



SHELTECH

NEWSLETTER

JANUARY, 2026



CERAMIC EXPO BANGLADESH 2025

Sheltech Ceramics Limited attended as principal sponsor



SHELTECH AT REHAB FAIR

Participated as the Diamond Sponsor



REAL ESTATE INDUSTRY OF BANGLADESH: OUTLOOK FOR 2026

by TANVIR AHMED



REAL ESTATE INDUSTRY OF BANGLADESH : OUTLOOK FOR 2026

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The real estate industry of Bangladesh concluded 2025 as a year of adjustment, regulatory clarification, and cautious transition toward stability. Following the economic pressures of 2024, the sector spent much of 2025 adapting to tighter financial conditions, elevated construction costs, and shifting buyer behavior. While overall growth remained moderate, important policy developments toward the end of the year have created a more promising environment for future investment and development.

One of the most persistent challenges throughout 2025, like the previous years, especially after the pandemic and global geopolitical tensions, was the continued pressure on construction costs. Despite some stabilization in global markets, domestic prices of essential building materials remained high due to currency volatility, import dependency, taxation, and logistics costs. Responsible developers responded by adopting value engineering practices and phasing construction



MR. TANVIR AHMED

schedules to manage cost escalation without compromising quality. These measures became critical in maintaining project viability in a constrained market.

Housing finance conditions continued to shape market demand during the year. The market-based interest rate regime kept borrowing costs relatively high, particularly affecting middle-income buyers. Smaller and mid-sized residential units experienced comparatively stable demand, whereas high-end and luxury projects saw slower sales momentum. This shift prompted developers

to reassess product segmentation and pricing strategies in line with affordability realities.

Land scarcity and escalating land prices in Dhaka remained long-standing fundamental constraints in 2025. However, the year concluded with a significant regulatory milestone. On December 14, 2025, the government finalized the amendment to the Detailed Area Plan (DAP) 2022-35 and published the gazette after extensive consultation with stakeholders and modifications. The revised DAP addressed several challenges as well as scopes, including development controls, adjusted Floor Area Ratio (FAR) for all areas, while encouraging block-based development in large lands. Simultaneously, the Dhaka Metropolitan Building Rules-2025 were revised on December 14, 2025, marking a significant step toward safer, more regulated, and climate-responsive construction in Dhaka. The updated rules place stronger emphasis on structural integrity, fire and life safety, environmental safeguards, and enforcement mechanisms. Although developers may face higher short-term compliance costs, the revised rules are expected to improve construction quality, reduce long-term risks, and reinforce buyer confidence across the real estate market. These amendments are expected to ease approval processes, reduce uncertainty, and support more planned urban development in the coming years.

Beyond regulatory developments, several underlying demand drivers continued to support the real estate sector in 2025. Population growth, sustained urban migration, remittance inflows, and the country's significant housing deficit maintained long-term demand fundamentals. Developers increasingly explored peripheral areas and emerging urban corridors like Jolshiri Abashon by Bangladesh Army, where improved infrastructure, connectivity, and abundance of open spaces, waterbodies, along with proper community facilities created new opportunities. This gradual decentralization reflects a shift toward more balanced urban growth beyond Dhaka's core.

As the industry moves into 2026, the outlook appears cautiously optimistic. The completion of key regulatory reforms has improved clarity and predictability, creating a stronger foundation for future growth. However, additional measures

remain essential to accelerate recovery. Rationalizing registration and transfer costs, streamlining approval processes, expanding affordable housing finance options, and continuing infrastructure investment in suburban and satellite areas will be critical to sustaining momentum.

In summary, 2025 can be viewed as a year of transition toward stability and policy realignment for Bangladesh's real estate industry. While growth was restrained, the sector emerged with clearer regulatory frameworks and a more disciplined market structure. With continued coordination between public and private stakeholders, 2026 presents an opportunity to translate this stability into sustainable and inclusive growth.

Real Estate Industry of Bangladesh



Key Challenges in 2025

- High Construction Costs:
Currency volatility, import dependency, logistics
- Housing Finance Pressure:
High borrowing costs, affecting middle-income buyers
- Land Scarcity in Dhaka:
Rising prices, limited availability



Key Regulatory Developments

- DAP Amendment (Dec 14, 2025):
Adjusted Floor Area Ratio (FAR)
- Dhaka Metropolitan Building Rules-2025 (Dec 14, 2025):
Emphasis on structural integrity, fire & life safety



Demand Drivers

- Population growth & urban migration
- Remittance inflows
- Housing deficit
- Peripheral & emerging corridors (e.g., Jolshiri Abashon)



SHELTECH BECAME THE DIAMOND SPONSOR OF REHAB FAIR 2025

Sheltech participated in the REHAB Fair 2025 as a Diamond Sponsor. The fair was held at the Bangladesh-China Friendship Conference Centre (BCFCC), Agargaon, Dhaka, from December 24 to 27, 2025, between 10:00 AM and 9:00 PM. Visitors explored Sheltech's residential and commercial projects at Pavilion 1 throughout the fair. Sheltech

showcased a range of residential and commercial developments addressing sophisticated living and commercial spaces, along with exclusive offers. During the event, visitors interacted with Sheltech's experienced team to learn about ongoing projects, and many of them booked their dream homes and business ventures, and availed the best deal of the year.



Sheltech Management, High Officials, and the Dynamic Sales Team at Sheltech Stall in the REHAB Fair 2025

SHELTECH PARTICIPATED IN DHANMONDI SOCIETY FAIR & CULTURAL PROGRAM 2025

Sheltech Group participated in the Dhanmondi Society Fair & Cultural Program 2025, held at the Dhanmondi Cricket Academy Field at Road-4, Dhanmondi, Dhaka, from 3:00 PM to 10:00 PM. Visitors engaged with Sheltech at Stall No. 14, where the company connected with residents and fair attendees in a vibrant community setting.

The fair provided an opportunity for Sheltech to strengthen community engagement while showcasing its ongoing commitment to quality real estate development.



Sheltech Officials and the Participants at the Dhanmondi Society Fair & Cultural Program 2025

SHELTECH CERAMICS SHINES BRIGHT AT THE CERAMIC EXPO BANGLADESH 2025

Sheltech Ceramics Ltd. participated as the principal sponsor at the 4th Ceramic Expo Bangladesh 2025, held at the International Convention City Bashundhara (ICCB), Kuril, from November 27 to 30, 2025. The event was attended by Mr. Sk. Bashir Uddin, Honorable Adviser, Ministry of Commerce, Engr. Kutubuddin Ahmed, Chairman of Sheltech Group, Mr. Tanvir Ahmed,

Managing Director of Sheltech Group, along with industry stakeholders. During Exhibitors' Night, Sheltech Ceramics received the Gold Category award for "Best Engaging Pavilion," recognizing its innovative and well-curated exhibition presence. The participation reflected the continued commitment of Sheltech Ceramics Ltd. to the industry.



Sheltech Top Management, High Officials, Delegates, and Clients Visiting Sheltech Stall at the Ceramic Expo

BANGLADESH MARKS 50 YEARS OF PROCLAMATION OF TIMOR-LESTE'S INDEPENDENCE

Bangladesh celebrated the 50th anniversary of Timor-Leste's Proclamation of Independence at a reception held in Dhaka on November 28, 2025. The event was hosted by Engr. Kutubuddin Ahmed, Chairman of Envoy Legacy and Sheltech Group, and Honorary Consul of Timor-Leste to Bangladesh. Dr. Asif Nazrul, Honorable Adviser for Law, Justice and Parliamentary Affairs, and Expatriates' Welfare and Overseas Employment, attended the program as the Chief Guest. Mr. Tanvir Ahmed, Managing Director of Sheltech Group, also attended the program with his family. Diplomats and distinguished guests highlighted strong bilateral ties and prospects for enhanced cooperation between the two nations during the celebration.



Celebration Ceremony of
50 years of Timor-Leste's Proclamation of Independence

I SIGNING OF THREE NEW PROJECTS IN DHAKA CITY

Sheltech (Pvt.) Ltd. proudly signed three new projects named Sheltech MH Complex, Sheltech Dahlia, and Sheltech Rajshahi House.

On October 06, 2025, Sheltech signed a project named **Sheltech MH Complex**, located in Joar Shahara, Dhaka. The 10-storied (B+G+9) mixed-use building will span 18.18 katha of land, comprising 60 units (40 residential apartments and 20 commercial spaces), including 40 parking spaces. The sizes of the residential apartments will be 1340 sft., and commercial spaces will range from 230 to 575 sft.

Another project was signed on November 09, 2025, for **Sheltech Dahlia** in Banani, one of Dhaka's finest residential areas. The project will feature a 9-storied (G+8) residential building with 8 single-unit apartments (approx. 2100 sft.) over a land area of 5.83 katha.

On December 21, 2025, Sheltech signed another project named **Sheltech Rajshahi House** in Boro Maghbazar, Dhaka. This residential project will feature a 14-storied (B+G+13) building over a land area of 20.44 katha. There will be a total of 40 apartments of 733-2200 sft. (approx.) including 38 parking spaces in the project.

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



*Signing Ceremony of
Sheltech MH Complex in Joar Shahara*



*Signing Ceremony of
Sheltech Dahlia in Banani*



*Signing Ceremony of
Sheltech Rajshahi House in Boro Maghbazar*

FIRE DRILL CONDUCTED AT SHELTECH CORPORATE HEADQUARTERS

A fire drill was conducted at the Sheltech corporate headquarters on December 02, 2025, to enhance emergency preparedness and ensure a safe and timely response in case of fire incidents. Employees as well as the management of Sheltech actively participated in the drill, familiarizing themselves

with proper and effective evacuation procedures and safety protocols. As fire risks tend to increase during the winter season, the drill served as an important reminder of the need for awareness, readiness, and shared responsibility in maintaining workplace safety.



Sheltech Management and Employees are Actively Participating in the Fire Drill

GROUNDBREAKING OF Vinchiya SHELTECH TOWER

On November 05, 2025, Sheltech arranged a groundbreaking ceremony of Vinchiya Sheltech Tower, one of Sheltech's newest **SAPPHIRE SERIES** commercial projects in Tejgaon Industrial Area, 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); engineers, architects, and other professionals of Sheltech (Pvt.) Ltd., as well as the landowners of the project, were present during the ceremony. Situated in one of the most well-connected and sought-after areas of Dhaka, Vinchiya Sheltech Tower will feature a 14-storied (B2+B1+G+13) commercial building with 32 commercial units (Approx. 544 - 3795 sft.). Call **16550** to know more about the project!



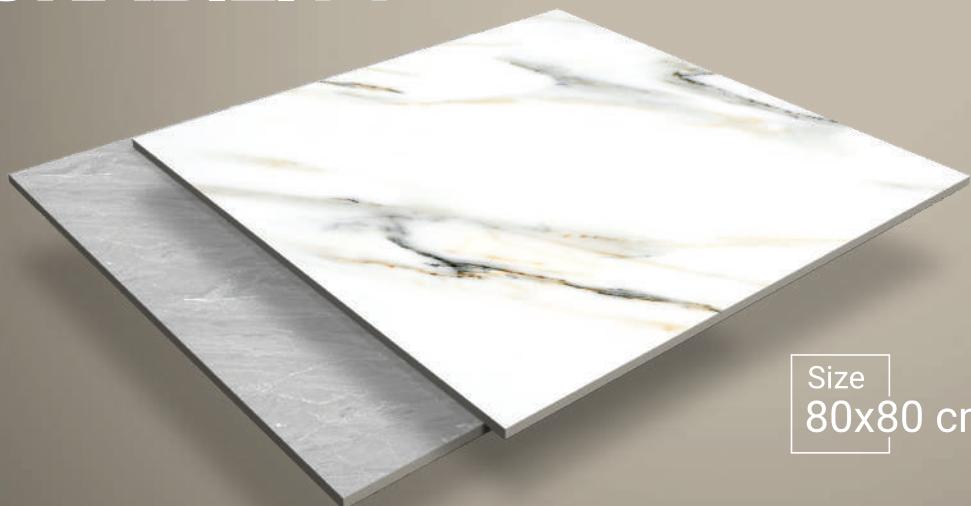
Groundbreaking Ceremony of Vinchiya Sheltech Tower in Tejgaon Industrial Area, Dhaka

Avila
Series

BEAUTY *with*
DURABILITY



SHELTECH
CERAMICS



Size
80x80 cm

Slip-resistant

Timeless Tone

Easy to Maintain

BUILT FOR REAL LIFE
DESIGNED FOR REAL STYLE



For more details

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