



ERE INSIDE OUT

NEWSLETTER

QUARTER 2 | 2025





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

P | 2-5

- Edison Verona
Your Home, Above the City
- Edison Luciana
An Address Uniquely Yours

2-4
05

Research & Development

P | 06

- A Dedicated Research & Development Program

06

Partnership

P | 06

- Visit to Guangzhou, China
Study on Faster Construction Technologies

06

Trainings & Workshops

P | 7-8

- Rebar Coupler Training for Jolshiri Projects
- Safety Training on Handling Sharp Materials
- Electrical Safety Training
- Dengue Awareness Training

07
07
08
08

Connecting with the Fresh Talent

P | 09

- BUP Career Fair
- RUET Career Fair

09
09

Cultural highlights

P | 10

- Pohela Boishakh Celebration

10

Edison Real Estate Ltd. Celebrates No.1

P | 11

New Creations



VERONA

Your Home, Above the City



Edison Verona welcomes you with the soft rustle of leaves, calm air, and buildings that quietly stand with elegance. It feels like a gentle pause from the busy world — a place where nature and thoughtful design come together to create a sense of peace.

The name Verona comes from the city known for its romance and timeless charm. Just like Shakespeare's Verona, full of elegance and beauty, Edison Verona carries that spirit, blending harmony, culture, and modern living in a way that feels both refined and natural. Nestled in Diabari, Uttara, the towers are arranged with B2+B1+G+13 floors in Towers 1 to 7, and B+G+13 floors in Tower 8. The apartments are well-sized and thoughtfully designed — with simplex units ranging from 1600 - 2974 SQFT, and duplex units between 3506 - 5574 SQFT — offering more to choose for.

From the moment you arrive, the greenery stands out. The plants aren't just there to look nice — they add colour, and fragrance, and even help keep things quiet. Every corner feels cared for, with no space left unused. At the entrance, tall trees guide the shift from the city's fast pace to a slower, calmer rhythm.

Go further in, and the layout flows with ease, connecting common, semi-private, and private spaces in a way that makes daily life feel smooth and organized.

All the everyday needs are thoughtfully placed. An ATM booth is nearby for quick banking. There's a pharmacy close for essential healthcare items, and a supershop just steps away for daily groceries. A laundry booth takes care of daily chores, and a small café offers a quiet spot to sit and unwind.

There's space for everyone. Children have a welcoming playground designed for fun and safety. At the heart of the project sits a quiet courtyard — a peaceful place to rest, reflect, or simply enjoy nature.

Gatherings feel special too, with a community hall that brings people together. A dedicated prayer space, complete with its ablution area, offers a peaceful setting for devotion.





Health and wellness are part of everyday living here. The double-height gym brings openness and energy, while the sauna — with separate spaces for men and women — adds a layer of calm and privacy. The rooftop adds even more to enjoy. There's a BBQ area, a rooftop lounge, and open leisure spaces for relaxing under the sky. A coworking zone is also included, designed to support focus and creativity, close to home.

Edison Verona brings all these parts into one calm and complete experience, where nature and design quietly support the rhythm of everyday life.





An Address Uniquely Yours

Edison Real Estate introduced Edison Luciana in Block I (Ext.) of Bashundhara R/A. The project is designed with spacious apartments and open sides that let in fresh air and natural light. Surrounded by wide roads, it offers a calm and peaceful place to live where life feels easy and comfortable.



Research & Development

Dedicated Research & Development Program

Edison Real Estate began a dedicated Research & Development program focused on improving construction quality and efficiency. The team has been exploring new ideas, advanced materials, and modern technologies to help deliver better and more durable homes. The main goals include adopting new technologies to simplify planning, reducing construction time through improved processes, enhancing quality and durability with better materials and design, and ensuring timely delivery with customer satisfaction in mind. Currently, a prototype project is underway using eco-friendly materials that aim to increase structural strength while potentially lowering both cost and timeline compared to traditional methods. The plan is to apply these innovations to a future luxury residential project. Meanwhile, the R&D team continues to test various new products to achieve the best possible results in upcoming developments.

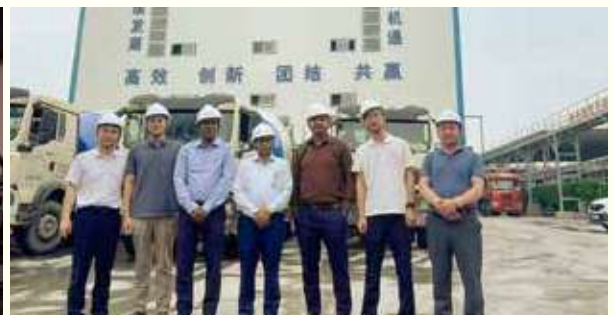
Partnership

Visit to Guangzhou, China Study on Faster Construction Technologies

In May 2025, a team from Edison Real Estate visited Guangzhou, China to learn about faster construction methods. The visit focused on understanding monolithic or single-lift casting, Ready-Mix Concrete (RMC) systems, AAC blocks, and observing live project sites.

The team first visited the headquarters of CSCEC 7, where they were introduced to the company's approach to construction. Discussions were held on project execution models, safety, quality control, and planning.

They then visited an RMC plant to observe automated batching, quality checks, and how scheduled delivery supports faster casting. At the AAC block plant, the team saw a fully mechanized process that produces uniform, lightweight blocks used in modern construction.



The final part of the visit included a live construction site where monolithic casting, reusable formwork, and detailed execution planning were observed in action. The method allows faster floor cycles and reduces dependency on labor.

This visit offered a practical understanding of how coordinated systems and planning contribute to faster project delivery. Insights gathered will support future research and planning at Edison Real Estate.

Training & Workshop



Rebar Coupler Training for Jolshiri Project

From the start, Edison has been careful about using the right methods to keep construction work steady and well-managed. Now, for the Jolshiri projects, a training session on Rebar Coupler Technology has been arranged for the engineering teams. The session talked about how modern mechanical splicing can be a useful alternative to traditional lap splicing. It also included simple steps on how to install the couplers, check quality, and follow safety measures. This kind of session helps the site teams understand updated techniques and continue their work in a more organized and efficient way.

Safety Training on Handling Sharp Materials



On May 19, 2025, at the Portia project, a safety reminder was shared focusing on the proper handling of materials. Team members were guided to carry sharp materials using cloth protection while wearing gloves to avoid injury. For heavier or longer items, it was advised that two or more workers carry them together. Foremen were asked to stay closely involved, ensuring that these steps are followed carefully on site. It was a small but important part of keeping the workplace safe and mindful.

Electrical Safety Training

On 20 April 2025, at Edison Orlando, a safety note was shared to highlight the importance of electrical safety on site. Workers were reminded to always wear the proper PPE while working with electrical appliances. It was also ensured that only trained personnel are assigned to handle such tasks. These simple steps continue to support a safer and more responsible work environment.



Dengue Awareness Training



Edison has been careful about keeping the project sites clean and safe. These days, ponding water is being cleaned every three days to help reduce mosquito breeding. A mosquito repellent oil, like Darsban, is also being used to control Aedes larvae. Areas such as the labour shed, kitchen zone, and the surrounding project space are being cleaned regularly as part of the routine. It's a simple but important way to keep the environment healthier for everyone.

Connecting with fresh talents

BUP Career Fair

Edison Real Estate values not only a supportive work environment for its employees but also aims to help recent graduates find roles that suit their skills and ambitions. At the recent BUP Career Fair, Edison's HR team engaged with many talented graduates, gathering resumes for multiple job openings. This event provided an excellent opportunity for fresh graduates to explore careers and potentially join Edison's expanding workforce.



RUET Career Fair



Edison Real Estate recently also took part in the RUET Career Fair, connecting with engineering graduates eager to begin their professional journey. The HR team collected resumes for potential opportunities. It was a valuable step toward engaging with future talent and introducing them to career paths at Edison Real Estate

Cultural highlights

Pohela Boishakh Celebration



Edison has always embraced the importance of cultural traditions as part of its workplace values. This year, the team welcomed the Bengali New Year 1432 with a Pohela Boishakh celebration at the Edison Headquarter. The event featured cultural performances, fun activities, and a vibrant atmosphere. Team members joined the event in traditional attire. Through this gathering, Edison once again brought people together, celebrating our shared heritage in a simple and heartfelt way.



Edison Real Estate Ltd. Celebrates No.1



Edison Real Estate Ltd. is proud to share its achievement as the number one real estate company in the last quarter in terms of total units sold. This milestone reflects our strong market leadership and the unwavering dedication of our incredible team.

To celebrate this achievement, all team members gathered to share the joy, reflect on our collective efforts, and celebrate the hard work behind this success. It stands as a testament to the power of teamwork and the shared vision that continues to drive Edison forward. With each achievement, we remain committed to setting new standards and moving ahead with purpose and unity.