



# ERE INSIDE OUT

NEWSLETTER  
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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.

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## Unveiling New Horizon at Jolshiri Abashon

Edison Real Estate has expanded to a new horizon in Jolshiri Abashon, staying committed to building quality homes and improving the quality of life. Recently, two new projects have been introduced—Edison Athens at Plot 012, Road 503, Sector 17, and Edison Antonio at Plot 019, Road 407, Sector 11. Each project will be built on 5 katha of land, featuring 8 living floors, a welcoming double-height ground floor, and a mezzanine floor with stylish, furnished lounges. Additional features include a rooftop BBQ, rooftop garden, open sky leisure zone, and more. With this expansion, Edison Real Estate continues to keep its promise of creating homes designed to make life better.

### Edison Antonio Sector 11



### Edison Athens Sector 17



## Construction Commencement of Five Projects at Jolshiri Abashon

The construction commencement ceremonies for five new projects—Athens, Antonio, Lavinia, Silvia, and Utopia—were held. Senior officials from Edison Real Estate and respected landowners, along with their friends and families, attended the events. During the ceremony, the landowners shared their expectations and expressed trust in Edison Real Estate. The events concluded with a symbolic groundbreaking and a dua mahfil.



**Edison Utopia**  
Sector 12



**Edison Silvia**  
Sector 16



**Edison Lavinia**  
Sector 16

# Celebration of Ownership Handover Ceremony of Edison Adelia



On September 19, 2024, we celebrated the handover ceremony of Edison Adelia. This project reflects our ongoing commitment to redefining happiness by delivering on our promises with quality and on time. Respected homeowners took the stage to share their memories and experiences, filling the atmosphere with joy and cheer. As the day came to a close, we cherished the joyful moments and wonderful experiences shared, leaving us with lasting memories to treasure.







## Construction Recognition Program for **Project Engineers HY1 2024**

On September 5, 2024, a construction recognition program took place for project engineers at Edison Hamlet for HY1 2024. Awards were presented in five different categories to honor their achievements. After the ceremony, internal team members organized a cultural program, adding a festive atmosphere to the event. The celebration concluded with dinner and music, providing a delightful ending to the day.



## Comprehensive Training on Tiles and Marble Craftsmanship

A monthly construction meeting and training session on tiles and marble work was held at the Edison Bashundhara R/A office. The goal was to align all our project engineers on the same work procedures. Mr. Masum Anwar Anjan, our experienced Bashundhara R/A office Head and DGM, led the session. During the training, we discussed on-site problems and explored effective solutions to reduce tile wastage and work delays, aiming for greater customer satisfaction.



## Workshop on Quality and Construction Issues Improving Standards and Solving On-site Challenges

A training session on quality and real-life construction problems was held at the Bashundhara R/A office. This training focused on the key aspects of maintaining construction standards while addressing practical challenges faced during the execution phase. We emphasized that maintaining quality is essential for the structural integrity, safety, and long-term sustainability of buildings. To tackle both expected and unexpected challenges more effectively, we implemented various checklists, auditing procedures, and material inspection methods.





## Structural Work Knowledge-sharing Session



A knowledge-sharing session on structural work—covering topics such as pile casting, pile driving safety, driving force, and precautionary arrangements—was held on 13th July 2024. The session was conducted by structural consultant Mr. Abdullah Al Chowdhury Rizvi.

The aim was to enhance quality, safety, and security in our construction processes while exploring faster methods using modern technology. This session provided a valuable opportunity for our engineers to share ideas and collaborate, ultimately strengthening the overall construction process and ensuring high standards of quality.

## Safety Training at Edison Hermia Focusing on PPE, Health Tips, and Dengue Prevention



We recently held a dengue awareness session at Edison Hermia to help everyone stay safe from dengue mosquitoes. The training focused on the importance of regularly cleaning rainwater ponds to stop mosquitoes from breeding. Workers were reminded to apply pesticides to any stagnant water every three days. Keeping the labor sheds clean and tidy was also emphasized to prevent mosquitoes from gathering. Workers were advised to wear long-sleeved clothes while working for added protection. We also shared important advice on what to do if anyone is affected by dengue, ensuring they receive proper care. These simple steps will help protect everyone on-site from dengue.



## Training on Fire Safety and Mitigation During Fire Hazard



Recently we organized a detailed fire safety training to make sure our team knows how to handle fire hazards quickly and safely. The training focused on taking safety measures before a fire happens, responding to emergencies, and reducing risks. By giving our team the right skills and knowledge, we are building a safer and stronger workplace. Together, we remain committed to the safety and well-being of our employees and facilities.

## Leadership and Cultural Excellence Workshop and Strategic Session

Chairman & CEO of Edison Real Estate, Mr. MD. Aminur Rashid, led a Culture and Leadership Excellence workshop, followed by a strategy session with all divisional and functional heads. The session sparked new ideas and set a positive tone for the future.



## MoU Signing with AkijBashir Group Edison Royal Club

Edison Royal Club is a loyalty program created to offer exclusive benefits and privileges to customers of Edison Real Estate. Recently, Edison Real Estate has signed an MoU with Akij Bashir Group, one of the country's top conglomerates known for its quality and innovation.

As a special benefit, honorable Edison Real Estate customers who are also members of Edison Royal Club will receive discounts of up to 20% on Akij Ceramics, Aura, Rosa, Akij Board, Lumino, and Akij Doors.



## Capacity Development Edison Real Estate's In House Design Team



Like many other real estate brands, Edison Real Estate is expanding with a dedicated in-house design team. In 2024, our team started creating modern living spaces designed for our customers' needs. It is delightful to share that in the third quarter of the year, we completed several designs, including four standout projects: Edison Camillo and Edison Celia in Bashundhara R/A, and Edison Luxe Vista and Edison Elena in Jolshiri Abashon. These projects show our commitment to improving our design skills. With a focus on our customers, we carefully craft each project to ensure quality, functionality, and a warm, inviting home.