

**EDISON**  
REAL ESTATE

# ERE *Inside Out*

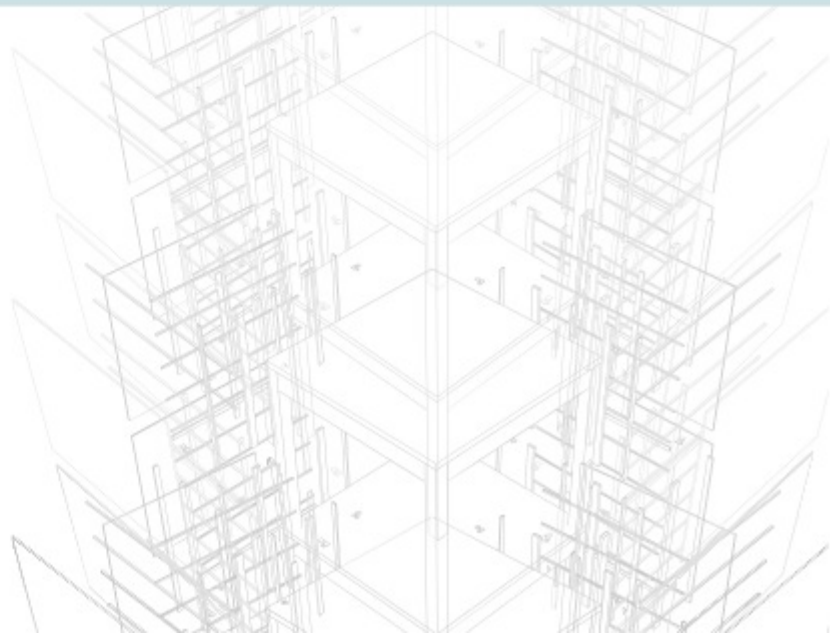
QUARTER 2, 2023

In 2015, Edison Real Estate stepped into the realm of real estate, fueled by a passionate "dream team" committed to blending value and innovation in Bangladesh's evolving real estate landscape. With a sharp focus on design, structural excellence, and optimizing space and resources while prioritizing environmental sustainability, we strive to construct homes that redefine happiness. Through this literature, our aim is to share the happiness with all of you.



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# Edison Viola

The Lakeside Paradise



Like a Violin's- soul-stirring strings, Edison Real Estate strums a harmonious melody with its latest creation, 'Edison Viola.' This exquisite project blooms with the grace of a pure flower, captivating hearts with its uplifting living experience meticulously curated for discerning residents.

Nestled on a corner plot, Edison Viola embraces the southwestern lakeside, where nature's canvas paints scenic views for each of the 13 apartments. The project is located on Plot: 2300, Road No 42, Ahmed Ibrahim Sobhan Avenue, Block- N, at Bashundhara Residential Area. Here, luxury effortlessly bonds with exclusive connectivity, providing residents with a rich array of materials, including a tranquil rooftop, lakeside patio, leisure area, and refined b-b-q zone. Every aspect of the project reflects the unwavering commitment of Edison Real Estate to delivering true luxury. The handover of Edison Viola is scheduled in September 2025.





*MOU signing with AIBL*

## Edison Real Estate Unites with AIBL & EBL

In a magnificent display of visionary collaboration, Edison Real Estate Limited has recently embarked on a journey of innovation, joining forces with two esteemed financial institutions. The company has signed momentous Memorandums of Understanding (MOUs) with Al-Arafah Islami Bank Limited (AIBL) in May and Eastern Bank Limited (EBL) in June, for the benefit of the partners and customers.



*MOU signing with EBL*

The agreement with AIBL will empower customers with shariah-compliant home loan options, aligning with their values while acquiring dream apartments. Additionally, both banks' home loan customers will receive preferential

benefits from Edison Real Estate during the purchase process. These MOUs underscore the company's commitment to exceptional customer satisfaction and the development of a thriving real estate landscape.



*MOU signing with Evercare Hospital*

## Edison Royal Club: A World of Special Privileges for Customers

Edison Real Estate is going to introduce the loyalty program "Edison Royal Club"—a beacon of joy with the motto "Redefine Happiness". The brand has curated this program to enhance the customers' experience and to give them access to the privileged benefits of enjoying services or products from renowned partners.

In the very first phase, this exclusive loyalty program brings together prestigious healthcare partners to offer premium services to the esteemed customers of Edison Real Estate Ltd. and the Edison Group. EREL has successfully boarded the country's first ever JCI accredited hospital, Evercare, Dhaka; the country's first-of-a-kind one-stop-shop of healthcare service, Praava Health, and Health Trip; who established themselves as world's largest health travel platform.



*MOU signing with Health Trip*



*MOU signing with Praava Health*



*A glimpse of health & wellbeing session*

## **Prioritizing Wellness:** Health Camp & Wellness Session for the Team Members

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Health is wealth. The importance of good health cannot be overstated, as it is the foundation for happiness in every human being. For this reason, Edison Real Estate has prioritized the welfare of its team members since its inception. As a continuation, on June 5, Edison Real Estate orchestrated a magnificent health and wellness event. The event included cancer awareness, mental health counseling, and a health camp for its team members. Esteemed speakers, including cancer specialist Professor Dr. Qazi Mushtaq Hussain and psychologist Irin Alam Joyti graced the stage, shedding light on topics such as lifestyle's impact on cancer growth, mental health myths, and relaxation techniques. It was widely regarded as a valuable initiative, promoting well-being within the Edison Real Estate family.

# Half Yearly Business Review Meeting:

## Fine Tuning the Strategies

On June 18, Edison Real Estate arranged a momentous half-yearly business review meeting, a gathering that echoed with the spirit of progress and innovation. The meeting was graced by the esteemed presence of the Honorable Chairman and Senior Officials. The main purpose of the meeting was to review and discuss the yearly and long-term business strategy as well as the policy and process. The meeting has brought some fruitful decisions that will nourish both the company's short-term and long-term strategies, fostering prosperity and growth of one of the fastest-growing real estate brands in Bangladesh.



*A glimpse of half-yearly business meeting of EREL*



*A glimpse of competency & performance assessment session*

## **Competency & Performance Assessment Session for Engineers**

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On 10th May EREL Human Resources team organized a session on Competency & Performance Assessment of the construction engineers. The session illuminated the intricate art of competency and performance assessment. The Key Instructors shared information about evaluating engineers' abilities and the continuous cycle that drives professional development; followed by a discussion part where all the engineers provided their feedback spontaneously.







*A glimpse of capability enhancement workshop participated by EREL engineers*

# Capability Enhancement Workshop

The Engineers Embrace  
Artistic Inspiration

Color holds a vital role in our lives, influencing our surroundings and impacting our well-being. Particularly within our homes, it is one of the most impactful elements that shape the lives of the residents. While coloring the dream homes we make, we give significant efforts so that the colors brighten the lives of our customers. So, on June 19, 2023, Edison Real Estate embarked on a captivating knowledge-sharing session on paintwork, hosted by Berger Paints Bangladesh Limited. The session was organized exclusively for the EREL engineers. Held at the Berger Experience Zone in Gulshan 2, the session, coordinated by the EREL Capability Enhancement team (Construction), enchanted all engineers. The session was parted into three different topics on paintwork in construction.

## Team Iftar Event : Strengthening Bonds and Unity



*A glimpse of team iftar event*

All the team members of Edison Real Estate gathered at Garlic N' Ginger restaurant of the capital on April 13, to share the joy of having an iftar together. The purpose of the event was to embrace togetherness and foster solidarity among employees.



After thanking the almighty, all the team members, both from head office and projects got rejuvenated enjoying delicate iftar after day long fasting. The occasion served as a memorable opportunity for the Edison Real Estate family to savor a delicious meal together, and strengthen professional connections.

## The Dream Team of Edison Real Estate Got Bestowed by the **Joining of Md. Saiful Islam**



*Md. Saiful Islam*  
*Assistant Director, Construction Operations*

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Edison Real Estate has started a new chapter in construction excellence, as the company joyfully embraces Md. Saiful Islam as the new Assistant Director, Construction Operations. EREL believes, with a distinguished background and extensive experience of working in renowned organizations, Mr. Islam will bring valuable expertise to the team. He holds a B.Sc. in Civil Engineering from Chittagong University of Engineering & Technology (CUET) and an MBA from the State University of Bangladesh. With his skills and dedication, EREL looks forward to achieving new heights in construction brilliance.