



The Destination
Redefining Luxury Apartment
in Dhaka



Building
homes &
creating
happy memories for

36 | 15

YEARS
IN DHAKA

YEARS
IN CHATTOGRAM



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From Platinum Dreams to Floral Prints

As one of the leading real estate companies in Bangladesh, bti ensures perfection in all its ventures and is always coming up with new ways to guarantee customer satisfaction. This month's newsletter gives you a glimpse of The Destination, a project designed to perfection for your utmost comfort. Being bti's first Platinum Collection project in Dhanmondi, it reflects its grandeur in every way possible. We also bring you Dolce Vita, an economy project designed to suit your needs the best. In conversation with Mr. Ashrafuzzaman, find out how we reach out to our customers to provide them the house of their dreams.

Know our new faces; be updated with the new interior trends of this decade and more, all in this month's newsletter!

In talk with Mr. Ashrafuzzaman General Manager- Alternative Channel Development

Mr. Ashrafuzzaman enlightens us about Alternative Channel Development (ACD), a new initiative taken by bti in its further pursuit of excellence.



Could you please tell us a little about Alternative Channel Development (ACD)?

Basically, when we want to get into the market, we have to go through certain channels; for example, it could be through electronic media, peer activities, etc. The purpose of Alternative Channel Development is to create fresh channels for bti to get into the market with our products. The contribution of Alternative Development Channels (ACD) to bti would be generating more revenue for the organization.

Could you elaborate a little more on its responsibility, function, and operation?

In our case, our product is real estate. As for ACD, it is responsible for all the bti collections; for example, it is responsible for luxury, classic and even for our brokerage products as well. Finding new ways of reaching our customers is a crucial part of operations. Let's take corporate presentations as an example; we try to reach strategically important clients, and then we approach a lot of the companies with the Key Employee Loyalty Program (KELP). We also plan to initiate the Customer Loyalty Program (CLP). These are the different types of plans that are in the course of being set up for the development of alternative channels.

What are the next steps that you take once you reach the customers?

When we reach these customers, we will have to present bti and its products towards a comparatively larger crowd. In this particular scenario, multiple requirements for numerous bti products will be presented. We need to identify the customers'

particular requirements and approach accordingly. To a very high-end customer, we will have to approach them with our luxury products. Similarly, for our customers who are on a budget, we have to bring out some of our more economical products. There might also be customers who own a property that they want to sell or put up for rent, in that case, we would refer the person to bti Brokerage.

What would you say the obstacles are for this?

As is the norm with any new idea, Alternative Channel will be facing the same challenges. Coming up with multiple approaches and testing their viability will bring forth an efficient one, some may turn out to take a while to turn a profit and some may not be viable altogether. These are all possibilities that need preparation. As for the ones that are giving positive results, we have to expedite those programs and add some additional features into that program to increase its potential success. For the initiatives that take time to return a profit, reprogramming it works better. And of course, we will be learning from the more difficult, less viable options to find out the flaws and give us the scope to analyze the problem. The analysis will help us come

up with a more viable plan and method of execution.

How would you say Alternative Channel Development (ACD) contributes to the company?

This particular initiative is responsible for generating more effective leads that will earn better revenue for the company, expedite sales of the products that bti has to offer. Overall, it will contribute to establishing new channels for delivering our products with the proper approach and in this process, the company will progress further.

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Property in Focus

Introducing the Platinum Collection in Dhanmondi Redefining Luxury Apartment in Dhaka

Located at a great location in Dhanmondi, The Destination offers you a lifestyle unparalleled by any other residential building. As the first bti Platinum Project in Dhanmondi, it reflects luxury in all aspects- design, execution, and amenities. Situated at a stone throw distance from the lovely Dhanmondi Lake and the sensational Rabindra Sharobor, The Destination is surrounded with reputed schools, popular restaurants, shopping malls, recreational spots and many more.

The architectural design speaks grandeur with the magnificent double-height entrance that welcomes you into 2000sft of exquisitely landscaped garden and a serene water body. This is not the only piece of green space in the project; the rooftop is skillfully designed to provide you with an abundance of greenery and openness. The terrace is fashioned with a beautiful lawn and a wooden deck crafted expertly for your comfort and joy.

Moreover, the building offers you an infinity pool with a separate kiddie pool to inspire you to unwind and enjoy the tranquility with your loved ones. A movie date with your special one won't require you to step outside into the chaos of the city, as a superbly designed movie theater is there for you to indulge in. A modern, well-equipped exercise studio, BBQ zone, and a 100 people capacity Meet & Greet lounge are a few of the numerous amenities the complex presents for you.

Like the project promises, "Luxury is Space", it also delivers so in its design and execution. The apartments range between 2900-6700+sft each spacious enough to grant you the lifestyle of your dreams.

In The Destination, cozy blends with luxury in the most seamless manner for you to enjoy!



Inspirations of the New Decade

It's a new year, and also a new decade! And no place is better to celebrate new things than your own home. Before delving further into the new year and letting your schedule consume you completely, you might want to put a touch of freshness in your home. Here are a few tips to decide how to redecorate your little heaven while keeping up with the trends of the new decade!



Colors and Tones of the Season

Settling for a single range of color for the whole year or longer could be a difficult choice to make. If you are planning to renovate your house, choose a range of shades that not only are the highlights of the season but would also be suitable for the long term. Neutrals are never a bad idea; they not only speak of soothing minimalism but also would look great during the season for their timeless shades.

Pastel tones too add a hint of minimalism, and they also give your home the delightful environment that you may seek when you walk into your home after a long day. Light tones also give the illusion of your home looking wider than it is which definitely is a bonus!

It is the season of colors, nonetheless! If you are someone who redecorates or renovates very often, then you can absolutely go for some bright colors. Warm tones and contrasting saturated hues will give your home the spring makeover it needs.

Your house is bound to radiate joy with warm shades on the wall, and furniture of saturated shades will be the cherry on top! You can always keep the wall and

change the color of the furniture to keep up with different seasons throughout the year and decades to follow!

Patterns of your Life

Floral wallpapers might transform your home into heaven where it's always spring. But if that is too much of a commitment for you, adding small decoration pieces, such as more flower vases, paintings, wall hangers, etc. will be a great idea. Light floral curtains could be an amazing addition too, depending on your walls and furniture.

A geometric pattern might just be the pattern of the decade (internet)! Either go for neutrals, or bold colors to add vibrancy to your home.

Decorate Responsibly

Spring or not, 2020 requires you to redecorate with ecological implications in mind. While crafts and DIYs would add individuality to your home, they will also make it easier for you to create sustainable choices for your home. It's a new decade, let's redecorate consciously!

Customer Testimonial



“ I chose bti solely because of their reputation of not compromising on quality construction. They delivered just as promised; I got a beautiful home in a place where I can rest easy with my family. ”

Md. Jasimmuszaman Biswas and family
Chayabithi, Uttarkhan Mazar Road, Uttarkhan

Upcoming project: Dolce Vita Apartment in Dhaka that Meets your Needs

Dolce Vita is a home crafted for a joyful life.

Residing in Dolce Vita surrounds you with great facilities nearby, due to its advantageous location near thriving localities like Bashundhara, Baridhara, Gulshan, Banani, and Nikunja. This enables you to avail the amazing civic facilities that are around, such as reputed schools, hospitals, popular shopping malls like Jamuna Future Park and recreational spots like 300 ft Road.

This 8-storey home is situated on a 21.32 katha land, where the homes range from 1266 to 1366sft apartments to are the perfect choice for a home without putting a sizeable strain on your pocket. The

56 apartments in Dolce Vita give you a sense of belonging in a community where you get to form tight-knit bonds with people who support, guide and give you a sense of security when you need it, like a family. Moreover, access to modern amenities like gymnasium, modern fire protection, and earthquake-resistant features. The wonderfully crafted rooftop has a community space with artificial decks and greenery for its residents so they can host parties. The rooftops also make the perfect getaway on quiet days when you just want to enjoy the view or read a book in peace.

Live at Dolce Vita and enjoy a carefree life and make memories filled with love and laughter.



Joint Venture Ceremony

We value the faith and confidence our landowners have placed in us, because they know we always strive to offer the best value for their most prized assets. Here's a glimpse of one of the joint venture ceremonies-



Land Signing of 'Cheers', a 7.5 katha land at Mohammadpur, Dhaka

bti was present at the IUB Job Fair 2020

bti received an immense response at the IUB Job Fair 2020. It was held on 11th February at IUB premises to introduce fresh graduates to the renowned employers of the country. Many potential candidates dropped their CVs at bti's stall, hoping to be a part of this family.



Chittagong REHAB Fair 2020

At the Chittagong REHAB Fair bti introduced 10 amazing projects located in the best places in the Port City. bti also offered attractive discounts to the people who booked their homes at the fair.



“Introducing Destination” hosted by bti

“Introducing Destination” was organized by bti to introduce the community to its first Platinum Collection project in Dhanmondi. The event started on 14th February and continued till 18th February, at the site of the project in Dhanmondi. The event received a positive response from the community.



bti Landmark wins the ESSAB Safety Excellence Award

bti Landmark, the iconic commercial building in Gulshan Avenue, has been awarded the ESSAB Safety Excellence Award 2020, for excellence in implementation of fire safety systems in premises.

ESSAB (Electronic Safety & Security Association of Bangladesh) has inspected a number of industrial, residential and commercial buildings of the country and finally selected bti Landmark in the commercial category. An award ceremony was arranged on 14th February 2020 at Bangabandhu International Convention Center (BICC) and the concerned authority handed over the award to Md. Sharifur Rahman, Executive Director, Construction of Building Technology & Ideas Ltd (bti).

bti is proud to have an outstanding work collectively by constructing LEED GOLD certified commercial building, which also meets the International Fire Compliance standards, becoming the champion in the commercial category of the award.

At the moment of receiving the award, Mr. Sharif was very delighted and said, “it is a great honor to have received such a prestigious award. We hope that this is one of the many milestones that we will reach in our pursuit of excellence. bti has always been a pioneer of the real estate industry in Bangladesh and has been a step ahead towards setting exemplary standards in the housing scenario. This award acts as a motivation to boost our mission and values”.



New Face:

Mr. Mostaque Ahmmed Sarwar ACA General Manager - SBUs (Finance & Accounts)



Mr. Mostaque Ahmmed Sarwar ACA has an experience of 10 years in Finance & Accounts, Audit and IPO. He did his M.Com from National University. He is a qualified Chartered Accountant and Associate Member of the Institute of Chartered Accountant of Bangladesh. Prior to joining here, Mr. Mostaque worked for Alpha Capital Management, Unique Group and G. Kibria and Com.

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