

# Newsletter

SEPTEMBER 2017

PROPERTY IN FOCUS





Building  
homes &  
creating  
happy memories for

34  
YEARS  
IN DHAKA

13  
YEARS  
IN CHITTAGONG

4  
YEARS  
IN COMILLA



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“It is not the beauty of a building you should look at; it’s the construction of the foundation that will stand the test of time.”

- David Allan Coe

With over 3 decades of experience, bti has garnered a name in the real estate sector for consistency in quality of construction and on time handover.

We understand the hesitancy and worries of customers when they invest their hard-earned money to fulfill their dream of homeownership. That is why we strive “To make homeownership a joyful experience” for our customers with quality in construction, on time delivery of apartment and exceeding customer’s expectations.

Over the span of 34 years, we have completed more than 400 projects on time and ahead of time and handed over more than 5000 apartments.

We have dedicated teams for different functions of construction including planning, architecture, engineering, construction management, quality audit etc to ensure smooth construction work without any hindrances. We pride ourselves in maintaining consistency in our quality of construction and on time delivery.

Our third issue of newsletter emphasizes on construction quality and on time handover. In this issue you will find an interview with Mr Sharifur Rahman, Executive Director of Construction Department, home buying guide on “Things You Need to Know when You Buy an Under Construction Property”. You will also get to know about the latest happenings at bti such as project fair, our upcoming projects, etc. We hope you will enjoy reading the content in this newsletter as much as we loved penning it down for you.



## In Conversation with Md. Sharifur Rahman Executive Director of Construction Department at bti

Construction being at the core of what a real estate developer company does is unequivocally of great importance. Its quality does not only equate with the product itself but also enables customers to put their trust in a developer company. In our conversation with Md. Sharifur Rahman, Executive Director of Construction Department, we get a rare insight on how bti ensures customer satisfaction through strict quality maintenance and on time handover.

### **bti has always followed strict quality in construction. What factors attribute to it?**

At the foremost, bti is a highly customer centric company. It has been so for over three decades since our inception. We always strive to win the customer's heart which is our core value and for that it is important our customers get the right value for their investment. After all, we are here to serve the customers.

Another factor that governs our strict quality in construction is our practice of high morals, integrity and honesty. We believe that honesty and transparency should be at the root of everything we do. All these have led us to winning the hearts of more than 5000 customers who are part of bti family.

### **How does bti ensure consistency in maintaining quality?**

For consistency, it is important that both workmanship and quality of materials are high. Being an ISO certified company, bti adheres to all rules and regulations starting from design concept based on ACI and BNBC code.

We also screen for quality of materials through audit team and only use branded materials after quality assurance. We use modern construction and testing equipment and have our own central materials testing laboratory. We have a multilayer supervision system where everyone from top to bottom in the hierarchy is involved to ensure quality of work. There are deputy engineers who are dedicated only for ensuring quality of workmanship. We have separate plumbing, electrical engineers who look after their respective jobs in the construction. Our team is a huge one with 300 members who are qualified in their respective fields. Apart from these, during every stage of construction, quality is monitored through various tests of materials such as, Concrete Cylinder test to confirm strength of

concrete, plumbing/ sanitary line water pressure test to make the line leak proof, electrical cable insulation, lamp test etc to see if everything is installed properly. And finally several corporate visits are carried out where a skilled team visits each and every floor to inspect minor issues and gives observation to create a flawless product.

### **How involved are the customers during the construction phase?**

During the construction phase, our customers are regularly updated about the construction progress so that they are always in the loop. Even if someone is abroad, he can see the project update by visiting our website right from there.

We always welcome our customers to visit the site any time with or without notifying us and insist them to visit us. We invite them to inspect our quality of construction at every stage such as floor slab casting,

tiles finishing, etc of respective customers. Our onsite Project Engineers as well as Deputy Engineers are always there to explain to the customers about the ongoing construction process. Even before the handover we invite customers for a final inspection from his side along with our expert to

ensure customer satisfaction. It is a matter of pride and joy for us when we can witness the happiness on customers' faces when they come to visit us to see the work progress and excellent quality construction.

### **bti is known for on time delivery of apartment.**

### **How does bti balance between on time project completion and maintaining quality?**

Our brand promise is "Delivering quality and on time handover". We never compromise between the two. Right from the beginning, we take only dispute free lands so that there are no hindrances during construction. We also have dedicated teams for getting RAJUK approval early and preparing

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“Delivering quality and on  
time handover”  
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working drawing. We have a master work program for smooth construction progress which is ensured through monthly work program and achievement report. And if there are any obstacles or failures by any means, we reinforce extra effort and time so that our customers can receive handover on time. We understand the sentiment of customers attached to their new homes and ensure what we give them is impeccable. So far bti has track record of 100% on time and ahead of time delivery.

**How does bti ensure construction site safety?**

We ensure our workforce safety by using safety tools as well as neighbor's safety through installing safety tray, outside scaffolding and safety netting to prevent

untoward accidents. We also have instruction manual so that all the workers are familiar with safety procedures as well as provide training to ensure adequate safety for the workers.

**What does bti do to protect the surrounding environment during construction?**

bti understands the need to protect environment for the future generation and is committed to maintaining it. We ensure correct disposal of waste materials, proper sewage disposal as

well to keep the construction premises clean. We strongly discourage littering and ensure the neighborhood environment is free of debris and garbage. We also try to keep drainage system free and if by any chance, there are any blockades we clean it as early as possible.

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# Home Buying Guide:

## Things you need to know when you buy an under construction home

Buying a home is one of the largest financial transactions of your life and it can be quite intimidating. It's important for you as first time buyers to be well informed before investing to protect your equity. Buying an under construction home is a popular choice for many since it offers flexibility and long term payment options. The process of buying a ready home and an under construction home is not so different. Here we emphasize on things you need to know when you buy an under construction home.





**When is the handover date?**

When you buy a home, your financial, shifting plans, etc will be tied up to receiving handover of your apartment, so make sure you are aware of handover time when looking at under construction homes. Reputed developer companies will stick by their commitment but you should still have everything in writing in the Sale Agreement mentioning the handover date. You should also be aware if they provide any compensation during delayed handover.

**Do you provide construction updates?**

It is likely as a buyer you will be eager to know if the construction is going on as per schedule. Ask the developer company how often they provide this update- whether it is monthly or weekly. Reputed developer companies will email you regular updates so that you can rest without any worries during the construction phase.

**Do you arrange site visits?**

You might also want to visit the project site to see the workmanship and quality of work. Ask the developer company if they arrange such visits. Reputed developer companies will invite you during various construction stages to witness firsthand their quality of work. You should also make unannounced visits to verify quality of work. Check if the project has on site engineers and work is going on as per schedule.

**Do you allow apartment customization?**

Even though you are buying a standard model, developer companies will generally allow some customization within their limitations. You should be aware of the date by which you will have to submit the changes you want to them and find out the costing involved. Usually you can make internal changes that do not interfere with the core foundation and plumbing, electric lines.

**Are there any changes to the specifications during construction?**

To make sure you are getting exactly what the company advertised you should see everything in writing regarding the specifications. However, some companies may hoodwink with poor quality even if they have everything in writing. The important thing in such cases is to research on the company to make sure they are consistent in their quality. Reputed developer companies will not make any changes without your prior consent.

Buying an under construction home has a multitude of benefits such as paying in installments, moving into a mint condition home etc. As long as you check the developer company's reputation it can be the means to the fulfillment of your homeownership dream.



# Property in Focus

# Chayabithi

Uttar Khan Mazar Road

Chayabithi is a project of bti Standard collection, situated in an expansive area of 48 katha land at Uttar Khan Mazar Road. Away from the city hustle, Chayabithi gives you an experience of community living in a serene location. Uttar Khan is under Dhaka City Corporation and provides all urban living facilities like the rest of the capital city. It is also near Uttara Model Town which gives you easy access to the perks of city life while residing in your own sanctuary away from all the chaos.



Chayabithi offers a modern apartment living experience at an affordable price and includes long term installment facility. Mr. Ashraful Islam, General Manager of Sales, Standard Collection stated, “This is a very reasonably priced apartment available within Tk 55 – Tk 65 lac and is suitable for middle income people looking to buy their first home or as a second home investment.”

Chayabithi comprises of two towers having a total of 158 apartment units that are north and north-west facing. The apartments have been carefully designed to make sure all the apartments receive ample light and ventilation for a healthy living. The apartment size ranges from 935- 1065sft and all the apartments have two bedrooms and bathrooms for comfortable living.

Apart from being fitted with all the modern features and amenities such as 4 lifts, generator back up, CCTV monitoring, etc, Chayabithi also has a ton of lifestyle features such as outdoor children’s play area, gym space, community hall, rooftop garden with BBQ area and much more.

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# Customer Testimonials

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Our customers are at the heart of everything we do and when we receive appreciation from them it gives us immense joy and inspiration to continue to serve them better. Here are a few of our customers' testimonials.

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“When we started looking for homes, we wanted to buy from a reliable developer company and bti came to our mind immediately. Their high construction quality and exceptional customer service were very much reassuring.”

**Md. Mahfuzur Rahman Rana and family**  
bti Landmark, Zakir Hossain Rd  
Chittagong

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“Buying a home from bti was an absolute delight. They understood what we wanted and delivered beyond our expectations. On top of that, their customer service is truly phenomenal!”

**Golam Mowla and family**  
The Delight, Agrabad, Chittagong

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# Handover Ceremonies

The handover day is a big one for our customers when all of their dreams come true. Apart from ensuring that the handover date is never missed, we take special care to make the day a memorable one for our customers. It gives us immense pleasure to witness the happy families as they receive the handover of their apartments; after all we are only here to serve them.

Here are a few snapshots taken in the happy days of our customers receiving handover.



*Md. Atiqur Rahman and family receive handover of apartment unit in Orchard Place.*



*Md. Nizamul Islam Salim and family receive handover of apartment unit in Orchard Place.*



*Post handover meeting with apartment owners of Lavista*



*Post handover meeting with apartment owners of Oendrila.*

# Post Handover Meetings with customers

Where most companies tend to forget their customers after a sale has been made, we take pride in being the exception to the rule. Our bond with our customers is a lifelong one and to ensure customer satisfaction, we hold post handover meetings with our customers so that they face no problem in their newly shifted homes.

# Upcoming projects

## Roselyn Uttara

Roselyn from bti Classic Collection is located in the convenient Uttara sector 1. It is a south facing apartment and care has been taken to ensure all the bedrooms and common space area can benefit from this attribute with constant south breeze.

Each floor has single unit for privacy with a total of only 8 units in the whole building. Roselyn has spacious apartments with 2055sft and each unit comprises of 4 bedrooms and 3 bathrooms for a comfortable living. Apart from modern features and amenities, the rooftop of Roselyn provides a great space for relaxation and entertainment with lush greenery, sitting arrangement and BBQ space.



# Upcoming projects

## Accolade Wari

Accolade is another of our new Classic Collection project situated in Wari, Old Dhaka. This 9-storied modern apartment building welcomes you with greenery and natural hues used in the exterior façade. It makes you feel at home with brightly lit apartments where you can enjoy open views.

Each floor in Accolade has two units with apartment sizes 1795 and 1535sft. All the apartments have 3 bedrooms and bathrooms with most of the bedrooms on the south corner for comfortable interiors. The rooftop in Accolade gives you a break from your daily life with natural surroundings and relaxation space.





# Joint Venture Agreement

At bti, we treat our landowners just like our business partners. We value the trust they place in us when they decide to partake in a joint venture project with bti and we ensure they get the right value for their most valuable asset.



*Land signing ceremony of "Splendor Mansion", a 26-Katha land in Mirpur*



# Project Launching Fair



A three-day apartment fair “Project Launching Fair” was held from 22-24 September at bti Celebration Point, Dhaka and in other branch offices of bti in Chittagong and Comilla.



16 new projects as well as ready residential projects were presented in the fair. Some of the newly launched projects are Lake View at Gulshan, The Sunrise at Bashundhara R/A, Roselyn at Uttara, Rose Gardenia at Wari and several others. The fair also showcased commercial project Premier Plaza at Progoti Shoroni. Several special offers were available in the fair to facilitate home buying.

# Signing Ceremony of Group Insurance Agreements with Guardian Insurance Ltd.



Two group insurance agreements were signed between btj and Guardian Insurance Ltd. The signing ceremony was held on 18 September 2017 at btj Celebration Point. Under this agreement all btj customers can avail “Life Insurance” when buying an apartment and all btj employees will be secured with Life and Hospitalization Insurance. Mr. F R Khan, Managing Director of btj and Mr M Monirul Alam, Managing Director and CEO of Guardian signed the agreements. Other high officials from the respective organizations were also present during the signing ceremony.

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# Employee Engagement Programs



*Chess Tournament 2017 final day celebration*

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For a company to be successful, it is essential for the employees to have a good working environment. Our vision “to build a world class organization” would not be possible without considering our employees who are our most valuable asset. At bti we hold regular employee engagement programs to hone their skills and make sure ours is the best place to work.

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