



ERE INSIDE OUT

NEWSLETTER
QUARTER 4 | 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.

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NEWLY LAUNCHED 5 PROJECTS AT JOLSHIRI ABASHON

Edison Real Estate introduces five new projects at Jolshiri Abashon: Lavinia, Utopia, Silvia, Elena, and Florizel, located in sectors 12 and 16. Each project includes G+M+8 buildings with single-unit apartments, ranging from 2700 to 2900 SQFT.



With thoughtful architectural designs and a welcoming double-height entry, these projects offer a pleasant living experience. Along with well-designed homes, a range of amenities are provided to enhance everyday life.

EDISON LAVINIA

Double
Height Entry

Outdoor
Seating Area

Community
Lounge

Rooftop
BBQ Zone



Plot 003, Road 504F, Sector 16
Jolshiri Abashon

5
KATHA

2735
SQFT

G+M+8
FLOORS



EDISON UTOPIA

Double
Height Entry

Patio

Rooftop
BBQ

Lounge



Plot 004, Road 401, Sector 12
Jolshiri Abashon

5
KATHA

2800-2840
SQFT

G+M+8
FLOORS



EDISON SILVIA

Double
Height Entry

Visitor's
Lounge

Community
Lounge

Rooftop
BBQ Zone



📍 Plot 001, Road 504G, Sector 16
Jolshiri Abashon

5
KATHA

2748
SQFT

G+M+8
FLOORS



EDISON ELENA

Double
Height Entry

Zen
Garden

Lounge

Open To Sky
Leisure Zone



Plot 009, Road 502C, Sector 16
Jolshiri Abashon

5
KATHA

2770-2810
SQFT

G+M+8
FLOORS



EDISON FLORIZEL

Furnished Visitors
Waiting Lounge

Open to Sky
Leisure Zone

Rooftop
BBQ Zone

Rooftop
Garden



Plot 004, Road 502D, Sector 16
Jolshiri Abashon

5
KATHA

2805-2850
SQFT

G+M+8
FLOORS





HANDOVER OF 3 STANDOUT PROJECTS

ROSALIND, OTHELLO, OPHELIA

Last quarter, Edison Real Estate successfully completed and handed over three projects: Rosalind, Othello, and Ophelia. Rosalind is located at Plot 328, Road 5, Block K; Othello at Plot 1222G, Road 29, Block K; and Ophelia at Plot 2316, Road 27, Block M, all within Bashundhara R/A. From the beginning, Edison Real Estate has aimed to be transparent with its customers and stay true to its commitments. With this dedication, these beautiful projects were handed over on promised time.

ROSALIND



OTHELLO



OPHELIA



WORKSHOP ON DIGITAL SURVEYING TECHNOLOGY

ADVANCING WITH CUTTING-EDGE SURVEYING TOOLS



A digital surveying training session was organized for the construction operations team, led by experts. During the session, advanced tools and techniques were introduced to improve accuracy and efficiency in construction projects. With a focus on applying these modern methods, the construction operations team learned how to streamline workflows, reduce errors, and achieve better results. By embracing this new technology, the team is now equipped to stay ahead of industry trends and deliver projects with greater precision and quality.

WORKSHOP ON OWNERSHIP OF SAFETY BEHAVIOR

PROMOTING RESPONSIBILITY FOR SAFETY



As part of an ongoing commitment to safety, all construction civil foremen recently participated in a detailed training program on the Ownership of Safety Behavior. The session emphasized the importance of personal responsibility in maintaining a safe work environment. Strategies were introduced to identify hazards, implement safety measures, and foster a culture of shared responsibility for actions. This knowledge reinforces the dedication to creating a safer and more responsible construction site for everyone.

SAFETY AWARD GIVING CEREMONY

RECOGNIZING EXCELLENCE IN SAFETY PRACTICES



To promote a culture of safety, a Safety Award Ceremony was held to honor construction workers who demonstrated outstanding safety practices on projects. The event celebrated individuals who consistently prioritized safety, took proactive steps, and maintained the highest standards for a secure work environment. By acknowledging these exceptional contributions, the aim is to inspire all team members to make safety a core value in everything they do.

COMPREHENSIVE TRAINING ON CONSTRUCTION PILE FOUNDATION



A training session was held for the construction operations team, led by Mr. Jahangir Alam, consultant and former BUET professor. With his vast experience, Mr. Alam shared valuable insights on overcoming challenges in pile foundation work. He provided practical solutions and advanced techniques, helping the team better understand the complexities of the task. The session was both informative and inspiring, offering the team new skills and knowledge to apply in their work.

WORKSHOP ON MENTAL WELLBEING FOR TEAM MEMBERS



At Edison Real Estate, the well-being of the team is always valued as an essential part of achieving positive outcomes. Recently, a Mental Health & Well-Being Session was held for the leaders, aiming to create a more supportive and uplifting work environment. The workshop focused on both personal and professional growth, providing the team with the tools to deliver quality service and meaningful results. This approach helps foster a healthy, motivated atmosphere where everyone feels empowered to contribute, ultimately supporting customer satisfaction and peace of mind.



MOU SIGNING WITH PICKABOO EDISON ROYAL CLUB

Edison Real Estate signed an MoU with Pickaboo, a leading online store for appliances, offering top brands such as Samsung, Haier, Hisense, Hitachi, Whirlpool, and more. Through this partnership, customers of Edison Real Estate can now enjoy an extra 5% discount on appliance purchases. This collaboration enhances the overall experience with Edison Real Estate, providing even more value.

BIJOY UTSHOB

CELEBRATING THE YEARS OF PRIDE AND VICTORY

On 17 December 2024, the Bijoy Dibosh celebration came alive with the Pitha Fest, filling the air with the comforting aroma of traditional treats. The sounds of music and cultural performances set a lively tone, drawing people together to share in the joy of the day. Conversations flowed, laughter echoed, and a sense of unity filled the space as everyone came together to honor the spirit of victory.



EDISON REAL ESTATE AT THE AIUB JOB FAIR

TO CONNECT, INSPIRE, AND DISCOVER FRESH TALENT



Edison Real Estate not only ensures a good workplace for its team member but also provides opportunities for graduate students to find jobs that match their skills and goals. Recently, Edison Real Estate participated in the AIUB Job Fair to connect with fresh talent. The HR division gathered resumes from graduates for several open roles, giving them the opportunity to join the growing team.

SPREADING WARMTH AND CARE

TO OUR DEDICATED CRAFTSMAN



This winter, Edison Real Estate shared warmth with the hardworking foremen who play a big role in bringing projects to life. A small gesture was made to help them stay warm during the cold days. At Edison, we believe that even a little care and support can make a real difference.

INFORMATIVE SESSION ON INSURANCE BENEFITS FOR OUR CONSTRUCTION TEAM

Edison Real Estate is dedicated to ensuring every team member has a clear understanding of the benefits and support available. On November 12, 2024, an informative session was held at the Edison Bashundhara R/A office for construction team members, focusing on the insurance facilities provided.



The session offered valuable insights into policy details, application procedures, and key guidelines to maximize benefits. It also provided an opportunity for team members to ask questions and gain a clear understanding of the process. This initiative reflects the ongoing commitment to fostering an environment where every team member feels supported and informed, prioritizing their well-being and satisfaction.