

**PURSUING EXCELLENCE  
IN DESIGN EVOLUTION**

---

Architectural design has gone through a radical evolution in our country. Pursuing building excellence in real estate for the last 38 years, bti had started its journey with a focus on functionality in its building designs. However, with the turn of time came the need to incorporate aesthetics along with functionality in the company's building designs. In terms of design excellence, bti has come a long way while continuously evolving its design and building approach.





Pursuing excellence in design evolution, bti has been successful in creating the perfect blend of aesthetics and functionality in buildings which has rendered the company an industry leader. This has made the company achieve prestigious recognitions, such as ISO Certification for quality in service and design, LEED-Gold Certification for design excellence, and ESSAB Safety Award for fire safety measures.

Many factors played important roles in the evolution of building design and features in this country. This includes a rising number of talented architects, the evolved demand volume and nature of housing, changing urban lifestyle, technological innovation, the need to nurture and be nurtured by nature, optimization of space, functionality, and aesthetics, etc. From 2000- 2020, the housing industry saw radical revolutions in terms of design and functionality optimization. Customers wanted a home instead of just a house and bti rose to the occasion grandly. From affordable to high-end projects, bti has envisioned to culminate a holistic lifestyle for all of its customer segments to make living a joyful experience for all.

## EXEMPLARY DESIGNS BY BTI



PARK ROYALE, BARIDHARA



THREE, GULSHAN



SPRINGDALE, KHILKHET



IKEBANA, UTTARA



MONTPELLIER, UTTARA



MOONWAKE, DHANMONDI



SILVER CREEK, BANANI



DANDELION, BARIDHARA



AMBIANCE, MOGBAZAR



ROSARIUM, MALIBAGH

## FEATURE STORY

### AN EXCITING NEW VENTURE: GET SMART BY BTI!

---

In the 21st century, life seems to be impossible without the conveniences offered by modern technology. Everything has to be accessible from our fingertips; our loved ones, our safety, our lifestyle, and even our homes. Recognizing the customer's need to lead a modern and convenient lifestyle, bti has already incorporated smart home features in all of our latest projects.

bti has also introduced Get Smart, a new venture where you can avail all kinds of home automation features based on your preferences. If you availed a home from bti, you can rely on your very own developer to install smart home features.



### SECURITY MEASURES

---

With increased urbanization and the rise of nuclear families, it is understandable to depend on technology to safeguard the home when no one is around. Homes with working parents and school-going children may be prone to theft or property damage.

Secure the insides and outsides of your homes with our CCTV cameras with a 2-way view if you prefer. Any discrepancies would sound the emergency alarm and send a notification to your phone!

Our smart door handle lock can be installed on the main door with 2-way cameras, visual doorbell, and fingerprint support, with smartphone access. This means you can check on the home entrance remotely to see if anyone is attempting to enter without authorization.



## SMART HUB

---

With families increasingly preferring reduced staff at home, it is best to use techy features for an easier lifestyle. Get convenience in an instant with our smart hub feature. Use it to control fans, air conditioners, TV, CCTV cameras, home entertainment system, Wifi, curtains, and lights. This is especially helpful for senior citizens or individuals with disabilities who cannot move around without support.



## FIRE SAFETY

---

Installing a Wi-Fi-connected gas detector can help prevent a serious accident. As soon as the gas leakage is detected a notification will be sent to your phone. This will allow you enough time to call emergency services and evacuate anyone at your home. Panic buttons can also be installed in case a family member is in trouble at home.



## MOTION SENSORS

---

Motion sensors are indispensable if you have a busy work schedule with little time for kids and pets. These subtle gadgets can be installed anywhere in your home to keep track of your loved ones. They can send you notifications in case of unusual activity or movement, such as breaking glass or opening locked doors. If you use the Smart Hub you can even stream the activities in real-time and watch what goes on in your home. Some of our projects use motion sensor lights as an energy-saving scheme.

An innovative new venture from bti, Get Smart's tech products can ensure that your home is indeed a smart one that can take care of those living in it.



## WHAT'S NEW IN REAL ESTATE

---

### READY FLATS ALMOST SOLD OUT

Most ready-for-occupants flats in Dhaka, the key market for real estate, have been sold out. Demand has soared after the government allowed unquestioned amnesty for the investment of illegal and undisclosed money, or in other words untaxed money, on land and flats on payment of a certain amount of tax, which would be calculated based on the property's size and location. A fall in interest rates on loans for home purchase and a bearish trend in the stock market further fuelled demand for new homes, doing away with troubled times faced by the home and property builders two to three years ago. In May 2018, there were around 11,000 flats lying unsold, said the Real Estate and Housing Association of Bangladesh (REHAB) at that time. "During the pandemic, we did not take the risk of constructing complete or readymade apartments," said REHAB President Alamgir Shamsul Alamin. The influencing factors include the demand increase, the government policy support, a reduction in flat registration fees, and the availability of cheaper home loans, he said. FR Khan, managing director at the Building Technology & Ideas (bti), said the demand for flats had increased since September for the government amnesty as well as the low rate on bank deposits. For this reason, people who have money available invested in purchasing flats to permanently own assets, a psychological impact of the helplessness created by the Covid-19 pandemic, he said. On a recent price hike of raw materials, he said it would raise prices of every square foot by Tk 400 to Tk 500 and this impact would fall directly on customers.

The Daily Star 21st March 2021

SOURCE: [HTTPS://WWW.THEDAILYSTAR.NET/BUSINESS/NEWS/READY-FLATS-ALMOST-SOLD-OUT-2064093](https://www.thedailystar.net/business/news/ready-flats-almost-sold-out-2064093)



## AFFORDABLE HOUSING: POLICY PACKED WITH ASSURANCE, NO IMPLEMENTATION IN VIEW

In the last 20 years, land prices in Dhaka city increased by as much as 2,173% while flat prices rose by as much as 400% in the last 15 years. As a result, it has become nearly impossible for the middle class to buy a piece of land in the city. "This price hike is not natural. It is artificial and does not match the natural growth of the economy," said MM Akash, professor of economics at the University of Dhaka. He believes the uncontrolled competition to buy lands with undisclosed money is causing land prices in Dhaka to skyrocket. Real estate companies and people who have undisclosed money are buying lands in the hope of making high profits at a time when prices will increase further. The majority of people who are buying lands and flats in Dhaka city are businessmen with undisclosed money. They believe buying land is safe and profitable. The government's tax policy of whitening undisclosed and ill-gotten money by buying land and flats has reinforced this tendency. Apart from businessmen, government officials are also buying flats as the government introduced home loans for government employees in August 2018 at 10% interest, with 5% to be paid by the government and the rest by borrowers. Like government officials, bank officials also have the scope to get home loans at the bank rate, which is 5%. "The demand for luxurious flats is on the rise in the market. If you look at the type of demand, they indicate that some people are becoming richer and more and more money is coming to them. Income inequality is growing," said Dr. Sajjad Zohir, executive director of the think tank Economic Research Group. A flat is not just a measurement of space now; it is much more than that. Buyers have become more aware of what they are purchasing now. The accountability of real estate companies may have increased. However, ordinary people are still far away from getting home loans because the interest rate at nearly all private as well as state-owned banks is 9%.

The Business Standard, 24th March 2021



## AFTER STEEL, CEMENT PRICES SET TO INCREASE

Due to the price hike of clinker, the main raw material of cement, in the international market and freight on board, the price of cement is going to increase by around 5 percent. Cement manufacturers will raise the price by Tk 20 each for 50-kilogram (kg) bags of cement, according to industry insiders. Now the 50-kg bags are being sold at Tk 390 to Tk 420 depending on the brand, meaning the price will reach Tk 410 to Tk 440. Meanwhile, the Bangladesh Cement Manufacturers Association (BCMA) has expressed concern over the continued rise in the price of cement's raw materials in the international market. In December 2020, the price of steel, another major raw material of the construction sector, increased by 17 percent. The retail price of 60-grade mild-steel (MS) rod rose to Tk 64,000 per tonne, up from Tk 54,000 in November as the data from the state-run Trading Corporation of Bangladesh showed. The price has remained unchanged.

The Daily Star, 21 February 2021

SOURCE: [HTTPS://WWW.THEDAILYSTAR.NET/BUSINESS/NEWS/AFTER-STEEL-CEMENT-PRICES-SET-INCREASE-2048489](https://www.thedailystar.net/business/news/after-steel-cement-prices-set-increase-2048489)



# WHAT'S NEW IN SBU

---



## HEALTHY HARVEST

Healthy Harvest delivers safe and fresh agro-produce cultivated through healthy hydroponic medium and organic farming. Our fruits and vegetables are grown, preserved, and home-delivered ensuring the highest hygiene, safety, nutritional, and remedial value. In the Covid-19 pandemic situation, people are now more aware of their health and food hygiene. Being in lockdown, one can order fruits and vegetables online from Healthy Harvest's website. Check product descriptions before buying!



bti Property Management is a one platform solution to multiple problems regarding your property post-handover. We help sourcing personnel-professional security guards (with CCTV monitoring service) 24/7, cleaners, caretaker cum manager, and gardeners. Our maintenance services include swimming pool maintenance, rooftop maintenance, lift maintenance, and generator maintenance. We also provide electrical and plumbing support as well as interior and exterior painting. Usually, customers want to buy homes and get related services from the same trusted institution. So bti Property Management gives them that opportunity.



bti Brokerage gives you hassle-free intermediary service in buying, selling, and renting properties in Dhaka and Chattogram. Due to popular demand, Brokerage is now just a click away from any concerns the client might want to share. The team is available through the website, official Facebook page, Zoom, and Whatsapp.



To keep the country's economy afloat, bti Building Products has been working relentlessly despite the pandemic second wave. As per Government instructions, construction of ongoing projects must go on. We have been manufacturing and supplying quality building materials from our state-of-the-art factory located in Dhamrai. The factory incorporates modern architectural concepts amidst a span of 5 bigha land. Its large 1 bigha factory shed maintains water to cement ratio and protects raw materials from rainwater. It also helps to maintain the product recycling. Products are manufactured using fully-automated equipment and systems. Another remarkable feature is the testing lab which rigorously tests raw and finished materials.



The expert landscapers of SFS have done a tremendous job in some of our recent projects. A notable one is bti Address, where the client happily bought our landscaping and gardening solutions at a high volume. In fact, our trendsetting landscaping ideas have garnered praise from our clients. We also recently closed the deal for the interiors of Maisha Group head office. SFS is currently working on two 5-katha construction projects in Bashundhara R/A. Although the architectural designs were ready, the clients consulted with us about the project and trusted us only after learning about our impeccable construction quality and service.

Feel free to check our inventory with plenty of property options to choose from. Property inspections, visits, and sales have been going on successfully with the clients' satisfaction, with rigorous hygiene practice in place for their safety.