthani commercial building project comes with a modern exterior in a modern style, both 3-storied and 4-storied commercial buildings, 4 meters wide, 15 meters long, on the primary land size of 20 square meters, usable area ranging from 156 to 341 square meters, with adequate parking for customers as per requirement. Certainly, the optimum benefit of both residence and business usage was considered during the process of designing. This place have to meet the needs of modern family lifestyles as well as new generation of businesspeople who want to invest in locations of great potential, including the location of the project on the main road and being in a community with many residents near various industrial estates to support every success and dream that is perfectly suited for every use.



Chanunya Townhouse Bowin





# PROPERTIES FOR SALE

## ► Bangpoo Factory Land (BFL)



This is a completely perfect land on an area of 269 Rai to set up an SME factory, especially in the purple zone (1 industrial zone and warehouse) which can make use of the land area accurately and worthwhile, as well as fully equipped with utilities and convenient transportation.

The land size is ranged from 2 Rai, the usable area of the factory building is from 1,077 square meters, while the building has a width of 20 meters and a length of 40 meters.

The office is located on the mezzanine floor in order to be able to control the operation conveniently. Factory roof made of metal sheet, insulation, ventilated with glass windows which can handle the weight up to 3 tons/square meter.

📍 <https://goo.gl/maps/Ue9vt8vd4oMDgfuX7>



## ► Land for Sale

The Eastern Seaboard of Thailand project is known as the area of industrial center of the country. Because it is the location of a deep sea port, including energy investment such as the establishment of the National Petrochemical Center in Map Ta Phut in Rayong Province, or a manufacturing base for the automobile industry from many brands, including the auto parts such as plastics, electronics and polymers.

Most of vacant lands are in the development area of Eastern Economic Corridor (EEC) which the government is committed to invest and support as the specially designed industry area for biodiesel, biotech, and digital to support economic growth with readiness in terms of labor, transportation, and related industries.



CSA Land





# FUTURE PROJECTS



As the beautiful nature of beaches, marine resources, arts and culture, way of life, and the friendliness of people in Phuket have attracted both Thai and foreign tourists, the tourism industry in Phuket therefore has been growing rapidly. The government has also promoted the tourism as one of the main income of the country, thus the Phuket International Airport area is expanded in order to accommodate the visit of tourists.

We have considered Phuket as the great potential for investment and our presence in the Southern area of Thailand.



## ► Article Hotel

Project location : Si Sunthon Sub-district, Tha Lang District, Phuket Province.



# FUTURE PROJECTS

As the company's core business is the business that is situated in a community, close to hotels, department stores, airports and industrial estates, we have realized that Phuket is the province with high potential for tourism industry. Phuket is the destination for tourists from all over the world. It is one of the provinces that the Company has planned to invest in the residential development in many forms in the future.

Regarding the industrial sector, Lamphun is a province that is designated to support the economic expansion of the northern region. Our upcoming project located near the new airport and various industrial estates. There are complete facilities that can perfectly meet the needs of customers as well.

## ► Charoensinthani Nongchak (CNS)

Project location : Nongbondang Sub-district, Ban bueng District, Chon Buri Province. 20170



# LOCATION MAP



## #Samut Sakhon

1. Charoensinthani Mahachai

## #Samut Prakan

1. Charoensinthani Sam Huaeng
2. Charoensinthani Sukhumvit
3. Charoensinthani Bangpoo
4. Bangpoo Factory Land

## #Phuket

1. Charoensinthani Kathu
2. Charoensinthani Vichit
3. Charoensinthani Tonesai

## #Chachoengsao

1. Charoensinthani Gateway

## #Chon Buri

1. Charoensinthani Bangna - Trade Km. 54
2. Charoensinthani Boon Nakhon
3. Charoensinthani Charoen Nakhon
4. Charoensinthani Phanthong
5. Charoensinthani Ban Bueng
6. Charoensinthani Bo Win
7. Charoensinthani Pin Thong 2
8. Charoensinthani Eastern
9. Charoensinthani Mueang Mai
10. Charoensinthani Huay Prap
11. Charoensinthani Ammata
12. Chanunya Townhouse
13. Article Hotel



# EXCELLENT INNOVATIVE DEVELOPMENT



CS SERVICE

Our expertise in large-scale communities development, property management and room for rent business have been derived from our passion of excellent service providing with the experience over 30 years. This is considered as a key performance of the company. Therefore, the facilities provided to the customer must be in full range such as receptionist, security guards, house keepers, minimart, and market fairs, etc. Technology is applied to facilitate daily living and help fulfill the fast-paced lifestyle. We pride ourselves on creating comfort and convenience for our residents. This provides them with a better quality of life and the overall happiness of the community.

Our Philosophy of Work is "High Tech & High Touch" We have continually invested in technology both Back and Front end operation. The World-renowned ERP namely SAP has been applied for our Backbone system. While on the Front end, our in-house Property Management Program, Power Condo, has been developed and updated consistently. Our Technology – led Strategy help expand our businesses seamlessly nationwide.

In order to elevate our Service Quality effectively, Mobile Application has been applied to connect with our customers.

A customized mobile application can facilitate the customers swiftly in many aspects including

- Room reservation
- Invoice review and Mobile Banking payment
- A quick room repairs management
- Accurate monitoring system which leave customers with no worries about lost parcels
- A calculation of utility costs
- Customers are keep informed with news and sale promotion activities

In the near future, the company will continue to develop technology in order to extend the service through the model of reward system from rental payments and other activities in order to return profits to customers.



ANDROID APP ON  
Google play



Download on the  
App Store



Charoensinthani



Charoensinasset



Charoensinthani



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Charoensin Asset





## OUR FACILITIES



Receptionist



Mobile Application



CCTV



Parking



WiFi



ATM



Cable TV



Coin-operated washing machine



Butler and maid



Beverage dispensers



Convenience stores



Telephone signal



Security guards



Car wash service



Gasoline vending machines



Beauty salons



Flea Market



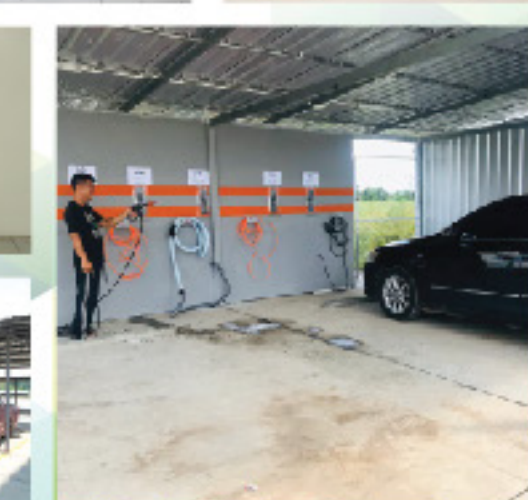
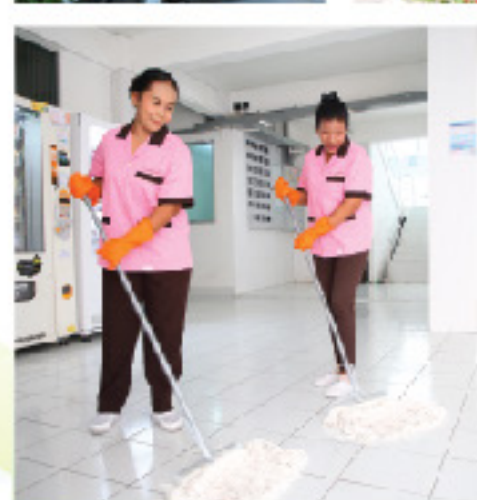
Repair supervisors



Garbage bin



Recreation Area





# SUSTAINABLE CSR

Personal

Customer

Community

Society

Based on our commitment in operating a business with full responsibility to the society, making the society growing sustainably. The good start is "giving". Therefore, we organize activities that are beneficial to the public with a commitment to obtain the maximum efficiency to be in accordance with the necessity of the society. for example, employees, community where the company located, customers and government agencies, etc. to provide a positive attitude, create corporate culture, preserve the environment, support the religion, and help everyone to have a social responsibility in coexistence.

In addition, we also work with the residents of the project in organizing activities to build good relationships and return profits to customers. There are activities on children's day, giving alms to monks on important days, Father's Day, Mother's Day, Loi Krathong Day, including inviting customers to donate blood to the Thai Red Cross Society on special occasions.





พิธีมอบเงินบริจาคสร้างอาคารอเนกประสงค์วัดถ้ำเสือ  
 ณ ประเพณีใบโพธิ์ ๒,๑๒๐,๐๐๐ บาท  
 ๒๓ กันยายน ๒๕๖๒  
 โรงเรียนอเนกประสงค์วัดถ้ำเสือ สำนักแทนเขตพื้นที่การศึกษาประถมศึกษาชลบุรี เขต ๑



# WONGCHAROENSIN FOUNDATION



Woncharoensin Foundation was founded in 29 July 2008. The aim of the Foundation is to support education, and religion, vocational training for the unprivileged, and sports for the disabled. The Foundation also cooperates with charities for public benefits such as hospitals, nursing homes, and orphanages. The mission of the president of Charoensin Group is to give Thailand benefits back for providing Charoensin Group prosper alongside Thai society.



Temples



Schools



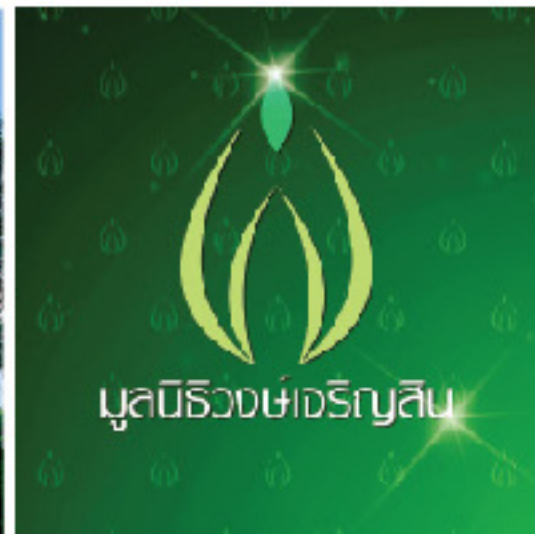
Hospitals



Nursing Homes  
and Orphanages



Co-construct the Bhumirongkhanusorn Building  
Chulalongkorn Hospital, Bangkok  
15 million baht donation.



มูลนิธิวงษ์เจริญสิน



Build on arched roof multi-purpose building  
Wat Nangree Community School  
Chonburi Province, with value of 1.0 million baht.



Co-construct a multipurpose pavilion at  
Wat Nang Hai, Prachinburi,  
with value of 5 hundred thousand baht



Co-construct the Procho Ruomjai building,  
Wat Khlong Koo School Samut Prakan Province,  
with value of 6 million baht



Build a sermon hall,  
Wat Hua Lam Phu Thong (12 Thanwaram)  
Samut Prakan Province, with value of 3 million baht



Provided ventilator and an electric tricycle to  
Samut Prakan Hospital, with value 1.8 million baht