

## EDISON LIVING

### Quiet Luxury Meets Urban Intelligence

**Luxury means living better, not bigger. Better light. Better air. Better neighbours. Better values. Together, they signal a quiet**

MUJIB RAHMAN

In a city racing toward the future, Edison Real Estate offers a different pace—one grounded in intentional design, technological intelligence, and human connection. With two landmark developments—Edison Ophelia in Block M and Edison Rosalind in Block K of Bashundhara Residential Area—the brand is reshaping Dhaka's luxury real estate narrative. These projects stand not just as places to live, but as blueprints for



Edison Rosalind

A community lounge, fully equipped gymnasium, and rooftop terrace invite casual interaction, fostering a spirit of shared living in vertical form. It's a place where neighbors become collaborators in daily life, and where the social fabric is as carefully crafted as the architecture.

#### **Edison Rosalind: Elevated Living, Intentionally Designed**

A few minutes away in Block K, Edison Rosalind offers a spacious and luxurious setting. Built on a quiet, 25-foot-wide front road, this residential project features 17 full-floor apartments over seven stories, ranging from 2,202 to 2,273 sq. ft.—each a testament to open and gracious living.

Every home at Rosalind features three bedrooms, generous living and dining zones, and floor-to-ceiling windows that flood spaces with daylight. High ceilings and expansive balconies foster an openness that extends beyond the walls—offering rare moments of repose amid Dhaka's chaos.

Rosalind, too, is a model of sustainable luxury. North-facing orientation, optimal ventilation, and a materials palette chosen for low energy impact ensure that comfort and climate awareness go hand in hand. Residents benefit from smart infrastructure, advanced safety systems, and a commitment to resource efficiency baked into every detail.

Beyond its design, Rosalind is a community in the making. With just two apartment per floor, privacy is assured—yet a sense of shared values remains. From community feedback during planning to curated common spaces and lifestyle services, this is a home shaped not just for individuals, but for collective well-being.



Edison Ophelia

#### **Building for the Future, Grounded in Values**

Edison's developments are more than architecture—they are acts of engagement. From collaborating with local artisans and engineers to prioritizing sustainable construction practices, Edison integrates itself within the communities it serves. The company's support for green initiatives, social responsibility, and inclusive design ensures that their buildings leave more than just a physical footprint—they help shape a better urban future.

#### **A New Kind of Luxury**

Luxury means living better, not bigger. Better light. Better air. Better neighbours. Better values.

Together, they signal a quiet revolution in real estate—where design meets ethics, and where home is not just a place to live, but a way to live well. When asked about clients review & plan ahead, Md. Aminur Rashid, Chairman and CEO, Edison Real Estate Limited said:

"Edison Rosalind and Edison Ophelia are thoughtfully crafted developments by Edison Real Estate Limited, marking our 20th and 21st project handovers. Our multidisciplinary approach places customer satisfaction at the heart of every stage—right from the start, with timely delivery always in focus. The residents of both projects have praised the overall quality of their homes, reinforcing our commitment to excellence. This year, we're setting the bar even higher as we prepare to welcome 130 new homeowners—building on the trust of the 210 we've proudly served so far."



Edison Ophelia

**revolution in real estate—where design meets ethics, and where home is not just a place to live, but a way to live well.**

conscious urban living: elegant, sustainable, and engaged with communities.

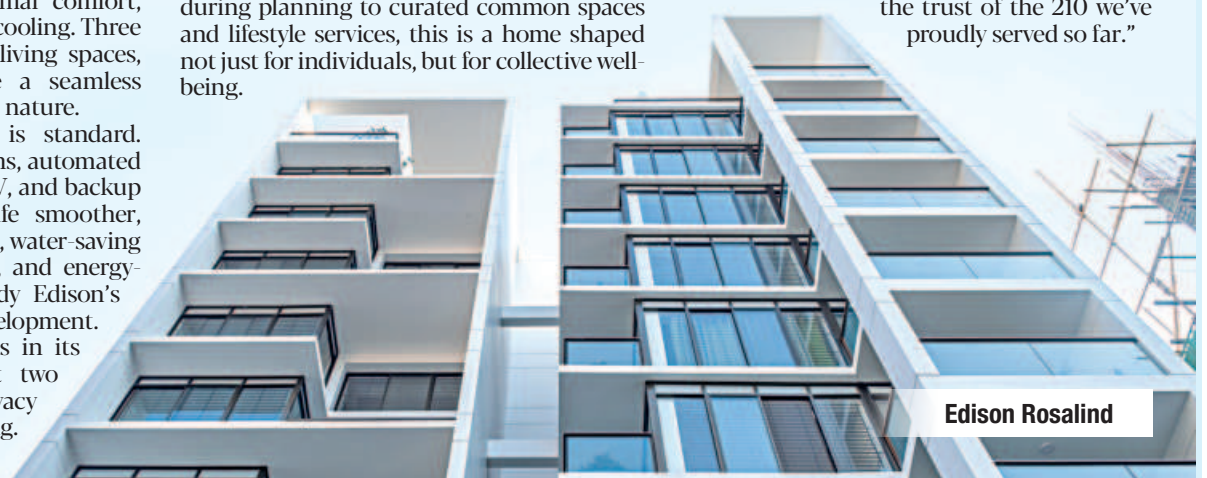
#### **Edison Ophelia: Refined Urbanism with a Soul**

Tucked away on a peaceful stretch of Road 27, Edison Ophelia offers a sanctuary within the city. With only 14 exclusive apartments, each 1,860 sq. ft., Ophelia delivers intimacy without isolation, and sophistication without spectacle.

Its south-facing, light-sensitive façade interacts dynamically with its surroundings, while a double-height entry welcomes you into a world of clarity and calm. Every apartment is designed for cross-ventilation, natural daylighting, and thermal comfort, reducing the need for artificial cooling. Three ensuite bedrooms, open-plan living spaces, and large windows reinforce a seamless relationship between home and nature.

At Ophelia, smart living is standard. Integrated intelligent lift systems, automated utility management, 24/7 CCTV, and backup power systems make daily life smoother, safer, and smarter. Additionally, water-saving fixtures, low-impact materials, and energy-conscious construction embody Edison's commitment to sustainable development.

Ophelia's soul, however, lies in its community ethos. With just two units per floor, it balances privacy with the warmth of belonging.



Edison Rosalind