



Newsletter

MAY 2024

The month of May was a highly productive time for bti. With three project handover ceremonies, bti also organized three "Know Your Neighbor" events for residents of each project to mingle with each other, as well as with bti high officials. The "Know Your Neighbor" event aims to introduce residents to their neighbors, a concept that has made bti famous for its customer-centricity.



bti KNOW YOUR
neighbors

bti Celebrates Customer-Centricity

Customer-centricity is one of the main pillars of bti. With that motto in mind, bti has arranged its signature event, “Know Your Neighbors” in three (03) handed-over projects last May.

The Nest

Located in Mirpur, The Nest is a classic collection home of bti. This 8-storied building is a truly contemporary living experience. With a landscaped rooftop & BBQ area on the roof, and spacious apartments sized 1900 square feet, the residents of the project felt their dream home came true.



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PACIFICA

Located in Uttara's one of the quietest residential areas, Pacifica gives out a sense of luxury lifestyle despite being a classic collection home of bti. Understanding the residents' yearning for nature, bti always puts utmost effort into incorporating greenery in their homes. And its incredible rooftops with sufficient greenspace attest to it! Its single unit 2900+ homes is single-handedly one of the biggest perks of living in Pacifica, say the residents.



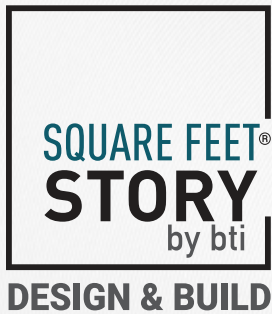
City Lite

bti not only hands the home over but ensures residents know their neighbors too. Because they believe, togetherness is the main concept of a happy & healthy life! 'bti City Lite'- a Classic collection Home of bti in Mirpur. The Know Your Neighbor event was hosted by bti high officials. The homeowners met with their neighbors, engaged in conversations, and initiated a blissful journey of mutual happiness.



MAY 2024

What's New in SBUs



SFS has recently completed a transformative project in the picturesque town of Gouripur, Cumilla. This project showcases SFS's commitment to high-quality interior design with contemporary aesthetics. Every room has been meticulously crafted to provide comfort and style, showcasing custom furniture, refined lighting fixtures, and sophisticated color schemes. SFS's attention to detail is evident in every aspect, from selecting sustainable materials to using space, ensuring a practical yet luxurious environment. The project stands as a testament to SFS's expertise in delivering personalized and sustainable interior design solutions.





PSM has started providing comprehensive security and cleaning services to Meat Theory, a renowned restaurant. Their security team ensures a safe dining environment by managing access control, monitoring surveillance systems, and responding swiftly to any incidents. PSM's cleaning staff maintains high standards of hygiene and cleanliness throughout the restaurant, including the dining area, kitchen, and restrooms, adhering to strict health regulations. This dual approach helps Meat Theory maintain a safe, clean, and inviting atmosphere for its customers.



What's New in Real Estate

Data from the Directorate of Registration confirms the growing demand for flats in Bangladesh. Flats worth Tk 24,000 crore were sold until FY 2023-2024. If the current monthly sales average continues, total sales by the end of this fiscal year are likely to exceed Tk 30,000 crore.

According to stakeholders and experts, the market drivers are population growth, rapid urbanisation, substantial remittance, and inflows of black money investment. The surge in demand and the financial maneuvers sustaining it highlights a critical issue: Dhaka's real estate boom is not merely a response to housing needs but a reflection of the pervasive corruption that continues to distort the market.

The demand for flats is reflected in the latest provisional GDP data from the Bangladesh Bureau of Statistics (BBS). The real estate sector is projected to grow by 3.79% in the outgoing fiscal year—the highest growth rate in four years. On the other hand, many sectors including manufacturing, wholesale and retail trade, transportation, and financial and insurance activities dropped significantly in the outgoing year.

The actual transaction values are estimated to be three to four times higher than the figures recorded by the Directorate. According to REHAB, Bangladesh's real estate sector consists of land purchase investment, residential house or apartment purchase, and investment to buy commercial space. About 90% of this is investment in the construction and purchase of residential houses or apartments.

Since 2012, there has been a rising interest in gated communities and high-rise apartment complexes offering security and a sense of community. Bangladesh is experiencing rapid urbanization due to the majority of the population migrating to cities in search of a higher standard of living.

Government initiatives such as the "Vision 2021" and "Vision 2041" plans have prioritized the development of the real estate sector, according to Mr. Naimul Hassan, a former executive committee member of REHAB.



**YEARS OF
EXCELLENCE**