



# ERE

## INSIDE OUT

## Newsletter

Quarter 2, 2022

EDISON REAL ESTATE, a distinct concern of EDISON Group, is the benchmark of luxury yet affordable living spaces with sustainability pervading every brick of its development. Incorporating contemporary building techniques, future values, and offering quality brands as promised, EDISON REAL ESTATE ensures that you live exceptionally and we celebrate life to the fullest. We, at EDISON REAL ESTATE, also celebrate our every moment and achievements. This literature is shared to spread our happiness among you.

# News

## Rod prices may rise once again

The budget for FY 2022–23 and a US dollar shortage in the local market led to the value-added tax (VAT) hike in the manufacturing stage. Since 2020, the local demand for essential construction materials has been increasing. This March, it reached a record level, indicating Taka 92,000 per ton. In the global market, the surge has been the fallout of its pricier raw material scrap, and the freight charge is increasing due to the Russia-Ukraine war. The rod prices started falling when the market settled down a little. It became Taka 86,000 per ton after that. The VAT on retail was decreased to Taka 200 from Taka 500 per ton in the budget. However, in manufacturing, the value-added tax has been increased to Taka 2200 from the previous Taka 2000 per ton. Due to the shortage of dollars, issuing Letters of Credit (LC) to import raw materials has become challenging. The latest market data showed that 75-grade mild steel rods were at Taka 83,000 to Taka 86,500 per ton. The 60-grade auto rods were at Taka 83000 to Taka 86500 per ton. The price of the 60-grade auto rods was Taka 80,000 to Taka 82,000 per ton, while semi-auto rods of the same grade were Taka 77,000 to Taka 78,000 per ton. Steel manufacturers said the volatile rod market had put many residential and other construction projects on hold. They added that the sluggish demand made the sales decline. Yearly, around 70–75 lakh tons of rods are needed in Bangladesh, and here, the sales are around Taka 50,000 crore, according to the Bangladesh Steel Manufacturers Association (BSMA). The construction segment of our country generates Taka 3500 crore, which the government earns as revenue

## References

Faruque, O. (2022, June 15). Economy. Retrieved from The Business Standard: <https://www.tbsnews.net/economy/rod-prices-may-spiral-again-440086>

# ENHANCEMENT PROGRAMS



## CUSTOMER COMMUNICATION

We, at Edison Real Estate, believe in customer satisfaction. From this point of view, we arranged a training session for our sales, marketing, and CRM teams so that they could become skilled in customer communication. On May 12th, 2022, Mr. Ejazur Rahman, Managing Director and Lead Coach of Mind Mapper Bangladesh, conducted an exclusive workshop. The participants learned many new things that are essential for delivering better customer service. The day ended with a certificate handing ceremony.

## CALL CENTER TRAINING

The call center is one of the most vital contact points to serve our customers and ensure their queries are answered. For our marketing team, we arranged an exclusive call center training session. Through this interactive call center training, we believe that our call center operation will be smooth. The session was held from May 10, 2022, to May 13, 2022, to strengthen our team and provide our customers with better service from our contact point. In addition to this, the training was on Basic Telesales Etiquette, Customer Service, and Call Center Terminologies. Hence, the training session was organized to build strong customer relationships with our marketing team, and we believe that we can satisfy our customers with reliable information.



# NEWLY LAUNCHED PROJECTS

We, Edison Real Estate, recently launched three striking apartment projects. Our newly launched projects are going to be built in I, J, and M block of Bashundhara R/A. We strongly believe that our projects will change the skyline of Bashundhara R/A, and through these projects, we aspire to reach a new height in the real estate arena.

We are proud to say that we are doing everything we can to meet the needs of our customers. We are not only providing a luxury lifestyle but also promoting community living. Our customers happily welcome our tremendous effort, which motivates us to provide the ultimate living experience.





A sumptuous stay at Edison Angelo is a dream come true. On June 7th, 2022, Edison Real Estate unveiled Edison Angelo, a 4275-4610 SQFT apartment project. It is a four-bedroom apartment with a south facing setting on 10 katha land and is located on Bashundhara R/A I block, close to the Walton Hi-Tech Industries Ltd. corporate headquarters and the Dhali Fitness Center (DFC).



OPEN LAWN



SWIMMING POOL



POOLSIDE  
JUICE BAR



FITNESS CENTER



GRATIFYING  
RECEPTION



BBQ SPACE



# PROSPERO



Prospero was inaugurated on June 1st, 2022, on 60 Katha land. The architectural and climatic characteristics of Bangladesh were taken into consideration when designing this gigantic terrestrial edifice. The two-tower Prospero project combines elements of architecture and nature. There will be three open sides for the residents of this house (North, South, and East).



OPEN LAWN



SWIMMING POOL



CHILD PLAY ZONE



FITNESS CENTER



GRATIFYING RECEPTION



4 HIGH SPEED ELEVATORS





On April 10, 2022, we launched Edison Ophelia in the M block of Bashundhara R/A. This stunning home delivers a special combination of luxury and convenience. Once entered, the imposing double-height entrance with a tranquil green lawn welcomes guests to a completely different environment. An impressive BBQ area, a well-equipped gym, a conference space with lots of natural light, and other contemporary living amenities are all included in Edison Ophelia.



SOUTH FACING



DOUBLE HEIGHT  
ENTRANCE



FULLY EQUIPPED  
FITNESS CENTER

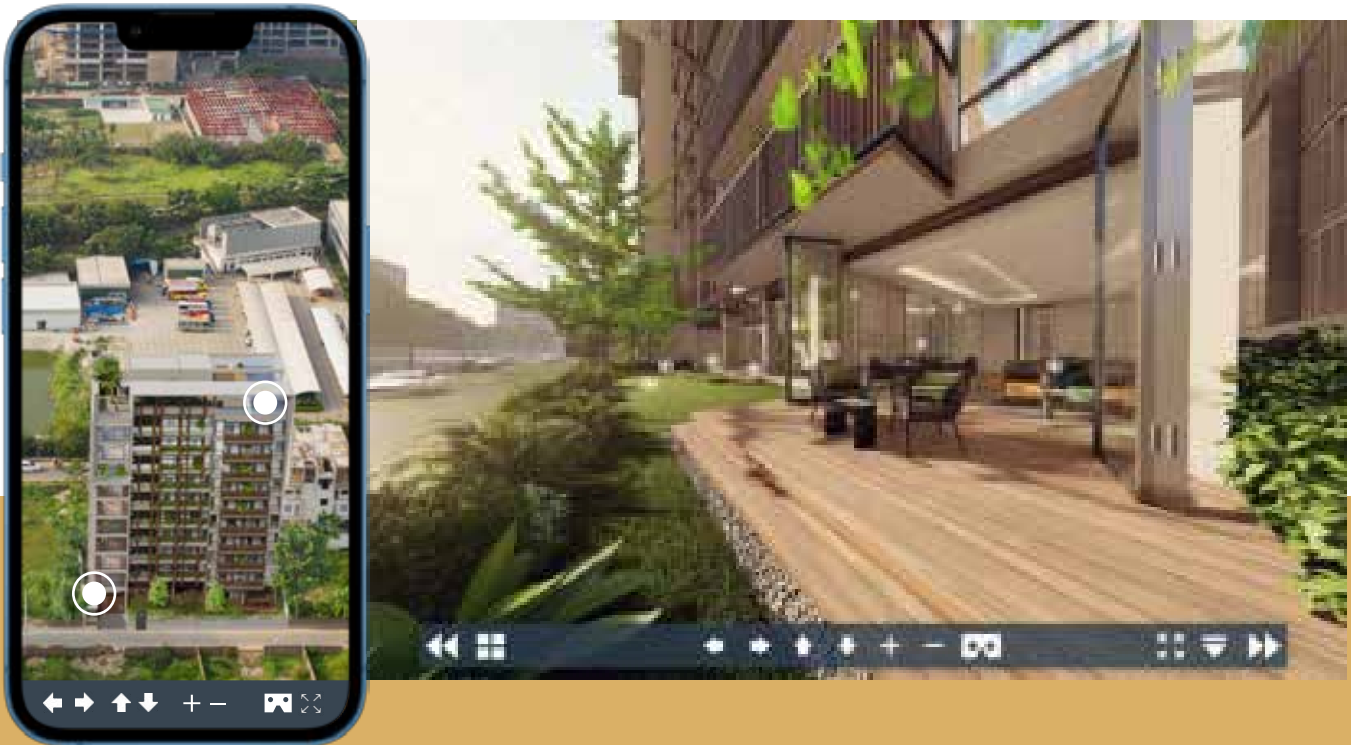


COMMUNITY LOUNGE WITH  
OPEN TO SKY TERRACE





# VIRTUAL APARTMENT TOUR



We believe that to match the standards of the developed world, our business should embrace modern technology. In every aspect of Edison Real Estate, we try to adopt contemporary technologies to make our workflow smooth and provide our customers with top-notch service. By utilizing cutting-edge technologies, we always make a good impression on our customers. We have introduced VR technology for the luxury project Edison Angelo. This enables our customers to understand the layout and see their desired apartments' finished and furnished look. With VR, our customers can move from one room to another, experience the project Angelo's surroundings, and have a clear idea of the floor plan using the navigation option.



# AGREEMENT SIGNING WITH ONE BANK



On June 16th, 2022, One Bank signed an agreement with EDISON REAL ESTATE Limited. Our customers will avail a home loan with special considerations from One Bank Limited. Also, under this agreement, we will refer customers to One Bank Limited interested in purchasing apartment projects from us under the home finance scheme.

# CORPORATE IFTAR



We, Edison Real Estate strives to maintain a positive work environment in order to foster strong bonds among our teams. We often arrange different employee engagement events. On April 25th, 2022, our employees gathered for a buffet iftar gathering and shared wonderful moments during the holy month of Ramadan.



The 2022 edition of the Fruit Festival was held on Saturday, June 16 at the Edison South Serenade premises. Employees from Edison Real Estate's head office and construction site were present at the event. On this day, all the employees of ERE were dressed in colorful attire, and the environment was full of joy and enthusiasm. Various summer fruits have been served on the occasion.



**EDISON**<sup>®</sup>  
REAL ESTATE