

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