

SHELTECH

# NEWSLETTER

AUGUST, 2025

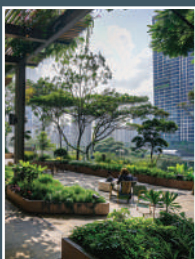


**SHELTECH Defines  
the Standard  
in Real Estate Sector  
of Bangladesh**

**SDG**  
BRAND CHAMPION  
**AWARDS**  
2025

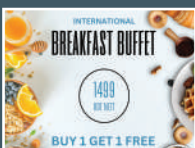
 **SUSTAINABLE  
BRAND INITIATIVE**

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FORUM**  
*Inspiring the Nation*



## Embedding ESG in the Real Estate Sector of Bangladesh

by, TANVIR AHMED



## SPECIAL OFFER

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Rise of the



Launching seven  
projects in

**Bashundhara R/A**  
(Block J , N , M)

**Jolshiri Abashon**  
(Sector 16 , 17)

# BUILDING BEYOND BRICKS: EMBEDDING ESG IN THE REAL ESTATE SECTOR OF BANGLADESH

## MR. TANVIR AHMED

Managing Director,  
Sheltech Group,  
Envoy Legacy, and Envoy Textiles Ltd.

Bangladesh is experiencing rapid urban development for the last few decades. In this context, the real estate sector finds itself at the forefront of a new era. Environmental, Social, and Governance (ESG) principles are emerging as a normative standard for sustainable development. The ESG acronym first came into attention through one of United Nations reports in 2004 titled "Who Cares Wins" (UN Environment Programme, 2022). Later in 2023, the ESG movement developed from a UN corporate social responsibility initiative into a global phenomenon that represented more than US\$30 trillion of assets under management. ESG is now being adopted in the local scenario, presenting a challenge but also a tremendous opportunity for developers, investors, and policymakers committed to building a more resilient and equitable urban future.

### Environmental Commitments

Bangladesh is extremely exposed to the impacts of climate change, and the real estate sector has to



MR. TANVIR AHMED

respond positively. The environmental dimension of ESG requires adopting eco-friendly methods of construction, biophilic design, efficient use of resources, and resilience-based planning. Some of the most recognized environmental practices include the use of energy-efficient material, the installation of solar energy systems in residential and commercial buildings, the incorporation of rainwater harvesting systems, and the application of smart lighting and energy systems in common areas. The practices assist in climate mitigation as well as offer long-term cost of operation savings and added value to residents.



## Inclusive and Ethical Development

The social aspect of ESG prioritizes human well-being, inclusivity, and equitable access to infrastructure. In the cities of Bangladesh, where socio-economic diversity and density of population are ongoing challenges, socially responsible real estate development is essential.

Socially responsible practices include the provision of affordable housing for all social groups, the designing of accessibility for the elderly and disabled individuals, and enabling health and safety standards for all occupants. In addition to that ethical labor practices during construction phases and active engagement with the local populations foster trust and social cohesion.

## Governance as the Foundation of Credibility and Compliance

Good governance is the basis for viable real estate development. It entails transparency, compliance with rule of law, and ethical conduct throughout every phase of a project. In an environment where there has previously been informal practice, strict governance procedures need to be in place.

Central governance dimensions involve following nation-level regulatory frameworks such as RAJUK, and the Bangladesh National Building Code, the maintenance of records of open lands, the application of fair agreements with concerned stakeholders, and the promotion of internal accountability by means of monetary audits and disclosures. Embedding these practices strengthens investor confidence and protects long-term business integrity.

## Addressing the Challenges and Embracing the Opportunities

Despite increasing awareness, the worldwide use of ESG in Bangladesh's real estate sector still faces several hurdles. These are limited institutional expertise and preconceptions about the expense of sustainable design.

Nonetheless, the potential is significant. As global investors begin prioritizing ESG-compliant enterprises, and as domestic consumers increasingly become sophisticated, demand for responsible resilient development will also likely grow. And with the potential to influence government policy, such as DNCC is thinking of considering a five percent tax rebate for city



dwellers who will use solar panels as part of green energy promotion (The Business Standard, 2025), ESG uptake prospects are brightening up.

## The Way Forward

The transition towards ESG integration requires leadership, strategic intent, and industry-level coordination. Real estate developers must take proactive measures to align themselves with standards accepted worldwide for sustainability, embracing open book reporting practices, and investing in organizational capacity building.

By incorporating ESG principles into the core of their business, real estate companies in Bangladesh can not only minimize risk but also release value, build stronger stakeholder relationships, and contribute substantial value to national development initiatives.

## Building the Future with Responsibility

The future of Bangladesh's real estate has to be driven by norms of responsibility, equity, and resilience. ESG is not a matter of compliance; it is an integrated approach that guarantees developments are environmentally friendly, socially inclusive, and managed with integrity for long-term success. As the sector moves forward, those who lead with purpose will define the next chapter of urban growth, one that prioritises not just buildings, but the people and environments they serve.



# SHELTECH WINS TOP SUSTAINABILITY HONOUR AT SDG BRAND CHAMPION AWARDS 2025

Sheltech (Pvt.) Ltd. has been honoured with the title of **'Most Sustainable Real Estate Company of the Year'** at the prestigious SDG Brand Champion Awards 2025, held on 12 July at the Radisson Blu Dhaka. The award ceremony celebrated 35 outstanding organisations across various sectors in Bangladesh, selected from over 60 impactful brand initiatives that contribute meaningfully to the Sustainable Development Goals (SDGs).

Among all the awardees, Sheltech stood out as the **only real estate company to receive** this prestigious recognition. This milestone reaffirms Sheltech's pioneering role in promoting sustainable urban living and its strong alignment with Bangladesh's SDG 2030 vision, especially in areas such as climate action, sustainable cities, and inclusive community development.

The recognition also highlights the impact of innovative, sustainability-driven projects like Sheltech Enclave Tower. Sheltech's very first redevelopment project, Sheltech Enclave Tower

embodies Sheltech's commitment to inclusive, responsible, and environmentally conscious designs. From thoughtful planning to execution, Sheltech always prioritises strategies that enhance urban resilience and ensure long-term value for both residents and the wider community.

This same philosophy is reflected across all upcoming Sheltech projects, where sustainability is not just a design principle but a core corporate value. Features such as rooftop gardens, solar energy integration, rainwater harvesting, energy-efficient materials, and easy accessible locations have become standard in Sheltech's developments—making each project a step toward a more livable and equitable Dhaka.

Since the inception in 1988, Sheltech has delivered more than 4,100 residential and commercial units in the capital. This latest honour stands as a testament to Sheltech's continued dedication to building a better and greener future for Bangladesh.



Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations; Mr. Shajahan, Chief Operating Officer (COO) of Sheltech (Pvt.) Ltd., and Mr. Naushad Choudhury, Advisor of Strategic Planning, PR & Marketing of Sheltech Group  
Receiving the Award at the Ceremony

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# Rise of the

# Havens



## LAUNCHING SEVEN PROJECTS IN BASHUNDHARA R/A & JOLSHIRI ABASHON

On the **7<sup>th</sup> day of the 7<sup>th</sup> month of 2025** (July 07, 2025), Sheltech (Pvt.) Ltd. unveiled Seven Havens- a collection of seven signature residential projects located in two of Dhaka's most sophisticated and safe neighborhoods: Bashundhara Residential Area and Jolshiri Abashon.

Each of these single-unit residences is more than a structure- it is a statement of thoughtful living. Designed with intention and care, the Seven Havens represent Sheltech's long-standing values: architectural excellence, sustainability, and a deep understanding of what makes a house truly feel like home.

From spacious interiors and rooftop greenery to calm lobbies and community features, each haven is crafted to elevate everyday life- providing privacy, tranquility, and space to grow.

Among the Seven Havens, Sheltech Oak Cottage (Block N), Sheltech Aster Wood (Block M), and Sheltech Cherry Blossom (Block J) are located in Bashundhara R/A, offering elegant homes ranging from 2293 to 2585 sft. In Jolshiri Abashon, four more projects- Sheltech Rainfall (Sector 16, Road 405), Sheltech North Point (Sector 16, Road 407), Sheltech Nirvana (Sector 16, Road 504A), and Sheltech Golf View (Sector 17, Road 502)- each feature spacious 2800 sft. residences. These homes blend calm, functionality, and elegance- hallmarks of Sheltech's signature quality.

The launch of the Seven Havens marks a new milestone in Sheltech's legacy of shaping Dhaka's skyline with dignity and purpose. With a 99.3% on-time handover rate and ISO 9001:2015 certification, Sheltech continues to set the standard for modern, meaningful urban living. Call **16550** to reserve your haven today!

# GROUND BREAKING OF THREE RESIDENTIAL PROJECTS AT JOLSHIRI ABASHON

Sheltech recently arranged three Ground Breaking Ceremonies for upcoming residential projects in Jolshiri Abashon, marking the beginning of a new phase in our journey of creating thoughtfully designed urban spaces. All the ceremonies were arranged at the project premises.

On June 29, 2025, the ground breaking of **Sheltech Cavalry Castle** was arranged. The project is located at Sector 13, Road 107B, Jolshiri Abashon in Rupganj and will feature 2800 sft. (approx.) apartments. Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations, Mr. Shajahan, Chief Operating Officer (COO), engineers, and architects of Sheltech along with the landowners of the project were present during the ceremony.

On the other hand, on July 12, 2025, two more ground breaking ceremonies were arranged- **Sheltech Asharat** located at Sector 16, Road 504F and **Sheltech Pine View** located at Sector 17, Road 502 at Jolshiri Abashon in Rupganj. Both the projects will feature 2800 sft. (approx.) residential apartments. Major General Md Main Ullah Chowdhury (Retd.), Director of Development & Administration of Sheltech Engineering Ltd., Mr. Shajahan, Chief Operating Officer (COO), engineers, and architects of Sheltech along with the landowners of the project were present during the ceremony.

These new developments continue Sheltech's commitment to quality, timely delivery, and elegant, sustainable design in one of Dhaka's most promising residential zones.



*Ground Breaking Ceremony of Sheltech Cavalry Castle*



*Ground Breaking Ceremony of Sheltech Asharat*



*Ground Breaking Ceremony of Sheltech Pine View*



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 www.sheltech-bd.com

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**Corporate Office:**  
Sheltech Tower, 60 Sheikh Russel Square, West Panthapath, Dhaka-1205  
**Chattogram Office:**  
Rubiya Heights (2<sup>nd</sup> Floor), House 7/A/1, Road 3, Zakir Hossain Road  
South Khulshi, Chattogram-4225