

# NEWSLETTER

Quarter 3, 2022

**EDISON®**  
REAL ESTATE



## ERE INSIDE OUT

EDISON REAL ESTATE, a distinct concern of EDISON Group, is the benchmark of luxury 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.



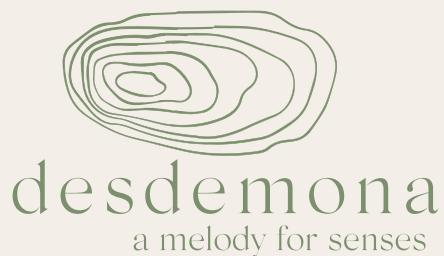
## **NEWSLETTER TOPICS:**

1. Newly Launched Project
2. Rebar Fabrication Training
3. New Joiners Introduction
4. The Vision Quest Program
5. Job Fair in Ahsanullah University of Science and Technology
6. Eid-ul-Adha Celebration

# NEWLY LAUNCHED PROJECT



Edison Desdemona was launched on September 1st, 2022 on 40 Katha Land to encourage you to cherish your life. It is an ultimate residential project in Japan Street, Block I, Bashundhara R/A where the home will inspire you to live, laugh and enjoy every moment of your life. Desdemona is more than just a simple building designed in such a way that it will give you that perfect feeling of exclusivity. Residents will love their every moment here as Edison Desdemona will inspire them to find peace and live their life to the fullest.





The beauty of the project lies in its ability to explore the world through the eyes of a child. Every corner, every nook, and every crevice is filled with wonder and delight. This building aims to bring you back from your busy day-to-day life and allow you to experience something new. It's a space where you can laugh, reminisce, and celebrate life with those closest to you. The architecture of Desdemona embodies a structure full of exclusivity, but also one that encourages you to feel welcome and at home in your surroundings. The spaces have been designed with care and precision to provide an environment that's both private and open to everyone who enters the building. The project is jeweled with salient features such as magnificent reception, double-height water garden, courtyard, stepped garden, vertical community zone, meeting room, rooftop leisure area, clubhouse, badminton court, equipped gymnasium, vertical landscaping, infinity pool, and many more. The dwellers will get the true essence of community living in this project.

Edison Desdemona welcomes you with its triple-height grandness. The first thing you'll notice when you enter the building is the double-height water garden that soothes your eyes and ears after a hectic day. It gives off the feeling of being in a home. The red-bricked walls bring life to the interior while still letting nature breathe through the space. As you walk further into the building, you'll notice how warm it feels—as if there's always someone smiling at your back or waiting for you to come in so they can invite you into their space and share something special with you.



# **REBAR** FABRICATION TRAINING

At the end of August, 34 employees of Edison Real Estate gathered at Edison South Serenade premises for Construction Capacity Training. COO, S.M Sahedul Karim Munna, Additional Director- Supply Chain, PMO and QC, Masud Alam, General Manager- Construction Operation, Md. Amenur Rashid; General Manager- QC, Construction Support, and ERP, Md. Monirul Islam conducted several learning sessions aiming to improve decision making and execution skill of the project engineers. The interactive session focused on minimizing faults regularly, ensuring the construction's quality. During the session, Quality Control & Capability Enhancement Executive, Mr. Swapnil Das, presented Rebar Fabrication module with all.





Prof. Dr. Syed Fakhru Ameen



Amenur Rashid



Masud Alam



Mehedi Hasan

## **EDISON** REAL ESTATE TEAM GETS STRENGTHENED

We are strengthened with the recent joining of Prof. Dr. Syed Fakhru Ameen, Mr. Masud Alam, Engr. Md. Amenur Rashid and Mr. Mehedi Hasan.

Prof. Dr. Syed Fakhru Ameen, a guardian angel of civil engineering in Bangladesh, has recently joined as advisor of Construction & Engineering Department of Edison Real Estate. He has successfully supervised construction of several mega projects of our country. In 25 years of decorated career, Mr. Alam curated several important roles in Advance Development & Technologies Ltd., Asset Developments & Holdings Ltd. and Alliance Resources Ltd. and now, is directing our Supply Chain & Project Management. Prior to joining Construction division of Edison Real Estate, Engr. Rashid was Head of Constructions at Rangs Properties Ltd. He also served Shanta Holdings Ltd. for a long haul in multiple key positions. They are dedicated to enhance these crucial departments as centers of excellence. Mr. Mehedi Hasan joined us as General Manager, Sales. Prior to joining ERE he proved his sales excellence in Rupayan Housing Estate, Building technologies & Ideas Ltd. and Rangs Properties Ltd.



## THE VISION QUEST PROGRAM

The vision quest program was held to inform the functional heads regarding the management philosophy. It elaborated our company's vision till 2025. There were interactive sessions. The CBO, Mr. Ahmed Pasha shared the inception of the company. Chairman of Edison Real Estate, Mr. Aminur Rashid shared where he wants to see the company in next few years. The groups shared their values and findings in the open round sessions followed by a communication workshop.

In the team wise presentation session, everyone shared their knowledge regarding how we can improve our business and marketing practices. It was a wonderful opportunity for the Head of the Departments to connect with the Management. After the lunch, the vision quest program ended with a football tournament.



### The Key Points of the Event were

- Values and Purposes
- Work Climate
- Team Work and Collaboration
- Leadership and Learning
- Performance
- Reducing Bureaucracy



## **JOB FAIR IN AHSANULLAH UNIVERSITY OF SCIENCE AND TECHNOLOGY**

Ahsanullah University of Science and Technology arranged an event named "12 Years Celebration of AUST IPE:12 and Beyond," which was scheduled from 20 - 30 August. The event included workshops, seminars, competitions, and a job fair. Students from different disciplines (Engineering and Business) engaged with HR of EDISON REAL ESTATE to improve their skills to transform the country's real estate sector. The event ended with receiving a token of appreciation.



## EID-UL-ADHA CELEBRATION

Edison Real Estate employees shared the joy of Eid-ul-Adha after a wonderful vacation. All the employees dressed in Eid attire and greeted each other. The Eid Reunion program was full of fun and enthusiasm on a sunny joyous day at Edison Real Estate premises.





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