

**EDISON**<sup>®</sup>  
REAL ESTATE

# INSIDE OUT

**NEWSLETTER**  
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## EDISON OLIVIA AN EMINENT ADDRESS

Unveiling the enchanting tale of Edison Olivia, gracefully poised on a southeast corner plot at Plot 2, Road 9, Sector 11, Uttara. This sanctuary on 5 katha land is more than an address; it's an ode to refined living, with roads caressing two sides of its exquisite canvas.

Nestled in Uttara, this project unfolds across eight floors, each whispering stories of elegance. The South-East corner plot grants Olivia a unique grace, a dance with sunlight and breeze. With eight dedicated parking spaces, it ensures a comfortable living experience. Each apartment, ranging from 2235 to 2500 SQFT is a three-bedroom

haven—an invitation to extravagance and comfort.

Landscaped with care, Olivia preserves the greenery that makes each step on this retreat a walk-in nature's embrace. The journey to a new definition of happiness culminates in December 2025, when the keys to this poetic haven will be handed over. The rooftop leisure zone beckons as the sun sets a sanctuary for tranquil evenings under the open sky. A BBQ zone invites the laughter of shared moments, and the spacious reception lounge whispers tales of warm welcomes.



## EDISON PORTIA PRE-BOOKING CAMPAIGN

Discover the epitome of modern living at Portia Residences, a distinguished apartment complex situated in the heart of Bashundhara. Boasting a prime location with easy access to essential amenities, educational institutions, and entertainment hubs, Portia Residences stands as an architectural marvel with three sides open, ensuring abundant natural light and panoramic views. The spacious apartments, ranging from 2330 to 2640 square feet, provide a perfect canvas for residents to curate their ideal living space. Limited to just 56 exclusive apartments on a 30-katha plot, Portia Residences promises a

close-knit community experience and the convenience of dedicated parking for each unit. As a testament to its commitment to quality living, the project offers a pre-booking campaign. It provides prospective residents with priority selection, special pricing, and the opportunity to personalize their living spaces, creating an unparalleled residential experience in the heart of Bashundhara.

# EDISON REAL ESTATE UNITES WITH DBH & BIMAN BANGLADESH



Edison Real Estate Limited has recently formalized a strategic partnership by signing a Memorandum of Understanding (MOU) with DBH Finance PLC and Biman Bangladesh Airlines Limited. This collaboration heralds a new era of enhanced benefits for customers associated with Edison Real Estate. Under the MOU, DBH Finance PLC commits to providing preferential treatment to customers of Edison Real Estate. This marks a pivotal step in fostering an environment where clients can enjoy exclusive privileges and tailored financial solutions.

Furthermore, Edison Real Estate Limited, recognized as one of the fastest-growing real estate brands in the country, has solidified its

partnership with Biman Bangladesh Airlines Limited, the national flag carrier. This MOU brings forth a range of benefits for all customers of Edison Real Estate. These benefits include but are not limited to, reward tickets, redemption upgrades, lounge access, extra baggage allowance, exclusive discount offers, and the opportunity to earn mileage by becoming a valued member of the Loyalty Club by Biman Bangladesh Airlines Ltd.

Through this collaboration, customers are poised to experience a new level of convenience, privileges, and rewards, reaffirming Edison Real Estate's dedication to enhancing the overall customer experience.



# JALSHIRI LAND SIGNING CEREMONY

## A JOINT VENTURE DEVELOPMENT



The Land Signing ceremony for the Joint Venture development at Jalshiri marked a significant milestone, heralding the commencement of the much-anticipated Antonio project. In a strategic move, 5 katha of land was acquired during this momentous event, symbolizing a collaborative effort to transform and elevate the real estate landscape in the Jalshiri region.

The signing, which took place on 19 December 2023, represents a formal commitment and partnership between key stakeholders. This joint venture is poised to bring forth a development that not only embraces innovation and architectural excellence but also aligns with the unique characteristics and aspirations of the Jalshiri community.

Born from this auspicious occasion, the Antonio project promises to become a landmark endeavor, contributing to the local infrastructure, economy, and overall quality of life. As the ink dried on the agreement, it symbolized not only the transfer of land but also the beginning of a shared journey toward realizing a vision that will shape the future of Jalshiri positively and sustainably. The collaborative spirit embodied in the Land Signing reflects a commitment to excellence and the creation of a development that resonates with the essence and aspirations of the community it serves.



## OLIVIA PROJECT INAUGURATION AT UTTARA

Edison Real Estate Ltd has embarked on a groundbreaking venture with the initiation of construction for its maiden project in Uttara, aptly named "Edison Olivia." The Chairman of the ERE, Md Aminur Rashid, formally inaugurated the construction activities for this remarkable eight story residential building on a 5-katha land parcel. The commencement ceremony commenced with a solemn recitation from the Holy Qur'an, preceded by a heartfelt Milad Mahfil.

Anticipated as a hallmark in the real estate landscape, the 2200-plus square feet single-unit apartments within Edison Olivia are slated for delivery within 24 months. The inauguration ceremony was graced by the presence of distinguished individuals,

including Ahmed Pasha (Director), SM Sahedul Karim Munna, Masud Alam, and Md Saiful Islam (Additional Directors), alongside Mohammed Taiabur Rahman, the Head of Marketing and Customer Experience, and Khairul Alam, the esteemed landowner.

This event marks the beginning of a significant real estate endeavor in Uttara and signifies a commitment to excellence and innovation in the construction and development sector. The initiation of Edison Olivia reflects the vision and dedication of Edison Real Estate Ltd to deliver exceptional living spaces, contributing to the growth and transformation of the real estate landscape in Uttara.

# IRIDA CONFERRAL CEREMONY

In a momentous culmination, a grand handover ceremony was held to mark the transition of these splendid apartments into the hands of their rightful owners. The grand Edison Irida Conferral ceremony unfolded on November 9, 2023, within the elegant confines of the Impetus Lounge. This distinguished gathering witnessed the

esteemed presence of the landowner and apartment owners, setting a momentous tone for the evening. Kicking off the event, Mohammed Taiabur Rahman, the Head of Marketing and Customer Experience, delivered an engaging opening speech that captured the essence of the occasion.



Throughout the ceremony, guests were bestowed with a comprehensive customer handbook, offering valuable insights into the exclusive features of the Edison Royal Club. Atiqur Rahman Sohel expertly navigated through these unique offerings, providing a detailed overview that enriched the guests' understanding. Each attendee was also welcomed with the exclusive welcome pack from the Edison Royal Club, enhancing their sense of belonging. A brief presentation illuminated the range of facility management services offered,

highlighting the commitment to excellence in ensuring a seamless living experience.

The evening ended with a delightful dinner and a soulful musical performance, creating an atmosphere of camaraderie and leaving an indelible impression on all attendees. The Edison Irida Conferral ceremony celebrated the inception of a new residential community and reinforced the commitment to providing an exceptional living experience for all residents.





## VICTORY DAY FUTSAL FEST 2023

The vibrant Futsal Fest, hosted by Edison Real Estate on 16th November 2023, unfolded as a dynamic internal event where the company's various teams engaged in friendly yet fiercely competitive matches. The day resonated with camaraderie as enthusiastic employees rallied behind their departmental teams, transforming the futsal arena into a lively spectacle of teamwork and skill.

Cheers echoed through the air, creating an atmosphere charged with excitement. The competition, while friendly, exuded a palpable sense of determination as each team vied for victory. Following the intense matches, the prize-giving ceremony added to the celebration. As deserving teams were acknowledged for their achievements, the collective pride and sense of accomplishment reverberated throughout the venue.

However, the festivities did not end on the futsal court. A delightful Pitha Festival unfolded, casting a warm glow on the crisp winter day. The aroma of various types of freshly made pithas wafted through the air, and the tangy taste of Paratha and kebab enhanced the experience, creating a festive ambience. Employees and participants indulged in the joyous celebration, savoring the diverse array of traditional treats. This event showcased a sense of community and shared joy. Leaving everyone with cherished memories of a day filled with spirited sportsmanship and delightful festivities.





## PRIORITIZING WELLNESS

### HEALTH CAMP FOR THE TEAM MEMBERS

In the unwavering commitment to prioritizing the well-being of its valued employees, Edison Real Estate organized a comprehensive Health Camp at its headquarters on 18th December 2023. The Health Camp was conducted by Praava Health. Reflecting the company's dedication to fostering a healthy and content workforce, this initiative aimed to address various aspects of employee health, recognizing their pivotal role in the organization's overall success.

The Health Camp offered employees various essential health services, including free Weight and Height Measurements, BMI Index Checks, Blood Pressure (BP) Measurements, Diabetes/Blood Sugar Level Checks, and valuable Doctor Consultations. This holistic approach to healthcare underscored the organization's commitment to providing its staff with a well-rounded and proactive wellness program.

The success of the Health Camp serves as a reaffirmation of the organization's pledge to create a nurturing workplace environment. By providing employees access to essential health services, Edison Real Estate ensures that its workforce feels genuinely cared for, supported, and motivated to excel. This proactive approach aligns with the belief that the well-being and satisfaction of the Edison family directly contribute to the company's overall success.







## BUSINESS COMMUNICATION EXCELLENCE TRAINING ENHANCING COMMUNICATION SKILLS

Edison Real Estate recently conducted a focused External Training Program, prioritizing Business Communications Skills as part of ongoing Capability Enhancement for EREL engineers. The sessions on December 23, 2023, featured an expert external trainer, carefully addressing verbal and written skills, interpersonal communication, and effective presentation techniques. The content was thoughtfully tailored to the real estate and construction industry's needs, emphasizing practical applications.

Encouraging active engagement, the program incorporated interactive elements such as practical exercises and case studies, enabling engineers to apply their newfound skills in real-world scenarios. Recognizing the pivotal role of effective communication, ERE perceives these skills as an investment in individual professional growth and a strategic enhancement for organizational effectiveness.



# CAPACITY ENHANCING WORKSHOP FOR ENGINEERS

As a pivotal component of EREL's ongoing Capability Enhancement endeavors, a focused knowledge-sharing session addressing Plumbing and Sanitary work unfolded on November 16, 2023 (Thursday). This strategic initiative, meticulously curated by the proficient Capability Enhancement team (Construction), found its stage at the Edison Othello Project with Engr. Md. Amimul Ehsan at the helm as the External Trainer.



Under the adept coordination of the EREL Capability Enhancement team (Construction), the session was thoughtfully segmented into two integral parts: Classroom training and hands-on practical application at the project site. The team orchestrated seamless coordination, aligning the training initiative with ongoing development efforts. Notably, the participation of all Edison Real Estate engineers was encouraged and met with spontaneous engagement, showcasing their eagerness to apply

newfound skills in real-world scenarios and contributing to the collective growth of the organization.

The organization, Edison Real Estate, underscores its collective commitment to fostering continuous learning and professional development for the engineering team's advancement and broader success. This empowers engineers to excel in their roles and contribute significantly to the organization's overarching success, thereby cultivating a culture of continuous learning.

# HEALTH SAFETY AND SECURITY AWARENESS FOR ENGINEERS & FOREMAN

Diligently attending to the team's welfare, two distinct and comprehensive meetings were recently orchestrated on November 27, 2023, with an exclusive focus on health and safety awareness tailored for engineers and supervisors. In the Engineers' assembly, the discourse delved into pivotal subjects, including the introduction of a meticulous grading system to identify and address unskilled masonry,



the systematic integration of project supervision checklists, heightened emphasis on the consistent use of safety belts, advancements in the quality of safety helmets, and the establishment of a robust regimen for routine equipment maintenance and testing.

Concurrently, the Foremen's session centered around critical safety measures, encompassing strategic team allocation for the effective deployment of safety scaffolding, the meticulous designation of operators

for tasks involving roof waste and vibrators, and the initiation of a bespoke electrical wire safety model crafted specifically for the distinctive needs of Edison Amour. These strategic initiatives underscore a steadfast commitment to prioritizing the health and safety of the valued team members. They reflect an organizational ethos where every facet of operational endeavors is intricately woven with a dedicated focus on the well-being of skilled workers and, by extension, esteemed Clients.