



Property in Focus: THREE in Gulshan 2  
**Luxury Elevated to  
a Different Level**



Building  
homes &  
creating  
happy memories for

35

YEARS  
IN DHAKA

14

YEARS  
IN CHATTOGRAM



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**bt** Newsletter

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# Redefining Luxury Living in Bangladesh

Since our inception in 1984, we at bti, have always attempted to give our valued customers something that exceeds their expectations. Our pursuit of excellence is a continuous work in progress - be it in the aspect of design, construction or service. Apart from our existing real estate product line which aims to cater to all segments of people in Bangladesh, recently, we have launched The Platinum Collection which is set to redefine luxury living in Bangladesh. It is a product that is very close to our hearts as all of us have worked tirelessly and with a lot of inspiration to bring you a collection of homes that you will be absolutely enthralled with.

In this month's newsletter, you will get to know about the launching event of our Platinum Collection, as well as read an interview with the architects who are involved with the design of our first Platinum Collection home – THREE at Gulshan 2. You will also get to know in details about the project under "Property in Focus."

Apart from these, we have included "Smart Living and its Advantages" in Home Buying Guide as well as our latest venture of "The Business Center" which offers furnished and serviced offices with flexible lease plans. In addition, you can also learn about one of our upcoming projects in Chattogram – Ravine and much more to keep you updated. We hope you find the content informative as well as enriching.

# Interview with the Architects Behind the Design of THREE

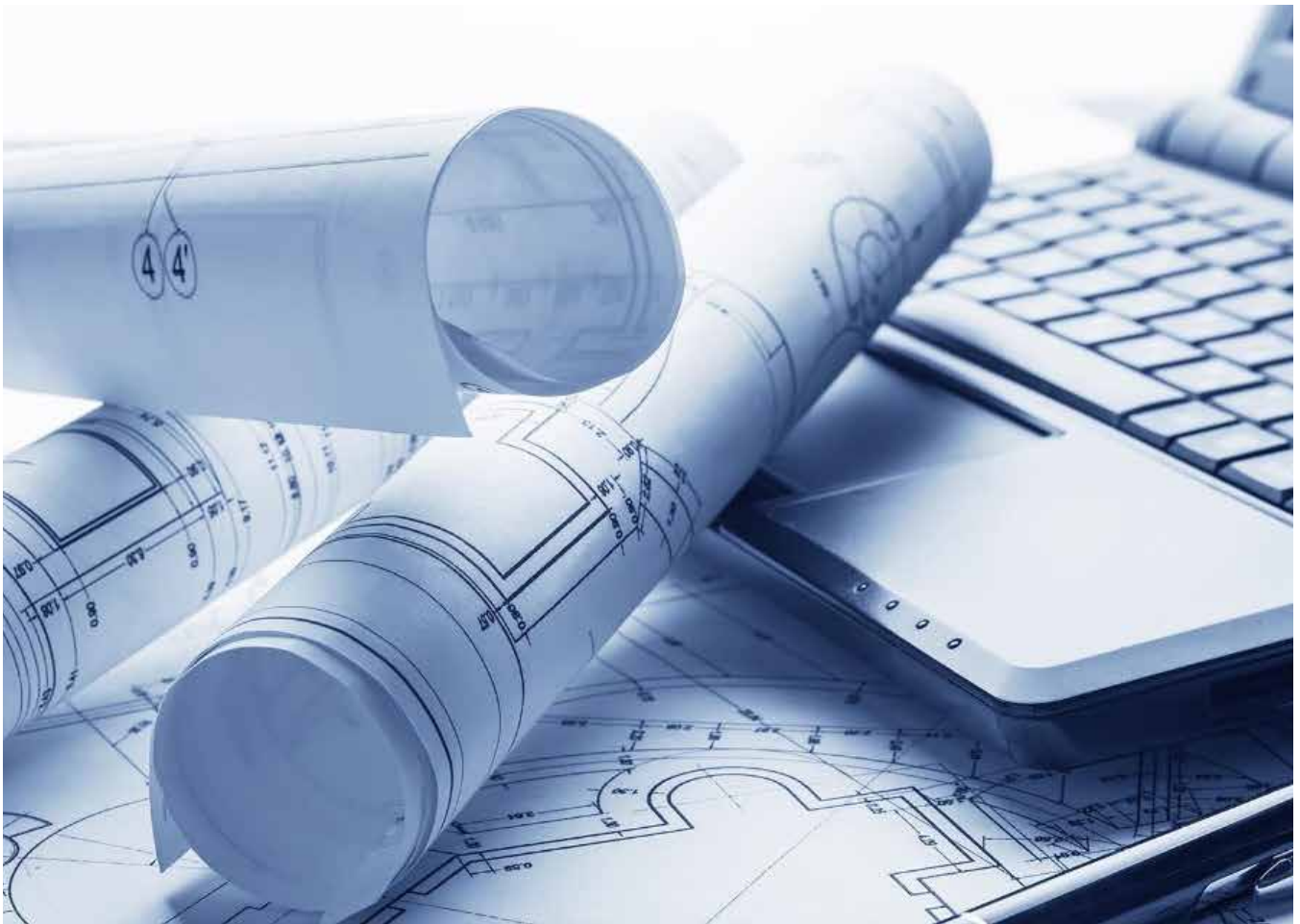
In this month's newsletter, we conversed with Architect Tawfiq & Architect Shafayet who gave us their expert insight into the design of THREE - the first smart home of Bangladesh from bti Platinum Collection.



Tell us about THREE and what makes it a Platinum Collection project.

*Mr. Tawfiq Kalam Suhas* – With bti Platinum Collection, we aim to take luxury living to a whole new level and redefine what a luxury home entails and THREE - our first Platinum Collection project is a benchmark for this product line. As a Platinum Collection home, THREE gives you more than just a premium apartment in a premium location – it essentially gives you a new lifestyle with unlimited space where you can express your style and freedom. The apartment includes single unit homes with more than 7000+sft and is situated by the Gulshan Lake, making it a fantastic location. It also introduces smart living concepts for the first time in Bangladesh real estate with an aim to make life easier and comfortable for the apartment dwellers.





**What do you think is the importance of integrating nature into the design of a home in an urban setting?**

*Mr. Tawfiq Kalam Suhas* - As we live in a city which is densely populated as well as polluted, it's refreshing to bring back nature into our lives. And that is what we attempted when designing Three. We tried to preserve the natural habitat as much as possible. We have also incorporated greenery throughout the building with landscaped areas, open to sky lawns, vertical greenery, and large tree planters.

**How did you balance the need to make the building a functional and private space as well as one that feels open to the residents?**

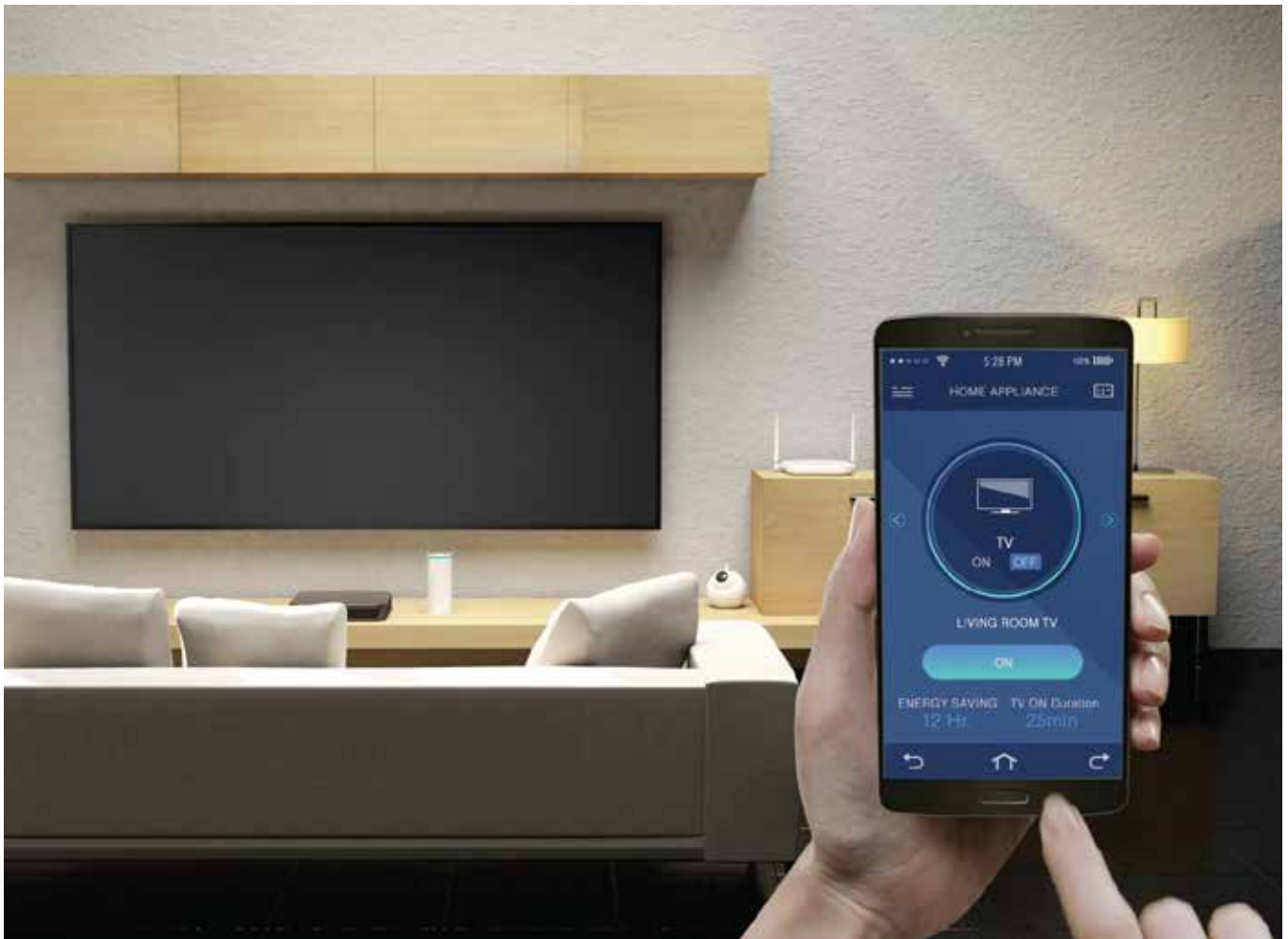
*Mr. Shafayetul Islam*- Every space at THREE is well connected be it the indoor or outdoor areas. The most

unique part about the architectural design has been the integration of nature and privacy by raising a portion of the ground floor elevating it all the way to the first floor. This intentional planning merges all indoor-outdoor facilities on the first floor with amenities like infinity lap pool, meet and greet hall, BBQ areas which are interconnected and functional. This way, residents get to enjoy the amenities in the privacy of their own home while also enjoying the natural surroundings of the lakeside.

**How has the security factor been incorporated into the building design?**

*Mr. Shafayetul Islam*- The security factor has been taken very seriously as we want it to be a safe haven for the residents. We have added extra security features such as fingerprint access door lock, video bell, panic alarm, swipe card entry system besides ensuring full time monitoring of the building through CCTV surveillance. It has layers of security features to make THREE a home that is safe and sound.

# Smart Living and its Advantages



Today more than ever, our entire lifestyle has shifted thanks to the development of technology. Within the last few decades technology has evolved so that now we are very reliant on smartphones, tablets that hold a plethora of functions and tasks besides just enabling us to communicate. As technology merges seamlessly into our lifestyle, it is not so farfetched to imagine that our homes will also be integrated with technology, enabling the rise of smart homes.

## What is a smart home?

Smart home refers to any home that uses devices, appliances, or systems connected to a common network which can be remotely controlled to bring about changes in your home's environment. For instance, in a smart home, lights, audio speakers, TVs, security cameras, locks, curtains, etc. can be controlled remotely from your smart phone or through a mobile touchscreen device. This enables you to tap into high-tech functionality and luxury that was not available in the past. As technology continues to develop, so will the possibilities for smart home automation to make life easier and more enjoyable.

If you think that smart home automation is only a way for homeowners to show off that they are in pace with the current technology, you might be missing out on some of the practical benefits that smart home automation provides.

## Convenience of managing your home devices

The convenience of managing all your home devices from one place is a huge benefit. You will only have to learn using one app on your smartphone or tablet and it will be like "open sesame" through which you can access countless functions and devices throughout your home. This saves your time on learning as well as makes it easier to make your home a truly functional space.

## Heightened security

Security is always a top of the mind factor for every

homeowner and a smart home integrates many layers of security which makes your home a safe haven, thereby giving you greater peace of mind. For instance, with smart security features like swipe card entry system, fingerprint door lock, and more breaking and entering of intruders is a thing of the past.

## Remote control of home functions

With a smart home, you get to control how your home functions even from a distance. For instance, on a hot and humid summer day, you can turn on the air conditioner of your bedroom while you are watching TV in another room to make your bedroom comfortable during the summer nights. You can also monitor if you have left the lights on, or see who is at your front door while you are away.

## Make your home energy efficient

It is easier to go green if you live in a smart home as it incorporates features that save your home's energy consumption and thereby also reduce your utility bills. For example, with motion sensor lights, you no longer need to ensure whether you have forgotten to turn off the lights when leaving the room. Motion sensor water sprouts also reduce waste of water, thus giving you a home that is energy efficient.

As technology is becoming more developed day by day, the scope of smart home functions will surely widen in the near future making life seamless.







Property in Focus: THREE in Gulshan 2

# Luxury Elevated to a Different Level

THREE - our first line of homes in the Platinum Collection is tucked away in the serene location of Gulshan 2 overlooking the Gulshan Lake and right across Gulshan Club, where you can enjoy the tranquility of nature and socialize with like-minded people.



At THREE, smart living features and home automation are integrated seamlessly into your lifestyle for the first time in Dhaka city. You can remotely control lights, fans, TVs, AC, and even curtains with the smart hub connected to your smart phone and enjoy living in customized spaces.

THREE also gives you a lifestyle engulfed with greenery as throughout the building you will find manicured lawns, vertical greenery as well as large tree planters on the verandahs. Care has also been taken to make THREE a safe haven for your loved ones with added security features like automated security entry bar, fingerprint access door lock, swipe card entry system, panic alarm for the utmost security of your family.

THREE comprises single unit apartments with homes having over 7000 sft space where you can live regally. To enrich your lifestyle, THREE comes with an infinity lap pool interconnected with Jacuzzi to relax and rejuvenate you whilst enjoying the lake view. To elevate your lifestyle further, step into the Wi-Fi zone or read a book in the lush landscaped lawn. You can also enjoy social gatherings in the 'Meet & Greet' hall with your friends or work out to stay fit and healthy in the adequately equipped gym.

Apart from all these, THREE also includes amenities like 3 high quality lifts including separate service lift for support staff, 3 car parking space dedicated for each apartment, two generators and a wide array of amenities to make living at THREE an experience like no other.



# Customer Testimonial



“ We had an excellent experience buying an apartment from bti. They provided us with fantastic service and we felt very comfortable and well-assured with our decision to purchase from bti because of their reliability in the real estate sector. ”

Golam Md. Regwanul Hoque &  
Sharfin Nahar  
*Summer, Bashundhara R/A, Dhaka*



# Upcoming Project: Ravine

## The gateway to your dream home

### Rose valley, Chattogram

A contemporary home situated in the residential area of Rose Valley, Chattogram, Ravine has been crafted keeping in mind your utmost comfort. Ravine connects you to the rest of the port city easily via Zakir Hossain Road. You will find here all the amenities required for a comfortable and contemporary lifestyle with reputed universities like University of Science and Technology, hospitals like Chittagong Diabetic Hospital, and more. For recreation, the renowned Foy's Lake is also just around the corner.

A 7- storied edifice with only a handful of single unit apartments, Ravine gives you all the privacy you crave. The apartments have been spaciouly and smartly designed where you can enjoy gentle breezes and bright daylight. Ravine gives you more than just a roof over your head as it comes with rooftop greenery, BBQ area and community hall for you to enjoy life to the fullest with your friends and family.



# Handover Ceremony

The handover is a very special day for the homeowners and at btj we try to make sure that this day is a special one for our customers. We ensure on time delivery so that our customers get the keys to their dream home and experience a joyful homeownership experience with us.



Mr. Harunur Rashid receives handover of apartment unit in The Address.

## Introducing The Business Center

The Business Center is a new venture by building technology & ideas ltd. which offers fully furnished and serviced office in Gulshan 2. It has been established with a view to serve entrepreneurs looking for flexible office space for short or long term rent. The Business Center offers a wide array of options suitable for individual entrepreneur as well as small team including Manager's Suite, Executive Suite, Team Room, and Conference Room.

In addition to customized office suites, The Business Center offers a host of services to ensure smooth running of the office so that entrepreneurs can focus on their core work or business. It offers facilities such as high speed internet, printing, scanning or photocopying, reception services, locker and mailbox facilities and much more, ensuring everything you need for running an office is available right away.





# bti Launches The Platinum Collection



building technology & ideas ltd. launched a new category of product – The Platinum Collection on 6th October 2018 at Hotel Lakeshore Banani in the capital city. This is a brand new real estate product category from bti which aims to deliver super luxury projects in premium locations. The launching ceremony introduced the first Platinum Collection project – THREE in Gulshan 2. Mr. FR Khan – Managing Director of bti delivered the welcome speech.

The Platinum Collection project will introduce for the first time in Bangladesh real estate market, smart living concepts such as customized living space, remote control access of lights, fans, TV, besides enhanced home security features like automated garage shutter, fingerprint access door lock, as well as

incorporate greenery throughout the building. Considered to be a highly luxurious project, it will have 14 single unit apartments overlooking the Gulshan Lake, each boasting over 7000 sft space, and will include 60 ft infinity lap pool besides many other luxury features.

The launching ceremony was also followed by a cultural program with the staging of popular drama “Kunjush” by drama artist group Lok Natto Dol. 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, Md. Ariful Alam – Assistant General Manager, Md. Shamsul Amin – Executive Director – Customer Service Department from bti, besides others from IPDC.

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### Our other SBUs



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