

L E A D S T O R Y



# 38 YEARS OF bti

**AA2**  
Credit Rating

**FIXED**  
PRICE

REHAB MEMBERSHIP 001  
ISO 9001:2015 CERTIFIED

## 38 YEARS OF PURSUING EXCELLENCE



From a small, humble work office to a world-class corporation housing thousands of employees, bti has stepped into its 38th anniversary with tremendous joy. Despite the tumultuous ups and downs of the real estate industry over the ages, bti proudly remains at the top of the game. Our unbeatable customer service, strong credit rating and hard work led us to be the first ISO certified company in service, design and construction of the sector. Needless to say, as a founder of REHAB and a top-tier real estate company of the country, we believe in going beyond business. As we step into the future, bti hopes to keep on reinforcing trust and care for customers as well as employees.



## OUR VISION AND MISSION CONTINUE

Since its inception, bti has always placed great emphasis on two important points. First, to provide viable housing solutions to every segment of the society. Second, to ensure that homeownership becomes a joyful experience for the customers. Each employee of bti strives to make this vision come to life. As a result, we now have over 6000 happy customers who give us glowing reviews. In fact, we have delivered more than 300 projects in the last 38 years and never failed to meet the promised deadline! This unbeatable success in Dhaka has led us to expand our operations into Chattogram.

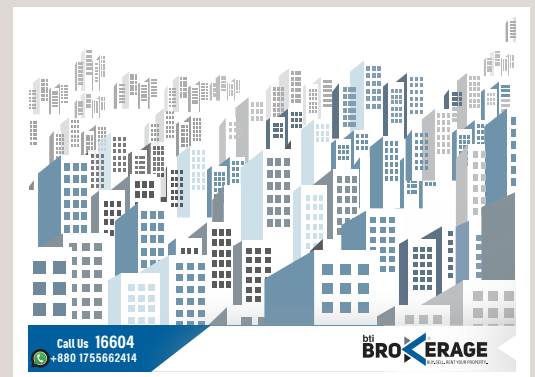
# OUR CORE VALUES

At bti, we care for everyone involved with us. We believe that the customer always comes first. To ensure that our work culture sticks to this notion, it has been built upon six core values. First and foremost, we always strive to win the customer's heart. Employees encourage each other to work harder while maintaining an entrepreneurial spirit. It is an imperative that we respect and empower each other while helping ourselves to develop as professionals. Following the Code of Conduct with high morals, honesty and integrity is also another core value. Last but not least, employees are encouraged to complete tasks with increasing speed, by removing bureaucracy and superfluousness. Facilitated by these core values, bti has grown into a reliable real estate organization that ensures high quality.

Currently, we have six strategic business units (“SBU”) that cater to the needs of various segments of people in the society.

## bti BROKERAGE

The process of buying, selling or renting a property is quite complicated. Lack of authentic documentation, absence of inspection and ineffective negotiations are just some of the reasons why deals do not pan out. This is where bti Brokerage steps in. As a reliable mediator, we can help you find plenty of authentic options to get you the deal you want. bti Brokerage is all about exceptional service that eliminates hassle on the client's part. Now we are offering our services in Chattogram as well.



## SQUARE FEET STORY

SFS provides a client-centric comprehensive package to build both residential and commercial projects. Our expert architects, interior designers, construction consultants, landscapers and engineers can help your vision come to life with uncompromising quality. Eco-friendliness and the latest trends are kept in consideration.



## THE BUSINESS CENTER

The recent movement of entrepreneurship and freelancing has inspired bti to come up with The Business Center. It can be used by anyone in need of a temporary office space as a prestigious business address for either a few hours or several months. Readily available appliances, furniture and services make this place a great space for coworking and networking.



## bti BUILDING PRODUCTS

In an effort to reduce environmental impact, we have been manufacturing and using eco-friendly building products since 2014. Our innovative hollow concrete blocks, pavement tiles and unipavers are not only stylish but also customizable and versatile. The biggest plus point is that they can be used for a wide range of applications. In a surprise move, even the government now has plans to make eco-friendly hollow blocks mandatory in construction by 2025.



## bti PROPERTY MANAGEMENT

The customers have more decisions to take post-handover, especially regarding the new building they live in. They become frazzled with questions like- who will provide security? Where can a reliable manager be found? How can renovations be done? bti Property Management is a one-stop solution for all of that. We provide trained security personnel, gardeners, manager cum caretaker and other services for your home. bti believes the relationship with a client does not end with project completion.



# HEALTHY HARVEST

From a business perspective, Healthy Harvest is a different proposition for bti. It is a new venture to grow and provide formalin-free, chemical-free, fresh food items, such as- fruits, nuts, vegetables (whole or diced), spices, and packaged food for customers looking to boost their immunity and adopt a healthy lifestyle.

Fruits and veggies are grown through hydroponic methods and organic farming. Healthy Harvest food items, both raw and processed, are home-delivered to customers maintaining the highest hygiene, nutrition values and safety.



## BEYOND THE BUSINESS

There are those who have seen the highs and lows of bti and yet decided to stay right by the company. Their loyalty has kept us strong and focused towards our vision and mission. This also applies for our customers, who have spread the good name of bti and kept coming back to us for more of our services. We want to thank all those who have stood by bti, especially during the pandemic. Some members of the bti team have gone above and beyond to make contributions to the society. From taking part in charitable actions, arranging workplace sanitization, organizing celebrations, sharing ideas to inspire change- they have done it all. bti ensures that such dedication is recognized and rewarded. We present the monthly bti Awards to those employees who have shown great loyalty to the company. Employees can share ideas, thoughts and discoveries for any platform of bti. They are awarded based on various categories- core value practice, research, ideas, best sales reference, best sales supporter, best sales conversion, best customer support provider and



acquirer of market intelligence. The Customer Loyalty Program is our way to give back to them for spreading the good word! Exciting gift vouchers and products are given to them to show our appreciation.

We want to thank everyone, from the stakeholders to the support staff, all of whom have made bti an enjoyable workplace and a brand loved by customers. We particularly want to express our gratitude to those who have ensured that our transportation and office rooms are well-maintained and safe. With the unfaltering support of the customers and employees, we are sure to keep achieving more. Cheers to 38 prosperous years of bti. May we have even more successful years ahead.

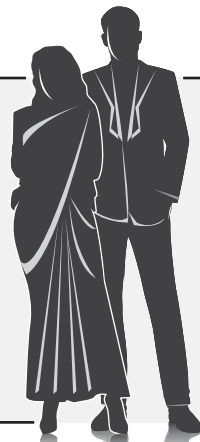
# FUTURE PLANS OF bti



bti has taken a different road this year. After 38 years of experience in real estate, we are taking further initiatives and implementing them. We hope our activities will ensure the best interests of both the customers and employees. Here are some of our initiatives for the future:

## BRAND AMBASSADOR

As a valued customer, you can now become a brand ambassador for bti to promote upcoming projects. Representing the company's vision and mission, the ambassador will promote our offerings and various campaigns to his or her peer group. The ambassador will be recognized as a spokesperson for bti. Under the 'Customer Loyalty Program' various benefits, offers, awards and incentives will also be provided.



BRAND

*Ambassador*





## WELLNESS COMMUNITY: THE MADISON

Recently, bti has launched the highly anticipated Wellness Communities Collection. It includes projects that enable socializing and fitness activities for the prospective homeowners. Mental and physical well-being have been given the highest priority while furnishing the projects with facilities. These projects contain swimming pools, play areas for children, gyms, saunas, yoga spaces, walkways, open-air amphitheaters, prayer rooms, reading rooms, community halls and indoor game zones for the residents to enjoy some fresh air along with taking part in activities together as a community.

The Madison project in Diabari is one of our new Wellness Communities. The location is highly advantageous because it is close to the first Metro Rail Station, affording easy public transportation for commuters. You will also be in close proximity of Uttara, Savar, Cantonment and Mirpur DOHS. Just like other Wellness Communities, you can expect a wide array of amenities here designed to encourage fitness, health and overall wellbeing. With 1000+ sq ft apartments and the gorgeous open view around the premises, The Madison is a remarkable home for anyone looking to live in the suburbs of Dhaka.

# THE REAL ESTATE SECTOR IN BANGLADESH

STATISTICE AS OF 2020



1 A MARKET WORTH 58,000 CR TAKA



3 EVERY YEAR 120,000 FLATS ON DEMAND



2 ANNUAL GROWTH IS AROUND 15-17%



4 NUMBER OF REGISTERED REAL ESTATE COMPANIES SO FAR IS 1073



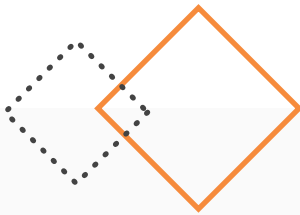
5 42% HOMES IN DHAKA ARE CONSTRUCTED BY THESE REAL ESTATE COMPANIES



6 PRICES OF APARTMENTS INCREASE BY 5-6% PER YEAR

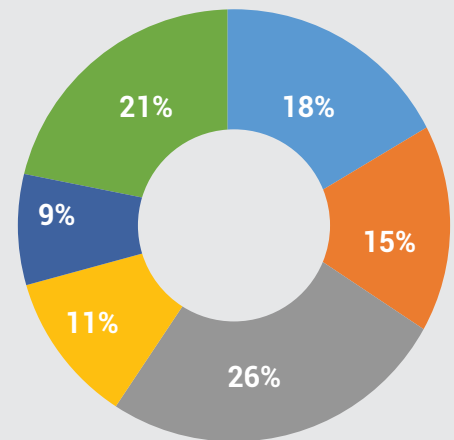
## TOP LOCATIONS FOR FLAT SALES

■ Mirpur ■ Gulshan ■ Bashundhara ■ Rampura ■ Uttara ■ Others



## WHAT REAL ESTATE WILL BE LIKE THIS YEAR

Though the real estate sector was hugely affected by the COVID-19 pandemic in 2020, things are finally starting to turn around. The government has introduced a new policy of 9% fixed rate of interest for housing loans. With the government's economic recovery strategy of accepting people's undisclosed funds and reinvesting them into real-estate and related markets, things are finally seeing the brighter side. This strategy brought in approximately Tk 60.0 billion investment, mostly in the property sector, by 20th December 2020. Again, bringing down the Land Transfer Tax to 1% on Deed Value and Stamp Duty fee to 1.5% has been very



instrumental in opening a new horizon of possibilities in the real estate scenario of Bangladesh. Housing has also seen a boom in Chattogram, so real estate competition is becoming increasingly heavy there. That could be the reason for the economic turnaround of real estate as well.