



**EDISON**  
REAL ESTATE

INSIDE OUT

NEWS LETTER

QUARTER 1 | 2025





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## EXPANDING HORIZON WITH NEWLY LAUNCHED PROJECTS

Edison Real Estate has recently unveiled five new projects in two of the most sought-after locations - Bashundhara R/A and Jolshiri Abashon. The Bashundhara projects include Edison Camillo, Edison Orleans, and Edison Celia, while Edison Luxe Vista and Edison Majestic Manor are located in Jolshiri Abashon.







Block- I (Ext)  
Bashundhara R/A

2095 - 2640  
SQFT

B+G+15  
FLOORS

South Facing







Block-M  
Bashundhara R/A

1655 – 1700  
SQFT

G+7  
FLOORS

North Facing







# EDISON CELIA



Block - N  
Bashundhara R/A

1900 - 2014  
SQFT

South and Lake Facing





# EDISON LUXE VISTA



📍 Sector 17  
Jolshiri Abashon, Dhaka

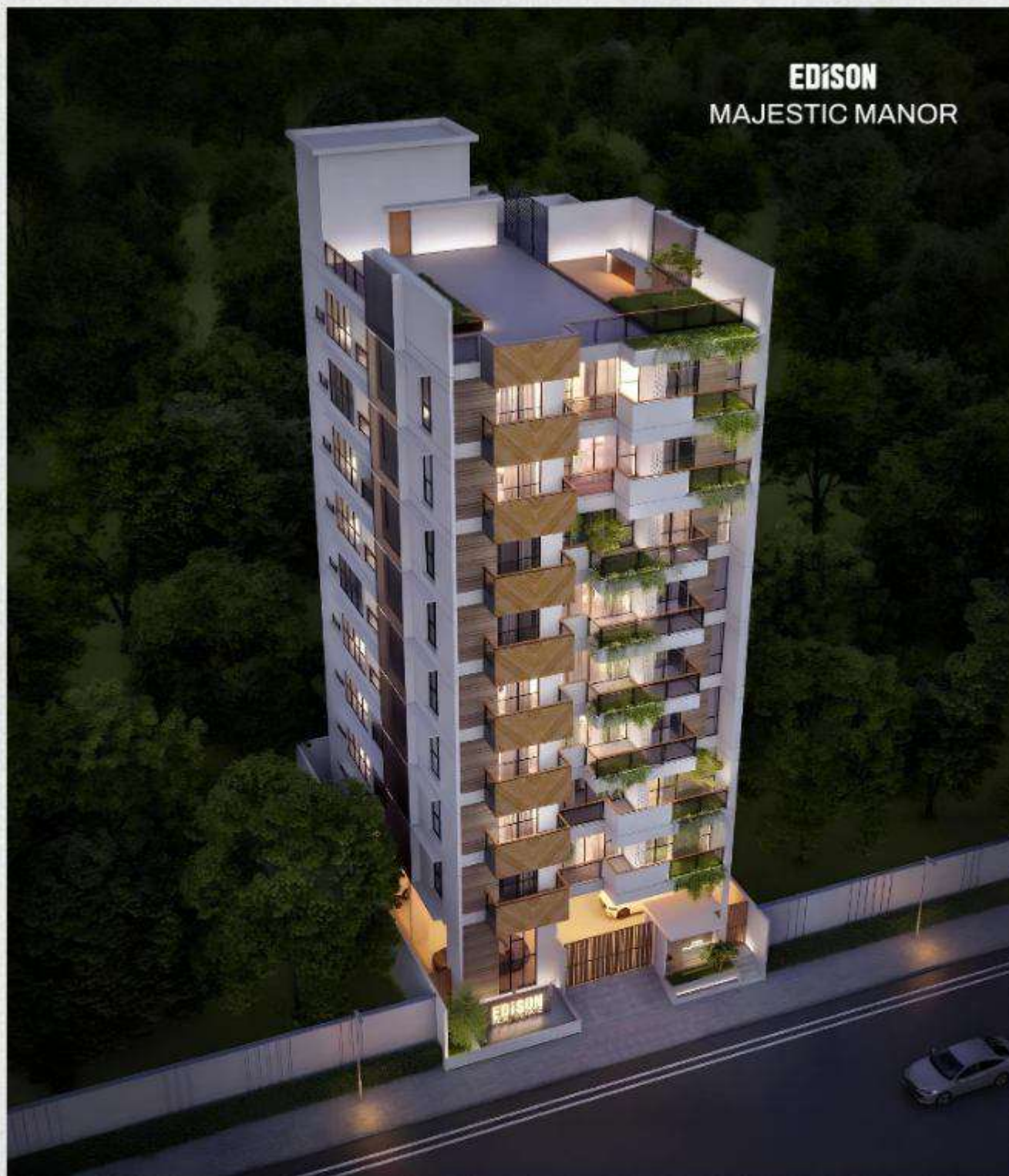
2836 SQFT

East Facing





# EDISON MAJESTIC MANOR



📍 Plot- 004, Road -503, Sector 17  
Jolshiri Abashon, Dhaka

2820 - 2835  
SQFT

East Facing





## ACQUIRED LAND OF 90 KATHA

Edison Real Estate has successfully acquired 90 Katha of prime land in Block G, Bashundhara R/A. This is an important step toward Edison Real Estate's plan for 2025 and beyond, showing a strong promise to build thoughtful communities and shape the future of real estate. This achievement comes from the hard work, care, and shared vision of the whole team. As things move forward, this new land will make way for future projects, helping Edison Real Estate grow as one of the fastest-rising names in the industry.

## EDISON REAL ESTATE UNITES WITH PRIME BANK PLC

Edison Real Estate has recently signed a MoU with Prime Bank. As part of this partnership, Edison Real Estate customers will enjoy preferential benefits, including home loans at special rates from Prime Bank. In return, Prime Bank's home loan customers will receive exclusive offers from Edison Real Estate.



Md. Aminur Rashid, Chairman of Edison Group, and Md. Nazeem A. Choudhury, Deputy Managing Director of Prime Bank, officially signed the agreement on behalf of their respective organizations.



## CONSTRUCTION RECOGNITION PROGRAM FOR HY2 2024



A recognition program was held on 20th February 2025 at Bashundhara R/A to honor the outstanding contributions of the Construction Operations Team for HY2 2024. Awards were presented across various categories, celebrating the team's dedication, performance, and achievements during the period.



## WELCOMING THE YEAR WITH WARMTH



At Edison Real Estate, we cherish every meaningful occasion that brings our team together. This year, we began with a warm and spirited New Year celebration, uniting both our head office and project-based team members.



We shared heartfelt wishes with our dedicated project teams and marked the occasion with a joyful ceremony - welcoming the new year with hope, enthusiasm, and a commitment to continued success.



## CELEBRATING THE COLOR OF SPRING



Among Bangladesh's six unique seasons, Boshonto (Spring) shines as the most colorful and lively. At Edison Real Estate, we joyfully welcomed this vibrant season through our Boshonto Utshob, celebrating the spirit of spring in a festive and cheerful ambiance.

The event was inaugurated by our Honorable Chairman Sir, whose inspiring opening speech set the tone for the day. The celebration featured captivating cultural performances, delightful cuisine, and interactive activities - creating a memorable experience for everyone involved.





# TEAM MEMBERS' DEVELOPMENT PROGRAM

## EXCEL TRAINING PROGRAM

At Edison Real Estate, our commitment to continuous learning and professional growth remains unwavering. As part of this initiative, we recently hosted a two-day training session for our Design & Development and Customer Experience teams. Led by Mr. Sakib Mahmud, Senior Manager of PMO, the session focused on enhancing task-specific Excel skills, offering practical insights and hands-on learning.

This training is part of our ongoing effort to empower our team with the tools they need to boost efficiency and deliver excellence.



## REBAR BENDING TRAINING

On 30th January 2025, A Rebar Bending Training session, focused on standard bending practices, was conducted on 30th January 2025 for all civil foreman (Rod). The training aimed to enhance their understanding of selecting the appropriate mandrel size when using automated machines for rebar bending—minimizing the risk of cracks and ensuring structural integrity. In addition to technical guidance, the session also emphasized best practices for performing bending operations efficiently. The training was jointly organized by ECL and the Construction team.





## SHUTTERING & PROPS MANAGEMENT SYSTEM SOFTWARE TRAINING

On 27th January 2025, a comprehensive training session was held on the Shutter & Props Management System Software. The session covered essential topics such as core features, inventory tracking, data management practices, troubleshooting, and practical application. Participants gained valuable insights and hands-on experience to enhance efficiency in resource management. The training was collaboratively conducted by the IT Department and the Shutter & Props Unit.



## CLEANLINESS TRAINING

On 10th February 2025, A safety training session was conducted by Mr. Rakibul Hasan, focusing on post-worksite cleanliness at Desdemona. The purpose of the session was to emphasize the importance of maintaining a clean and safe working environment. All individuals working in designated areas are encouraged to dedicate at least 10 minutes after completing their tasks to ensure the area is properly cleaned and organized.

