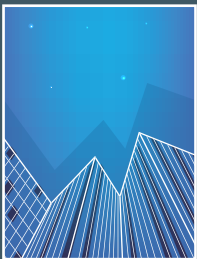




SHELTECH

NEWSLETTER

OCTOBER, 2025



A Glimpse of
**Bangladesh's
Real Estate
Industry
in 2025**

by, TANVIR AHMED



Platinum Hotels
by Sheltech Win
**Triple Triumph
at SATA 2025**



১ - ৩১ অক্টোবর

সকাল ১০টা - সন্ধ্যা ৬টা

ভেন্যু: শেল্টেক্‌ এর ঢাকা, জলসিঁড়ি ও চট্টগ্রাম অফিস

A GLIMPSE OF BANGLADESH'S REAL ESTATE INDUSTRY IN 2025

MR. TANVIR AHMED

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

Bangladesh's real estate sector in 2025 is navigating one of its most challenging yet transformative periods. Rapid urbanization, soaring land and construction costs, major infrastructure upgrades, and evolving regulations are reshaping the market. While developers are exploring vertical living, smart buildings, and transit-oriented projects, affordability and supply constraints continue to test both buyers and builders.

Land Prices at an All-Time High

High land price and its drastic changes in urban areas remain the sector's biggest constraint. For example, in Dhaka city, per katha land price in Baridhara has reached nearly Tk 10 crore-an astonishing 1,900% rise since 1990. Similar patterns can be seen in Gulshan, Banani, Dhanmondi, Lalmatia, Uttara, and other prime neighborhoods. Demand for premium locations has pushed developers into intense competition, driving prices higher. On top of that, the number of



MR. TANVIR AHMED

suitable lands for development has declined sharply compared to even a decade ago. From 2015 to 2025, most areas of Dhaka city have recorded land price hikes of over 100%: Banani (120%), Dhanmondi (114%), Lalmatia (122%), Mohammadpur (181%), Shyamoli (200%), Uttara (328%), Mirpur (100%), and the list goes on (Sheltech Market Research, 2025).

Construction Costs: A Persistent Strain

Developers are also grappling with rising material prices. Though rebar (deformed bars) saw a modest dip in early 2025, the overall price trend of rebar

remains upward. From January 2021 to June 2025, cement prices rose by 22–26%, while brick and rebar prices increased by 41% and 28%. These spikes are attributed to global geopolitical tensions, currency depreciation, higher import costs, and ongoing volatility in supply chains.

Apartment Prices Surge

Apartment prices have jumped dramatically in prime locations. In Dhanmondi, the per square foot price increased from Tk 2,400 in 2000 to Tk 32,000 in 2025—a 1,233% rise. Similar surges are evident across Dhaka: Banani 922%, Gulshan 1,430%, Baridhara 1,644%, Lalmatia 775%, Mohammadpur 511%, Mirpur 766%, Shyamoli 618%, and Monipuripara 522% over the past 25 years. These increases are directly linked to two factors: rising land prices and the escalating cost of construction mainly due to the rapid price hike of construction materials. As cost of construction grew, developers have to adjust apartment pricing accordingly.

Financing and Policy Challenges

As property prices rise, affordability falls. Many buyers are now dependent on home loans, but high interest rates, which is currently in between 11.25% and 13.25% under the market-based system introduced in 2024, poses a significant barrier, especially for first-time and middle-income households. High apartment registration costs further burden buyers after handover. With VAT, gain tax, stamp duty, AIT, and local fees combined, the total registration cost stands at around 19% of the property's value—one of the highest in the neighboring countries like India and Malaysia, where costs range from 3–9%.

The revised Detailed Area Plan (DAP 2022–2035) has also led to uncertainty. Although one modification has already been made based on stakeholder feedback, further changes are under discussion. Many landowners are waiting for clarity on FAR (Floor Area Ratio) rules before committing to development which is slowing the supply of housing units and eventually contributing to the price surge.

Navigating Opportunities and Recommendations

The ongoing expansion of MRT lines is unlocking new growth corridors. Areas like Uttara and Mirpur are becoming more attractive due to connectivity,

and upcoming routes—such as MRT-5 are expected to raise interest in locations like Vatara and the Madani Avenue belt. The remaining MRT lines in Dhaka, which will connect distant areas across the city, should be implemented as soon as possible to accelerate the real estate development in more diversified locations.

Besides MRT, improving infrastructure beyond central Dhaka is key to redirecting demand. Developing peripheral areas with better transport and utility services can ease pressure on the core city. Public-private partnerships will play a central role in this shift, allowing the government to provide land, enhance connectivity, and promote joint ventures that support balanced urban growth.

To stabilize the real estate sector and improve affordability, several aligned measures are essential. Expanding affordable housing through government incentives and developer partnerships would address the highest-demand segment, while controlling construction material prices and easing taxes and registration fees would reduce pressure on both builders and buyers.

Policy clarity is also critical. Revising the DAP with stakeholder input—especially on FAR (Floor Area Ratio) issue can remove uncertainty and revive land development. Lower-interest home loan options would further support middle-income and first-time buyers who are currently priced out.

With coordinated action, policy reform, and continued investment, Bangladesh's real estate sector can overcome its current challenges and move toward long-term resilience, affordability, and sustainable expansion.



MR. TANVIR AHMED SPEAKS ON SUSTAINABILITY AT WORLD CHAMBERS CONGRESS 2025

Mr. Tanvir Ahmed, Managing Director of Sheltech Group, Envoy Legacy, Envoy Textiles Limited, and Green Textile Limited, represented Bangladesh as a Panel Speaker at the 14th World Chambers Congress 2025 held in Melbourne, Australia.

The World Chambers Congress, organized by the International Chamber of Commerce (ICC) and the World Chambers Federation, is the largest global forum for business leaders, policymakers, and industry experts to exchange ideas and shape the future of commerce. This year's congress placed a strong focus on sustainability, innovation, and inclusive growth.

In the session titled "Simplifying Sustainable Reporting: Turning Cost and Confusion into Opportunity", Mr. Tanvir Ahmed shed light on how transparent and effective sustainability reporting

can not only reduce complexity but also create new opportunities for businesses. His remarks reflected the growing commitment of Bangladesh's private sector to environmental responsibility and global best practices.

Mr. Ahmed's participation at such a prestigious platform has further strengthened Bangladesh's presence in international business dialogue, highlighting the innovative steps being taken by our country's industries to align with sustainable development goals (SDGs) and remain competitive on the global stage.

Sheltech feels immense pride in this achievement and extends warmest congratulations to Mr. Tanvir Ahmed for being a voice of leadership, progress, and inspiration for Bangladesh in the global arena.



Mr. Tanvir Ahmed attending the 14th World Chambers Congress 2025 in Melbourne

ENGR. KUTUBUDDIN AHMED INSPIRED THE NEXT GENERATION OF ENTREPRENEURS AT DIU

On September 20, 2025, Engr. Kutubuddin Ahmed, Chairman of Envoy Textiles Limited, Envoy Legacy, and Sheltech Group, spoke at the Industry-Academia Lecture Series at Daffodil International University (DIU).

In his keynote, he shared the story of his entrepreneurial journey, how he turned challenges into opportunities and fulfilled his dream. He urged students to believe in themselves, pursue their goals with dedication, and embrace courage in the face of obstacles.

The session was interactive with Engr. Kutubuddin

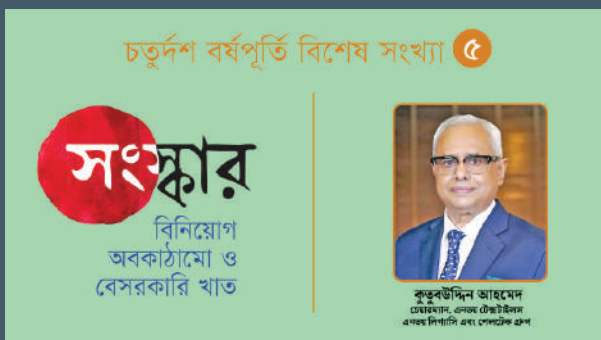
Ahmed answering questions from eager students and drawing on his decades of experience.

The program was presided over by Professor Dr. M. R. Kabir, Vice-Chancellor of DIU. Dr. Md. Sabur Khan, Chairman of the Board of Trustees, praised Engr. Ahmed's remarkable contributions to the business sector, while Prof. Dr. Md. Masum Iqbal, Pro Vice-Chancellor, also shared remarks on him.

The lecture concluded with lively discussions that left the audience motivated to pursue impactful careers and carry forward the spirit of entrepreneurship.



Engr. Kutubuddin Ahmed Sharing His Entrepreneurial Journey to the Students at DIU



Engr. Kutubuddin Ahmed shares his profound insights in an exclusive interview featured in the Daily Bonik Barta. **Scan the QR Code** to read the article.



শেলটেক্ মাসন মেলা ২০২৫



১-৩১ অক্টোবর

সকাল ১০টা - সন্ধ্যা ৬টা

ভেন্যু: শেলটেক্ এর ঢাকা, জলসিঁড়ি ও চট্টগ্রাম অফিস

* সর্ব প্রযোজ্য

বিস্তারিত জানতে...

 16550



SHELTECH

PROJECT HANDOVER: SHELTECH ELENA & SHELTECH VERBENA

Sheltech (Pvt.) Ltd. has proudly handed over two of its modern residential projects—**Sheltech Elena** and **Sheltech Verbena**, marking another milestone in its legacy of quality, commitment, and timely delivery. The handover ceremonies were arranged at the Dr. Toufiq M. Seraj Lounge at Sheltech Corporate Headquarters in Panthapath, Dhaka. Sheltech Management bodies, high officials, architects, engineers, and the apartment owners were present during the handover ceremony.

Sheltech Elena, located at Block C, Bashundhara R/A, Dhaka, is a thoughtfully designed 9-storied (G+7+Community) residential building on 7.50 Katha of land. Handed over on August 28, 2025, it consists of 14 apartments, each measuring 1800 sft., offering modern amenities, functionality, and a serene living environment in one of the most sought-after neighborhoods of the capital. Its architecture ensures natural light, ventilation, and community comfort while maintaining urban sophistication.

On the other hand, Sheltech Verbena, situated at Block I, Bashundhara R/A, Dhaka, stands on 10 Katha of land and features a 10-storied (G+9) structure. Handed over on September 18, 2025, the project comprises 19 spacious apartments of 2185 sft., designed to balance exclusivity with community living. With its premium location inside Bashundhara R/A, residents will enjoy convenience, security, and access to modern amenities.

Both the projects reflect Sheltech's dedication to excellence in design, construction, and client satisfaction. With the successful handover of Sheltech Elena and Sheltech Verbena, the company continues to strengthen its reputation as a trusted leader in the real estate sector of Bangladesh. Call **16550** today to book your dream home from Sheltech!



SHELTECH SIGNED TWO NEW RESIDENTIAL AND ONE COMMERCIAL PROJECTS

Sheltech (Pvt.) Ltd. proudly signed three agreements (two residential and one commercial) for Sheltech Sunnyside, শেলটেক নলি ফ্রবতারা, and Sheltech R A Square.

The agreement for **Sheltech Sunnyside** was signed on August 21, 2025, at Sheltech Corporate Headquarters in Panthapath, Dhaka. Located at Block M, Bashundhara R/A, the project will feature a 19-storied (B+G+Mezzanine+17) residential building on 24 Katha of land, offering 56 apartments sized 2,400 sq. ft. and 400 sq. ft.

The signing ceremony for শেলটেক নলি ফ্রবতারা took place on September 24, 2025, at Ascott Palace, Baridhara. This modern residential development in Baridhara DOHS will rise 08 stories (G+7) over 05 Katha of land, featuring 07 luxurious apartments of approximately 2,700 sq. ft., blending sophistication with urban convenience.

Earlier, on September 21, 2024, Sheltech signed an agreement for the newest **SAPPHIRE SERIES** commercial project, **Sheltech R A Square**, located at 30 Mirpur Road, one of Dhaka's prime shopping hubs. The 14-storied (B2+B1+G+13) building will span 12 Katha of land, comprising 28 commercial units of 1,000 sq. ft. and 2,400 sq. ft., along with 28 parking spaces.

All three of the agreements were signed between Mr. Tanvir Ahmed, Managing Director of Sheltech Group and the respective landowners of the projects. Management bodies and high officials from Sheltech were also present during the agreement signing ceremony of the projects. Please call our sales hotline **16550** today to book your desired apartment from Sheltech.



Agreement Signing Ceremony of Sheltech Sunnyside



Agreement Signing Ceremony of শেলটেক নলি ফ্রবতারা



Agreement Signing Ceremony of Sheltech R A Square

GROUNDBREAKING OF SHELTECH AZIZ RESIDENCES AT UTTARA

On September 10, 2025, Sheltech arranged a groundbreaking ceremony of Sheltech Aziz Residences, one of Sheltech's newest residential projects at Uttara Sector 7 in Dhaka. The groundbreaking ceremony was arranged at the project premises where Md. Sharif Hossain Bhuiyan, Executive Director (ED), Operations, Mr. Shajahan, Chief Operating Officer (COO), along with engineers, architects, and other officials from Sheltech as well as the landowners of the project were present.

This 10-storied (B+G+8+Community) residential building will feature 15 spacious apartments of 2015 sft. (Approx.) over 8.92 Katha land.

Sheltech Aziz Residences is designed to combine comfort with convenience, ensuring that homeowners can experience both a calm lifestyle and the full range of day to day modern urban amenities that Uttara has to offer. Call **16550** to book your unit now.



Groundbreaking Ceremony of Sheltech Aziz Residences

PLATINUM HOTELS BY SHELTECH WIN TRIPLE TRIUMPH AT SOUTH ASIAN TRAVEL AWARDS 2025

Platinum Hotels by Sheltech has achieved a remarkable milestone at the South Asian Travel Awards (SATA) 2025, securing a hat-trick of prestigious wins. Platinum Residence won in Leading City Hotel and Leading Budget Hotel whereas Platinum Grand won in Leading Boutique Hotel category.

This outstanding recognition is a testament to the passion, precision, and perseverance of Platinum Hotels' dedicated team, whose commitment to excellence continues to set Platinum Hotels apart in the hospitality industry.



Officials of Platinum Hotels at the SATA Award 2025

A TOUR TO JORDAN: SHELTECH CERAMICS CELEBRATES SUCCESS WITH ITS PARTNERS

From September 12 to 18, 2025, Sheltech Ceramics Limited, a concern of Sheltech Group transformed appreciation into experience by rewarding its top partners with a memorable trip to Jordan. What began as a pleasure tour soon became a celebration of partnership, trust, and shared success.

From seamless hospitality to thoughtful planning, every detail of the journey reflected Sheltech's commitment to its partners. The group explored iconic destinations including Petra, Wadi Rum, Wadi Musa, Mu'tah, and the Dead Sea, creating moments of wonder, adventure, and reflection.

Authentic Arabic cuisine, shared stories, and time spent together added cultural and emotional depth to the tour, turning it into more than just travel, which became a bond-building experience. The appreciation and excitement expressed by participants highlighted the impact of this thoughtful initiative.

The journey reinforced a powerful message: **Success is sweetest when celebrated together.** The memories, smiles, and connections made in Jordan now stand as a foundation for stronger collaboration and shared growth in the years ahead. With renewed trust and inspiration, Sheltech Ceramics and its partners move forward with even greater unity and ambition.



Partners of Sheltech Ceramics Celebrating their Success at Jordan

SHELTECH irene tower

Sheltech Irene Tower, a luxurious **Sapphire Series** project, stands as a modern commercial development in one of Dhaka's most prominent business hubs. Located at Road 11 & 13B, Block E, Banani, this project is designed to meet the growing demand for premium commercial spaces with style, safety, and functionality.

Rising over 6.28 Katha of land, the project features a 13-storied beautifully crafted building (B2+B1+G+12) with 16 commercial units, approximately 2,600 sft. each, offering ample space for businesses to operate and grow. The building includes 14 parking spaces for added convenience and a dedicated staircase with a fire door to ensure safety and compliance.

Sheltech Irene Tower promises to be a prime business destination, combining strategic location, contemporary architecture, and the trusted quality of the Sheltech brand. Please call **16550** today to book your desired unit from Sheltech!



Banani
Block E
Road 11 & 13B



2600 sft.
(Approx)
Com. Space



13 Storied
(B2+B1+G+12)



6.28 Katha
16 Com. Units
14 Parkings



FOREST
SERIES


SHELTECH
C E R A M I C S

Size
60x120 cm

Where home **meets**
the heart of the **woods**


For any queries

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শেলটেক  **SHELTECH** Since 1988

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