



Property in Focus: Chayabithi  
Embrace a Serene Lifestyle  
Away from the Concrete Jungle



*Chayabithi*  
turn your dream into reality..



Building  
homes &  
creating  
happy memories for

36 | 15

YEARS  
IN DHAKA

YEARS  
IN CHATTOGRAM



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## Celebrating a new milestone in pursuit of excellence ...



This last month was quite a special one for us as on 27th February we proudly celebrated our 36th anniversary. It is that time of the year that helps us to look back in our journey of 36 years, appreciate our accomplishments, learn from our experiences and of course extend our heartfelt thanks to all our valued customers and partners for their support.

What started as a pioneering real estate developer company established in 1984 has grown and diversified to become a large one-stop solution for all things real estate in the country. Since its inception, bti has earned its reputation as a forward-thinking company. With our vast years of experience and having a full range of real estate expertise, we strive to bring our valued customers a unique perspective to every project - be it affordable gated community residences in

developing locations or high-end urban spaces in premium locations.

Today bti is more than just a real estate developer. With a customer demand driven approach and a passion for excellence, bti is an innovator that stands at the forefront of delivering real estate developments and solutions that empower the communities of future Bangladesh real estate.

In this month's newsletter, apart from our 36th anniversary celebration, you will find "Chayabithi" under "Property in Focus" as well as Celestial Heights – one of our upcoming projects. You will also find an interview with our Managing Director – Mr. FR Khan as well as read on how to welcome spring into your home décor and much more. We hope you will enjoy the content as much as we enjoyed penning it for you.



# In Talk with

Mr. FR Khan  
Managing Director of bti

## *What do you think of current real estate industry in Bangladesh? What are its challenges and plus points?*

The real estate industry is quite stable right now. There are, however, both good news and challenges for buyers as well as developers. Speaking of challenges, affordability is still an issue for majority of the buyers. On the other hand, the good news is there are many choices now readily available for the buyers so that they can choose a home as they desire at one stage of life.

As an example, if someone wants a large apartment but cannot afford, they can settle for a smaller apartment for now and later upgrade to a larger apartment. As a developer keeping in mind customer preference and affordability, bti has four different categories of residential collections.

These include The Platinum, Premium, Classic and Standard Collections, which offer a wide range of properties starting from large spacious apartments to

*In this month's newsletter we had a conversation with Mr. FR Khan – Managing Director of bti who shared with us his insights on current real estate industry, its challenges and positive side as well as bti's 36-year journey celebration and what buyers can expect from bti this year.*



gated community residences with different specification and locations. Information is also now readily available to the buyers by advanced digital communication technology. And this is an added advantage.

### ***What do you think can be done to overcome the challenges?***

Bringing down the interest rate on home loans can be a great aid for the prospects to own an apartment. In our country the interest rate is of floating rate and this greatly fluctuates. For example, last year interest rate increased from 9% to 13%. This increases financial burden on the customer as EMI (Equal Monthly Interest) increases. However, our country cannot go for a fixed interest rate due to high inflation rate of 7% approximately whereas in Canada for the last two decades the inflation was 0.5% only. That is why it is important to stabilize the interest rate and bring it down to single unit. The financial policy makers can only sort this issue.

Also there is a need to bring changes in policy regarding building plan approval, keeping in mind limited land availability. Presently, only 8% of the housing demand is met per year by private and public sector.

If the authorities give permission to build high rise buildings of say 35 stories to 50 stories from the beginning instead of increasing number of stories every few year in the same location, then this will create more living space, reduce construction cost, which will ultimately reduce apartment price. Another way is to meet the demand by decentralizing Dhaka city from the centre. This has to be done with setting up of infrastructure and communication system so that residents will move to outskirts of the city.

### ***bti actively participates in research and development such as introducing earthquake resistance technology, what are the areas bti is currently working on?***

We have already done a research on earthquake resistant technology and have come up with a design method to secure the structure from earthquake forces. This method is called the "Column Jacketing"

which is already in use in all of bti projects. Presently, as a large sector of the real estate comprises middle-income people, we are working towards optimizing design and construction cost without compromising quality so that we can reduce apartment price and cater to the larger segment of people. As a customer-centric organization, we always strive to provide the best solutions from which our customers can benefit.

### ***bti recently celebrated its 36 years of journey. Would you like to say a few words on this occasion?***

Since the inception bti has played a leadership role in the real estate industry. Keeping in alignment with our vision of creating a world class organization, we have adapted two major steps last year - Lean management and Kaizen. Both are practiced in world class industries in Japan and all over the world with a view to minimize cost and wastage. We have also decentralized our real estate products according to our collection to improve work efficiency and give better service to our customers. This way we can now save a lot of time during construction and hand over projects a lot earlier. For example, before we could hand over projects in due time but now construction work is much speedier and we can hand over projects well ahead of time.

### ***What can customers expect from bti this year, any big plans or projects?***

Only recently we have launched The Platinum Collection which introduces Smart Home concept for the first time in Bangladesh real estate. It provides supreme luxury living experience in high-end apartments in prestigious location of the city. We have plans to incorporate Smart Home features in our other collections too as we feel there is a greater necessity for security features in the homes of upper middle-income and middle-income people. For example, nowadays in most families both the husband and wife are jobholders so when there is no one at home, these features can greatly help them and elevate their lifestyle. Let us look forward to the upcoming Smart Home by bti.



5  
Stylish Ways  
to Welcome  
Spring into Your  
Home Décor

Although spring has officially arrived in Bangladesh, the erratic weather pattern seems to bear a stark contrast to the pristine blue skies and sprouts of fresh green leaves which are common in spring. However, that does not mean you cannot welcome spring indoors even if the outdoor ambiance may feel uncharacteristic of spring. Traditionally, it is the perfect time to spruce up your home and give it a fresh new look. Embrace vibrant colors and bold patterns to revamp your home décor. To help you out, here are 5 simple and stylish ways to welcome spring into your home.

**Invite nature into your home**

Who can resist the charm of fresh blooms in the

season of spring? The perfect accessory to give your home a spring makeover will be incomplete without the alluring touch of nature. Add fresh flowers and potted greenery in nooks and corners of your home – be it on table top vases, wall shelves, hanging planters or outdoor balcony. This will not only add a touch of freshness to your home décor but also make you feel bright and lively.

**Try out spring cleaning**

Dedicate a day to spring clean your home and get rid of the winter mites and dust from your home. Store away your winter wardrobe and give away stuff you no longer need. A well-organized home is the key to



a happy and healthy home as you will feel fresh and rejuvenated without the clutter overwhelming you. Make sure you store stuff you no longer need in a way which makes them easy to find later on. Dedicating storage space according to season can be a great way to better organization.

### **Change those curtains**

Heavy drapes are great for the winter season as they retain heat and keep your home warmer but as you bid goodbye to winter season, take the time to



change the curtains into light curtains like sheer or voile fabrics which will allow ample natural light, if there is any. This also helps to make the room look brighter and spacious!

### **Bring out the soft colors**

Soft colors like pastel, cream and hues of white and blue are perfect for spring season. Get rid of heavy color tones from your home décor and add pops of colors that are reminiscent of spring in throw



pillows, rugs, curtains, accessories and so on. Floral patterns and prints are also very much in to give your home a quick spring makeover.

### **Hang seasonal wall arts**

Wall arts are stylish, simple and can easily transform your room into an elegant masterpiece. Invest in wall arts that reflect spring season such as branches of trees, blossoming flowers, colorful birds and so on to add vibrancy to your home décor. You can mix and match two or three different sizes to create a stunning feature wall in your living room, entryway or any other room.

With nature coming back to life after the dreary winter season has passed away, spring presents the perfect opportunity to refresh yourself and your home with floral inspirations and fun patterns. So have fun with spring decorating your home.





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## Property in Focus Chayabithi at Uttar Khan

Chayabithi situated in a vast area of over 48-katha land at Uttar Khan Mazar Road is a project of bti Standard Collection. Away from the hustle and bustle of the city center, Chayabithi provides you with a modern home at affordable price in a peaceful location. The location of Uttar Khan falls under Dhaka City Corporation and includes all modern facilities for a comfortable lifestyle. It is also in close proximity to Uttara Model Town which gives you easy access to the perks of city life while residing in your own sanctuary away from the chaos of the concrete jungle.

Chayabithi offers a modern apartment living experience at an affordable price and is perfectly suited for middle-income people. The almost ready project is a 9-storied building and comprises two towers having a total of 158 apartment units that are north and north-west facing. All the apartments of the

project have been skillfully designed to ensure each apartment unit gets ample light and ventilation for a healthy living. The apartment size at Chayabithi ranges from 935sft - 1065sft for compact living and each unit has two bedrooms and two bathrooms to



accommodate all your family needs. Apart from being endowed with all the contemporary features and amenities such as 4 high quality lifts, generator back up, CCTV monitoring, and so on Chayabithi also comes with a host of luxury lifestyle features such as outdoor children's play area, gym space, community hall, rooftop garden with BBQ area to give you an unparalleled living experience.

## bti celebrates 36th anniversary



bti celebrated the milestone of 36 years of journey as a leading real estate developer company in Bangladesh on 27th February 2019.

It was a day of grand celebration at the head office of bti in Dhaka as well as in Chattogram, where all the heads of departments, managing director, chairman as well as other employees celebrated the 36-year journey.

On the occasion of the 36th anniversary, bti offered exciting offers on ready apartments in various locations of Dhaka and Chattogram to fulfill the dream of homeownership of many.

## bti at REHAB Fair 2019

The biggest real estate housing fair in the country – REHAB Fair was held this month from 6 – 10 February 2019 at Bangabandhu International Conference Center in the capital city, where bti like every other year took part in the event as a co-sponsor. The five-day fair drew in large flocks of interested home buyers from all over the city. bti as a leading real estate company with the largest collection of properties showcased over 50 ongoing and ready projects in Dhaka and Chattogram and more than 500 apartment units as well as commercial projects in Dhaka and Chattogram to cater to the real estate needs of the general population. The fair also had special offers to make the homeownership experience a joyful one.

bti Brokerage and bti Building Products which are two SBUs of building technology & ideas ltd. also participated in the fair. bti Brokerage deals with hassle free property selling, buying and renting while bti Building Products manufactures various building materials like hollow blocks, pavement tiles and so on.





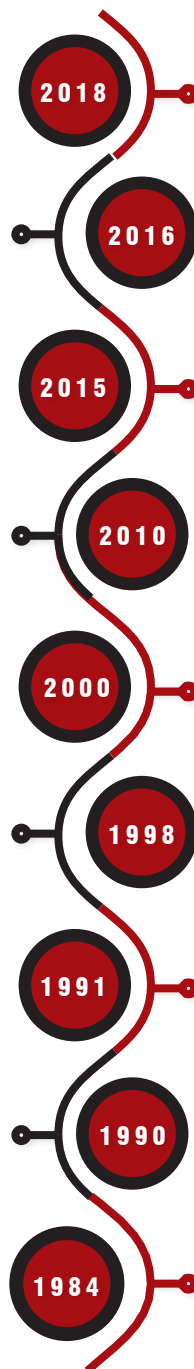
# A Glimpse into the Milestones of bti in its 36 Years of Journey

This was the era of digital transformation as bti launched a new interactive website along with digital marketing tools. The objective was to make home searching easy for the customers.

Although real estate sector was under crisis, bti remained unaffected largely due to the trust factor. bti launched The Premium Collection to provide customers with high end projects in great locations.

Developed its mission and vision. It also became the first real estate company in the industry to receive ISO certification for quality in design, construction and service of buildings.

Founded the joint venture approach which decreased cost of capital substantially and increased profit margins.



To keep up with the changing customer preferences and provide homes that offer an unparalleled luxury lifestyle, bti launched The Platinum Collection, introducing the concept of smart living. bti also initiated fixed price policy in Bangladesh real estate to make home buying hassle free.

Introduced an affordable line of homes under The Standard Collection with Chayabithi – a mega project on nearly 50-katha land in Dhaka. All the apartments under this collection offer modern amenities and lifestyle features at a reasonable price for the middle-income people.

By this time, bti established itself as a trusted name in the real estate sector with timely handover and quality construction. To cater to the growing demand, bti increased its number of projects and extended its operations in Chattogram.

To create a uniform body in order to protect interest of the sector, bti became one of the founding members of REHAB with no. 001.

Started its journey as a pioneer in real estate industry with development of Forum Apartments. At that time, it was one of only three real estate companies in the country.



...SINCE 1984

# Handover Ceremony



*Mohammad Faisal Aziz and family receive handover of apartment unit in Adelina – a bti Classic Collection project situated at Bashundhara.*

The handover day is no doubt a memorable day for our valued customers as they receive the keys to their dream home. As we strive to make homeownership a joyful experience for our valued customers, we ensure this day remains as a fond memory in the lives of our customers with on time handover and the assurance of a safe and secure home.



## Upcoming Project



### CELESTIAL HEIGHTS

Gulshan



# Live in Tranquility while Staying Connected to the City

Celestial Heights is the latest addition to our Premium Collection. A 12-storied contemporary building, Celestial Heights is conveniently located in the midpoint of Gulshan, thus connecting you to the rest of the city easily and letting you enjoy the finest amenities in terms of shopping, dining and entertainment just around the corner of your home. The architecture of Celestial Heights has been specially designed to buffer you against the chaos of the city so that your home is an ultimate relaxation haven. You can choose from four different apartment types ranging

in size from 2448sft to 3939sft to suit your needs. All the apartments have been designed keeping in mind your utmost comfort and functionality of the apartment layout. Apart from these, Celestial Heights comes with a host of lifestyle features to make your everyday living a beautiful experience with skillfully designed spaces such as meet and greet space, landscaped rooftop with ample greenery, sitting and BBQ area, semi-outdoor terraces and so on. Experience the finest luxury living in a superb location.

# Customer Testimonial

“Buying a flat in Dhaka is a daunting ordeal but bti made it very seamless.”



Buying a flat in Dhaka is a daunting ordeal but bti made it very seamless. They were extremely professional and answered all our queries at the earliest. We are highly pleased with the overall service we received from bti.

- *Shafika Begum & Family*  
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