

THE SIMPLETREE WAY: SMART & SUSTAINABLE LIVING



A K M KAMRUZZAMAN, FCMA
COO, SIMPLETREE

"Our vision is curated on establishing SIMPLETREE—the collective of which Volumezero Limited is the design arm and Spacezero Limited is the development arm—as the design led industry benchmark for future-proof living in smart Bangladesh. Over the next five years, we aim to expanding our presence into high-growth and premium urban hubs and selectively into emerging satellite cities while embedding sustainability, intelligent design and smart technologies across our developments. We are committed to engineering human-centric ecosystems that go beyond construction," says Kamruzzaman.



Simpletree GSR

SPACES. SOULS. STORIES.

In Dhaka's ever-evolving skyline, where steel and glass often dominate, a quiet revolution is taking shape – one that redefines how we experience the built environment. SIMPLETREE, a design-led real estate brand, is leading this transformation by blending architectural intelligence, sustainability, and human-centric ecosystems into every project it undertakes.

The philosophy of SIMPLETREE is encapsulated in its tagline: "Spaces. Souls. Stories."—building environments that inspire comfort, foster trust, and nurture enduring narratives. The company's DNA is rooted in the visionary leadership of Architect Mohammad Foyez Ullah, one of Bangladesh's most celebrated architectural minds. "We believe in architecture that adapts to human needs and environmental realities – buildings that respond, breathe, and evolve" – says Architect Foyez, Managing Director of SIMPLETREE.



Simpletree Anarkali

ALIGNED WITH THE SMART BANGLADESH VISION

The Smart Bangladesh 2041 roadmap envisions cities that are intelligent, efficient, and sustainable. SIMPLETREE's upcoming developments are perfectly aligned with this national ambition.

By integrating smart building technologies, energy optimization systems, and data-driven facility management, SIMPLETREE is pioneering a new model of "smart living." Its projects feature IoT-based monitoring, centralized automation, energy-efficient HVAC, and daylight-responsive lighting systems — all aimed at reducing energy waste and improving quality of life.

"Our goal is to move beyond luxury," says Morsheda Nasmeen, Chairman of SIMPLETREE. "We are redefining what 'modern living' means in Bangladesh — it's not just about beautiful spaces, but intelligent, sustainable ones that make everyday life better."

Simpletree Mahbub Plus



LANDMARK PROJECTS THAT DEFINE A VISION

Every SIMPLETREE project tells a story — of design excellence, urban responsibility, and human experience. Over the years, the brand has built a portfolio that reflects both ambition and authenticity.

SIMPLETREE redefined luxury commercial developments through its signature projects, like Simpletree Anarkali, Simpletree Attalika, Simpletree GSR (an iconic tower housing the corporate office of SIMPLETREE) all located at Gulshan Avenue, and Simpletree Lighthouse at Banani (to list a few), each embodying a unique dialogue between form, function, and feeling. These projects combine modern and futuristic architecture with maximum functionality — integrating natural light, cross ventilation, and refined material palettes that age gracefully for timeless experience.

In the heart of Gulshan and Banani, SIMPLETREE's iconic residential developments, such as Simpletree Mahbub Plus, Kafil Manor, Amena, Sunny, Kanakchura and Thikana at Gulshan; Simpletree Aysha, Shanur, Hashi and Nazma at Banani stand as quiet statements of sophistication — timeless, elegant, aesthetic and deeply personal.

Beyond its completed works, SIMPLETREE's upcoming flagship projects named Simpletree Treelogy at Bashundhara Residential Area aim to set new benchmarks for Dhaka's real estate. These include integrated mixed-use developments that



Simpletree Kafil Manor

bring together living, working, and leisure in one cohesive ecosystem — echoing the brand's belief that true urban progress is about connection, not separation. In a much rare feat in Dhaka, all of its three consecutive lands will be surrounded by an 80 feet wide road at the front and 25 feet wide roads on two sides. Each plot is approximately 30 katha in area, having minimal footprint with 60% of open spaces. Treelogy will house residential apartment buildings on all the three lands with amenities including splendid entrance and community areas, an infinity pool, modern and well-equipped gym, and basement parking, to list a few.

To further lead in design innovation, SIMPLETREE has launched many iconic residential projects in prime Dhaka, like Simpletree Henakunjo, Zero Six, Habib Villa, House 25, Saleh's Popy, Afza at Gulshan, Simpletree Gitanjali, Shahzada, Parc Lily, House 6A at Banani, A R Rahim at Baridhara and Silver Spring at Dhanmondi, and commercial projects like Mustafiz Place & SR7 at Gulshan, The September at Tejgaon, Simpletree 352 & Corner 256 at Dhanmondi.

SIMPLETREE's developments are designed to nurture families, communities, and lasting memories.



Simpletree Hashi

BUILDING RESPONSIBLY, THINKING SUSTAINABLY

SIMPLETREE is the leader in promoting green-building or energy-efficient standards with the highest number of LEED-certified (by USGBC) commercial and residential projects including the first one in the country named Simpletree Anarkali. SIMPLETREE treats these standards not as optional add-ons, but as foundational design principles. Though market is not yet ready to compensate, SIMPLETREE bears the cost as the commitment is rooted in its DNA.

A LEGACY IN THE MAKING

Three decades ago, SIMPLETREE began as an architectural vision. Today, it's a story of ambition, integrity, and evolution — written through

concrete, glass, and the human spirit. Because at SIMPLETREE, every space holds a soul, and every soul carries a story worth building.



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Simpletree Lighthouse

