

Newsletter

AUGUST 2019



Upcoming Project: Venetian at Banani

**A lively neighborhood: perfectly
complemented by a host of amenities**



Building
homes &
creating
happy memories for

36 | 15

YEARS
IN DHAKA

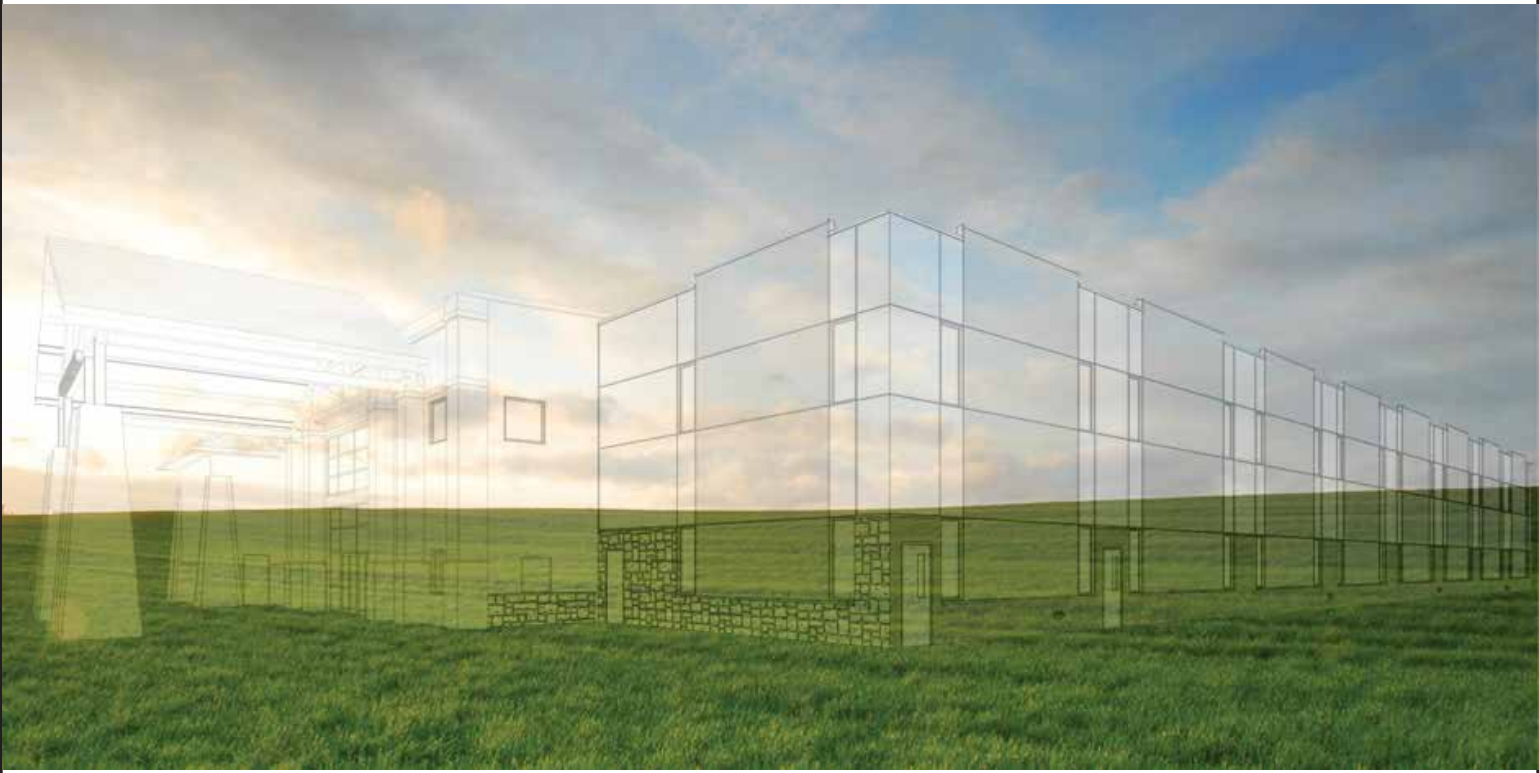
YEARS
IN CHATTOGRAM



Index

bt Newsletter

- Introduction
- In Talk with the Business Development Team
- Feature
- Property in Focus
- Customer Testimonial
- Upcoming Project
- Joint Venture & Handover Ceremony
- Events



Endless efforts for Organizational growth

Since the commencement in 1984, bti has been striving to make homeownership a joyful experience assuring quality in design, construction and service. To ensure all these, bti has always focused on the clients' objectives. In this journey, the Business Development Team of bti is always attempting endeavors for the betterment of the organization. Owning a piece of land in the most-wanted locations gives the real estate developer more benefits in establishing itself as a name.

In this month's newsletter, you will get to read an interview with the Deputy General Managers of our Business Development Department as well as know about some of the events held in this July. You will also get to know in details about the projects under 'Properties in Focus'. Apart from these, we have included 'Tips to Choose the Best Floor Tiles'. In addition, you can also learn about one of our upcoming projects in Banani- Venetian, a bti Premium Collection and much more to keep you updated. We hope you find the content informative as well as enriching.

In Conversation with the Deputy General Managers, Business Development Department



The land is the base of all real estate properties; be it residential, or commercial. Owning a piece of land in an impeccable location gives the real estate developer the highest leverage and options of possibilities on what to do with the land. A real estate developer can buy a piece of land and build an apartment building where it stands to make a lot of profit from the sale of apartments. At bti, we have our in-house Business Development (BD) Team to make the land procurement process a lot easier & hassle-free for our clients. In this month's newsletter, we spoke with two of the Deputy General Managers of Business Development Team: Mr. Liakat Hossen & Mr. Md. Ariful Alam.

Please give a short overview of the Business Development Team.

Business Development Team of bti is the largest land procurement team in the real estate industry in Bangladesh. Our team consists of 28 members. Everyone at BD team makes sure the procedure is carried out seamlessly and efficiently, keeping in mind the concept of lean in order to best serve our customers, and contributing to organizational growth.

How does it work?

At first, we get lead from our lead collection team. Then, we execute a market research based on

the location, followed by legal issues regarding the land. Then we make an optimal plan regarding the land based on the information we received: what kind of structure can be built,

apartment size, units on each floor, etc. With the plan in hand, we approach the land owners and try to convince them. After negotiating on both parts, we reach a successful deal.

What factors do you consider when you searching for a piece of land?

Putting resources into land in developing areas needs some comprehension of the

monetary circumstance of certain areas such as its development and the growing population there. Prior to contributing and deciding whether the market estimation of a land, a land

developer ought to ask realtors here about the interest for land – regardless whether it is expanding at a specific level or has an extremely moderate movement rate. On the off chance that an investor is

always eager to take a risk in a developing region, any possibility of it paying off will bring about colossal measures of benefit in the long run.

How much is the Business Development team significantly efficient at bti?

This is a very common question which may frequently pop on your mind. The answer is quite simple: Land is the most important factor regarding the success of your real estate investment.

Purchasing property with a piece of land holds incredible incentive to any investor. bti believes that a valuable land is an assurance in view of city expansions, overpopulation, and the healthy real estate market. So, the BD Team is considered as very significant at bti.

How would you differentiate bti BD team with the other real estate developers?

At bti, our main strength is we work with undisputed land - be it regarding ownership or positioning. We always ensure the legal vetting of every agreement/document in

order to save unforeseen loss. To be in the safe zone, we double check it through internal and external lawyers unlike several others. Another uniqueness of bti BD team is: we deal with land owners directly. We do not approach them through any liaison or brokers, a practice other developers usually execute. We believe no liaison can adequately answer your questions, respond promptly to inquiries, rather they appear more interested in their own needs than yours. With us, the landowners can meet maximum number of benefits in their favor.

“

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6 Things to Consider before Choosing Floor Tiles

Everyone aspires to own a home at some point of their life. For some people smaller details have a larger impact on their living style. A true comfort & satisfaction embodies more than just its location or superficial components – it includes extra features such as fittings and even the floor tiles that make it an exceptional place to live in and elevates your lifestyle. When it comes to choosing floor tiles, there is no shortage of materials, colors, textures and designs to choose from. There are various options to choose from for each space.

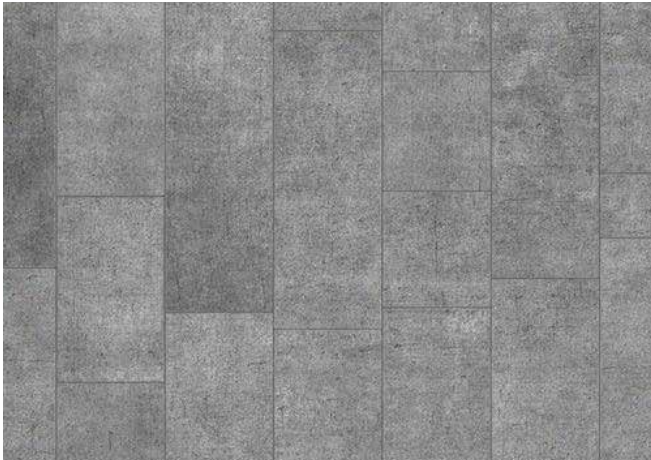


Check Tile Strength

When you are checking different types of floor tiles, one of the most important factors to keep in mind is the strength. You should check the tile's ability to withstand wear/foot traffic, as well as scratches.

Attention to Tile Porosity

Porosity is determined by the ratio of air holes to solids in a tile, which impacts the amount of



water it absorbs. If you are looking for tiles for a moisture prone area, such as a bathroom, kitchen, mud room, laundry room, pay close attention to this fact. Talk to experts to know about the perfect ratio for different spaces.

Go for Porcelain Tiles

If you look for materials that have strength, moisture resistance and versatile design, porcelain is the best choice. Its durability is more than that of ceramic and comes in a greater variety of styles, colors and textures. Porcelain tiles have a higher than average hardness and moisture resistance which causes it to be a bit more costly than your average tiles. These are ideal for using in kitchen floor or bathroom.

Ensure Slip Resistance

Tiles usually tend to be slippery, if water is

introduced into the equation. If you have kids and elderly people in your home, it is mandatory to choose slip resistant tile. The bathroom is a place where accidents mostly take place. Hence slip resistant tiles are a necessity for certain spaces.

We recommend avoiding the bigger ones sized 6×6 and installing tiles sizes that are 4×4 or smaller.

Space Appears Larger with Light Color & larger Tiles

For the smaller spaces that do not have a lot of natural lighting, you should install light hued tiles. White, sand, beige, cream, etc are the suitable preferences. Marble or ceramic/porcelain could be an excellent match for this application. Larger tiles make a small room appear bigger. You may even install the same material on the walls, which will further enhance the illusion of an expanded space.

Consider Concrete Tiles

People who love a very modern, upscale feel at home can consider concrete tiles. It is a versatile material that can be used in various sections of your home: kitchen, bathroom, living room, etc. Compared to other type of tiles, concrete's finest advantage is that it can be custom made for any particular application. Besides, it is one of the most durable options. It is super resistant to foot traffic, staining, and moisture.



Properties in focus

Panchlaish, a place to enjoy the modernity

Owning a home is a dream for many people. Most people dream to buy an apartment in the most prestigious locations to settle down with family and live the rest of their lives happily. Many people aspire to buy apartments in Chittagong— a home that is modern yet comfortable to reside in. Living in Panchlaish means you are well connected to reputed medical facilities, educational institutes and recreational centers. Here, we try to exemplify our collection of classic projects located at your desired location of Panchlaish. Have a glimpse of it!



NEW HAVEN

New Haven is an impeccable designed structure ON A CORNER PLOT along with a fusion of classic and modern architecture. The contemporary exterior accentuates the front façade of New Haven and adds to the grandeur of your neighborhood. Sited on a North-West corner plot, New Haven consists of roadside facing apartments so your home is surrounded by openness where you can breathe freely.

A smart waiting area is designed to suit the building's character. It will be made up of a selection of stylish and elegant materials. Decorative materials will be used on the ground floor reception, lobby, and lift walls. New Haven offers you 3 apartment types- A, B and C.

Choose from Type A or B which are both over 1700sqft. Type B includes a flexi floor plan for your convenience. For a larger living space you can choose Type C on 12th floor which is approximately 2000sqft. You can also combine two floors of Type A or B to get a larger home in the form of a duplex.

GRAND NAWAB

Grand Nawab offers you a grand welcome along with a plethora of amenities you need to live a modern & grand lifestyle. This 15 storied awesome building is a home that you have been cherishing for long. The apartments are spacious ranging from 1950 - 1995 square feet. Grand Nawab offers you two units on each floor with different floor types. Each unit provides with 3 bedrooms & 3 bathrooms for a harmonious living experience. 14th Floor includes a spacious 'Meet & Greet' space and one apartment of 1995sft. You will enjoy a perfect opportunity to mingle with family and neighbors to enjoy quality time on special occasions in 'Meet & Greet' space. The best part is that you can take the lift all the way up to the 14th floor. Be it Barbeque Party or friends get together, or family party.



THE ORIENT

Having single unit apartment of 1973sft on each floor, the orient gives you a serene abode where you can savor the privacy. You can choose to live in the typical floor plan or the flexi floor plan. You can also combine the upper and lower floors of type A or B to get a stunning duplex. The apartment layout has been designed to ensure the functional solvency.

The Orient looks stunning with its contemporary exterior façade with hues of beige hues. Smart reception area is designed to suit the building's character which will be made up of a selection of stylish and elegant materials. Your home's interior is also astutely designed for allowing constant cross ventilation so that you can enjoy living in a comfortable and healthy environment. The Orient promises to be the perfect home for those who seek more than just an apartment.

Your safety is our priority. That is why in each building we ensure fire escape for emergency exit with fire protected door along with fire hydrant, fire alarm and fire extinguisher. We also ensure full generator backup along with adequate parking space on basement and ground floor.



Customer Testimonial



“Journey with bti towards the dream-homeownership has been an amazing experience indeed. bti acted like a liaison between us & our dream home. We are thankful enough for this unparalleled professionalism and unceasing support!”

Dr. Nirmal Kanti Sarkar
Talukder Lodge, Kalabagan

Upcoming Project: Venetian at Banani

A lively neighborhood: perfectly complemented by a host of amenities

Venetian is truly exceptional. It captivates you into a world of sheer luxury and comfort. Experience this extravagant Premium Collection, crafted for your extravagant lifestyle. A lavish 10-STORIED development with 9 single unit apartments spread across 5.38 kathas, Venetian proudly rises in the

prestigious area, Banani. It is certainly a niche neighborhood perfectly complemented by a host of amenities enabling you and your family to make the most of life with a plethora of shopping centers, grocery shops, universities, recreation centers, medical centers, banks nearby; a rare opportunity for the most deserving.

Apart from the great location, north-facing Venetian endows you with a luxury experience with spacious single unit apartments of 2045sft. Each apartment lets you dwell contentedly in bright, airy rooms and comprises three bedrooms and three bathrooms. It is meticulously crafted from the ground floor with a Grand Height Entrance and landscape area with greenery & water body.

Venetian lets you indulge in the warmth of summer, the chill of winter, the bloom of spring and the crystal drops of rain on rooftop. Moreover, the rooftop is exquisitely crafted and landscaped with water body, benches and rockery, lush greenery & large trees to unwind you.



Joint Venture Agreements

We appreciate the trust and faith our landowners put in us. We strive to provide the right value for their most treasured asset.



*Land signing of 'City Views',
an 8.27 Katha land at Khilgaon, Dhaka*



*Land signing of 'The Peak',
a 20 Katha land at ECB Circle, Dhaka*



*Land signing of 'Sanchari',
a 5 Katha land at Mirpur, Dhaka*

Handover Ceremonies

The greatest day in the life of a homeowner is the day of receiving the apartment handover. At bti, we love witnessing the happy faces of our homeowners when they receive their apartment. Here are a few moments of our happy homeowners celebrating their handover day.



*Md. Aminul Islam and family
receive handover of apartment unit in Rosemary.*

HR meet up Employee retention initiative, tools & Practices



Building technology and ideas limited, the leading real estate company in Bangladesh, recently has arranged an event named 'HR MEETUP'. The event has been successfully held in collaboration with Management Development Center (MDC) on 27th July, 2019 at 4 p.m. at bti Celebration Point, Gulshan, Dhaka.

Noor Elahi Ali Shibly, CEO & Chief Consultant, Pro-edge Associates, was the keynote speaker in the event and discussed on the topic showcasing different employee retention tools & case studies on best HR practices in the presence of Mr. Faizur

Rahman Khan, Managing Director, bti, Brig. Gen. Mohd. Ayub Ansary (Retd), Additional Managing Director, bti, Md. Mahmudul Kabir, Executive Director, Marketing, Shayokh Ahmed, Executive Director, SBUs, Rafsan Rashed Nayeem, Deputy Manager, Brands. Different industry experts joined together as the event was actually a platform to meet up with peers. It was an event where peers learned from industry leaders, shared & exchanged ideas and knowledge, skills and made connections along with great conversation.

bti Employee Health-Care Program



To raise health awareness among the bti-family member on Bone Health and Osteoporosis issues, bti arranged a “Bone Health Check-up” program on July 22 & 23, 2019 from 10a.m. to 6p.m. at The Business Centre, bti Celebration Point. With a view to creating employee awareness on prevention of bone decay & Osteoporosis, this program included FREE BONE SCANNING, FREE COUNSELING BY NUTRITIONIST, and WET SAMPLING for all.

Total 380 employees & staffs participated & got “Free Bone Health Checkup” facility along with report and nutritionist suggestion.

BMD machine examined bone density and generated a report within 5 minutes that normally costs BDT2400 to 3000 per scanning. After that, experienced nutritionist analyzed each case separately and advised accordingly. There likewise a vending machine had been installed for providing with a complementary glass of Calci-Pro-milk for the participants.

Purchase Program in collaboration with SAMSUNG for bti Employee



HR team at bti held an activation program with Samsung! The purpose of this program was to provide corporate

membership purchase facility, exclusive loyalty and after sales support benefits for bti Employees.

Regarding this the Samsung team came to bti Celebration Point on July 30, 2019 with their booth as part of Employee Purchase Program (EPP). They brought the newest gadgets and provided with a gift voucher of 500tk, redeemable at selective dining outlets, who confirmed membership registration.

Employees got to know about the newest gadgets from the representatives & purchased according to their choices! They also enjoyed getting the gift voucher!

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