



Introducing a new Eco friendly building product in Bangladesh





Building
homes &
creating
happy memories for

36 | 15

YEARS
IN DHAKA

YEARS
IN CHATTOGRAM



Index

 Newsletter

- Introduction
- Interview with Executive Director, Construction
- Amenities of Bashundhara
- Property in Focus
- Customer Testimonial
- Upcoming Project
- Joint Venture & Handover Ceremony
- Events



Threat to our Environment

How many of you think that using brick in building is a threat to our environment?

Okay, whether you think so or not, rest assured after once you read it thoroughly, you will have a knock on your head to think over it again. Let's get back to the point. Here we would like to apprise you of that we have recently launched the idea of using an alternative to brick in building structure. We would like to let you know that this alternative is quite eco-friendly. This alternative is actually concrete block!

You know bti has been appreciated for its strength and consistency in the real estate sector. Now we are determined to move towards the enhancement of the quality of building materials. Consequently, we have introduced concrete block.

In this newsletter, you will be let know about it thoroughly. Along with that you will have an interview with one of our Executive Directors who was involved with this idea. You will also get to know in details about our upcoming project 'Junction 54' along with three properties at Bashundhara in focus.

Happy reading!

In Talk with

Md. Sharifur Rahman

Executive Director – Construction



In this month newsletter, we conversed with Md. Sharifur Rahman, Executive Director at bti, who has been directly involved with the idea of introducing concrete block to Bangladesh. With his cordial support and instructive explanation, you would find this piece of writing worth reading!

How could you think of acquainting Bangladesh with concrete block?

Well, you know, Bangladesh is one of the most land-scarce countries. With the high birth rate, we are yet at lack of enough land to live in and to grow enough crops. Nevertheless, every year, 0.73% agrarian land is turned into non-agricultural land due to housing and many more reasons. Researches show that at least 30% of its agricultural land under risk of being gone over the next 25 years. Along with this,

our conventional construction material is just increasing this ratio in many ways.

Every time topsoil is extracted from a certain piece of land, it goes barren for at least three years, which means nothing can be grown there during that period. The kilns emitting black smoke pollute the environment which causes various diseases to the people.

It is high time we became conscious of and went for an alternative to this conventional construction

material, brick. So, we looked over the world and got to know that except some Asian countries like India, Pakistan, Srilanka, all started to use concrete block in full swing for years.

What makes it important to be used in building basically?

What I was talking about it, actually concrete block is quite eco-friendly as there is no burning procedure in manufacturing and no use of clay. One concrete block replaces 5 bricks usually, so basically it reduces 4%-8% building cost overall. Not only this, it also minimizes the construction time. The most important factor is, you may rest assured of salinity in concrete block as it is clay free. Moreover, due to the absence of thermal conductivity in it, it assures you of insulation. This absorbs sound as well! Using concrete block even lessens the weight of structure as it is lighter itself.

If it is clay free, what is it made of instead?

Concrete block is a mixture of cement, water, sand, and gravel. This produces a light gray block with a fine surface texture and a high compressive strength till 1500 PSI⁺. Water curing is important in concrete block basically to gain strength. Water absorption capacity of concrete block is 6-7%. It is even manufactured in a fully automated way.

Does concrete block ensure earthquake resistance?

Actually, can anything resist earthquake at all? What we may do is to be cautious to mitigate the losses of earthquake. No structure can be immune to damage from earthquakes. Strong building product can erect structures that fare better during seismic activity than the conventional counterparts. Concrete block can ensure you that much.

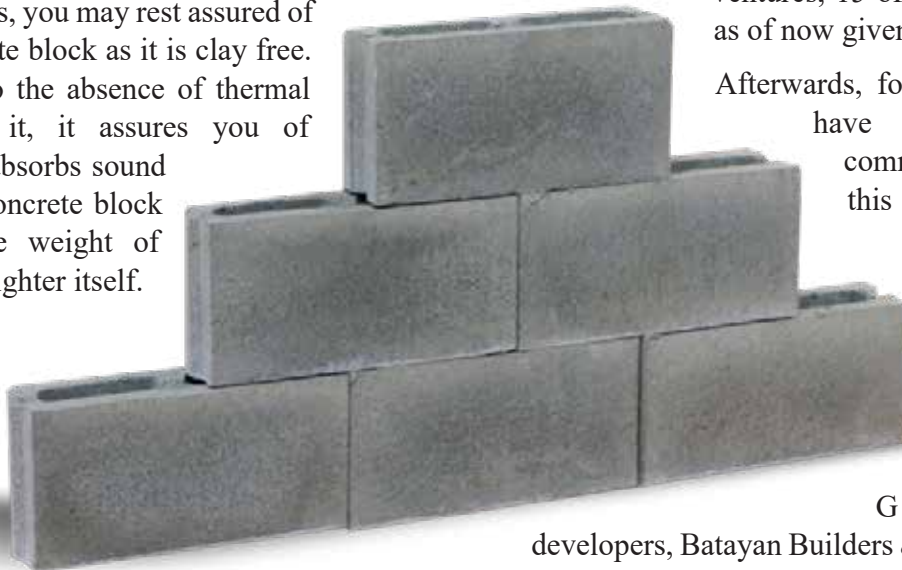
In which sorts of structure would we be able to utilize concrete block?

We can use it in building structures, basically, in partition wall, peripheral & interior non-load bearing wall.

How are people responding to this?

Subsequent to anticipating it in 2015, it took 1 year to execute it. In 2016, we built up our very own production line in Dhamrai, in proximate to Savar, and began fabricating concrete block there. Up until this point, we have utilized it in our 85 ventures, 15 of which have been as of now given over.

Afterwards, for last 1 year, we have been selling it commercially. Up until this point, we have got huge responses. Many real estate companies including Home 71, Greenwood



developers, Batayan Builders & Real Estate Ltd, Paramount Real Estate, Britannia real estate and so forth have purchased concrete blocks from us. Besides, a multitude of individuals have been our customers. The most importantly, our concrete blocks have been sold out to Vashanchal, Hatiya, a govt. project for Rohingyaas.

What about risk factors?

There is no such risk factor but the possibility of crack in it. This even can be easily avoidable if it is used in a proper way. In case of using concrete block, you need to maintain a proper ratio. Every time we sell concrete block, we let the purchasers know how to use it properly, we train them in fact. We found many having a number of questions on concrete block; however, we welcome them to accompany their inquiries. We have our own inquiry supervisory crew to give them a chance to rest assured.

5 Exemplary Things Must Allure You To Live In Bashundhara



Basically, everyone look for peace of mind, a comfortable lifestyle, health and happiness of loved ones. To locate that subtle genuine feeling of serenity in the midst of a wild life in the city, it is basic to have a bit of the world that is only yours and yours alone which begins with owning a home.



A “good” area does not happen on its own; it is envisioned, planned in a professional manner, and then implemented with meticulous dedication as like Bashundhara residential area. Here presenting few points at different scales and scopes that demonstrate how Bashundhara can take place to your mind as a desirable area to live in.

Convenient to move

Living at Bashundhara implies getting a charge out of simple access to Gulshan, Baridhara, Uttara, Mirpur, and so on. The territory likewise has simple transport offices for short or long separation drive, be it bus, rickshaw or Uber/ Pathao ride. Moreover, as it is fully planned area, you will find it seamless while moving inside the area.

Tranquility

It has been commercialized in many ways, yet it holds the tranquility that keeps you out of the hectic Dhaka city and relishes your mind in the serenity of the comeliness. A gentle cross breeze blows your stresses out momentarily. Do you love to indulge yourself into the tranquility?

High standard of living

One the significant criteria for picking any area to

live in is the personal satisfaction and Bashundhara offers a tip top way of life with its luxury rich neighborhood, regardless of whether it is shops, diners, training focuses, or transport offices. Considered as one of the elegant regions in Dhaka, Bashundhara offers a wide scope of properties from extravagance lofts to standard measured condos for lavish and open to living.

Prospective Zone

With focal Dhaka getting overpopulated step by step, there is enormous open door for the improvement of Bashundhara as there is immense stretch of grounds in the Purbachal zone. Bashundhara territory offers sensibly valued lofts available to be purchased right now and the cost may raise sooner rather than later with the region getting progressively created.

Highly Secured

When purchasing a home, security is typically one of the premier things that springs up in a purchaser's brain. On the off chance that you need an area that is free from any potential harm, at that point choosing to purchase a level in Bashundhara would be a shrewd decision as the zone has a few check posts inside the zone.

Property in focus
**Perks of living at
Bashundhara R/A**



Make your life seamless with easy access to plenty of amenities in Bashundhara R/A. Living here means you don't need to step out of the area; you are just next to reputed schools for your children, shopping centers, grocery stores for daily shopping, hospitals for emergencies as well as social gathering spots and recreation facilities which relax and entertain you the best. Here lush of greenery will moist your mind, you will feel like living in a tranquil city within a hectic city, what else do you want?

Here you go for our three properties at Bashundhara which await you.

Pine Ridge

Pine Ridge has been fabricated for enjoying the ultimate comfort. It offers privacy with single unit apartments in a 9-storied building. Being south facing, it



ensures bright and airy rooms with strategically placed balconies. Pine Ridge also includes a delightful rooftop retreat with greenery, BBQ space and community hall where residents can relax and enjoy the sweetest moments.

Summer

Summer, a 7 storied building, situated at block F, Bahundhara R/A, right beside Viqarunnisa Noon School and College, brings you an apartment of 4 bedrooms with family lounge, expanded living, and large verandah. Summer also



provides you advanced fire fighting solutions. Lime terracing of adequate thickness of rooftop protects you from extra heat. The front elevation of the building welcomes you with the stylish combination of glass, padding and paint and lush of greenery in the entrance way. A smart reception lobby always awaits the guest with the waiting area in the ground floor.

Magnolia

Magnolia, a classic collection of bti, is a home that delights your mind with all the comfort and satisfaction of having a nest in the heart of Dhaka. Situating at Bashundhara residential area, it promises you to be your dream home. 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 Magnolia. This 8 storied building brings you one unit of 2160sft every floor having 4 bedrooms. It also brings you adequate parking space, smart reception area, waiting space for the visitors. A rooftop retreat on Magnolia offers you a perfect relaxation and recreation area with your family & friends.



Customer Testimonial



“We are so pleased to have an amazing home from bti. As they had met all the queries before we bought it, we were quite assured of having a wonderful experience with bti. Finally, the classy decor makes us feel like that yes, we made the right choice!”

Saeed Bin Rouf and family
Sunrise, Bashundhara R/A

THE
Classic
COLLECTION
Live in Style

Upcoming Project: Welcome To Junction 54 The Coolest Building In The Neighborhood Of Uttara!

Junction 54 is the latest addition to our luxury collections situated at sector 03, Uttara. To please your cherished dream for an eco-friendly environment, Uttara has been schemed strategically and developed meticulously with significant & dynamic aspects of green architecture. Living at Uttara offers you to enjoy every perk of modern amenities like reputed educational institutions, shopping malls, grocery stores, recreational spaces.

Junction 54 gives you more than just a place to live in. This 10 storied awesome building is a home that you have been dreaming for long. The apartments are spacious having approximated 2457 sft single unit each floor. Each unit offers you 4 bedrooms for a harmonious living experience.

You must sweeten your memories on the rooftop in the BBQ area with your beloved. The stupendous rooftop also brings you a complete entertainment zone with green lawn, sitting zone, the serenity of the nature. You will feel close to nature with lush green surroundings.

Here cooking will be delightful for you as the kitchen is designed very functionally.

Lift & lobbies are so elegant with marble floor. Lift even takes you to rooftop from ground floor.

Have you already envisioned a crystal clear view of living at Junction 54 after reading this?

Then come and experience the epitome of luxury at Junction 54.



Joint Venture Agreements

We are overwhelmed with the trust and faith our landowners put in us. We always strive to uphold our commitment about quality building and on time handover. Here are some amazing moments of land signing ceremony.



*Land signing of Montpellier
A 7.41 Katha land at Uttara, sector 03*

Handover Ceremonies

Here are some happy moments when we handed the home ownership over to our beloved customers, on time, as promised.





Building technology & ideas ltd. arranged an inauguration ceremony of eco-friendly concrete Block at bti celebration point on 24th April, 2019, with the presence of Managing Director F. R. Khan where Prof Eng Dr Shamim Z Basunia was the chief guest.



*Col M M Moazzem Hossain, Brig. Gen Iftekhar Anis, Lt Col Shahriar Ahmed Amin, Executive Eng MD Shahidul Haque Talukdar, Maj Sheikh Rahmat Elahi, Maj S M Gulam Kawsar, Executive Eng MD. Raihan Islam, Col S K Mahamudul Hasan visited **concrete block factory, Joypura, Dhamrai** in the presence of Mohd. Ayub Ansary, Additional Managing Directory, Md. Sharifur Rahman, Executive Director, Construction.*

bti Launches two Luxury plus Collections



building technology & ideas ltd. launched two new Luxury+ projects– Park Panorama and Celestial Height at Gala Night 2019 on 27th April, 2019 at Hotel Lakeshore Banani in the capital city. Mr. FR Khan–Managing Director of bti delivered the welcome speech on the ceremony followed by Mominul Islam, Managing Director & CEO, IPDC finance ltd.

Considered to be a highly luxurious project, Celestial Height will have 12 apartments of 2448 - 3939 sft besides many other luxury features including 4 bedroom apartments, fingerprint access door lock, BBQ area, exercise studio etc.

The platinum collection, Park Panorama offers the

finest comfort of life in 3439 - 7122 sft apartments, tucked away in a serene location of Gulshan 2, right across the Gulshan Youth Club. So, residents get to enjoy open expanses of greenery right from the home.

The launching ceremony was also followed by a cultural program with JAZZ Fusion- ‘Seesaw featuring Armeen Musa’. The event, jointly organized by bti and IPDC finance ltd, was attended by Mr. FR. Khan – Managing Director of bti, Md. Mahmudul Kabir – Executive Director, Marketing Md. Shamsul Amin – Executive Director – Customer Service Department, Md. Ariful Alam – Assistant General Manager from bti, besides others from IPDC.

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