

Upcoming Project: The Destination
Live in Dhanmondi
‘A miniature city on its own!’





Building
homes &
creating
happy memories for

36 | 15

YEARS
IN DHAKA

YEARS
IN CHATTOGRAM



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A consistent journey towards excellence

Since the inception, bti has been striving to make the homeownership journey a joyful experience, and so all the departments at bti work tirelessly. To ensure availability of right equipments and right materials at right time, we, bti, set up for different venture and we deliver homeownership with superior quality and on time. In the beginning, bti started operation as a construction company. As time went by, bti kept on expanding its business and invested in various new promising business fields, including manufacturing, industry, and trading. Today it operates about 8 major concerns and continues to invest in new fields.

In this month newsletter, we had a conversation with our honorable Managing Director FR Khan, who shared his valuable insights on the expansion of bti over the 36 years, its challenges as well as what patrons can expect from bti. Under 'Property in Focus' you will get to know more about exquisitely crafted Luxury Project. There are also segments on our Upcoming Project, Handover Ceremonies and much more to keep you updated with the latest happenings at bti.

Hope you enjoy reading the content.

Some words with FR Khan, Managing Director at bti



Since the inception in 1984, bti has been striving to make homeownership a joyful experience with quality in design, construction and service.

To ensure all these, bti keeps on expanding setting the goal in mind in a professional manner.

Here our honorable Managing Director FR Khan spoke about this journey, challenges, things patrons can expect from bti and many more.

How was the journey towards being a Conglomerate?

Basically, when we started, there were a few real estate companies in Bangladesh. We really didn't find anyone to follow ahead. We emerged as a construction company in first and later changed to a real estate developer.

At that time we had to deal with many

external agencies for operation, which were not professional which was reflected in their behavior in terms of morale and ethics. So, our young professionals at that time realized that we might earn money in easier way but to be a trusted leading company, we needed to proceed with our own product & services.

Therefore, we started our own design, construction and customer care for Apartment building & selling in best possible ethical way.

Back then, we dared to establish ourselves as a trusted brand in an unfamiliar sector, as it was not that much known to general people.

However, when you are determined enough to achieve your hope and goal, nothing can stop you. We did not take the responsibility only about establishing our brand, but the real estate sector as well.

What were the challenges growing up to conglomerate all these?

As I was telling, the real estate industry didn't draw that much attention by that time, while at the same time the advantage of social media & digital branding was not available and we really had to depend on print media and TVC.

However, our main challenge was the large investment required for land procurement as people were not much concerned about investing in real estate sector that time. But the best thing is this challenge gave us the idea of joint venture with land owner.

We convinced the landowners by offering better and safer deals; they didn't want to miss the chance.

It seems so easy, no? But, the fact was different. Of course, it wasn't that much easy to convince the land owners. But once we have succeeded other companies started following us. Gradually, it has been a common practice for all the real estate companies. But as a pioneer of introducing joint venture idea, it required a lot of our persuasions with a great endeavor.

How could you manage to confront all these challenges? What do you attribute your success to?

See, since its inception, we have been striving towards excellence - excellence in gaining customers satisfaction, excellence in quality and in brand promise. In pursuit of excellence, we did never fear any challenge. Nothing overtook us, as our determination to be successful was strong enough. We confront, and in the way of confrontation, we brought up with new ideas.

We never compromised our promises, even during the hard times. This is why we were able to survive the terrible market conditions during 2015-2016.

Basically, bti is a story of endeavors – the most promising company. It is one of the rare companies that emphasizes on customer centricity extremely. It's not just the customer service department, all other departments resonate this important core value: 'Win the customer's heart'.

What can patrons expect from bti?

As for patrons, we offer and uphold our commitment of honesty and integrity— be it buyer, seller or renter.

When they get into dither with if the investment of their hard-earned money is beneficiary at all, bti, the leading real estate developer, rests them assured of the impeccable investment in real estate sector.

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In addition, being a first-time home buyer is exciting undoubtedly! But, buying a home also becomes nerve-racking, especially when someone is a first-time home buyer. To bag that trophy house the person has been dreaming of, he/she needs to understand clearly what it is he/she is looking for. Nobody can guide anyone better to understand what fits his/her taste, budget and lifestyle better than bti interior solution. It's a house hunter's best friend.

Besides, if someone wants to rent a flat or an owner wants to rent out their apartment, we help them with our rental service, and many more services we perform to better serve the community.

What really does make you happy on your way?

When our patrons get fascinated by our timely handover, it gives us immense pleasure.

Simply from a time commitment, customers' satisfaction take a lot more than just a 'promise'. It's a long ordeal; nevertheless, it is one, we increasingly find to be the best way to win customers' hearts. People get involved with us to be pleasantly satiated with the dreams to be filled.

More Precious than Gold...

Doubtless that Uttara is one of the quintessential locations to live in Dhaka city and a popular choice to buy a flat for many homebuyers. It originated as a model town mainly to be served as a residential area for people who wanted to live away from the hustle and bustle of the chaotic city. However, in recent years, with the huge advancement, this area has transformed into a bustling miniature city on its own, covering a mammoth area of 36.91 km². The whole area is demarcated into 14 sectors. Here we delve into the highlights of living at Uttara.

Happy reading!



Basically, Uttara is a well-planned area with a plethora of amenities to make the urban life smooth and easy. It offers everything that one needs for a comfortable lifestyle including residential projects, commercial hub, recreation centers, educational institutes, and so on. One may

easily settle down here with the assurance of easy access to daily amenities for a seamless life – be it schools, universities, hospitals or shopping stores.

To talk about its commercialization, RAK tower, North tower, Polwal Carnation, Mascot Plaza, ABC tower will be in the top of the list, yet you



have many more ahead. Many flagship stores of popular brands like Yellow, Aarong, Astorian, etc. are also located at Uttara. Numerous financial institutions including HSBC, Dutch Bangla Bank, UCB, NCC etc. are at every sector.

Uttara has advanced over the years with many modern facilities, yet the neighborhood has managed to retain its suburban feel; a great choice of location for people who crave for staying away from the hustle of the city. Tranquility stays there with a lush of greenery. Almost in every sector, there is a society park with enough walkway for the people who care for healthy lifestyle. Kids roam around the park happily in the afternoon.

Around 20-km long metro rail line across Uttara is on proceeding. Once it is finished, it will take people from Uttara to Motijheel apace. The entire route will be able to be travelled in less than 40 minutes. Already 21% of its progress has been done.

Not only will the metro rail project connect Uttara to the other parts of Dhaka city, but also will Dhaka Elevated Express Way, the first ever Elevated

Express Way in Bangladesh, connect Shahjalal International Airport with Kutubkhali via Mohakhali, Tejgaon, Kamalapur. It will improve north-south connectivity and link important commercial and business centres reducing travel time and providing travel comfort and convenience. So, once this Express Way is finished, Uttara will reach the peak of popularity with high access to so many locations.

Needless to say, making an investment in Uttara ensures you have a tremendous outcome of profit maximization in near future when a piece of such land will be more precious than gold.



Property in focus

Where the contemporary lifestyle and convenience merge



Quantum, Casafeliz and Silverdale, bti classic collections, tailored to suit your taste at the convenient location Uttara with a plethora of amenities nearby. Each of these is impeccable for those who aspire for living in tranquility away from the bustling city. Uttara has been developed with a multitude of reputed schools, hospitals, eateries etc. to make your everyday life truly effortless. Let's have a glimpse of the amenities, these collections provide you with.

Silverdale

Nestled in the highly accessible location of Uttara sector 3, Silverdale, a bti classic collection, entices you by offering 3 bedroom apartments crafted with amazing design and modern amenities. Silverdale ensures comfortable living with utmost privacy in single unit apartment of 2140sqft. As you step into Silverdale, a smart reception lobby greets you warmly. To make you feel secured at your home, there are CCTV monitoring system and fire fighting equipments. Rooftop at Silverdale is exquisitely crafted to provide you with BBQ area, community room, seating arrangements to spend quality time with your family and friends.





Casafeliz

With unique design, modern amenities, elegant features and an utmost convenient location, Casafeliz promises to be the contemporary home you have been looking for. This 9-storied building comes with single unit apartments and ensures comfortable living with careful architectural planning. Nestled in the convenient location of Uttara sector 1. Uttara, one of the well developed suburbs of Dhaka, Casafeliz offers you single unit 3 bedroom apartments of 2004sft each floor. Apart from this, Quantum promises to be a safe abode for your family with security features like CCTV mentoring system, modern fire protection system, and many more. On rooftop, you will enjoy BBQ area, community room and lush of greenery.

Quantum

Located at Uttara, sector 10 Quantum offers you a well developed neighborhood encompassing all the required amenities for a smooth life including reputed schools, renowned hospitals, and several recreation centers suited for your urban life. The area connects you easily to nearby areas like Bashundhara, Gulshan, Banani, Mirpur, Savar and so on. As you step into the building, you will be greeted with lush greenery. The outlook of the building is stunningly designed with a modern exterior façade. Quantum likewise lets you choose from two floor types- A and B with apartments of 1441sft. Architectural design of the building ensures your home receives gentle cross breezes and natural light. The apartment layout has been designed to ensure functionality of every space – be it the master bedroom or living space or kitchen. On rooftop, you will find a private retreat, where you can relax amidst natural greenery or celebrate special occasions with your loved ones in the community hall. So, what are you waiting for? Experience, to the earliest, a home that is contemporary in the truest sense.



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, Gulshan

Upcoming Project: The Destination Live in Dhanmondi 'A miniature city on its own!'

At The Destination, you will surely discover the meaning of true luxury.

Nestled in the heart of Dhanmondi, a quintessential area, with all the amenities nearby for a seamless lifestyle, The Destination, a bti Platinum Collection, offers home that you will love to live in. Dhanmondi is like a miniature city thriving with life and energy. Living in Dhanmondi gives you the best of urban living experience as it is the bustling little town. Not to mention, the neighborhood is home to a plethora

of shopping malls, reputed English-medium schools as well as finest restaurants to make your everyday living effortless. Besides, you will also find the serene Dhanmondi Lake which will refresh you with its lush greenery and openness.

However, as you step into The Destination, a double height entry wows you with its grandeur whilst greenery and water body soothes you. Moreover, The Destination is endowed with spacious apartments of almost 3000sft-6000sft. Each apartment lets you dwell contentedly in bright, airy rooms and comprises 4-6 bedrooms. To take a break

from the bustling city, you may bask in the serenity on rooftop that is crafted exquisitely with lavish choices. An infinity pool lets you satiate your thirst for extravagance.

The destination is likewise exquisitely crafted with air-conditioned 'Home Theatre' with seating arrangement, air-conditioned 'Meet & Greet' space, air-conditioned exercise studio, BBQ area for outdoor entertainment, etc. What else can you desire for?

Bountiful amenities are just waving you, what are you waiting for?



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 Green View
A 16.95- Katha land at Mazar Road, Mirpur, Dhaka*



*Land signing of Sparkle
A 5-katha land at Niketon, Dhaka*

Handover Ceremonies

Surely homeownership is a great experience, if you get it on time.

At bti, we strive to make homeownership a joyful experience by ensuring this. We always make this day a special one for our valued customers along with keeping our promise of on time handover.

Here are a few snapshots of our recent handover ceremonies.



*Florence: Shams Rumana Rimi
receives handover of apartment unit in
Florence-a bti classic collection.*



*Talukder Lodge: Mokhlesur Rahman
receives handover of apartment unit in
Talukder Lodge #A-7- a bti classic collection.*

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