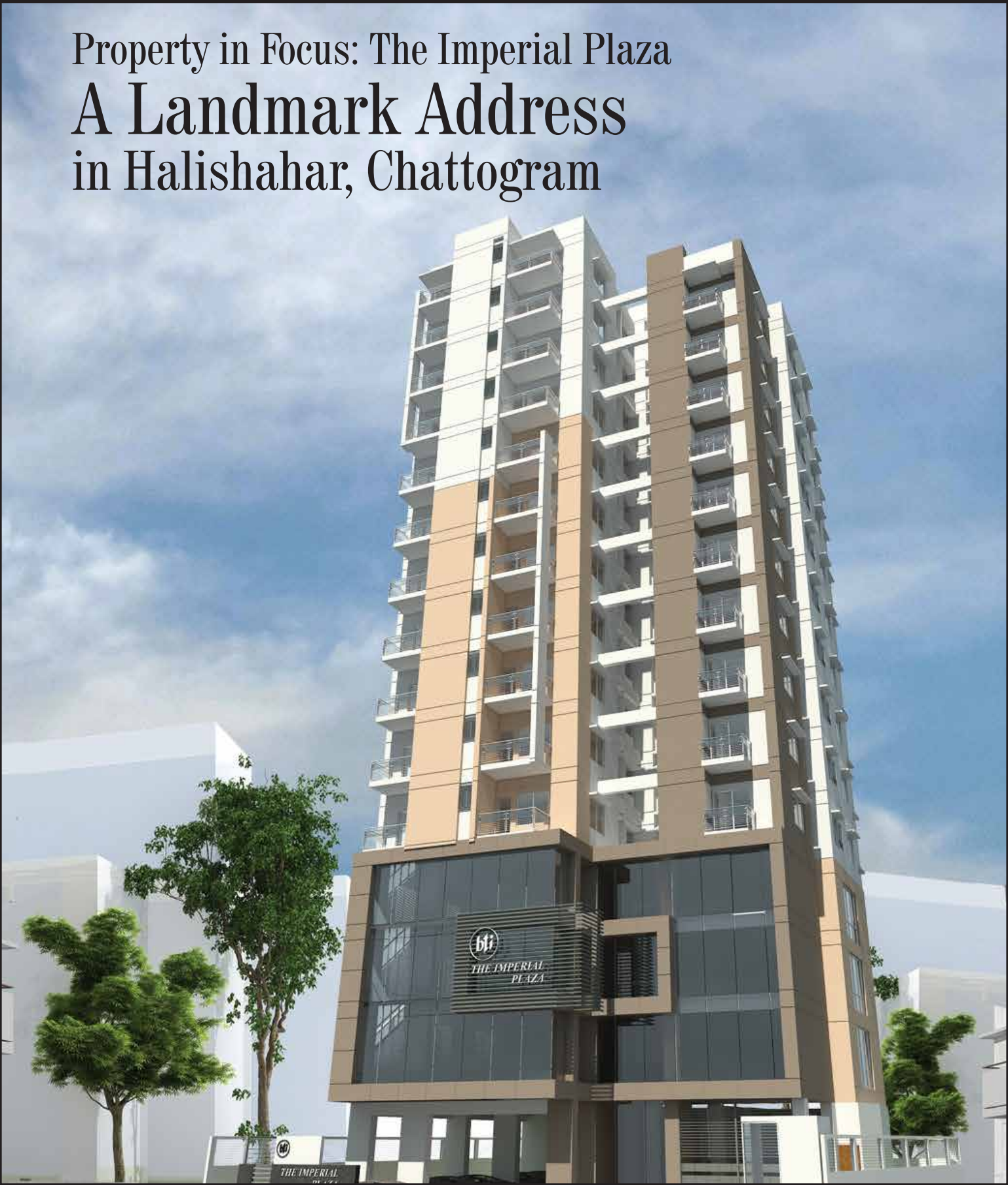


Property in Focus: The Imperial Plaza
A Landmark Address
in Halishahar, Chattogram





Building
homes &
creating
happy memories for

35

YEARS
IN DHAKA

14

YEARS
IN CHATTOGRAM



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Catering to the real estate demand in Bangladesh



Since its inception, bti has worked towards contributing in the real estate development of Bangladesh. Over the years bti has grown to include a wide range of properties - both residential and commercial. It is the only developer company in Bangladesh that aims to cater to the real estate demand of all segments of people, whether it is the demand of a residential or commercial property, or the demand of an affordable or luxury property. We have also grown and expanded our operations from Dhaka to Chattogram and have a large number of projects in prime locations of the cities.

In this month's newsletter, we have included a Chattogram Classic Cum Commercial Collection project of bti - The Imperial Plaza under Property in Focus. We have also included an interview with Business Team Head of Chattogram - Mr. Rafayatul Islam. Apart from these, you will also get to know about one of our upcoming Platinum Collection projects – Park Panorama at Gulshan 2, as well as be informed about our latest events and offers which we hope will be of interest to you.

In Talk with

Mr. Rafayatul Islam

Assistant General Manager & Business Team Head, Chattogram



In this month's newsletter, we conversed with Mr. Rafayatul Islam, Assistant General Manager and Business Team Head of Chattogram, who shared with us his insight on the current real estate sector of Chattogram, buyers' expectations and much more.

What is the current real estate market scenario in Chattogram?

After Dhaka, as Chattogram is the other major developed city in the country, real estate demand has always been prevalent here and it has grown over the years. Apart from being a tourism-based city, many people including the localities look to settle down

here for a comfortable life as well as to get away from the overpopulated Dhaka city. There are many reputed developer companies such as bti, Navana, Sanmar, CPDL, Equity, Finley and others that are operating in Chattogram because of the housing demand. The apartment sale in Chattogram has also grown over the years and the trend is likely to continue.



What do the homebuyers look for when buying an apartment in Chattogram?

Most homebuyers when buying an apartment in Chattogram look for a well-planned apartment of 2 or 3 bedrooms in a good location. They want to settle in a location that is well-developed and connected. Homebuyers also focus on the design aspect. For instance, everyone looks for apartments with open surroundings or apartments that receive adequate light and ventilation for comfortable living. Homebuyers also look for quality of construction and on time handover as they want to ensure that their investment and dream home are in safe hands.

What sets bti apart from other companies when it comes to the real estate sector of Chattogram?

As a branded real estate company, bti ensures high construction quality as well as on time delivery so that homebuyers are satisfied both in terms of quality and service. Apart from that, we also try to differentiate our products in terms of design and specifications. Our design team ensures that bti projects are well-planned and receive ample light

and ventilation. The layout of the apartment is functional, healthy and comfortable. We also want to offer our customers more than just an apartment. Most of our projects come with additional features like rooftop with greenery and sitting arrangement, BBQ space, community hall and so on, so that residents get to enjoy living in a community of their own.

Can you tell us about some of the Chattogram projects of bti that are currently available?

bti has a number of ongoing, upcoming as well as ready flats for sale in various locations of Chattogram including Khulshi, Haliashahar, Panchlaish, Nasirabad, Rose Valley R/A, Rahmat Gonj, O R Nizam Road and so on. We have both commercial and residential projects, although definitely number of residential projects is much higher. One of our ready projects currently up for sale is The Imperial Plaza which is a bti Commercial cum Classic Collection project. It is located at PC Road in Haliashahar and offers 3-bedroom apartments as well as commercial space. There is currently a special offer on the project with discounted price so that buyers can avail the opportunity to fulfill their dream of homeownership.

When buying an apartment, many homebuyers consider whether to buy an under construction property or a ready flat. Although both types of property are in demand as they serve different purposes, it is good to know the pros and cons of both types of properties in detail. Here is a guide listing the pros and cons of under construction properties and ready flats to help you decide which type of property is best suited for you.

Under Construction Flat vs Ready Flat



Buying under construction property

PROS

Flexibility in payment

When you buy an under construction property, then you have more flexibility in terms of paying. You only have to pay the down payment which is about 10% and then start paying monthly EMIs. You also do not need to pay additional costs like registration, stamp duty, etc. until you receive the possession.

Wide range of choices

Since companies are always launching new projects in various locations, you have a lot of options in

terms of which floor you want to buy or which location you want to settle in. Choices in ready flats are not that wide as you may not find a huge number of ready flats in one area or the floor you want may already have been sold to someone else.

Customize apartment to suit your needs

When you buy an under construction property, you have some flexibility in customizing the apartment even if you buy from a developer company. This way you can have a home that suits your needs. For instance, you can change size of living rooms, bedrooms, allow provision for dining basin and so on.

CONS

Delayed handover

Unless you buy from a reputed real estate developer company with a proven track record of on time delivery, you will have a high risk of not receiving handover on time. There are many companies in the real estate market who scam innocent homebuyers this way by taking money and then leaving the project constructed halfway.

Not getting what you were promised

When you buy under construction property, you may notice after handover, that you did not receive many features or specifications that you were promised during earlier stage of construction.

Buying ready to move in flat

PROS

You get to move in immediately

When you buy a ready flat, the biggest advantage is that you can move in right away and start enjoying the homeownership experience. There is no risk factor of delayed handover and you no longer have to pay rent.

You get what you see

When you choose to buy a ready flat, you get what you have actually seen. There are no possibilities of getting duped as you can physically inspect the flat and see the condition it is in.

You know what kind of people live in

As it is a ready flat, you can witness firsthand what kind of people reside in the building and see for yourself if the group of people who are your neighbors are like-minded. But in case of under construction homes, you have no idea what kind of neighbors you will end up with.

CONS

Costlier

With ready flats, you have to arrange all the money together. So even if you are purchasing with home loan, you will need to pay down payment, registration, stamp duty and so on within a very short period of time.

No customization

Since with ready flats, you buy what you see, you cannot customize the apartment as you desire except without additional renovation which will cost you too.

Age of the property

When you buy a ready flat, you might not be buying a brand new apartment, especially if the flat has been in the market for some time and if the construction quality was not good, you may face problems from the get-go.

Before buying, make sure you have thought thoroughly about location, budget, features, future plans and so on, so that you can choose the right kind of property for you.





Property in Focus: The Imperial Plaza
A Landmark Address
in Haliashahar, Chattogram



The Imperial Plaza situated at PC Road, Halishahar in Chattagram provides you with modern ready apartment for a comfortable lifestyle. The location of The Imperial Plaza gives you easy access to reputed schools, hospitals, and shopping centers right around the corner. Nearby you will find schools such as Silver Bells Kindergarten and Girls' High School, Halishahor Cantonment College, BEPZA Public School and College, besides others. The area also harbors reputed medical facilities such as Halishahar General Hospital, Mother and Child Care Hospital, Royal Community Eye Hospital, etc. To give you a break from your daily rut, the area also has a number of shopping centers and restaurants nearby.

A 14-storied residential cum commercial building situated over an expansive 10-katha land, The Imperial Plaza lets you dwell in a space that has been skillfully designed for your comfort. The 1st to 3rd floors consist of commercial spaces whereas 4-13 floors comprise residential units. Each floor has two

units where you can live harmoniously with your neighbors while maintaining privacy. The apartment units are spacious ranging from 1834 sft to 2142 sft and each unit includes 3 bedrooms and 3 bathrooms as well as ensures adequate light and ventilation.

The Imperial Plaza endows you with a modern lifestyle with amenities such as high quality stretcher lift, modern fire protection system with fire escape, fire alarm and extinguisher as well as generator backup along with adequate parking space on the basement and ground floor.

Apart from these, the rooftop of The Imperial Plaza has been designed as a serene sanctuary with scenic views, greenery, and sitting arrangement, where you can enjoy the tranquility of nature or throw rooftop parties. A rooftop community hall has also been provided here to give you a place to socialize and celebrate the special occasions of your life. So come, start your homeownership journey at The Imperial Plaza and enjoy life in your own home.

Customer Testimonial



“Buying a home is a huge decision but bti made our home buying experience a hassle free and delightful one as bti listened to what we wanted and guided us to choose the right home for us. The quality of service we received has been truly spectacular and it assured us that our home is in safe hands.”

Dr. Mohammad Abdul Hamid
Belmont, Uttara, Dhaka

THE
Classic
COLLECTION
Live in Style

Upcoming Project: Park Panorama Indulge in the Finest Comforts of Life in Gulshan 2

Park Panorama, situated in serene location of Gulshan 2 and right across from Gulshan Youth Club is one of our upcoming Platinum Collection projects designed to transcend the concept of ordinary luxury living. It incorporates smart living, abundant greenery, spaciousness and heightened security for an enriched lifestyle

As you step into Park Panorama, you will be instantly rejuvenated with landscaped areas and cascading water bodies. The building design of Park Panorama incorporates natural ventilation into your home and emphasizes environment friendliness with greenery throughout the building. Each floor comprises only 1 or 2 units giving you privacy whilst the layout has been designed to provide you with spacious rooms. Large double glazed windows ensure that you enjoy the view and live in comfortable room temperature.

The rooftop at Park Panorama has also been crafted to enrich your lifestyle with amazing experiences-be it relaxation or recreation. You can choose to dive into the infinity pool or enjoy BBQ parties in the spacious green lawn. Come and experience the epitome of luxury living at Park Panorama.



Joint Venture Agreements

At bti, we treat our landowners just like our business partners and we strive to ensure that they receive the best value for their land. Here are a few of our recent snapshots from land signing ceremonies.



Land signing of Clementi – a 5-katha land at Uttara sector 4



Land signing of an 8.63-katha land at Satmasjid Road, Dhanmondi

Handover Ceremonies

Here are a few snapshots of our happy customers receiving the handover of their dream home from bti, on time, as promised.



Md. Zubair Akhter Choudhury and family receive handover of apartment unit in The Address



Mr. Mizanur Rahman Milon receives handover of apartment unit in Haque Palace



bti Chayabithi Mela Brings Affordable Apartments with Special Offers



building technology & ideas ltd. arranged a three-day apartment fair from 23 November to 25 November 2018. The fair was held from 10 am to 7 pm at Chayabithi project situated at Uttar Khan Mazar Road, Dhaka. The fair included several special offers including free kitchen cabinet with every booking, special discounted price, installment facility, bank loan facility from reputed financial institutions, besides others.

Chayabithi is a project from The Standard Collection of bti. It is a big project covering 48 katha land and

comprises 2 towers having a total of 158 apartment units. The project is 90% ready and offers modern apartments from 935 sft to 1065 sft with 2 or 3 bedrooms at an affordable price. It also includes several lifestyle features such as outdoor children’s play area, gym space, super shop, prayer space, ATM booths, etc. for a convenient lifestyle. Apart from these, the project also comes with 4 stretcher lifts, CCTV monitoring, generator back up, adequate parking and modern fire protection system as well as rooftop with greenery and sitting arrangement.

New Faces



Ms. Aysha Siddiqua has joined as Executive Director, Sales & Marketing, bti Brokerage

Ms. Aysha has an experience of 23 years in Marketing and Sales. She has completed her Master's Degree (M.Com) in Marketing from Dhaka University and Post Graduate Diploma in Business Management (PGDBM) from Bangladesh Institute of Management (BIM). Prior to joining here, Ms. Aysha worked for Lubricants Asia Ltd. (FUCHS), Leisure Bangladesh Limited, building technology and ideas limited (bti), Heidelberg Cement Bangladesh Limited and BanglaLink (Sheba Telecom Pvt. Ltd).



Mr. Shayokh Ahmad has joined as Executive Director, SBUs.

Mr. Shayokh Ahmad has 20 years of experience in Media & PR, Banking & Financial Institutions, Telecom & Device, besides others. He has served several international and local reputed companies like Grindlays Bank, Prime Financial Group, Shanta Group and others. He obtained BBA and MBA from North South University in 1999 and 2001 respectively. He also obtained several international certifications in HR, Career Development, Digital Marketing and so on. He is a trainer in developaskill.com, Malaysian, online training provider, Chief Editor of International Journal of Career Development, contributory writer of sheboi.com and research associate for National Association of Workforce Development Professionals (NAWDP), USA.

Md. Belayet Hossain has joined as Deputy General Manager, Sales

Md. Belayet Hossain has an experience of more than 14 years in Sales and Marketing. He completed his M.Com from National University and MBA with Major in Finance from Southeast University. Prior to joining here, he worked in Asset Developments, Borak Real Estate & Bay Developments Ltd.



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