

# Towards better living

## What are realtors offering to city dwellers?

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Urban life in Dhaka is going through rapid transition and city dwellers are more aware than ever about aesthetics and modern amenities in their dwellings. The opportunity of addressing new demands is pushing real estate companies to develop

and protected environment. It resembles a small township or neighbourhood.

"Consumers prefer living and having social activities within familiar communities; gated community housing provides them with a sense of safety and comfort," shared SAK Ekramuzzaman, managing director of

a twelve-storied community building with clubs, restaurants and gymnasium facilities.

Shanta Holdings is also going to launch a 410-unit gated community project near Mirpur DOHS on Kalshi Road. Community halls, gymnasium, swimming pool, prayer room, billiard room, badminton court, green areas and space for bank and grocery store are some of the features which the project will accommodate to promote a modern and healthy lifestyle, shared Saif Khondoker, director, Shanta Holdings Ltd.

Sheltech Bithika, a project of Sheltech, at Mirpur is offering a large community space where neighbours can interact and avail gymnasiums and swimming pool facilities, informed Dr Saamiya Seraj, director of Sheltech. There is also an outdoor jogging track and play area for children.

Sheltech Renu-Kabir Tower, another private gated community of the realtor, has a 5-katha children's play area along with a community centre that can accommodate up to 200 people, adds Saamiya Seraj.

RANGS Properties is also planning to undertake gated community projects within Dhaka and the adjacent areas, informed Mashid Rahman, divisional director, real estate division, RANCON Holdings Ltd.

"We are spreading our footprints by allowing more space to juggle, more ambience-driven design and ample greenery to remain aesthetic, and in the end making designs more functional and keeping modernity alive," added Mashid Rahman. He shared that they have plans to build low-cost community housing projects to cater to the lower-middle-income group.

Concord Real Estate Ltd has already

constructed a satellite city in Namapara, Khilkhet which includes a huge open area, school, mosque, convention hall, gym, playground, etc, informed Chandan Kumar Das, head of marketing & sales, Concord Real Estate Ltd.

There is a rising trend of clients purchasing apartments at a comparatively young age than in the past. A new generation of buyers are demanding creativity in living.

"Open kitchen layouts have become very popular, so we add glass-sliding

demand for automation that allows people to control their homes through their smartphones, even from outside the premises. To meet their demand, we are offering home automation solutions in some of our projects," shared Saif Khondoker.

In October 2018, bti launched their smart home project called "Three", in Gulshan 2, under their Platinum Collection. The Platinum Collection project will introduce smart living concepts such as customised living space, remote control access to lights, fans, TV, besides enhanced home security features like automated garage shutter, fingerprint access door lock, as well as incorporate greenery throughout the building, informed Mahmudul Kabir, executive director, sales and marketing, bti.

He added that the building has been designed in a way that trees as tall as 20 feet can be grown, and there is an automated system for watering trees. It also has an infinity lap pool which is designed in a way that it seems merged with the Gulshan Lake.

Concord has introduced hollow blocks which are eco-friendly as they are not burned like clay bricks, informed Chandan Kumar Das. It also saves silt soil and reduces wastage of water.

Hollow blocks can resist lateral load much better than conventional clay bricks, and reduce risk of earthquake-induced disasters as a structure made with block is much lighter, he added.

In the development of high-end projects in areas like Gulshan or Mohammadpur, Comprehensive Holdings is putting emphasis upon greenery and interior architecture to ensure natural daylight entering the manor during the day, said chairman of the company, Shakill Siddique.

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panels in order for our clients to have the luxury of opening up the kitchen to the dining space whenever they want," shared Saamiya Seraj.

Families also want minimal cleaning at home, leading to the layouts being carefully arranged into dry and wet zones in the kitchens and bathrooms for minimal mopping and cleaning, she added.

There is also an increased demand for smart homes.

"Modern city dwellers are tech-savvy. There has been a growing



innovative solutions in order to stay ahead of the curve.

To bring relief to the congested living conditions of Dhaka dwellers, many gated community projects have now emerged in the city landscape. A gated community is a residential housing property with a controlled

Rakeen Development Company (BD) Ltd.

Rakeen is developing an international standard gated community with state-of-the-art condominiums in Mirpur. It includes large free spaces, spacious roads, shopping mall, commercial spaces and

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Courtyard  
Bashundhara

Lake Placid  
Gulshan-2

Upcoming  
Dhanmondi-2

Z Square  
Gulshan Avenue

RK Square  
Gulshan-1

Atrium  
Dhanmondi 27

Upcoming  
Uttara

RL Square  
Pragati Sarani

Upcoming  
Baridhara

# AHEAD OF TIME

We choose Dhaka to reshape its skyline, people choose us to make it happen.

**RANGS**  
PROPERTIES

A RANCON COMPANY

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