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# The Daily Star

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# CHATTOGRAM REALTY TRENDS

Perched on the banks of the river Karnaphuli in Chattogram's Sadar Ghat, PK Sen Bhaban stands as a silent guardian of ancient times. The seven-storied marvel—once known as 'Prasanna Kumar Dham'—is arguably the city's first high-rise building and was among the largest structures during the British era. Its intricate construction weaves a mystic tapestry of subcontinental Hindu temple motifs, the elegance of Islamic architecture, and the charm of European Gothic style. The building has stood the test of time, and even now, the current owners, the Ghosh family, still reside within its historic walls.



## THE THRIVING REAL ESTATE Landscape of Chattogram

PRIYAM PAUL

Chattogram, often regarded as the country's second capital and its most dynamic business hub, is witnessing a thriving real estate landscape that offers more affordable apartment prices than Dhaka. Its strategic proximity to the Chattogram port provides the city with a distinct advantage, driving substantial growth in the real estate sector and setting the stage for even greater expansion in the future.

"Chattogram enjoys a distinct advantage over Dhaka in that it does not face the complications associated with detailed area plans concerning Floor Area Ratio (FAR). Our developer members have successfully completed over 2,000 buildings and handed over more than 40,000 apartments to customers. Given that most road and cement factories, as well as export and import hubs, are located here, the potential for further real estate development in Chattogram is strong. This concentration results in lower transportation costs, making building materials more affordable compared to Dhaka and other regions," said Md. Wahiduzzaman, President of REHAB.

REHAB has around 100 members in Chattogram, with approximately 80 companies actively operating at present. The most sought-after areas in the city, where demand for flats and apartments is high among affluent and upper-class buyers, include Khulshi (South and North), Nasirabad, Mehedibag, OR

Nizam Road, and Panchlaish, where land prices are elevated due to limited availability.

Additionally, the Agrabad commercial area sees strong demand for both commercial spaces and residential flats. The real estate sector is also significantly expanding into areas such as Jamal Khan Bazar, Lal Khan Bazar, Chowkbazar, Baddarhat, Kotwali, Halishahar, Bakalia, Muradnagar, Colonel Hat, and Chandgaon, where property prices are relatively lower.

Chattogram's strategic position as a business center, combined with ongoing development projects, has increased the demand for housing facilities. This demand is particularly strong in areas close to major industrial projects, where employment opportunities are growing. Real estate insiders estimate that approximately 5,000 residential and commercial units will be delivered annually in Chattogram, resulting in substantial sales in both volume and monetary value.

Notably, the real estate sector has been expanding significantly beyond the metropolitan areas of Chattogram, especially in regions adjacent to mega projects. The country's largest

economic zone is being established in Mirsarai, Chattogram, while another, funded by China, is under development in the Anwara upazila. These zones are expected to drive subsequent housing developments in the surrounding areas.

"Major developments, such as the Bangabandhu Industrial City and the Karnaphuli tunnel, are enhancing the city's potential and attracting both local and foreign investments. The market, which previously catered to the city's central areas, is now witnessing significant expansion into upazilas like Mirsarai, Sitakunda, and Anwara. Real estate developers are investing heavily, and the sector is expected to reach Tk 20,000 crore in investments over the next 10 years," shares Md. Alinur Rahman, CEO of Rupayan Housing Estate Ltd.

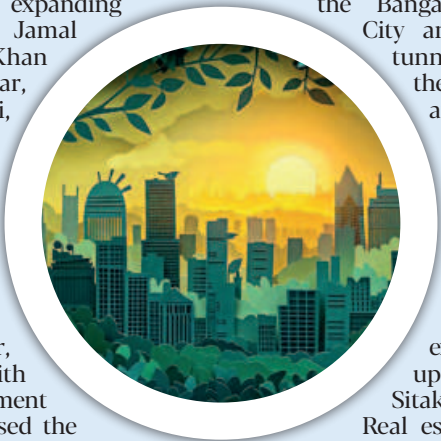
In addition to growth and expansion, developers are now focusing on using environmentally friendly materials and adopting sustainable practices in designing upscale, eco-friendly facilities.

"Creating a sustainable city is part of the Sustainable Development Goals (SDG), but it's not something a developer can achieve alone. However, we can


ensure our buildings are sustainable by promoting sustainable lifestyles for their inhabitants and using eco-friendly materials in construction. We are already taking initiatives in this regard and hope other developers will join us in making Chattogram a sustainable city through collective effort," said Tanvir Shahriar Rimon, CEO (Real Estate & Sea Fishing) at Rancon.

However, the real estate sector in Chattogram faces several challenges, many of which mirror those of the broader industry, such as limited land availability, high construction costs, and regulatory hurdles. While infrastructure projects are expanding, ensuring the provision of civic amenities in newly developed areas remains a key challenge.

"The development of Chattogram was not well planned, with bridges constructed in areas where they were unnecessary, leading to significant traffic congestion. However, if the government allocates land through public-private partnerships (PPP), developers can offer more affordable flats for middle- and lower-middle-class people, as land prices are a major factor in the real estate market. Additionally, improvements in the traffic, road, and transportation systems are essential to attract and sustain further expansion," adds Md. Wahiduzzaman.




# BUILDING DREAMS: Rancon's Commitment to Sustainable Urban Living




**We are firmly committed to building an eco-friendly and sustainable city. However, it is regrettable that Chittagong does not receive the same priority as cities like Karachi, Mumbai, or New York, despite being one of the world's oldest commercial hubs.**

**TANVIR SHAHRIAR RIMON**  
CEO (Real Estate & Sea Fishing),  
Rancon.



Rancon Park Terrace

MUJIBUR RAHMAN

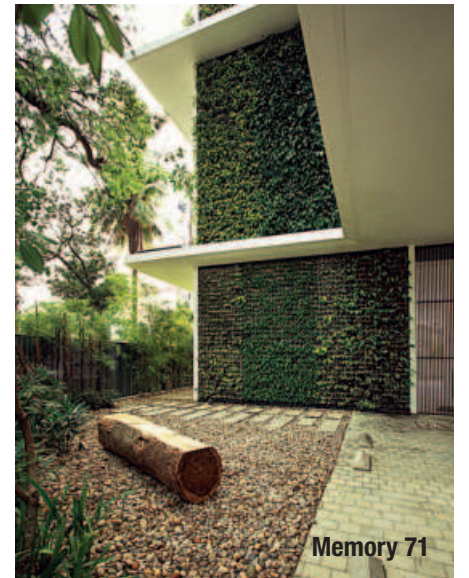
In the bustling landscape of Chattogram, Rancon, a corporate giant with diversified operations across Real Estate, Automobiles, Electronics, Sea Fishing, IT, Engineering, Renewable Energy, and Technologies in Bangladesh, is deeply committed to creating a more sustainable urban environment. With a strong and successful business heritage in the real estate sector through Rangs Properties in Dhaka, Rancon founded its Chattogram-based subsidiary, Rancon FC Properties, in 2010. The company has since evolved from its initial ventures into a leader in sustainable real estate development. Since 2018, it has placed significant emphasis on constructing safer, greener, eco-friendly, and resilient structures, addressing the pressing challenges posed by climate change in the port city.

The construction industry accounts

a boutique apartment project with a theme-based design. In every endeavor, we strive to offset the carbon footprint of our construction," shares Tanvir Shahriar Rimon, CEO (Real Estate & Sea Fishing), Rancon.

In its buildings, the company prioritizes thermal efficiency through AAC blocks and green walls, which help maintain cooler interiors and improve energy efficiency. Low-energy glass minimizes sunlight penetration, while cross-ventilation enhances comfort and sustainability. Currently, solar power accounts for 10% of Rancon's energy consumption, with plans to increase this to 20%. Additionally, the company is developing rainwater harvesting systems and water treatment plants in each project to manage water resources effectively.

Rancon's human-centric approach aligns its projects with the UN Sustainable Development Goals (SDGs), responding



Memory 71



Memory 71

for over 40% of global carbon emissions, posing a serious environmental threat. In response, Rancon has banned the use of wood-fired, coal-fired, and topsoil-based bricks, opting instead for Aerated Autoclaved Concrete (AAC) blocks. This choice not only protects soil fertility and reduces carbon emissions but also aligns with the company's sustainability commitment.

"We take pride in being pioneers in the use of green materials aimed at building sustainable cities. Our projects prominently showcase innovations such as vertical green walls, which are integrated into all our developments. Notably, I would like to highlight three of our projects: Memory 71, located adjacent to Shilpakala Academy and featuring a 95-foot-long vertical green facade; White Oak in Mehedibag, which spans 178 feet; and Park Terrace in Nasirabad Properties,

to the growing demand for eco-friendly living options.

"Our design team, Inspace Architects—another Rancon subsidiary—designs buildings to maximize natural light and ensure year-round comfort while adapting to seasonal variations. In Chattogram, the typical southeast-facing apartment model is not ideal due to the geographic layout; the sea lies to the south, but mountains flank the east, restricting wind flow. Consequently, the optimal design for this city features south, north, and west-facing buildings, which align more effectively with the local environment," adds Tanvir Shahriar Rimon.

Currently, Rancon manages 20 projects in key areas of Chattogram, including Khulshi Hills, Nasirabad Properties, Nasirabad Housing, Panchlaish R/A, Mehedibag, Lalkhan Bazar, Haliashahar, Forest Hill, and Percival Hill, along with

commercial developments on Sheikh Mujib Road.

Plans are underway to develop residential areas further from the city, including an ambitious project in the Oxygen area.

Moreover, Rancon is planning to provide affordable housing options for the middle-income group. By reducing flat sizes, the company aims to make sustainable living accessible to a broader demographic. The abundant khas land in Chattogram presents opportunities for public-private partnerships, fostering sustainable residential expansion.

In conclusion, Rancon is steadfast in its commitment to building an eco-friendly and sustainable city. Rancon's vision extends beyond serving the wealthy; it is equally devoted to ensuring that middle-class families have access to affordable, sustainable housing options, reinforcing the belief that love for the city can be realized through responsible development.



Rancon White Oak

# RUPAYAN

## Modern Architecture Meets Timeless Vision



Rupayan Housing Estate Ltd has established its trust in the Chattogram market. We continue to redefine our position in the region and develop unique points of differentiation based on sustainability and cutting-edge advancements so that we can keep delivering value to our clients.

**MD. ALINUR RAHMAN**  
CEO of Rupayan Housing Estate Ltd.

### MIFTAHUL JANNAT

In the rapidly evolving real estate market, companies must go beyond simply constructing buildings to gain a competitive edge. They must create spaces that foster communities, facilitate business growth, and inspire modern living. Rupayan Housing Estate Ltd., one of the leading real estate developers, has been transforming cityscapes with projects that blend innovation, sustainability, and customer-centric design.

Founded in 1989, Rupayan Group has grown to become one of the leading conglomerates in Bangladesh. In real estate, Rupayan Housing Estate Ltd. has established itself as a trusted brand, fulfilling the dreams of countless people by building high-quality residential and commercial properties.

As a prominent player in Chattogram's real estate market, the company is committed to setting new benchmarks in luxury and sustainable living in the port city. It focuses on creating residential and commercial spaces that meet the evolving needs of the market, with a strong emphasis on design, construction, and client satisfaction.

"Due to industrialization and infrastructural development, there is an enormous opportunity in the region, and we are enthusiastic about being a part of a new direction for building pioneering projects that change the dynamics of urban living. Building trust, integrating client satisfaction, and being part of the future of the city are ideals that we always pursue," commented Md. Alinur Rahman, CEO of Rupayan Housing Estate Ltd.

Rupayan's target customers include high-net-worth individuals, business leaders, expatriates, and professionals seeking luxurious and comfortable living spaces. Given the growing industrialization and urbanization in Chattogram, the company aims to meet the needs of discerning buyers looking for exclusive residential and commercial projects with modern amenities, security, and prime locations.

Their portfolio showcases a broad spectrum of projects that reflect its diverse expertise. Recent projects in Chattogram, including Rupayan Alif Meem Tower and Rupayan Century Lan-ded, demonstrate their dedication to creating iconic developments that combine architectural excellence with environmental sustainability. These projects are designed not only to provide housing but also to enhance the city's urban landscape through thoughtful and innovative development.

Rupayan Alif Meem Tower, located in Chatteshwari, Chattogram, seamlessly blends residential and commercial spaces.



### Rupayan Century Lan-ded

It offers residential apartments ranging from 1,310 to 1,775 square feet, while its commercial units vary from 42 to 1,820 square feet. Meanwhile, the Rupayan Century Lan-ded project in Haliashahar, Chattogram, provides residential apartments sized between 1,125 and 1,660 square feet, alongside commercial spaces for shops and showrooms ranging from 96 to 1,525 square feet. Both projects are equipped with modern amenities, including car parking, elevators, generators, gardens, and firefighting systems, offering a competitive edge to businesses and residents alike.

The projects incorporate sustainable design principles that focus on energy efficiency, waste reduction, and green spaces. The company is also working to implement eco-friendly practices such as rainwater harvesting, solar energy integration, and the use of environmentally responsible construction materials. Along with providing premium spaces, they are committed to reducing the carbon footprint of their developments.

In addition to their focus within the city, Rupayan has significant development efforts towards the northern region of Chattogram as well.

Their future expansion plans include creating mixed-use developments that offer residential, commercial, and leisure facilities, responding to the city's growth. While rising construction costs, securing prime land at competitive prices, and navigating the complex regulatory landscape pose significant challenges in Chattogram's real estate industry, the city is witnessing an increasing number of affluent residents seeking high-end living quarters in ideal locations.

There is a growing trend towards employing eco-friendly and green developments in the real estate market. Furthermore, the city is constantly improving its infrastructure, with projects such as the Karnaphuli Tunnel and ring roads extending the city's boundaries, thereby encouraging both commercial and residential investments. Industry insiders anticipate a sustained demand for high-end apartments as further industrial and economic development occurs in the coming years. While competition could become more intense, the market is expected to experience vertical growth due to the emphasis on smart cities and sustainable urban design.



Rupayan Alif Meem Tower



Musa-Noor  
rainforest

WECON  
PROPERTIES



# THE ART OF LIVING

Presenting Wecon Musa-Noor Rainforest. Chattogram's most exquisite and prestigious residential property located at nature's lap of Chatteshwari. With super amenities in every corner, it'll feel like living in a five-star retreat everyday.

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## Overview of Real Estate in CHATTOGRAM



Active REHAB Members  
**80**

Buildings Constructed by REHAB Members  
**2,000**

Apartments Delivered by REHAB Members  
**40,000**



Expected Annual Apartment Deliveries  
**5,000**



Annual Market Value  
Tk **3,000** crores



Most Demanded Flat Size  
**1,200 - 1,800** square feet

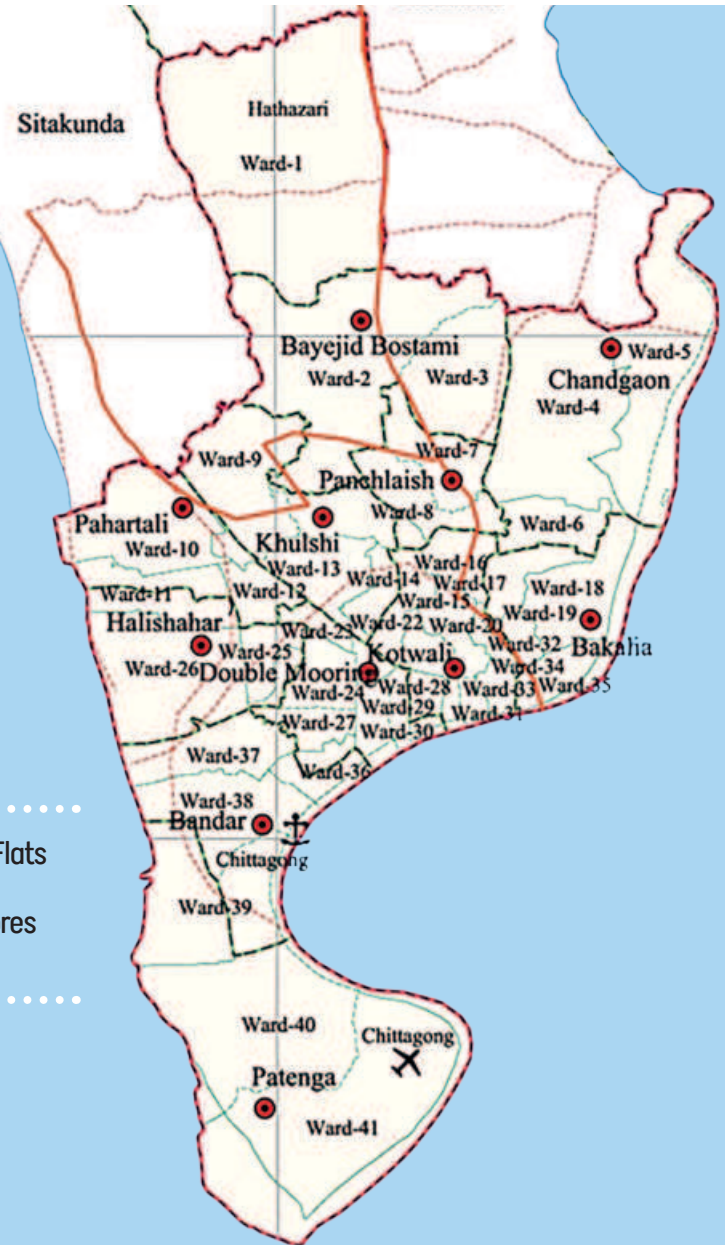


Price Range of Most Demanded Flats  
Tk **75** lakh to Tk **1.2** crores



Price of Luxury Apartments (per square foot)  
Approximately Tk **30,000** and above

Price of Luxury Apartments in Prime Locations  
Tk **7** to **12** crores



### CHATTOGRAM DISTRICT AT A GLANCE

Area :  
**5,283** square kilometres

City Corporation:  
**1** (Chattogram City Corporation)

Municipal Corporations: **15** (Mirsharai, Barayarhat, Sitakunda, Sandwip, Raozan, Rangunia, Patiya, Banskhali, Satkania, Chandanaish, Fatikchhari, Hathazari, Boalkhali, Nazirhat, Dohazari)

Total population : **79,13,365** (According to Population & Housing Census-2011)

Prime locations: Khulshi (South and North), Nasirabad, Mehedibag, OR Nizam Road, Panchlaish.

Expanding housing areas: Jamal Khan Bazar, Lal Khan Bazar, Chowkbazar, Baddarhat, Kotwali, Haliahahar, Bakalia, Muradnagar, Colonel Hat, Chandgaon.





North Khulshi R/A

# A MARVEL OF CONTEMPORARY ELEGANCE

A new standard in luxury living. Here, modern architecture and timeless beauty converge to create a refined residence that offers not just a home, but an elevated way of life.

## EXPERIENCE FINENESS

- 2b+G+14 Tower on 20 Katha Plot
- 3625 - 3650 SFT Limited Edition Apartments
- Double Height Ground Floor
- Elevated Porte-Cochère
- Exquisite Stone-Clad Entryway
- Zero Parking Ground Floor
- Landscaped Outdoor Lawn
- Tree-Lined Walkways
- Arrival Lounge & Library
- Infinity Sky Pool
- State-of-The-Art Fitness Center
- Signature Sky Lounge & Botanical Terraces



CONCORD

☎ 16594



# CPDL : CREATING COMMUNITIES, ELEVATING HAPPINESS

CPDL is a market leader in the Real Estate and Construction Management Industry. Being innovative and trend-setting in property development and Management, CPDL has been consistently a top performer since 2004.

With the motto 'With Quality in Time' the company has gained customer trust and confidence by delivering projects within the stipulated time frame while maintaining exceptional quality standards.

By far, CPDL has completed and successfully handed over 38 properties including State-of-the-Art commercials and Exclusive Condominiums. Currently, 36 more projects of various classes and categories are under Construction.

To produce successful and high ROI commercial properties and to create conveniently peaceful residential properties, CPDL is working relentlessly to set industry benchmarks which are tested on trust.

CPDL goes beyond the constraints of square footage and transforms residences into complete lifestyle experiences. It has a legacy of incorporating innovative concepts and solutions to create diversity and enhancement in the real estate industry of Bangladesh.

Concepts like Secure Community Living, Green Gated Communities, Fully Furnished Studio Offices, Second Home Concepts, and Star-Class Condominiums have been introduced and well-received by the people. Moreover, CPDL is building the first Satellite City in Chattogram 'Anindya Nagar' at Anwara, following the 'One City, Two Town concept'.

The First Ever Green Gated Community at Chattogram 'CPDL SULTANA GARDENIA'-A masterpiece planned in a 71 Katha plot, to be the best concept CONDOMINIUM to live amid the rising charm of the Port City. With 40+ condominium facilities, this property is projected to transform the living experience & create a benchmark in the Real Estate Market.

With the credentials of developing and handing over several high-end condos, CPDL undertook a new project named 'RUBICON CITY- The Happy Condominium' at East Vatara, Dhaka. This Property is a complete plan with more than 20 condo features to form a Happy Community of 150 families.



The **HAPPY COMMUNITY** is one such concept that CPDL has been working on for years to create a 360-degree lifestyle where the needs of the age groups and genders of the inhabitants are considered and meticulously planned to successfully execute through :

- Multi-generational living.
- Special care for children & senior citizens.
- Solutions for specially-able members.
- Social & health wellness.
- Sports & recreation.
- Essential services.
- Conservation & reclamation of nature.

Engr. Iftekhar Hosen, the President of CPDL Family, highlighted the various aspects of the Happy Community concept. He emphasized the importance of sports and lifestyle amenities.

He also stated that CPDL is continuously striving to bring futuristic diversity to the real estate sector of the country through its initiatives. "CPDL's commitment extends beyond project delivery; we also provide comprehensive services to our clients. To ensure faster and more accessible services, we have introduced the CPDL CARE APP, the 1st ever mobile app-based service system in the Real estate sector of Bangladesh," added Iftekhar.



“ The Happy Community is planned to create a balanced and healthy lifestyle for the residents. Our goal is to develop an environment where people can thrive physically and mentally while being connected to a vibrant and active lifestyle. ”

Engr. Iftekhar Hosen  
President, CPDL Family

SWIMMING POOL

WALKWAY

BADMINTON COURT

KID'S PLAY ZONE

CLUB HOUSE

EQUIPPED GYM