

EDISON
REAL ESTATE

INSIDE OUT

NEWSLETTER
QUARTER 2 | 2024



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, and 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.

Topics for Newsletter

- New Creations
Edison Iris & Edison Adriana 02
- Edison ties Strategic Partnership
with GPH Ispat & Berger Paints 04
- Setting Footstep
at Jolshiri Abashon 04
- Lalamove & Haier Bangladesh Ltd
joins Edison Royal Club 05
- Comprehensive Health Camp
for Teammates 06
- Safety Instruction on Storm Weather Mitigation and PPE Use
for Foremen and Workers 06
- Venturing Forward,
Elevating Your Living Standards 07



New Creations Edison Iris & Edison Adriana

Under the pre-booking campaign, Edison Real Estate has introduced its latest projects, Edison Iris and Edison Adriana. Both projects offer unique yet a diverse range of features and amenities.



Edison Iris, an exclusive project situated in the prime location of Block-A, Bashundhara R/A, spans 30 katha of land with two sides open to the north and south. This project welcomes you with a double-height entry and a vast open green playfield showcasing its architectural elegance. The project's beauty lies in its blend of contemporary and timeless architectural designs that appeal to everyone's taste. The apartments range from 2620 to 3020 SQFT, each with 4 bedrooms. The project offers exclusive amenities such as a gym, a swimming pool with a kid's pool, an EV charging station, a jogging track, and many more.





Edison Adriana aims to provide a lifestyle where one can find comfort in every corner. Nestled in Block - M, Bashundhara R/A, on 20 katha of land, it offers apartment sizes ranging from 1840 to 2030 SQFT. Amenities include a double-height entry, a reception lounge, a community hall with a terrace area, a gym, a playground, lush greenery, and a rooftop BBQ with a leisure area. All of the 48 three-bedroom apartments are south-facing.



Project briefing has been organized for Sales, CE, and Marketing team members.

Edison Ties Strategic Partnership with GPH Ispat & Berger Paints



Edison Real Estate has recently solidified partnerships with GPH Ispat and Berger Paints through a memorandum of Understanding (MoU). Md. Aminur Rashid, Chairman of Edison Group, and Mohammed Jahangir Alam, Managing Director of GPH Ispat, formalized their collaboration with GPH Ispat, emphasizing the use of performance-optimized materials with minimal environmental impact.



Additionally, Edison Real Estate also shakes hands with Berger Paints, with Md. Aminur Rashid, CEO & Chairman of Edison Real Estate, and Md. Mohsin Habib Chowdhury, COO of Berger Paints, leading the initiative. A K M Sadeque Nawaj, CBO of Berger Paints, and Ahmed Pasha, Director of Edison Real Estate, signed the agreement, aiming to enhance customer value and satisfaction within the Edison Group community.

Expanding Horizons at Jolshiri Abashon

Edison Real Estate is expanding its presence in Jolshiri Abashon with the acquisition of three prominent plots, each spanning 5 Katha of prime land. These meticulously designed projects feature modern single-unit apartments that set a new standard for living. Every aspect, from architectural elegance to thoughtful layout, enhances both style and functionality. Apartment owners will enjoy spacious living areas complemented by designated common spaces, fostering a strong sense of community. With a focus on quality and innovation, these projects aim to elevate the experience in Jolshiri Abashon to new heights.



Land Signing Ceremony with Honorable Landowner

Lalamove & Haier Bangladesh Ltd joins Edison Royal Club

Edison Real Estate recently shook hands with Lalamove and Haier Bangladesh Ltd. These collaborations are designed to bring exclusive benefits and enhanced services to our valued customers, reinforcing our commitment to improving their living experience and convenience.



We are delighted to partner with Lalamove Bangladesh, a premier provider of on-demand, same-day delivery services. This collaboration aims to enhance the home-shifting experience for our customers. Lalamove offers diverse vehicle options and real-time tracking, ensuring efficient and secure transportation. Through this MoU, we strive to provide comprehensive and hassle-free home-shifting solutions. For more information, please visit [lalamove](https://www.lalamove.com) – Edison Royal Club ([edisonrealestatebd.com](https://www.edisonrealestatebd.com))



We are also equally pleased to join hands with Haier Bangladesh Ltd., renowned for its high-quality home appliances such as refrigerators, air conditioners, and washing machines. Known for its innovation and reliability, Haier aims to enhance lifestyles with efficient, durable products and excellent customer service. Customers of Edison Real Estate will enjoy up to a attractive discounts on electronics products, and team members will also receive preferential benefits, please visit: [Haier](https://www.haier.com) – Edison Royal Club ([edisonrealestatebd.com](https://www.edisonrealestatebd.com) for more information).

Comprehensive Health Camp for Teammates

On April 30th, 2024, a health camp was held from 10:00 AM to 2:00 PM at projects. The event included comprehensive health check-ups for team members, covering blood pressure, diabetes, pulse, and fever, with individualized medication recommendations. Participants included workers and project team members from multiple projects. The health checks were expertly overseen, showcasing our commitment to workforce well-being.



Safety Instruction on Storm Weather Mitigation and PPE Use for Foremen and Workers

From the outset, Edison Real Estate has always prioritized the well-being of its team members. With this commitment in mind, health and safety training sessions have been conducted in Angelo, Desdemona, Prospero, Cordelia & Apricus projects for foremen and workers. These sessions aim to ensure that workers and project team members understand the control measures related to risk factors, mitigation of natural calamities, and working in heat weather ultimately preventing accidents at construction sites in the future.



Venturing Forward, Elevating Your Living Standards



Since 2015, Edison Real Estate has ventured into Bangladesh's real estate sector, driven by innovation and a commitment to quality. The company prioritizes excellence in design, structural integrity, and environmental sustainability across its diverse portfolio. Currently overseeing a total of 47 projects—16 ongoing, 16 upcoming, and 15 completed—Edison Real Estate provides a combined living space of 3121971 sqft spread over 800 katha.