



Newsletter

December 2023

bti's 2023



Since our inception, we have pursued nothing but excellence. Looking back to 2023, we can proudly say, we couldn't have imagined it better! WHAT A YEAR IT HAS BEEN! A year full of positivity and hope. Let's have a little wrap up of what we did.



Turning
FORTY
Staying
SPORTY



In **January**, bti The Daily Star **Stellar Women** initiative was launched to recognize emerging and promising women who have notably contributed to society and nation-building. It was decided that 12 different women would be awarded throughout the year, each under a different category.

In **March**, bti's 40 year anniversary event, "**Sporty at 40**" was held. 11 new projects were launched throughout Dhaka along with some other beautiful events.



August saw a massive impact on the real estate industry when bti organised the "**bti Home Fest'23**" with the tagline "Live Smart, Live Better". 300+ new homes were introduced throughout Dhaka & Chattogram. The event came with free interior design consultations, exciting property deals and engaging panel discussions.



bti launched its very own co-living community, **YESS by bti**, in **September**. Initially tailored for professionals, the packages offered were eventually transformed to suit a variety of needs.

bti signed an **MoU with Smart Technologies Ltd.**, in **December** under which employees and their immediate relatives will be able to avail a nominal discount on all SONY products brought from them.



FINDING THE STELLARS OF THE SOCIETY



Partnered with The Daily Star, bti launched its new initiative tributing the women who are helping to shape the nation, called bti The Daily Star Stellar Women. 12 women from different spheres of life would each be given this award.

SO FAR, THE 10 WOMEN WHO HAVE RECEIVED RECOGNITION ARE:

Development: Shamsin Ahmed

(Org: Identity Inclusion- works with developmental and mental health issues amongst minority groups)

Technology: Tashfia Tasbin

(CEO and co-founder of markopolo.ai- finds digital marketing solutions for small and medium businesses)

Architecture: Nazli Hussain

Praxis Architects- Bangladesh's first LEED accredited professional, offering green building consultancy services)

Education: Sadia Jafrin

Grow Your Reader Foundation- to encourage children to immerse themselves into reading)

Corporate: Ms. Shamima Akhter

(Director, Corporate Affairs, Partnerships and Communications at Unilever Bangladesh Ltd.)

Culture: Ridy Sheikh

(Dance- Promoting Bangladeshi folk and cultural dance around the world)

Agriculture: Dr. Mst. Sakina Khanam

(driving force behind developing the climate-change resistant rice strain "Bina-25")

Sports: Salma Akhter Mone

(first Bangladeshi international level elite assistant referee at FIFA)

Startup and Entrepreneurship: Monoshita Ayruani

(CEO and Founder of SHAPE, Bangladesh's first inclusive women's innerwear brand)

Writing: Lutfunnahar Piki

(BCS Officer, works at NBR, debut novel "Ottopor" was published in 2019)



PSM Sees New Changes in **DECEMBER**

Property Security Management has taken a new initiative since October '23, incorporating “**Housekeeping Services**” in the offered services list. The team now provides housekeeping and security monitoring across bti’s existing projects. PSM has also introduced a structured reporting system that is continuously revamped for optimal effectiveness.

A streamlined Standard Operating Procedure (SOP) has been successfully integrated into the CCTV Control Room operations. Three surveillance officers are now ensuring round-the-clock monitoring for immediate and accurate reporting. The Control room also has seamlessly evolved into a comprehensive Security Control Room, offering continuous assistance to on-duty personnel and resolving emerging concerns. This merger has notably fortified the overall security within the premises. The CCTV Control Room's operational efficiency is diligently maintained by the General Manager of PSM, ensuring high performance and security is maintained.



What's New in Real Estate



In 2023, Mirpur and Uttara in Dhaka have become the most sought-after areas for residence due to their convenient communication and lower prices. The demand for these areas is primarily attributed to the improved transportation system, particularly the metro rail. The Bashundhara Residential Area is further down in the table when compared to Mirpur and Uttara due to the good living environment in these areas. A leading national daily published some facts and figures that show the level of demand for flats in different Dhaka localities. The city's real estate market faced challenges in 2023, with inflation at an all-time high. However, one positive gain from everything happening in our country is that people have realised that investing in a good secondhand apartment and/ or land can often be more feasible than choosing to outright buy a brand new apartment or land.



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