

Rancon FC properties is TRANSFORMING SPACES INTO GREEN WONDERS



Rancon FC is continuing to expand its footprint with upcoming developments such as Rosewood, Ornella, Snowdonia, Springwood, and Z70. All are being planned with the same attention to environmental detail, aiming to set a consistent standard for eco-conscious real estate across Chattogram.

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The port city of Bangladesh, Chattogram is undergoing significant transformation in recent times due to the economic wellbeing of the country. However, this economic wellbeing must also coincide with sustainability so that better quality of life can be achieved.

Amidst the growing consciousness towards sustainability, Rancon FC Properties has positioned itself as a notable entity of environmentally conscious urban living.

Since its founding in 2010, Rancon FC has been steadily reshaping the city's built environment. Over the past twelve years, the company said that it has delivered more than 1.32 million square feet of residential space and 372,000 square feet of commercial property. But rather than merely adding to Chattogram's skyline, Rancon FC has focused on building developments that lower environmental impact, adapt to a changing climate, and offer residents a more sustainable way of life.

The company's approach to architecture and urban planning revolves around a central principle: to minimise carbon emissions and enhance environmental resilience. With the mission "to build a greener, healthier tomorrow," each new project is designed to mitigate the urban heat island effect, improve energy efficiency, and incorporate natural elements into the built environment, according to the company. This has included

the use of solar energy, rainwater harvesting systems, AAC blocks for thermal insulation, and the integration of vertical gardens to improve air quality and biodiversity in dense neighbourhoods.

A number of recently completed developments highlight this approach. One of the flagship projects, AURA, sits on the serene slopes of the Khulshi Hills. It offers a blend of modern luxury and green infrastructure, featuring a fair-faced concrete facade, cascading gardens, and energy-saving architectural features. With an infinity pool and panoramic views, AURA is intended as a peaceful escape that aligns with the principles of sustainable design.

In East Nasirabad, another development, ORIANA, presents a more robust aesthetic, but one equally committed to environmental responsibility. With rooftop solar panels, water harvesting facilities, green roofs, and a central courtyard, it aims to reduce dependence on external utilities and foster a climate-resilient community. The inclusion of recreational facilities such as a badminton court, playground, and gym further reflects Rancon FC's emphasis on holistic, health-conscious urban living.

The ELMORE project, also located in Nasirabad properties, reflects a similar balance of aesthetics and environmental sensitivity. Designed for families who prioritise both comfort and sustainability, it features a

sky garden, well-ventilated interiors, and communal green spaces intended to encourage a more active, community-focused lifestyle.

Meanwhile, FAIRFIELD in Mehedibag has been developed to meet formal green building standards. Equipped with vertical green lawns, natural airflow systems, and a full fitness suite, it offers a smart and sustainable housing option in the heart of the city.

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What sets Rancon FC apart is its insistence that sustainability and luxury are not mutually exclusive. In a city where unchecked development can often come at the expense of air quality, green space, and long-term habitability, the company is offering an alternative model – where upscale living is built on the foundations of climate awareness and responsible construction.

As Bangladesh continues to urbanise, especially among its youth population seeking



Swimming pool



Basement Parking

aspirational housing and a better quality of life, the work of developers like Rancon FC could play a key role in shaping not just the future of Chattogram's skyline, but also the environmental and social fabric of the city. By investing in infrastructure that respects natural limits while enhancing human comfort, the firm is helping reimagine what growth can look like in the face of an escalating climate crisis.