



PROPERTY
IN FOCUS

The Crescent

Bashundhara R/A





Building
homes &
creating
happy memories for

35

YEARS
IN DHAKA

14

YEARS
IN CHITTAGONG

5

YEARS
IN COMILLA



bt Newsletter

Index

- Introduction
- Interview with Chief Operating Officer of bti
- Home Buying Guide
- Property in Focus
- Handover Ceremonies
- Post Handover Meetings
- Upcoming Project
- Employee Engagement Program
- Signing Ceremonies
- Launching Events
- Project Fair

Crafting unparalleled apartment living experience since 1984

Choosing where to live is a decision that requires a lot of thinking and analysis. Not only do you have to look into the area, think about your commuting time, and other considerations to pick the best location based on your lifestyle but you also have to decide what kind of home best suits your needs. While many people dream of owning a home one day, there are many benefits of apartment living that can help enhance your everyday life. Building technology and ideas ltd. a leading real estate company established in 1984 has always strived to provide the best apartment living experience expertly merging the convenience of prime locations with contemporary amenities and features that elevate your overall quality of life which is why our mission is “To make homeownership a joyful experience” and this is not limited only till you buy a home from us. In this month’s newsletter, we delve into the benefits of apartment living suited for today’s life in the city. You will find an interview with Mr H M Tarikul Kamrul, Chief Operating Officer of bti as well as a home buying guide illustrating the multitude of benefits associated with apartment living. Apart from these, our property in focus for this month highlights The Crescent, a ready to move in contemporary home in Bashundhara R/A. You will also get to know about our latest offerings and updates which we hope will make this newsletter informative and enjoyable to you.



In Talk with

Mr. H M Tarikul Kamrul

Chief Operating Officer of bti

In this month's newsletter, we converse with Mr. H M Tarikul Kamrul who has joined bti recently as Chief Operating Officer.

Mr. H M Tarikul Kamrul has an experience of more than 14 years in MNCs and other renowned local companies where he has been responsible for Sales, Marketing and Business Development departments. He was the Cluster Market Director of Robi Axiata Ltd. and also worked in MGH Group, British American Tobacco Bangladesh, Transcom Electronics Ltd. besides other reputed companies.

How has been your experience with bti so far?

It has been very good as well as a learning experience with bti. It is a very structured company and one of the finest companies I have had the pleasure of working in, not only in real estate but in other industries as well since I have had experience in working with many MNCs and other large local companies. It gives value to the customers and the employees in terms of culture and environment where everyone is motivated to give the best constantly. Its customer centricity, core values and alignment of employees with the culture make bti one of the top notch companies I have seen.

What is your definition of modern apartment living?

I think modern apartment living refers to the overall amenities and comforts that customers look forward to when buying a home. It includes a safe and healthy environment as well as other modern amenities and services that come with a contemporary home.

Many people in our country have a misconception regarding the distinction between a flat and an apartment. A flat is a standalone home only whereas the apartment includes the home as well as added facilities and benefits it offers like swimming pool, BBQ area, community hall, playground area, green area and so on. Over all modern apartment living offers maximum peace of mind and facilities to apartment dwellers in a safe and healthy environment.

bti is known as a real estate brand company. According to you, what is a brand company and what do you consider the most important thing for a company to be considered as one?

I think bti is one of the best real estate companies we have in Bangladesh and it has successfully established itself as a brand company over its 35 years of journey. To be a brand company it should be in the TOM of customer, when they consider buying or consuming its product. If someone thinks of bti, when considering buying an apartment, then bti has succeeded in its establishment as a brand for that customer. Also in Bangladesh real estate sector, trust, reliability and construction quality are some of the

important factors for homebuyers and bti has lived up to all these parameters. Another crucial thing for apartment buyers is on time delivery as many developers fail to keep the promise whereas bti has consistently delivered apartments on time and ahead of time. And not only that, bti also continuously gives updates to the customers so that they are never left alienated throughout the home buying journey and can see the fulfillment of his dream firsthand. All these comprise bti as a winning brand in real estate sector.

What according to you has been a big change over the past decade in real estate marketing and what impact does it have on customers?

In real estate marketing, the digital advancement has been a big change over the past decade and it has profoundly impacted the way today's homebuyers look for homes. Presence of company website, as well as social media sites like Facebook, Linked in helps buyers to be informed about products, various offers, inventory etc. Moreover, customers can check all these things from his phone at one go. Homebuyers do not need to waste valuable time visiting offices and can get one stop service right from their smart phones and we are currently trying to establish that. We have recently upgraded our website to make it more user-friendly and make buying a home easier than it used to be traditionally.

What do you like to do in your spare time?

In my spare time, I like to spend time developing my skills and expertise. I believe if you do the same thing for a long time, you will become obsolete. So you need to constantly learn new things, develop yourself and at the same time implement those learning and skills at work. I think if someone serving in marketing for 15 years assumes he has become a master of it and no longer needs to learn any further, then it is a huge mistake. So I constantly try to develop myself and learn new things. I read lots of books, study business cases etc. to be competent in my field and improve myself.



Home Buying Guide: 10 Benefits of Apartment Living

Having a place to call home is the lifelong dream and pursuit for many Bangladeshis. Many people spend their livelihood earning with the hope of fulfilling the dream of homeownership. While in today's real estate market, there are many options for a homebuyer to choose from, apartment living has been gaining popularity over the years due to a multitude of factors such as population growth, scarcity of land, etc. It can be a daunting task to make the lifelong decision of where you will be living for the rest of your life. To help you with the decision, here is a list of 10 benefits of apartment living.

Loaded with amenities

Unlike houses, a modern apartment comes with special features and amenities such as pools, gym space, community hall, BBQ zone etc within the apartment complex. Sure you could always choose to include those facilities in your own house but the financial aspect is not so rewarding which is why apartment living can be a great living arrangement for you.

Heightened Security

Apartments have high security compared to stand alone buildings. There are CCTV monitoring system, intercom, security guard with round the clock monitoring, log of visitors' entry etc. Plus apartments have more than one unit which makes it hard to burgle because of the number of people living there.

Location

Location is undoubtedly a big factor when it comes to buying a home and an apartment allows you to live right in your desired location. Have you been eyeing to live in an upper class neighborhood? Most apartments are constructed in prominent locations and they are also close to conveniences such as public transport, shops, restaurants, offices to make your life easier.

Community

In today's world, there is hardly any time left for socializing and people barely know the names of next door neighbors. However, living in an apartment creates the perfect setting to get to know each other and who knows, you can even make some like-minded friends. If you ever find yourself in an emergency situation, your neighbors can be the first one you can reach out for help.

An apartment community also allows you to celebrate special gatherings with friends and family on the rooftop or community hall fostering meaningful relationships.

Flexibility

When you look for homes, you will have a variety of options in apartment living to suit your needs. For example, if you are looking for a small home, you can search for apartments less than 1000sft with 2 bedrooms or if you want to indulge in luxury

living, you can get a 5-6 bedroom luxury home with 5000+sft in a prestigious location. Apart from the variation in size range, you can also choose from different floor plans or even get customized floor plans as per your choice.

Less maintenance

Most apartment complexes have a homeowner's association so keeping your home well maintained, clean and tidy is not up to you alone but it is a joint responsibility and you can even get free maintenance service from reputed developer companies which means more free time for you and your family to spend quality time together.

Lifestyle

Living in an apartment can help you to fit into your lifestyle. For instance, do you love working out? You can use the gym space without stepping out of your home in your apartment complex. Or if you love social gatherings or hanging out with your friends, simply invite them over to a pool party or BBQ night out.

Financial stability

Living in your own apartment gives you financial stability as you are no longer wasting your hard-earned money on rentals. Even if you buy an apartment on home loan, it can make you financially responsible as you learn to pay EMI regularly and manage other household expenses at the same time.

Secure investment

Apart from giving you a shelter to live in, real estate is the most secure investment and in case you want to resell or upgrade in the future, your property is most likely to appreciate in value and give you a higher ROI.

Pride and prestige

Living in your apartment gives you peace of mind knowing your family is safe and secure. Having your own apartment also fills you with a huge sense of accomplishment especially if you own an apartment from a brand real estate company.

Overall, apartments are ideal for anyone who wants a place to call home and make a sound investment decision considering the many financial benefits.

Property in Focus

The Crescent

Bashundhara R/A

The Crescent from bti Classic Collection is a ready apartment in the quintessential area of Bashundhara in Block F, Road 16. One of the prestigious areas in Dhaka City, Bashundhara provides the perfect neighborhood to settle down with your family. The area is close to daily amenities needed for a smooth life.



You have a rich education district with reputed universities like North South University, Independent University. For shopping and recreation facilities, you can take a short drive to Jamuna Future Park whenever you want to. The Kuril Flyway makes it easy to connect Bashundhara to other city parts. From here you can have easy access to Gulshan, Baridhara, Kurmitola, etc.

Apart from its advantageous location, The Crescent offers a home you would love coming back to every day. An eight storied modern residential building with single unit apartments, The Crescent has been spaciouly designed to let in ample light and air so that your family can live in a healthy environment and at the same time offer you privacy. The Crescent has 3 bedrooms and bathrooms and is fitted with modern fittings and features. There is CCTV monitoring, intercom connection as well as register's doc for visitor's check in to ensure heightened security. Fire protection system, high-quality lift as well as parking facility make the Crescent the perfect contemporary sanctuary for you. If that is not all, the rooftop of The Crescent is a tranquil haven for you where you can relax after a tiring day or throw a party on a weekend night.

“ Apart from its advantageous location, The Crescent offers a home you would love coming back to every day. ”



Handover Ceremonies

The handover day is one of the most precious days not only for our customers but also for us. It gives us unlimited joy to witness the fulfillment of their dream home come true and to be able to play such an important role in their lives.

Here are a few snapshots of the happy handover days:



Badiba Begum and family receive handover of apartment unit in The Emporium.



Dr. Md. Aftab Hossain and Dr. Jahanara Begum receive handover of commercial space in The Emporium.

Post Handover Meetings

At bti, once you are a part of bti family, we always ensure that your apartment living experience is delightful. Even after handover of apartment has been completed, we regularly hold post-handover meetings with our customers to get their valuable feedback.

THE CARNIVAL

Post-handover meeting with apartment owners



ELAN

Post-handover meeting with apartment owners



THE CREED

Post-handover meeting with apartment owners



Upcoming project

CASAFELIZ

Uttara, Dhaka

Casafeliz is the latest addition to bti Classic Collection and is situated in the well-served area of Uttara- sector 1. Being in one of the prominent areas of Dhaka, it gives you easy access to reputed schools, universities, recreation centers as well as medical facilities. You will find reputed schools like Scholastica, The Aga Khan School, shopping center like Rajlaxmi Complex and fast food chains like Pizza Hut, Pizza Inn, etc for a convenient lifestyle.

This 8-storied, north-west facing building has been meticulously crafted to ensure your comfortable living. The living room, dining room and family lounge are designed centrally so that you can use the entire area as a large space for special family gatherings whereas privacy has been ensured in bedrooms and family living zones which are kept separate from guest bedrooms. To foster a healthy environment, full height windows and strategically placed verandahs at the front side provide the apartments with plenty of bright light and air flow. Casafeliz also ensures a contemporary apartment living experience with a plethora of amenities such as CCTV monitoring, modern fire protection system, parking facility and so on. Apart from all the modern features and amenities, the rooftop has been carefully designed so that you can sit back and relax amidst greenery or enjoy a BBQ night out with loved ones.





Corporate Summit 2017

One Team One Goal

Building technology and ideas ltd. celebrated Corporate Summit 2017 on 2nd November 2017 at Army Golf Garden where all employees of bti including high officials were present to motivate and inspire the performers of the year. The program also included strategy discussion for the upcoming year, a Q&A session as well as Star employee award giving ceremony which was the main attraction of the event.

The celebration was rife with festive mood as 600+ employees from Dhaka, Chittagong and Comilla attended the program along with the managing director and departmental heads of the organization. A total of 37 employees received the accolade of Star employee including Star of the Stars award which was received by Md. Sharifur Rahman, ED-Construction, Md. Nurul Haque, AGM-Accounts and Md. Ariful Alam-AGM, Business Development.

Attractive Home Loan Offer from bti and BRAC Bank



Building technology and ideas ltd. and BRAC Bank have jointly come up with a very attractive home loan as well as other special offers for prospective home seekers looking to buy an apartment from bti. A MoU was signed between the two companies for this campaign on 31st October 2017 at bti Celebration Point.

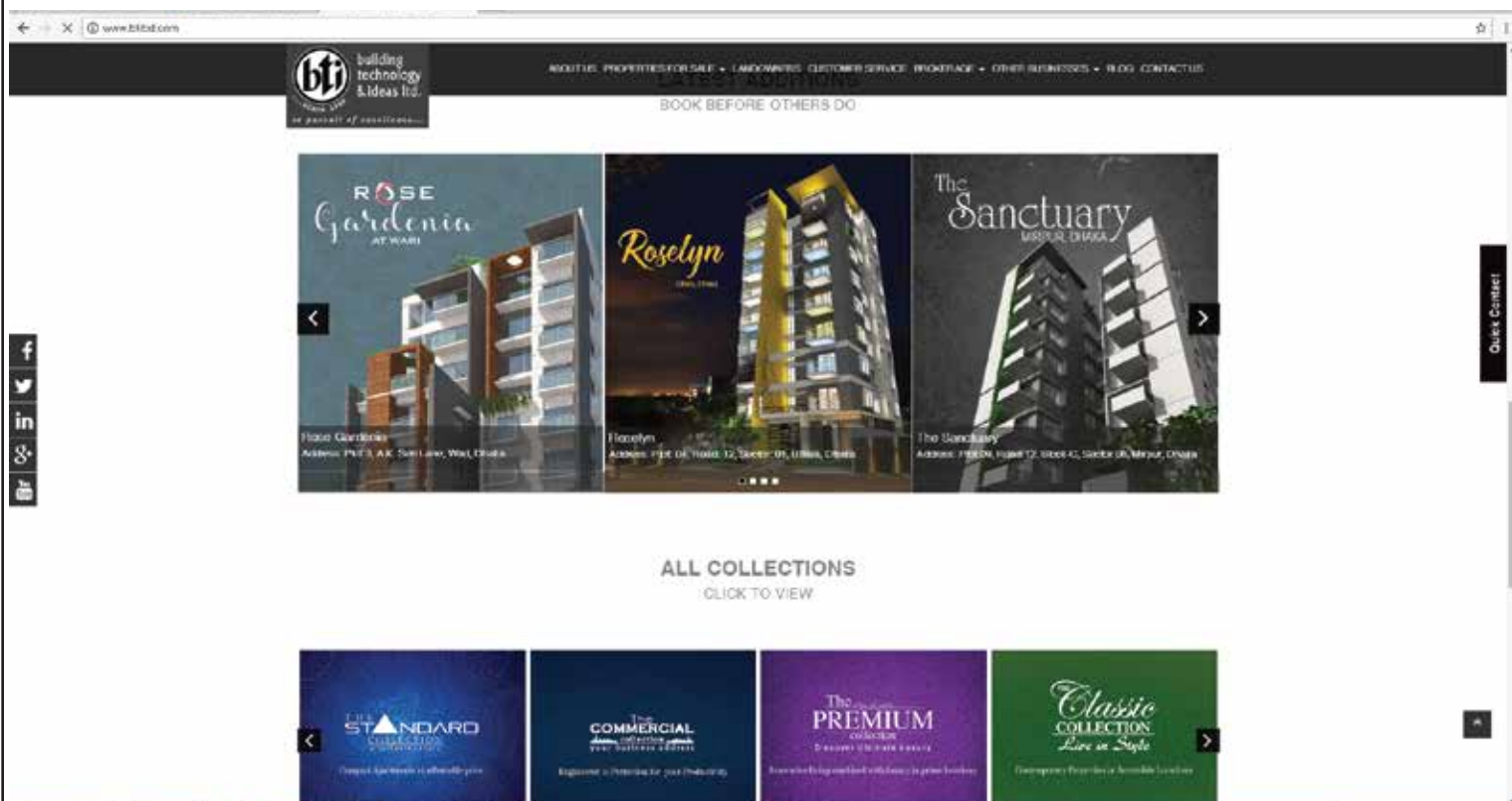
Mr. H.M Tarikul Kamrul, Chief Operating Officer of bti and Mr. Nazmur Rahim, Head of Retail Banking of BRAC Bank signed the agreement on behalf of their respective organizations. Also present in the signing ceremony were Mr. FR Khan, Managing Director of bti and Noor E Alam Siddike, Executive Director of Sales, Mr. Shamsul Amin, Executive Director of Customer Service from bti and Mr. Kyser Hamid, Head of Retail Sales, Muhiuddin Al Mamun, Manager- Developer Relationship, Mr. Imran Parvez, Head of Product-Home Loan from BRAC Bank.



bti signs agreement with bproperty.com for promotion of real estate properties

A MoU was signed between bti and bproperty.com, an online property portal in Bangladesh on 9th November 2017 at Celebration Point for joint promotion of its real estate properties.

H.M Tarikul Kamrul, Chief Operating Officer of bti and Mark Nosworthy, Chief Executive officer of bproperty.com signed the agreement on behalf of their respective organizations. Mr FR Khan, Managing Director of bti, Noor E Alam Siddike, Executive Director-Sales, Md. Shamsul Amin, Executive Director-Customer Service Department from bti and Nafis Shahnawaz, Manager Inventory from bproperty.com besides others were also present in the ceremony.



A new and upgraded website for enhanced user experience

Always known for its relentless pursuit of excellence, bti has come up with a revamped, upgraded version of its official website which was unveiled recently by Mr. H M Tarikul Kamrul, Chief Operating Officer of bti. The website has a complete new outlook with many more functions and informative content added for an enhanced user browsing experience. Having a large inventory of ready and ongoing projects in various locations of the cities, the website will not only make apartment buying easy for home seekers but also allow customers to easily find information on other SBUs of bti, read real estate related blog and much more just with a click.



Interlocking concrete hollow blocks

bti building products bring innovation in construction field with interlocking concrete hollow block

bti has always been known for maintaining high quality and consistency as well as bringing innovation in the real estate sector. bti building products is a concern of bti which has been established to bring high quality, cost effective and eco-friendly building materials to add value to the construction field in the country. On its inception bti building products brings to you interlocking concrete hollow blocks which will change the conventional way of construction with a multitude of benefits such as saving construction time, labor hours and construction cost.

Interlocking concrete hollow blocks are manufactured in house in a factory situated in Joypura, Dhamrai by fully automated machines and unlike traditional brick, the manufacture of it does not cause environment pollution and it can be manufactured throughout the year. bti has been successfully using interlocking concrete hollow blocks in its recent projects. In order to make use of these interlocking concrete hollow blocks widespread, a seminar was held to authorize registered dealers to cater to all customer segments. Mr. H M Tarikul Kamrul, Chief Operating Officer, Mr F R Khan, Managing Director, Md. Hasan Latifur Rahman, General Manager- Business Development besides others attended the seminar to make it an interactive and successful one.



bti
Autumn
Property
Festival

24 -26 November 2017, (Friday- Sunday)
10am- 6pm
at bti celebration point
Plot 3 & 5, 113/A, Gulshan, Dhaka

Up to **10 lac**
discount

ON READY
RESIDENTIAL & COMMERCIAL
properties in prime locations of the city

Bashundhara | Baridhara J Block | Uttara
Progoti Shoroni | Shyamoli

36 Exciting
ONGOING PROJECTS
IN DHAKA



bti Autumn Property Festival 2017

A three-day fair “bti Autumn Property Festival” was arranged by bti on 24-26 November from 10 a.m to 6 p.m at bti Celebration Point. The festival had a special offer of up to 10 lac discount on ready residential and commercial properties in prime locations of the cities. Some of the projects presented at the fair included The Crescent and Orlando in Bashundhara, Orchard Place and Silverene in Uttara, Moonlight Serenade and The Carnival in Baridhara J block. Commercial properties in the fair comprised of The Emporium at Shyamoli, Premier Plaza at Progoti Shoroni, besides other ongoing projects. The fair attracted a huge crowd of prospective homebuyers who expressed their delight for the arrangement of such a fair.

Corporate Office

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

Chittagong Office

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

Comilla office

67 & 68, West Bank Of Nanuar Dighi
Bazrapur, Comilla-3500
email: operation.cml@btibd.org

 **096 1319 1919**



**building
technology
& ideas ltd.®**

in pursuit of excellence...



REHAB MEMBERSHIP #001
ISO 9001:2008 CERTIFIED



/btibd



/btibdoofficial



/company/btibd



www.btibd.com