



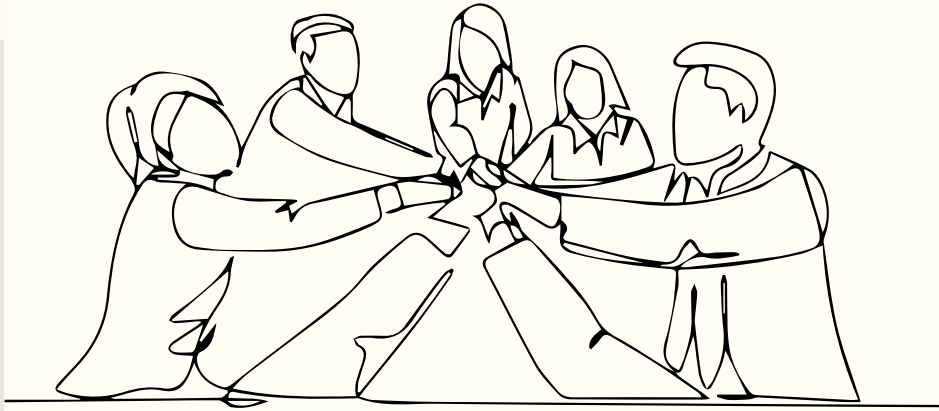
Newsletter

OCTOBER - 2022

MERIT IS THE KEY TO SUCCESS IN bti



As a real estate entity serving the nation for 40 years, we found meritocracy to be the most rewarding for the company's growth as well as the satisfaction of employees. The concept drives all employees to do their best and get rewarded accordingly, dismissing all forms of bias based on gender, age, orientation, religious beliefs, political beliefs, etc. bti wholeheartedly believes that the best way to achieve career success is to show merit in performance progressively, ethics, conduct, and behavior at the workplace.



A mounting amount of research suggests that most people are unhappy in their workplaces. A recent report by Gallup showed that not only are employees facing dissatisfaction, they are also disengaged from their work. 60% of people who participated in the global poll noted unhappiness at work, and 19% claimed work to be miserable. Only 33% reported being actively engaged at work, lower than the 2020 report. According to this study, the number one cause of job dissatisfaction has been 'unfair treatment at work. Employees mentioned that unfair treatment includes:

- Lack of a culture that emphasizes respect, employee community bonding, and contributions

- Mistreatment by senior officials and colleagues

- Not enough compensation, including bonuses and leaves

- Corporate politics and bias

- Burnout due to an unmanageable workload

- Overall lack of support and clear communication

- Unreasonable pressure

We at bti recognize these issues. This is why we continue to pursue excellence in employee-employer relations. For the employer to grow, it is important to understand that the employee has to grow too. So we recruit, groom, evaluate,

reward, and celebrate employees based on their merit to keep them in good spirits, and in turn, the company gets work done efficiently! We try to hone meritocracy in our organization at our best level.

RESPECT, DEVELOP, & EMPOWERING THE PEOPLE

A key core value in the bti culture is respecting, developing, and empowering people. Basically, this means that everyone in the system should respect each other's abilities, foster relationships that develop each other's talents and work as an empowered team. The result is a culture that nurtures networking, not disappointment and isolation. Every week a book chapter is selected, and all employees, from the Managing Director to the security personnel, read together, like a book club. This ensures employee bonding, networking, teamwork, and more fun! bti also hosts annual corporate summits, picnics, competitions among employees, and monthly rewards for employees to keep the motivation going!



KHOLA JANALA; WE LISTEN

Employees may have troubles in their personal and work life. Often they feel isolated and unable to share their feelings. We at bti wanted to provide a safe, non-judgmental space where they could talk freely without mentioning names and positions, and the conversation would be confidential. This initiative is called Khola Janala - a space where bti listens to employees relieving themselves from stress and pressure. With Khola Janala, our aim has always been to prevent employee burnout and disengagement from work. It actively makes the employee realize that they have support.




**খোলা
জানালা**



bti PROMOTES DISAGREEMENT & CANDOR

bti is unique in the sense that we allow disagreement and candor among employees as long as it is non-toxic and meaningful.

Disagreement and candor are practiced regularly by all employees. So if senior personnel say or do something disagreeable, other employees have the right to present their arguments and mention their honest opinions respectfully.

Everyone's views are welcome. We even give recognition and awards for outstanding ideas and opinions and implement them after approval.





MERIT DESERVES CREDIT

bti follows a Japanese World War-era business philosophy called Kaizen, which in translation means 'change for the better.' It is a wonderful expression of meritocracy. A company may be great, yet employees still want to leave to get better pay, better work-life balance, and better benefits. Kaizen teaches that while no organization is perfect, every individual effort toward perfection can help us be a better version of ourselves each day. Every step towards improvement counts, no matter how large or small it is, whether it is one-time or continuous. So no small or large effort from any employee is taken for granted. Every meritorious performance is appreciated and gets the credit. It perfectly sits with the model of meritocracy and humanizes the workplace.



EMPLOYEES ARE OUR 2ND VIP

We appreciate our workforce and consequently offer great benefits such as scholarships to employee children, healthcare incentives, transport facilities, training sessions, gratuities, and bonuses. We have cash incentives and gifts for those who provide excellent ideas, market intelligence, research, referrals, sales support, etc. We recognize and reward the STAR performers every year and offer promotions and increments based on performance improvements. Everyone gets something for all the hard work they have done. Better work means better rewards. No bias toward position, gender, race, background, etc., will have an influence. Only merit will lead to success. This is a fair and practical method to nurture employees.



Evaluating employees based on their capabilities and efforts is the soundest way to ensure that an organization is satisfied with its employees and vice versa. It not only encourages fair decisions and opportunities for each employee but also sends them a message that no one will be given special treatment without merit. New and experienced professionals should work together to enhance each other's merits rather than share animosity.

We luckily have more than 200 employees who have served the company for up to 28 years with utmost devotion and dedication. It is their merit that brought them where they are today! bti is proud of each and every employee who has served with us and continues to work here with merit.



BTI HOSTS INTIMATE POST-HANDOVER CEREMONIES FOR CUSTOMERS

When bti hands over a home, the customers get their dream home and a lifetime of joyful experiences. The start of such a wonderful journey should also begin with a celebration, and what better way to have fun than with the neighbors? With this idea at heart, bti recently organized the 'Know Your Neighbors' initiative at some recently handed-over projects, such as Royal Oaks in Block I, Bashundhara R/A,



This event aimed to unite the new homeowners in a small get-together so that they could familiarize themselves as new neighbors. This way, they could build their community spirit beforehand. Senior officials of bti were also present at the event to join in some delightful moments with the customers. Before the handover

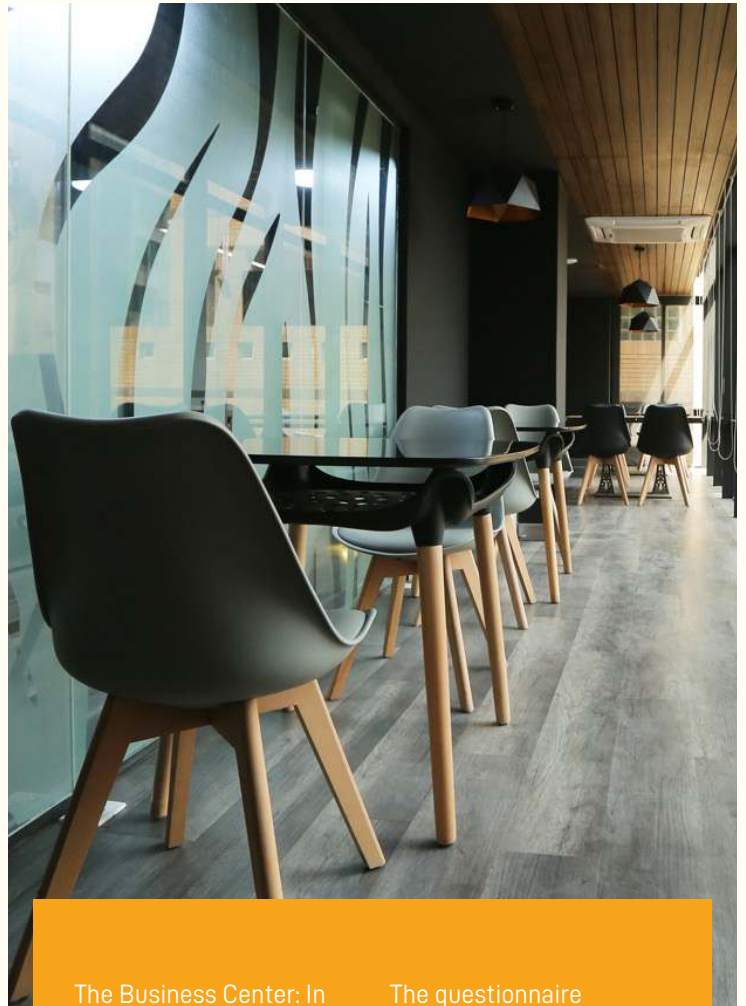
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WHAT'S NEW IN THE SBUS?



At bti Afnaan, a successful program for fire safety awareness training and rescue has been conducted. On November 12, 2022, FSCC and PM completed a successful Fire Safety Training at the bti Afnaan project in order to achieve the needed standard and as a part of the continuous development of bti Property Management. Before conducting successful training for SSs and building residents, Mr. Raian (FSCC) shared his experience and gave an awareness speech. A few flat owners and their partners, kids, and staff attended the Fire Safety workshop. They were excited and overjoyed to learn about fire awareness. Special thanks to SFSD, Admin, and IT for their assistance and contributions that satisfied our customers. Besides that, on 27 October 2022, a successful monthly general security & FSAT program was conducted in the "bti Royal Pines" project by bti Property Management.



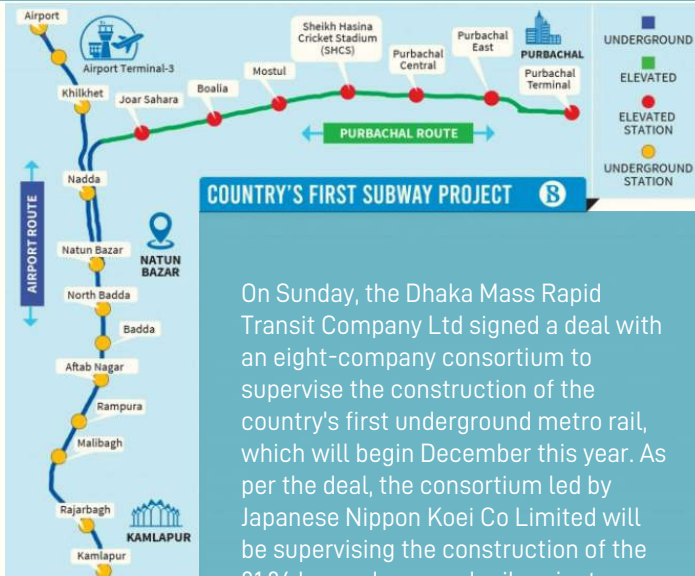
The Business Center: In the first week of October, TBC conducted a feedback survey on their client end. That survey aimed to gauge the standing point and how they can overcome any difficulties.

They got 100% participation from their clients. TBC rated their customers' points of view and experience by asking some questions and asking the clients to rate the service.

The questionnaire included why they chose TBC, how frequently they and their employees use TBC, On a scale of 1 to 10, and how they would rate the service quality, level of flexibility, convenience & accessibility. They also asked their clients if they would recommend TBC or not. After getting the responses, it can be said that, the survey was successful for TBC.

WHAT'S NEW IN

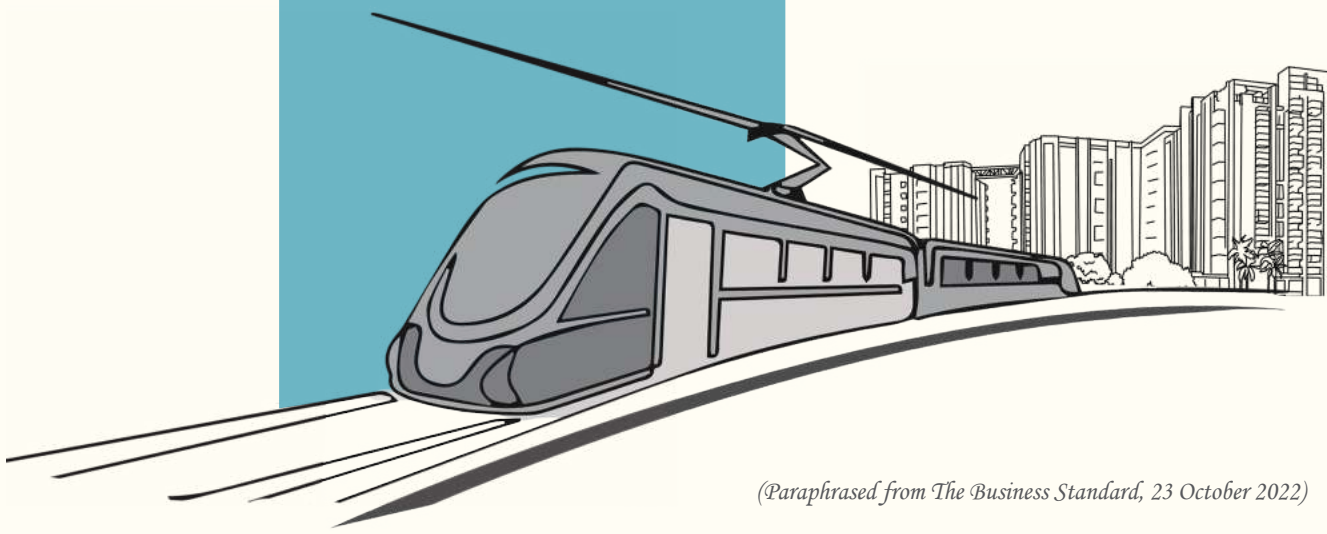
REAL ESTATE?



On Sunday, the Dhaka Mass Rapid Transit Company Ltd signed a deal with an eight-company consortium to supervise the construction of the country's first underground metro rail, which will begin December this year. As per the deal, the consortium led by Japanese Nippon Koei Co Limited will be supervising the construction of the 31.24 km underground rail project – or MRT Line-1 – in the capital. With the 2028 deadline, the cost of the underground metro project has been estimated at Tk52,561 crore. The MRT Line-1 will have two parts – a 19.87km part from Hazrat Shahjalal International Airport to Kamalapur (Airport route) which will be underground and an around 11.37km elevated line from Natun Bazar to Purbachal (Purbachal route). The company is going to begin the

DHAKA'S FIRST UNDERGROUND METRO WORK BEGINS IN DECEMBER

underground metro works by starting the underground rail depot construction in Purbachal in December – even before completing the ongoing Uttara-Motijheel metro rail project by December 2023. According to the officials, it will take only 34 minutes to commute from Dhaka airport to Kamalapur, 20 minutes from Natun Bazar to Purbachal, and 35 minutes from Kamalapur to Purbachal. The trains will be controlled remotely from the "Operation Control Center". Elevators, stairs and escalators will be installed in underground and alleviated stations for the passengers to access rail platforms easily. Around 8 lakh passengers will be able to travel every day by the underground metro after the inauguration in 2028. With all the six metro rails in operation by 2030, more than 50 lakh passengers will be able to commute daily using the modern transport system.





WITHOUT AMENDMENTS, DAP WILL MAKE LAND AND APARTMENT PRICES VOLATILE

In the past 21 years, Dhaka's land prices surged by up to 2,740% – while flat prices increased over sevenfold, revealed a recent study by the Institute for Planning and Development. The same study also states that Gulshan's land and flat prices saw the highest increase, followed by Dhanmondi, Shantinagar, and Uttara. According to housing sector insiders, land and flat prices increased considerably in some areas due to planned development and modern civic amenities. In the rest of the areas, the price increased due mainly to scarcity of land against the increased population – a mismatch in supply and demand. But this scarcity of land is set to increase even more as the new Detailed Area Plan (DAP) is capping the floor area ratio (FAR), an index to determine the size and height of a building in most of Dhaka's neighborhoods. At the same time, just 1% of Dhaka city enjoys the maximum 5-6 floor area ratio (FAR) standard. The 2022-2035 DAP permits the highest floor area ratio (FAR) for areas like Gulshan, Baridhara, Banani, Dhanmondi and Uttara, given the availability of modern civic amenities in these 'developed' areas. Experts think the DAP (2022-2035) has curtailed FAR rights of the aspirants of 'affordable housing' further worsening the gap between supply and demand. As bti MD F R Khan explained, "unlike the DAP (2010-2015) which did not consider area-wise population density, the new DAP (2022-2035), published on 23 August this year, considered Dhaka and some other City Corporation (DCC and others) ward wise population density as per the existing data. The objective was to keep the desirable population of 200-250 people per acre in the central and outskirts of Dhaka, which has already exceeded in most Municipal Areas causing problems in utility service connection (electricity, usable water, sewerage, wastewater, traffic).

In a single simple line, population decentralization in the horizontal direction of Dhaka by indirectly restricting going for vertical expansion. Height has no effect on whether the building is taller or less tall. The density cap is 1.7 units per katha. For 20 katha, it comes to 34 units maximum. If four units are planned on each floor, one can't build 9 or 10 stories as the total units exceed the number of units permitted. Finally, one building is restricted to eight usable floors. These restrictions are not favorable for the majority who want affordable housing.

There are two sets of FAR (floor area ratio): One is plot based (based on the width of the front road) and the other is an area based (on which Municipal Ward the plot falls into). The minimum of the two is the unconditional FAR, called Base FAR. But certain incentives can be added subject to the fulfillment of conditions such as MRT/BRT station, designated ward play area, designated school, affordable units, transfer of Development Rights, block-based development, etc.



...SINCE 1984

IN PURSUIT OF
EXCELLENCE

