

Newsletter

NOVEMBER 2019



In Focus
bti Launch Expo 2019



Building
homes &
creating
happy memories for

36 | 15

YEARS
IN DHAKA

YEARS
IN CHATTOGRAM



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bti has always stood out in its field due to its excellent customer service and quality in construction. This month's issue will be focusing on how bti managed to arrange the bti Launch Expo 2019, the biggest expo of 20+ newly launch projects in the history of Bangladesh. Renowned industry experts graced the expo with their presence and imparted on us precious views on the various facets of the industry. In addition, the IAB Build Expo 2019 was held where concrete Hollow Blocks were presented as an eco-friendly alternative to red clay bricks, and the annual bti Corporate Summit 2019 which brought the bti family from across the country under the same roof to celebrate the success of the past year and strategize for 2020.

In talk with

Md. Mahmudul Kabir

Executive Director - Brand & Marketing



In this month's newsletter, Mr. Md. Mahmudul Kabir, Executive Director - Brand & Marketing, shared the whole idea of a launching event and how bti arranged one of its biggest project launching events yet, the bti Launch Expo 2019, which also happened to be the biggest one in the history of the real estate industry of Bangladesh.

What is a project launching event?

Whenever we launch a project, it calls for a celebration because it involves so many peoples' dreams, hard work, planning, and efforts. We always launch a project through a celebratory event no matter the size of the project. This time we decided to do it on a grander scale.

What was the motivation behind arranging an event this big?

We previously did a launching event with 10-15 projects, but we wanted to do something bigger. Thus, the idea of the bti Launch Expo was born. This had not happened in the real estate industry of Bangladesh. We were lucky because we just finished our iconic project, the bti Landmark, and it needed an unveiling as well. We wanted to enhance the value of the event; we didn't want to make this like any other sales fair. The reason behind this is simple, we cannot advance the industry alone. bti has been pioneering the introduction of new concepts, and this was a more pronounced effort on its behalf.

The new concept you were talking about would be in reference to the session held at the event?

Yes. We hosted knowledge sessions where

prominent figures attended and shared their precious views on the multiple facets of the real estate agency. There were interactive presentation sessions on interior design, home automation, etc. where customers sated their curiosity during Q&A sessions and panel discussions on topics ranging from legal rights of apartment buyers to the future of the industry.

The benefit of selecting a project from the launching event is that the customers get an extended amount of time to complete the financial responsibilities from their end. Apart from this, we arranged for exciting offers for customers attending the expo. They not only get expert financial advice from our home-loan partners who will be present at the event but also discount on spot booking. A lucky draw was arranged where a lucky customer won a Bangkok trip.

Would you say that the event was a success?

Absolutely. The sheer volume of the turnout was more than what we expected. We are really grateful for the overwhelming support of our customers. It is this kind of love and dedication from them that keeps us going. We hope to advance with more enthusiasm and dedication in the future and hope our customers will be by our side like they have been till now.

“
In this day and age, we cannot advance the industry alone. bti has been pioneering the introduction of new concepts, and this event was a more pronounced effort on its behalf.
”



In Focus

bti Launch Expo 2019



bti hosted the biggest launch event with 20+ projects(300+ new apartments), which has never been done in the history of the real estate industry in Bangladesh. A wonderful exhibition filled with knowledge sessions by industry experts, exciting offers and surprises for customers, bti Launch Expo 2019 was truly a marvelous event.



building technology and ideas Limited (bti), the prime real estate company in Bangladesh, hosted the biggest expo of newly launched projects from November 21st to November 23rd, 2019. The event was held at the magnificently designed 'bti Landmark' at Gulshan Avenue.

This 3-day launching event was designed as an exhibition that showcased 20+ projects from three different categories, Luxury+, Classic and Standard Collection. Also present were bti Building products providing construction

solutions, Interior Solutions. bti had also partnered with both banking and non-banking institutions to provide the customers with expert home loan solutions for a better homeownership experience for the customers.

The bti Launch Expo 2019 kicked off with a dazzling opening ceremony that included an outdoor laser and sound show that was preceded by a press conference earlier the same day. The event continued in the next 2 days with the exhibition displaying 300+ apartments from 9 am and continued till 9 pm. Prospective customers joined in to choose their future homes throughout the day to plan the purchase of their future homes. Customers got to avail exciting offers on spot-booking. One of the registered guests that visited won a Bangkok trip as a part of the lucky draw arranged at the event.

On both days, starting from 4 pm to 8pm, renowned figures of the real estate industry and beyond joined the event for some exciting knowledge sessions to share their insights on the multiple aspects of the industry from the beautifying homes through interior decoration to the future of the real estate industry (see the Feature section for more).



One of the key highlights of the bti Launch Expo was the knowledge sessions conducted by prominent industry experts. These sessions opened a window into the different aspects of the industry for the customers and guests. Let's take a peek into what the guests experienced.

Knowledge Sessions at the bti Launch Expo 2019



Knowledge sessions by distinguished industry experts were a part of this amazing event where customers gained insights into the real estate sector.

On November 22, NR Khan presented “Beautiful and Functional homes through superior interior design”, at 4 pm. Here he presented how the interior design of a home affects its functionality and reflects upon the overall living experience.





This was followed by a story session on “Dhaka: Now and Then” at 5:40 pm, presented by Esrar Ahmed, Mahfuz Anam and Prof. Jamilur Reza Choudhury. The storytellers took us on a passage through time into the history of Dhaka.

Later at 7:30pm by a panel discussion on “Legal rights of the apartment buyer when dealing with real estate developers” was moderated by Mozammel Babu, where Barrister Omar Sadat, Mominul Islam, and Shahed Akhtar as panelists. They discussed various legal aspects a customer needs to know when they make a decision to buy a home from real estate developers. Asif Iqbal Jewel joined to anchor the events on November 22.

On November 23, Shahnul Hasan Khan presented “The latest in Home Automation”, at 4 pm followed by a panel discussion on “Sustainable Building and Sustainable Living” at 5:40 pm, presented by FR Khan, Dr. M. Shamim Z. Bosunia and Ashraful Alum. Zara Mahbub joined as the anchor of the sessions on November 23.

Following these sessions, a panel discussion on the “Future of Real Estate Industry in Bangladesh” was held at 7 pm, where Tanvirul Haque Probal, Prof. ATM Nurul Amin, Md. Iqbal Habib joined as panelists with Shyamal Dutta as a moderator. A presentation on “Living in Aquarelle” by Mr. Rafiq Azam marked the end of the sessions of the event at 8 pm.

Customer Testimonial



“ We always had the notion that getting an affordable home means compromising on quality. bti exceeded our expectations when they built our house and proved us wrong. We could not have been happier. ”

Mrs. Rita Alam and Family
Chayabithi, Uttarkhan Mazar Road, Dhaka.

IAB Build Expo 2019



The largest annual exhibition of IAB was held from 3-5 November 2019, the Bangabandhu International Conference Centre (BICC), Dhaka. bti was a part of this event to present its newest innovation in construction, the concrete Hollow Blocks developed by bti Building Products. Apart from national and international brands,



manufacturers, importers, distributors, sellers and resellers that participated in the IAB Build-Expo 2019 as exhibitors, it was also visited by architects, engineers, Real Estate Construction Firms and students of architecture from all over Bangladesh.



bti corporate Summit 2019

building technology and ideas ltd. celebrated Corporate Summit 2019 on 14th November 2019 at Army Golf Garden where the entire bti family from both Dhaka and Chittagong were present to motivate and inspire the performers of the year. The program also included strategy and goal-setting discussion for the upcoming year, a Q&A session as well as the award-giving ceremony for Star employees.

Joint Venture Agreements

We always make the process of joint ventures hassle-free for our landowners because we believe that they are our partners and should be treated as such.



Land signing of 'Ikebana', a 4.99 Katha land at Sector 9, Uttara, Dhaka.



Land signing of 'Aspiration', a 6 Katha land at Sector 10, Uttara, Dhaka.

Handover Ceremonies

bti always arranges a handover ceremony to immortalize the memory of the homeowner receiving their apartment because we know how special the day is to them.



Mrs. Shirin Shahab is handed over her apartment in Skymark, Green Road.

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