

# Newsletter

JULY 2018

PROPERTY  
IN FOCUS

the  
**Unity**  
Hallshahar  
Chattagram





BUILDING  
HOMES & CREATING  
HAPPY MEMORIES FOR

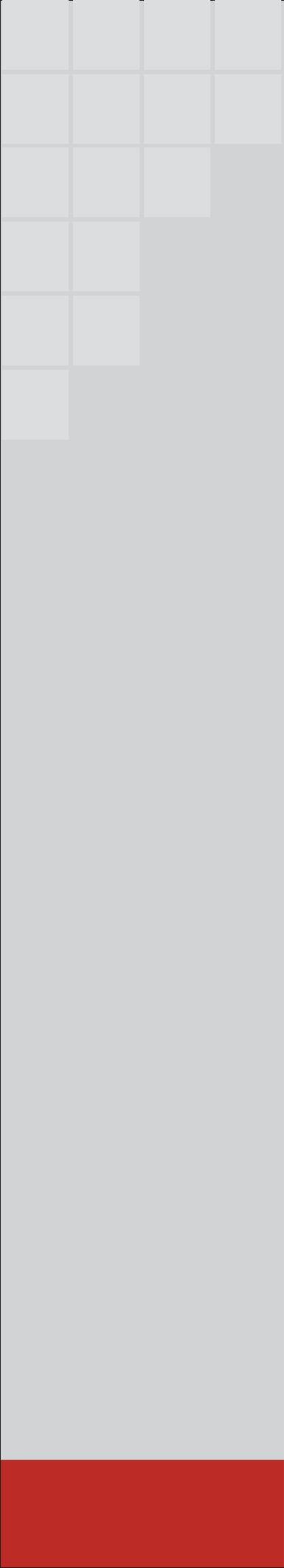
**35**  
YEARS  
IN DHAKA

**14**  
YEARS  
IN CHITTAGONG



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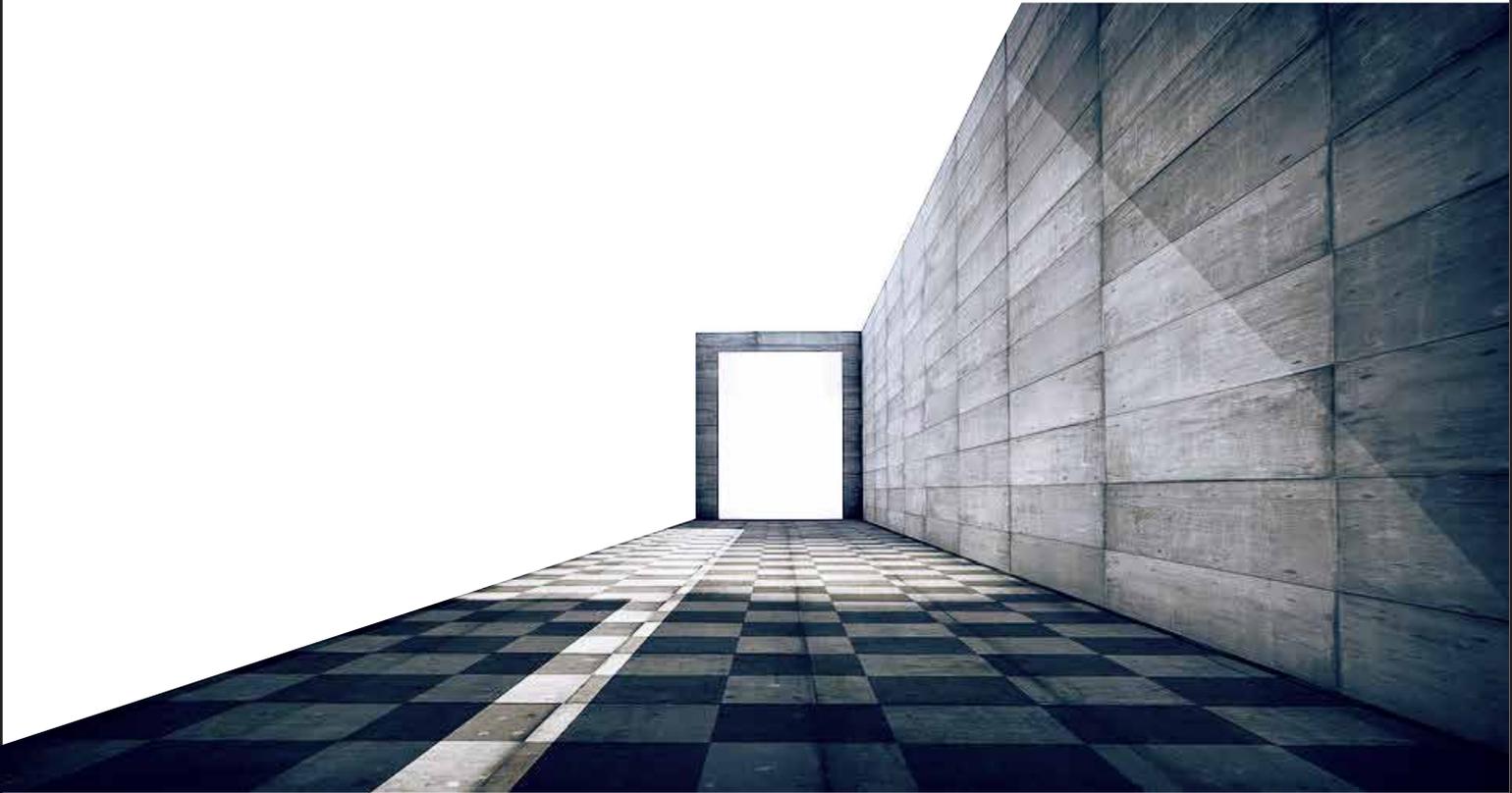
*in pursuit of excellence...*



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**bt** Newsletter

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## Enriching your lifestyle since 1984

At bti, we always strive to build homes for you that are more than just places to live in. We design spaces so that they are functional, aesthetic as well as comfortable for you. A bti home always gives you something extra, something beyond your expectation like receiving a surprise gift from someone without any special occasion.

Apart from ensuring that we always deliver your homes on time, we do all that we can to make your homeownership a joyful experience right from the beginning and beyond – even after you have moved into your new apartment. In this month's newsletter you will find an interview with our Chief Architect Mujtaba Shafiqul Islam who shares with us his insights and views on design, prospective homebuyers' taste and so on. Under Property in Focus, you can learn about one of our projects in Chattagram- The Unity in Halishahor. We have also included two of our upcoming projects – Parliament View at Lalmatia and Sunflower at New Elephant Road; a home buying guide for luxury apartment buyers and much more which we hope will keep you informed and updated.



In Talk with  
Chief Architect Mujtaba Shafiqul Islam  
of Design Department at bti

One of the most important factors in real estate development is the design of the building. The building design is more than just the exterior building outlook- it includes apartment layout, floor plans, common space design as well as other factors such as architectural design consideration, incorporation of features and so on to make every square foot of space useful. With the passage of time, building design in Dhaka has changed from single-storied houses to multi-storied buildings to high-rise apartments and commercial buildings. In this month's newsletter we had a chit-chat with the Chief Architect of Design Department Mujtaba Shafiqul Islam who shares with us his valuable experience and insights.

### **Tell us about your experience at bti so far.**

I joined here recently, but so far, I have great experience working here. I have vast experience working with several developer companies both in local and international arena; however, I found working culture at bti to be extremely systematic and well-organized. Every department works dedicatedly and diligently right from the beginning to ensure timely handover of the projects. This is a company where scheduled work is completed through collaborative efforts of every team to uphold our commitment of timely handover to the customers.

Another noteworthy aspect of bti is that, it truly lives up to the slogan “in pursuit of excellence” as everyone here works relentlessly to better themselves and contributes to develop better products and services for our customers. bti is constantly researching, developing and innovating to tailor its products to suit the urban lifestyle of customers. As an architect, I also have many opportunities to experiment with design and am very excited working here.

### **As an architect, what do you focus on when it comes to building design?**

Since we are a real estate developer company, our main focus is always our customers’ wants and needs. As Dhaka is a highly populated city with scarcity of lands we try to create designs that are functional. We try to build a home where our valued customers will get more than just a place to live in – it will be a functional home where they get to enjoy a natural environment and spend quality time with their loved ones. We are constantly looking for ways to innovate our buildings that will enrich our customers’ lifestyle, so that everyone will get to experience a joyful homeownership in a bti home.

### **What do homebuyers in Bangladesh look for these days when buying an apartment?**

Most homebuyers when looking for apartments, only look for their general requirements to fit their lifestyle such as number of bedrooms and bathrooms. This is mostly because people in our country hardly have spare time to spend quality time with their family in their homes, after doing their 9 to 5 jobs and losing

many hours stuck in traffic. However, in recent days we have seen there are homebuyers who crave for greenery, open space and a functional home to spend quality time with their loved ones and bti has been actively working to build such functional homes to create a safe, healthy environment for generations to come. We also try to cater to all segments of people, which is why we have three different residential collections – Premium, Classic, and Standard and we are working to expand and introduce a new collection soon namely Platinum Collection.

### **Could you tell us a bit about this new collection we are going to launch soon?**

Our first project under this new collection will set the benchmark and we are all very excited about it. It will be a one-of-a-kind luxury home never seen before in Dhaka. It will give you the experience of a lavish lifestyle as you get to enjoy living in more than 7000 sft. Apart from its spacious size, we have also taken care of security features to make it extra secure for you. We have amplified greenery as much as possible and tried to bring nature indoors. We are also working to make it a smart home where you can customize your living space with remote control access of lights, fans, and a plethora of other features. To elevate your living experience, the project will also include several lifestyle features such as infinity lap pool interconnected with Jacuzzi, well-equipped gym space, children’s outdoor play area besides many other features.

### **What does the word “home” mean to you?**

Personally, for me a home is more than just a place to live in – it is where I come back, after a tiring day at work to feel relaxed, and spend quality time with myself as well as my family, it is somewhere I belong. A home has to be functional in the way the spaces are designed to accommodate my lifestyle and my family’s, offer privacy so that I am buffered against the noise of the outside world and at the same time make me feel close to nature with ample greenery and open space.



## Things to consider when shopping for a luxury home

Everyone looks forward to owning a home at some point in life and for some people a luxury apartment in a prestigious location of the city can be the ultimate gateway to living the life everyone aspires for. A true luxury apartment embodies more than just its location or superficial components – it includes extra features, fittings and architectural highlights that make it an exceptional place to live in and elevates your lifestyle.

Here we list some of the ultra- luxury apartment features for you to consider when looking at luxury homes.

## Luxury within your apartment

When searching for a luxury apartment, some of the basic features you normally take for granted are: great location, spacious apartments and privacy for a comfortable lifestyle. On top of these, you will find a number of features for every apartment room to give you an unparalleled living experience.

## Master bedroom

The bedroom is one of the most frequently used rooms in every family. As a result in luxury apartments it is crafted to provide you with maximum comfort. Apart from being spacious, high quality fittings and fixtures grace the room whereas adequate lighting, large windows such as bay windows, large attached balcony with great view give you a comfortable slumber space. There may also be walk-in-closets or built in cabinets to take care of your storage space requirement.

## Living room

Your living room is always the kernel of your abode, and in a luxury apartment, it is designed in such a way that it accentuates your personal style. You can enjoy dwelling in seemingly endless space, high ceilings, Italian marble floors as well as other exclusive interior features such as a statement wall to give your home a personality of its own.

## Kitchen

To make your kitchen more functional as well as a fun space to cook your favorite dishes, your luxury apartment provides you with the best features in the form of sleek granite countertops, provision for ovens, burners, other kitchen appliances along with other high-end fittings to make your kitchen comfortable yet practical.

## Bathroom

Every square foot in your luxury apartment including your bathroom aims to pamper you with lavishness. A luxury bathroom boasts of features like imported fittings and fixtures from international brands like Grohe, Cotto, imported combiclosets, waterproof cabinets, marble countertops, decorative mirrors, etc. It may also include features like Jacuzzi, bathtub or shower area with glass enclosure for you to feel relax and forget the worldly woes.



# Luxury beyond your apartment

## Rooftop retreat

The rooftop of your luxury apartment gives you tranquility and amenities that are rare to find elsewhere. You can find spacious community hall for get-togethers, BBQ zone for throwing parties, sitting arrangement for relaxing or reading your favorite book, walkways and even outdoor swimming pool for pool parties along with greenery to let you feel close to nature.

## Gym

Most people today do not have the time after office hours to go to a gym for workout which is why some luxury apartments include a gym space. If you are a health conscious person, you can take advantage of the gym space in your apartment complex without having to go out.

## Extra features

Your luxury home can include extra features to simplify your life, make it a safe haven for you and

at the same time be energy efficient. It can include features like rain water harvesting system, motion sensor water sprouts and lights. Added features may extend to wi-fi connectivity throughout your apartment, CCTV monitoring, swipe card entry cards for additional security, and a whole lot more!

Although you might not exactly find a luxury apartment that gives you everything, with a little bit of searching you may be in luck to find your dream luxury enclave. Think over what features and amenities you truly want - features that are suited for you, that elevate your lifestyle and represent your personality. If you are interested in upgrading your lifestyle or looking for a place that is more than a roof over your head, you may go through our Luxury Plus homes that are crafted to indulge you in the epitome of luxury.



## the Unity Halishahar Chattagram

The Unity situated in the convenient location of Halishahar in Chattagram provides you with a serene home where you can spend precious time with your loved ones in a community of your own. The location of The Unity gives you easy access to reputed schools, hospitals, shopping centers right around the corner. Nearby you will find schools such as Silver Bells Kindergarten and Girls' High School, Halishahor Cantonment College, BEPZA Public School and College besides others. The area also harbors reputed medical facilities such as Halishahar General Hospital, Mother and Child Care Hospital, Royal Community Eye Hospital, etc. To give you a break from your daily rut, the area also has a number of shopping centers, eateries and several beaches nearby to help you socialize or relax and rejuvenate.



A 9-storied residential building over an expansive 16-katha land, The Unity lets you dwell in a space that has been astutely designed for your comfort. The project having two road sides along with carefully placed verandahs and voids have been optimized to ensure each apartment receives

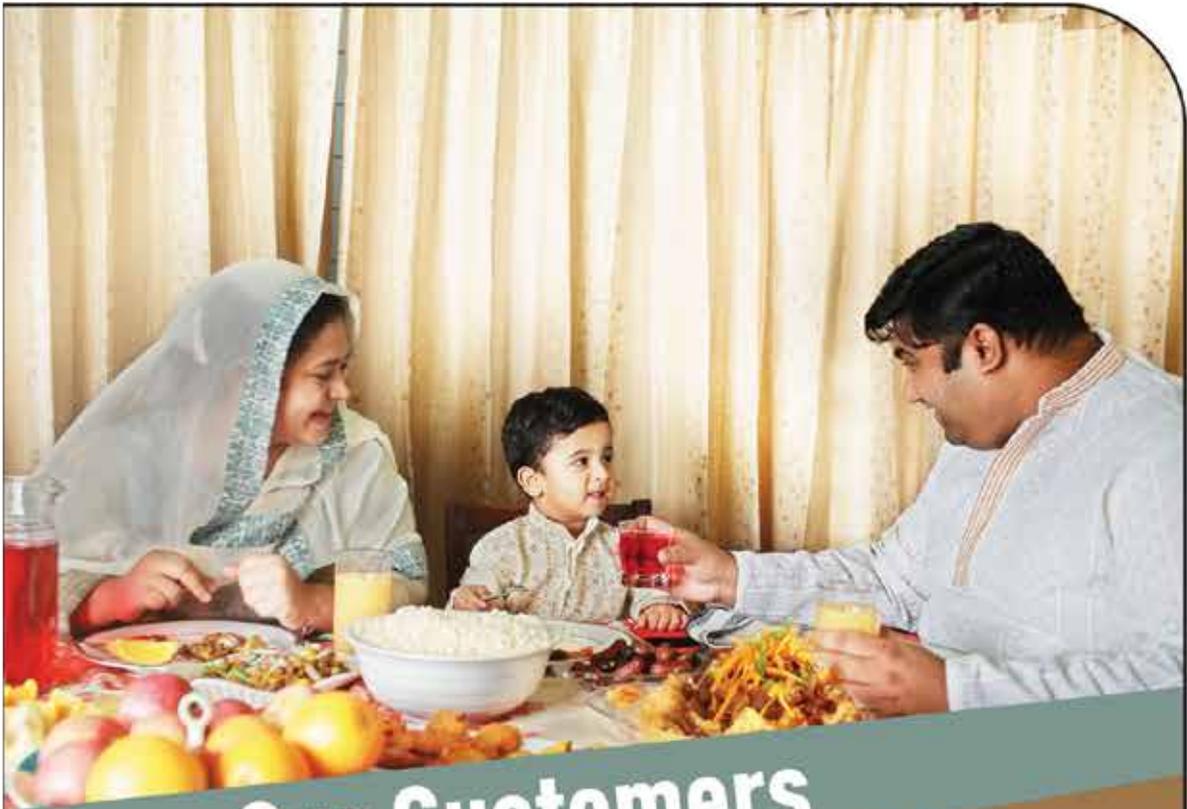


ample sunshine and constant airflow to give you a healthy living experience. To suit your lifestyle, The Unity also lets you choose from five different floor types each having 1413 sft with 3 bedrooms and 3 bathrooms for comfortable living.

Apart from its meticulous architectural design, The Unity paves way to a modern lifestyle with facilities such as two high quality lifts, modern fire protection system with fire escape, fire alarm and extinguisher as well as full generator backup along with adequate parking space on basement and ground floor.

On top of it all, the rooftop of The Unity has been designed to be a serene retreat with scenic views and greenery where you can choose to read your favorite book or simply take in the beauty of your natural surroundings. A rooftop community hall has also been provided here to give you a place to socialize and celebrate the special occasions of your life with your loved ones. So come, celebrate life at The Unity among like-minded people in a community of your own.





## Our Customers Speak for us...

“ Thank you bti for making our home buying journey a smooth sailing one and helping us find our dream home. It has been a pleasure buying a home from bti because of their great customer service and exceptional construction quality. ”

Mr. Andalib & family  
Ferndale, Uttara

## PARLIAMENT VIEW

LALMATIA

Parliament View situated in the amenity-rich neighborhood of Lalmatia is a 10-storied edifice encompassing all the modern features and amenities needed for an urban lifestyle. Having only a handful of ten apartments, Parliament View gives you a serene abode where you can rejoice in privacy. Care has been taken to make it an exceptional living space with greenery, waterbody which refreshes your mind and soul. To give you flexibility, you can choose from a range of floor plans with apartment size ranging from 1100+ sft to 2200+ sft. Astutely designed apartments ensure every apartment receives ample light and ventilation with strategically placed windows, doors and verandahs, whereas elegance is prevalent throughout the apartment with imported fittings and fixtures. In addition to the comfortable interiors, the rooftop provides you with a great space where you can spend quality time with your friends and family as it includes a BBQ area whilst natural elements like landscaped greenery and waterbody anchors you to the nature amidst the cityscape.



## *sunflower* NEW ELEPHANT ROAD

A 10-storied contemporary residential building in a corner plot location of New Elephant Road, Sunflower provides you with an exemplary urban living experience. With south-east facing, each apartment of Sunflower is well-ventilated and brightly illuminated. Also, each floor has a single unit to give you ample privacy in your own sanctuary. You can enjoy living in spacious apartments each having 1870 sft and comprising 3 bedrooms and 3 bathrooms to accommodate your lifestyle needs. Apart from these, the rooftop has been designed to be the perfect relaxation haven for you as it includes a vast expanse of greenery with sitting area to refresh your mind. A BBQ zone also lets you throw parties and turn your rooftop into the most happening place in town. And of course, it won't be a contemporary home without modern facilities such as high quality lifts, dedicated parking space, and modern fire protection system besides others to give you a complete contemporary lifestyle with extra security and comfort.



# Joint Venture Agreement



*Land signing ceremony of The Muse – a 5-katha land in Khilgaon, Dhaka*

## New Face



**Md. Saidur Rahman**  
*has joined bti as Deputy General Manager in Construction Department.*

Md. Saidur Rahman has an experience of more than 14 years in the construction sector. He completed his Bachelor's Degree in Civil Engineering from RUET. Prior to joining here, he worked in several other real estate companies such as Anwar Landmark Limited, Genetic Limited, Asset Development and Holdings Ltd. besides others.

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