



Newsletter

JULY 2019



Property in focus: Alpenglow

In a highly accessible location



Building
homes &
creating
happy memories for

36

YEARS
IN DHAKA

15

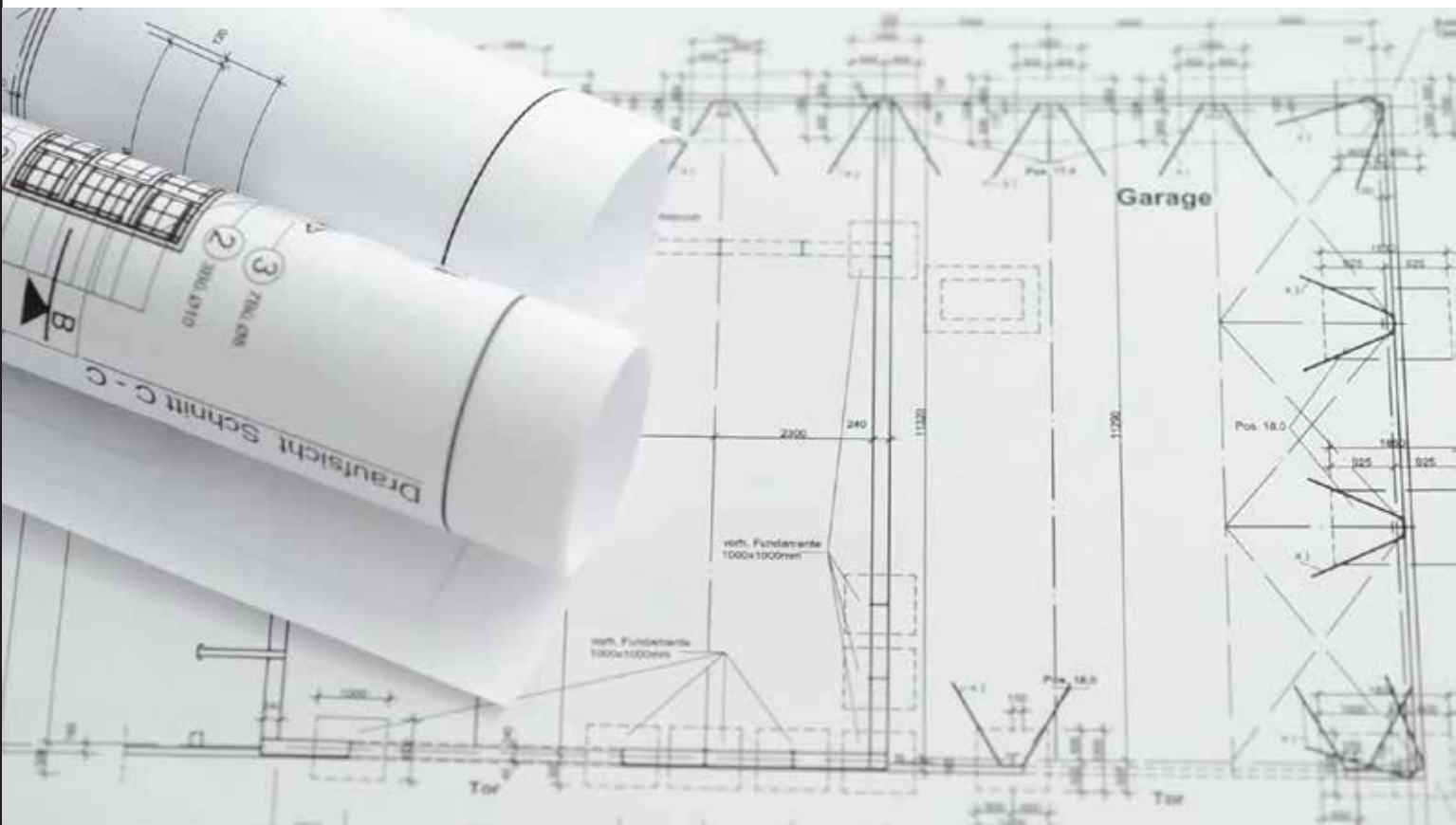
YEARS
IN CHATTOGRAM



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Delivering Quality Enriching Lifestyle

bti, as a customer centric organization, delves deeply to understand the tastes, mindset, preferences, wants, likes and dislikes of our valued customers. All the departments at bti work passionately to win customers hearts. Our design team keeps on researching to ensure everything is aligned to the customers' mindsets. Be it a platinum project or a standard project, they endeavor their best to bring you home that you will be absolutely enthralled with.

In this month's newsletter, we have a chit-chat with Naheed Farzana, Chief Architect at bti. Under "Property in Focus", we have highlighted one of our classic collection projects – Alpenglow. We also included a feature on Plant Styling Tips. You will also get to know about one of our upcoming projects –Shopnoneer at Uttarkhan, Uttara as well as get a glimpse of our latest events. We hope you will enjoy reading the newsletter and also find it informative.

In Talk with Naheed Farzana Chief Architect, Design



Everyone aspires to live a comfortable lifestyle in a well-designed home of one's own. Design Team at bti aims to give customers more than just a typical lifestyle in the heart of the city. In this month's newsletter, we conversed with Naheed Farzana - Chief Architect, Design at bti who told us about the team, its functions as well as shared her valuable insights on a successful Design Team.

Please give a short overview of the Design Team.

The team consists of everyone who is passionate about creating something innovative and modern which enhances or impacts on the lifestyle of the customers. To cater to all segments of people better with the homes they dream for, we, the design team, keep on working and researching. We periodically survey the market to monitor what ideas and technologies are in trend and those we can include in our projects to add value to the customers' lifestyles.

What are the things you prioritize the most when you design a project?

We always endeavor to design something beyond the expectation of our customers. We emphasize on design differentiation and innovation. This can be in terms of incorporating modern technology, adding unique specifications, integrating greenery, and so on. We especially aim to create exceptional living spaces that not just look aesthetically brilliant but are even functional and add value to customer's lifestyle.

What sets bti apart from other companies when it comes to the architectural design?

As a branded real estate company, bti ensures high quality design. Apart from that, we also try to differentiate our design and specifications. Our design team ensures that bti projects are well-planned and receive ample light and ventilation. The layouts of the apartments are functional, healthy and comfortable. Some of our projects include extravagant lifestyle features like infinity lap pool, yoga studio, equipped gym, etc so that the entire apartments offer a lifestyle and not just a building to live in.

For the first time in Bangladesh, We introduced smart home technology at Three-a bti Platinum Collection. We likewise introduced new concepts of

embracing and welcoming green spaces resulting in improved air quality, reduction in soil erosion and a better urban environment.

Moreover, we offer customers an experience of living in a gated community residence geared for comfortable lifestyle.

What is the main challenge faced by the Design Team?

'Win the customers heart' is one of our important core values. Customers get satisfied when they are provided with their dream homes with the best quality. To ensure superior design quality and give our customers the best value for their hard-earned money, we all at bti work tirelessly. In luxury project,

we find flexibility to make it top-notch for our customers. But it becomes challenging when we try to design any affordable collection with high quality as we need to make it budget-friendly as well. We try to provide all the modern amenities with functional design within customers' affordability without compromising quality in any way.

What do you consider the main pillar of a successful design team?

To be a successful design team, it is important for the team to be customer centric. Hence, designers

must constantly keep up with the types of products and services customers want or need as their tastes and preferences are constantly changing. For instance, open kitchen designs are now the new trends of decorating a house with different style & pattern. People with confidences and senses of an open atmosphere would love to have a home with open kitchen space what people couldn't think of earlier.

Above all, the design team needs to have a hunger to bring something unique which must be aligned to the tastes and needs of the customers. At bti we practice customer centricity rigorously. That is why we can boast of an unparalleled customer service.

“

We especially aim to create exceptional living spaces that not just look aesthetically brilliant but are even functional and add value to customer's lifestyle.

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Plant Styling Tips

Enhance Dull Space with Hanging Planters



On the off chance that you dwell in a city in a small apartment that offers little greenery, house plants become more of a necessity than a want. Hanging plants are really appealing when you lack floor and counter space yet at the same time want to make an in-home nursery. Hanging planters hang from the ceiling and easily add style to any room. There are around a million unique approaches to utilize hanging grower, from vertical divider nurseries to straightforward DIYs, so we rounded up some favorites to get you started on your hanging plant journey.



Hanging Rope Planter

This simple hanging rope planter is super pleasing to look at. It's ideal for smaller but leafy plants that won't get lost

Hanging Bowl Planter

This lovely hanging bowl planter actually comes with drainage holes. This pick is wide but shallow, so you'll have to make sure to choose plants that can thrive with a shallow root



system—succulents and boxwoods are two good examples.

Hanging Geo Planter

Are you looking for something a bit different from the ordinary planter? Check out this design-friendly planter that comes with a matching clay pot. This option may be used for very small and slow-growing plants like succulents or cacti—the “large” size is only 5” wide.



Hanging Metal Planter

Add some polish to your plants with this Hanging Metal Planter. With its sleek metal & easy-to-hang pots, it doubles as a stylish way to bring some greenery to your home.



Terracotta Hanging Planter

For a more natural look, try this terracotta. The neutral color looks great with all types of flora, so we recommend planting lush, cascading plants like ivy, jasmine or verbena to make the most of this pot.



Hanging Plants Caring Tips

Caring for hanging plants is relatively simple, but there are some basic things you should consider. Follow these tips to keep your plants & planters looking great always.

1. **Check the drainage:** *A number of beautiful planters don't have drainage holes in them, so you'll have to keep them in a nursery pot and place it all in the hanger. Just be careful not to overwater, and check every once in a while to ensure there's no abundance water sitting at the base. A little bit is fine; a lot of will drown your plant.*
2. **Water more frequently:** *The air closer to the ceiling is warmer and drier than air closer to the floor, so the hanging plants might need a bit more watering. But be careful as overwatering can kill hanging plants that can't drain!*
3. **Don't be afraid to prune:** *Trimming the dead and straggly leaves helps your plant to grow lush leaves and flowers in their place.*

These are just a few general tips to keep your hanging planters looking great. While these tips can be applied broadly, be sure to check the care instructions for your specific plants or planters. For example, some plants might require shade and others full sun. Take special care for those!



Property in focus: Alpenglow

In a highly accessible location

Situated in a prime location of Boro Moghbazar, Alpenglow makes your everyday life easy as you have reputed schools, medical facilities and shopping centers nearby. Moreover, living at Boro Moghbazar implies getting a charge out of simple access to Gulshan, Banani, Motijheel, Dhanmondi, and so on.





Nestled in a prime location of Boro Moghbazar, Alpen glow, a classic collection of bti, is a home that gives you a serene home in the midst of the city with all the comfort and satisfaction of having a nest in the heart of Dhaka. The contemporary outlook with the combination of glass, cladding and paint will just blow your mind up when you are just having your step into Alpen glow and you will breathe in the fresh air as care has been taken to ensure ample greenery at the entrance and on the ground floor.

This 8 storied building brings you an array of 3 unit apartments each floor ranging from 1432 to 1565 sft so that you may choose that suits you the best. Alpen glow likewise offers 3 types of floor plans: Type A, B & C. You can choose your perfect one from the typical floor plans or flexi plans for your convenience.

Rest assured the apartment layout has been designed to ensure functionality of every space – be it the master bedroom or living space or kitchen.

Alpen glow also brings you adequate parking space, smart reception area, waiting space for the visitors and a concierge for easy monitoring of the building round the clock.

A rooftop retreat on Alpen glow offers you a perfect relaxation and recreation area with your family & friends to escape the hustle and bustle of daily life.

Situated on a south-west corner plot, your apartment at Alpen glow is a home to covet as you can enjoy two road sides with open sky views. Moreover, Alpen glow makes your everyday life truly effortless as you have reputed schools, medical facilities and shopping centers nearby.

Customer Testimonial



“With bti, the journey towards homeownership was impeccable. They were really true to their promise of on time handover. With gratitude, we appreciate the endeavors for giving us the fabulous experience throughout the journey.”

Shahriar Halim and family
Lake Panorama, Uttara

Upcoming Project: Shopnoneer

A gated community residence geared for a comfortable lifestyle

Shopnoneer is our latest addition to the standard collections. Nestled at Uttarkhan away from the bustles of the city, Shopnoneer provides you with a gated community residence along with safe and contemporary lifestyle that you aspire to always. At Shopnoneer, you will enjoy living within a familiar community along with more spaces to juggle, ample greenery and space between towers to enjoy gentle cross breezes, more ambience-driven design as well as more functional design keeping modernity alive.

You must sweeten your memories on the rooftop in the BBQ area with your beloved ones. The stupendous rooftop also brings you a complete entertainment zone with green lawn, sitting zone, the serenity of the nature. Community halls, GYM, prayer halls etc all are provided within an affordable price.

Southfacing Shopnoneer offers an array of choices including 1-4 apartments of 1294 sft - 1745 sft with 3 bedrooms on each floor. This standard collection holds a multitude of modern amenities including a concierge for easy monitoring of the building round the clock, intercom connection from concierge to all apartments, 135 parking spaces on ground floor, basement & mezzanine floor, 2-stretcher & five 8-passenger lifts (from reputed international manufacturer) to be installed with auto voltage regulator, inverter, adequate lighting, full-height photocell sensor and emergency alarm, mirrors on the wall, hand phone, fire escape for emergency etc. Moreover, Shopnoneer brings children play area, walkway; drivers' waiting area, guest waiting area, staff room all along with lavatory.

Shopnoneer brings your kids a place for socializing, having fun, being active and most importantly playing in a safe, clean and green environment. A 7-katha play area (approximate) includes walking track, garden and toys to give your little ones an exciting evening.

The living is easy in this privileged residence with an ATM booth just at the doorstep. Moreover,

Shopnoneer is ideally positioned to enjoy the proximity to hospitals, restaurants, shopping centre and a selection of premier schools located at Uttara.



Joint Venture Agreements

Our joint venture allows landowners to get the best value for their asset as we ensure the highest quality of construction and on time handover of every project we commit to build.



*Land signing of 'Valencia',
a 43.96 Katha land at Uttara, Dhaka*



*Land signing of 'The Abode',
a 5.41 Katha land at Chittagong*

Handover Ceremonies

The handover day is a very special day to the new homeowner. bti arranges a special handover ceremony so that the customers can treasure the memory for many years to come. Here are snapshots of our happy customers receiving the handover of their dream home from bti, on time, as promised.



*Dr. Nirmal Kanti Sarker
receives handover of apartment unit
in Talukder Lodge.*



bti renews BGF sponsorship

building technology and ideas limited, the leading real estate company in Bangladesh, has been with the Bangladesh Golf Federation (BGF), the apex body of golf in the country, by sponsoring the players financially for years to uphold the sport in Bangladesh. Like before, this year also bti is going to extend the sponsorship of the 5 national golfers with the golf team officially for the next two years from 2019 to 2021.

To this end, bti signed an agreement with BGF on June 17, 2019 in Kurmitola Golf Club, Dhaka, 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, Aysha Siddiqua, Executive Director, bti brokerage, Rafsan Rashed Nayeem, Deputy Manager, Brands from bti; and in the presence of Brig Gen GSM Hamidur Rahman (Retd), Joint Secretary, Bangladesh Golf Federation, Lt Col Md Abdul Bari (Retd), Co-ordinator, Bangladesh Golf Federation from BGF end.

Up to 4 lac discounts on 46 lac taka apartments



building technology and ideas ltd. arranged a two-day apartment fair 'Chayabithi Mela' from 12 July to 13 July 2019. The fair was held from 10 am to 8 pm at Chayabithi project situated at Uttarkhan Mazar Road, Uttara, Dhaka. The apartment fair offered the patrons an attractive discount on spot booking! Patrons enjoyed upto 4 lac discounts on 46 lac taka apartments! bti Chayabithi from Standard Collection comprises affordable modern apartments from 935 sft to 1065 sft. The project also includes various lifestyle features such as children's play area, gym space, super shop, prayer space, BBQ area, community hall and many other modern living facilities. Though the fair has been finished, yet patrons can enjoy this discount offer till 10th August, 2019.



SPEND AN
AFTERNOON WITH
CELEBRITY CHEF
Rahima Sultana
DELICIOUS OIL-FREE RECIPES,
HEALTH & BEAUTY TIPS

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since 1988
in pursuit of excellence...

A healthy lifestyle is a happy lifestyle

To revitalize our body, to balance our body, soul and mind, to breathe new life into our senses, we need to maintain a healthy lifestyle. As conscious beings, we need to search for new perspectives on the way we eat, live & look. As an organization that cares deeply about its valued patrons healthy lifestyles, bti arranged an event inviting the patrons to spend an afternoon with celebrity chef Rahima Sultana to know something new

delicious oil-free recipes, health & beauty tips. Basically, bti doesn't end up relationship with its patrons just after the project handover; rather bti considers this the start of the new journey. It's a lifelong journey! Consequently, the event was held on 29th June, 2019 at Club NotreDamians, Dhaka. Several customers attended the event and appreciated the gesture towards healthy living.

New Faces

Engr. D. M. Masudul Hasan
has joined as General Manager, Sales at
Chittagong.



Engr. D. M. Masudul Hasan has an experience of 17 years in Sales & Marketing, Customer Service, Procurement and Operations. He completed his Bachelor in Civil Engineering from Chittagong University of Engineering & Technology (CUET). Prior to joining here, Mr. Hasan worked for Ranks FC

Properties Ltd, Sanmar Properties Ltd., Navana Real Estate Ltd., Equity Properties Ltd., CPDL and Epic Properties Ltd.

Mr. Kazi Rajibul Haque
has joined as Deputy General
Manager, Sales.



Mr. Kazi Rajibul Haque has an experience of 14 years in Sales & Marketing. He completed his MBA from B R A C University with major in

Marketing. Prior to joining here, Mr. Rajib worked for Genetic Limited and Anwar Landmark Limited.

Dhaka Office

bti Celebration Point
Plot: 3&5, Road: 113/A
Gulshan, Dhaka 1212
email: info@btibd.org

Chattogram Office

bti Landmark
549/646, Zakir Hossain Road
Wireless More, West Khulshi
Chattogram
email: info_ctg@btibd.org

 16604, 096 1319 1919



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