



SHELTECH

NEWSLETTER

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Photo:

Sheltech Lake Cottage

Road 8, Block I Ext., Bashundhara R/A



Making
**Affordable
Housing** a
Reality for
Dhaka.

by TANVIR AHMED



Sheltech Group
Announces
Tk 15.04 Billion
Investment Plan



Introducing

SHELTECH
LEGACY
PLAZA

A New Commercial
Landmark in
Banasree, Dhaka



Photo Credit: Darren Soh
Location: Lorong 5 Toa Payoh, Singapore

A HOME WITHIN REACH: MAKING AFFORDABLE HOUSING A REALITY FOR DHAKA

MR. TANVIR AHMED

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

For many Bangladeshis, owning a home represents security, stability and achievement. But in Dhaka, that dream is becoming increasingly difficult to achieve. Rising land prices and construction costs, coupled with growing housing demand, have pushed adequate housing beyond the reach of many lower and middle-income families. Therefore, affordable housing is no longer simply a social concern. It is becoming an essential part of developing an inclusive and sustainable Dhaka.

More Than a Cheaper Apartment

Affordable housing does not simply mean constructing smaller apartments at lower prices. True affordability also depends on location, transportation availability, utilities and access to employment and essential services. A low-cost apartment on the city's distant periphery may become expensive if daily commuting costs, travel time and limited access to services are included. For Dhaka, affordable housing must therefore be



MR. TANVIR AHMED

planned alongside available transport, employment, infrastructure and community facilities. This is particularly important for the people who keep Dhaka functioning but increasingly struggle to afford living within it.

A Promising Direction in Dhaka's Planning

There are encouraging signs that affordable housing is gaining greater recognition in urban policy. The Detail Area Plan (2022-2035) for Dhaka Metropolitan area identifies affordable housing for lower and lower-middle-income groups as an

important planning priority. There is also a special Floor Area Ratio (FAR) incentive for keeping affordable units (of 400-600 sft.) in residential and mixed use development in unplanned areas to encourage it. More recently, the government announced plans to develop approximately 100,000 affordable flats across 58 locations identified under the DAP, including Korail, through public and private initiatives (Prothom Alo, 2026). This could represent an important shift from treating affordable housing as isolated projects towards integrating it into Dhaka's broader spatial development. The challenge now is to turn this policy direction into effective delivery.

Lessons from Other Cities

International experience demonstrates that affordable housing becomes more achievable when governments treat it as a long-term component of urban development. Singapore provides a prominent example in Southeast Asia. Through its Housing and Development Board (HDB), the government has developed more than 1.25 million flats, with HDB housing accommodating close to 80% of Singapore's resident population (Ministry of national Development, Singapore). Vienna (the capital of Austria) offers another model. Around half of its population lives in subsidised housing, including municipal and cooperative homes supported through public policy (Socialhousing.wien). Both examples demonstrate the importance of public intervention, land policy, financing, long-term planning and collaboration between government and other housing providers.

Turning Opportunity into Action

For Bangladesh, accelerating affordable housing will require more than construction alone. Affordable housing loans and supportive financing mechanisms can significantly improve access to homeownership for lower and middle-income households. Public-private partnerships can also combine government land, infrastructure and policy support with private-sector expertise in development and construction. At the same time, affordable housing should be connected to employment centres and public transport to reduce the hidden cost of living. Importantly, Bangladesh should also expand its focus beyond homeownership. Affordable rental housing can

provide essential flexibility for young workers, migrant households and families who are not yet ready to purchase.

Keeping the Dream Alive

Dhaka will continue to grow, and the demand for housing will continue with it. The question is whether ordinary working families will be able to remain a part of the city they help sustain. The inclusion of affordable housing within the DAP is an encouraging beginning. The emerging plans for large-scale delivery create an opportunity to make housing more accessible to millions of people. With sustained financing, effective public-private partnerships, appropriate land and infrastructure planning, affordable housing can become more than a policy objective.



Affordable Public Housing in Singapore



Government Subsidised Social Housing in Vienna, Austria

I PROJECT HANDOVER: SHELTECH *Jacintha*

Sheltech proudly handed over its residential project, **Sheltech Jacintha**, located at Tali Office Road, Rayer Bazar in Dhaka. The handover ceremony took place on August 18, 2026, at Xinxian, Dhanmondi, marking the successful completion and delivery of another thoughtfully designed project. Executive Director, Chief Operating Officer along with architects, engineers, and other professionals of Sheltech (Pvt.) Ltd., were present at the event. The apartment owners also attended the ceremony, expressing their joy and satisfaction as they stepped into their new homes.

Sheltech Jacintha is a 13-storied (B+G+Community+11) residential building developed on 17.60 katha of land, featuring 66 apartments ranging from 1,117 to 1,151 sq. ft., along with 66 parking spaces. Designed to provide a comfortable and functional urban living experience, the project combines efficient space utilization with all residential amenities. For more information about Sheltech's upcoming and ongoing projects, contact our sales hotline at **16550**.



*Sheltech Jacintha-a Modern Residential Project
at Rayer Bazar, Dhaka*



Scan the
QR Code to
watch the
project video of
**Sheltech
Jacintha**



Handover Ceremony of Sheltech Jacintha

I AGREEMENT SIGNING OF TWO NEW PROJECTS

Sheltech signed agreements for two new residential projects in Dhaka on August 20, 2026, further expanding its portfolio of thoughtfully planned developments in prominent residential neighbourhoods of the capital.

Both the projects were signed between the Managing Director of Sheltech Group and respected landowners of the projects. Both the agreement signing ceremonies were held at Platinum Grand, Banani in Dhaka. Director, Executive Director, Chief Operating Officer along with officials of Sheltech, as well as the landowners of the projects were present during the signing ceremony.

Sheltech Alokanda, one of the residential projects is located at Baridhara DOHS, Dhaka. The project will be developed on 5 katha of land and will feature an 8-storied (G+7) residential building comprising 7 apartments of approximately 2,700

sft. each, along with 8 parking spaces. Featuring modern architectural design, top-tier construction standards, and thoughtful spatial planning, Sheltech Alokanda stands out as an ideal haven for families. It offers the perfect harmony of exclusivity, comfort, and peace of mind.

Another project named **Sheltech Bella Vista** is located at Block-J, Bashundhara R/A, Dhaka. Developed on 10 katha of land, the project will comprise a 10-storied (G+M+8) residential building featuring 16 apartments of approximately 2,400 sft. each, complemented by 16 parking spaces. Combining functional architectural layout with premium structural specifications, the development ensures long-term comfort and style. Its proximity to top educational institutions, healthcare centers, and shopping centers makes it an ideal home as well as a high-value investment. Contact Sheltech's sales hotline at **16550** to know more about these beautiful projects.



Agreement Signing Ceremony of Sheltech Alokanda



Agreement Signing Ceremony of Sheltech Bella Vista

SHELTECH GROUP ANNOUNCES TK 15.04 BILLION INVESTMENT PLAN

Sheltech Group has unveiled an investment programme worth approximately Tk 15.04 billion across agro-processing, real estate, textiles, manufacturing and renewable energy, with the goal of creating nearly 45,000 jobs and increasing annual turnover to approximately Tk 100 billion by 2030. More than Tk 10 billion will come from the Group's own resources, with the remainder financed through joint ventures, bank borrowings and foreign financing.

In the real estate sector, Sheltech has earmarked Tk 5.75 billion to develop a 17-storey, approximately 200,000-square-foot shopping complex in Banasree, with construction scheduled to begin this month and completion targeted for January 2030. The Group is also investing Tk 2.65 billion in 21 residential projects at Jolshiri Abashon, delivering 168 units through joint ventures. Beyond these new investments, Sheltech has a further 50 ongoing residential and commercial projects at various sought-after locations across Dhaka city.

Other major initiatives include a Tk 4.0 billion agro-processing venture expected to engage around 40,000 farmers through contract farming, expansion of textile production, and manufacturing investments. Sheltech also plans to develop 10 MW of solar power capacity across its operations to improve energy sustainability.

Currently, Sheltech Group has nationwide investments in ceramics, planning consultancy, industrial construction, stock brokerage, property management, hospitality services, meat processing, cargo handling, abrasive paper manufacturing, SPC poles production, and several other sectors. With a current annual turnover of nearly Tk 67 billion and a workforce of around 16,000, these investments reflect Sheltech Group's continued diversification and long-term commitment to industrial growth and employment generation in Bangladesh.



Mr. Tanvir Ahmed
Managing Director
Sheltech Group

Spain Bangladesh Agro (JV)  INVESTMENT TK 400 cr	Shopping Complex (at Banasree)  INVESTMENT TK 575 cr	Jolshiri Abashon (21 Res. Projects)  INVESTMENT TK 265 cr
Grind Tech Abrasives  INVESTMENT TK 85 cr	Envoy Textiles Ltd.  INVESTMENT TK 179 cr	Renewable Energy (Solar Power)  SOLAR POWER 1,000 KW



INTRODUCING
SHELTECH
LEGACY
PLAZA

The Next Big
Commercial Landmark
in **Banasree**



SHOPPING MALL
OFFICE SPACE
BANQUET HALL | RESTAURANT
FOOD COURT

SHELTECH LEGACY PLAZA: A NEW COMMERCIAL LANDMARK IN BANASREE

Sheltech introduces **Sheltech Legacy Plaza**, a 17-storied premium commercial complex on 49.09 katha of land at Banasree Main Road, Dhaka. Featuring 224 commercial units, 160 parking spaces, 10 lifts and five pairs of escalators, the project brings together shopping, dining, corporate offices and celebrations. Its strategic location offers direct access to Hatirjheel Link Road, proximity to Rampura Bridge and walking-distance connectivity to upcoming two Metro Rail Lines (**MRT 1** and **MRT 5-South**). Floor-wise zoning ensures efficient

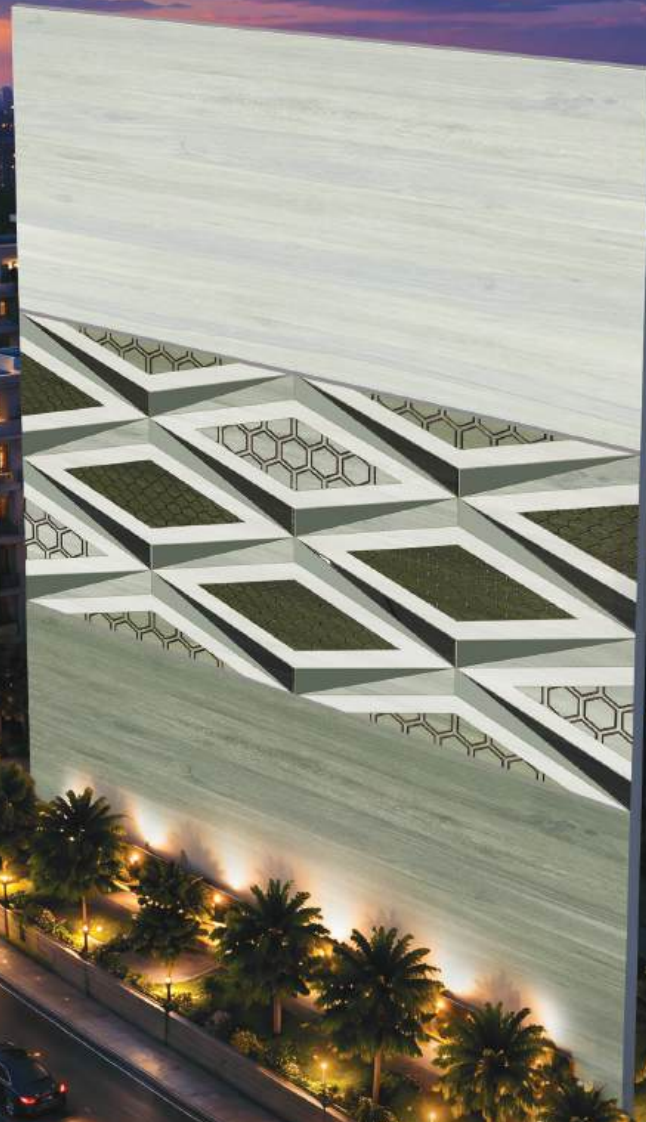
customer flow, **53% open space** within the shopping mall enhances the environment. The project will feature **LEED-certified sustainable design**, energy-efficient systems, intelligent building management and advanced climate control, further promoting responsible commercial development. Thoughtful space planning, dedicated parking and professional management further strengthen the project's functionality and long-term appeal. For more details, directly connect with our dynamic sales team through our hotline at **16550**.

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SERIES



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শেলটেক  **SHELTECH** *Since 1988*

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