

ADVANCED DEVELOPMENT TECHNOLOGIES

For A Beautiful Tomorrow



www.advanced-bd.com

Emerging in 1994, Advanced Development Technologies Ltd. (ADTL) today is one of the leading real estate developers in Bangladesh. Over the past one decade, it has developed a host of aesthetically pleasing elegant residential & commercial structures in prime locations that still grace the exciting capital city. Its operations in the area of real estate development, ADTL - a brand turned Superbrands, has also developed a unique Satellite Township in the closest vicinity of the capital, Dhaka.

Market

ADTL poses as a trendsetter in the industry for its pioneering initiative to build a charming habitation with aesthetic structural design and quality construction in and around the capital city as well as affordable flats for fast growing middle class to eliminate housing crisis in the country.

It maintains a progressive client base that will remain with them even if it has to increase the unit price of the product in question. With the aim to be a market leader, it adds new dimensions in its products that always draw the attention of the customers and prospects for long, competitive advantages to establish the brand and its products as unique within the wide range of comparable goods and services. It constantly strives to maintain the confidence of its clients.

ADTL excels in offering the same benefits as its competitors but at a lower cost, while it can also deliver the benefit that exceeds the competing products. This competitive advantage has enabled it to create superior value for its customers and superior profits for itself. Its business activities rest on positioning of each of the properties as premium in the segment for which it is proposed, high quality construction technology and timely delivery.

Achievements

Attaining success through varied business cycles, ADTL is the envy of others for its remarkable growth and diversity in size and scale of projects; in range and nature of ventures; in professional associations and partnerships; in new areas and domains. It has begun by furthering its reach by

developing residential & commercial structures, building several infrastructures in the city and elsewhere, manufacturing quality ready-mix concrete and modern building products of high quality and reliability.

It has now reached an international level after having been awarded Superbrands, a coveted recognition for its outstanding contribution in the brand management & Corporate Social Responsibility in Bangladesh, capturing the stature of a pioneer enterprise in the country. By dint of its strong financial credibility and organizational excellence, it has been rated A1 in Credit Rating which added extra strength to gain competitive advantages over its competitors.

ADTL registers a compound growth of over 60% in terms of its yearly turnover. Its efforts centre around the pursuit of excellence in all respects, so ADTL is confident that it will be able to improve further with its resources and capabilities.

Product

ADTL specializes in developing aesthetically designed luxury apartments & commercial complexes combining practicality with functional qualities and manufacturing quality ready-mix concrete. It's almost set to manufacture concrete based materials like ornamental bricks, first-time

pigmented concrete bricks (solid & hollow), a new product for replacement of conventional bricks, caved & ornamental stone and of any concrete structural member, tiles, cladding material etc.

ADTL has so far officiated about 100 projects comprising luxury apartments & commercial complexes, high rise commercial cum residential buildings with wide range of sizes and options, keeping pace with modern tastes as well as a unique & modern Satellite Township.

The company has been leading the ready-mix concrete market ensuring high strength and best quality, and incorporating latest concrete technology in place of conventionally made concrete by volume for last 10 years.

ADTL also embarked on a joint venture with a Netherlands based engineering group to produce block materials for building low cost houses in Bangladesh under Dutch financial assistance.

It recently has undertaken few mega projects in the prime locations and many more projects are now awaiting execution, aiming to meet the demands of our clients.

Recent developments

ADTL has embarked on diversification since long by extending its portfolio of products and services that people can fully rely on. As part of diversification, it's set to produce EPS-block materials for building low cost houses in Bangladesh in collaboration with a Netherlands based engineering group under Dutch financial assistance.



Furthermore with a view to incorporating vertical integration, it has launched a major production plant from Germany for manufacturing of concrete based engineering material like ornamental bricks, first-time pigmented concrete bricks (solid & hollow), a new product for replacement of conventional bricks, caved & ornamental stones and of any concrete structural member, tiles, cladding material etc.

Promotion

ADTL conducts its market research and feasibility studies to reflect customers' psychology and focuses on customer demands and interests. Promotional initiatives include regular, consistent advertisement in print and electronic media, on-site illuminated boarding, dazzling neon signs at various important points in the city, fliers and presentable fabulous brochure for projects.

It maintains an updated data bank of its customers containing their feedback who believe in ADTL and its products. We keep our clients posted of the developments in our construction technology, technical know how and the concept we develop, not using promotional gift items and advertisements only.

Discharging Corporate Social Responsibility plays a vital role in promoting our brand as we take part in various activities alongside government and private initiatives in line with our sources and capabilities.

A customarily shaped and updated website has helped our customers to be greatly benefited by being aware of our projects and their relevant aspects. Online query, details of each project, information on future projects and instant responses are the salient features for which ADTL is acclaimed by its customers. Besides, prompt and satisfactory response to customers' queries by e-mail has facilitated further to ease our communication ties.

Brand value

ADTL brand equity basically stands for practicality and functional attributes. But given the hike up of housing crisis, it has initiated to build a modern satellite township within the close vicinity of the capital to accommodate the middle class.



Using innovative entrepreneurial approaches, its vision is to play a major role to help resolve the housing problem, thereby improving the quality of life of the people and ultimately become the market leader in real estate business. It aims to achieve business excellence through quality.

Better known as a reliable real estate developer, it gives highest priority to customers' desire and needs. Thus the reputation has been earned through the hard work, sincerity and dedication of its work force. ADTL believes in hard work first, and sincerity is its logical sequence.



Things you didn't know

ADTL, an abbreviated name, meaning it adopts and strives for adopting advanced technologies to attain distinction in aesthetic structural design and quality construction.

The logo of ADTL comprising three colors reflects a unique harmony between the management and employees in terms of growth of the company developing aesthetic apartments with the best quality concrete products.

A poetical meter mysteriously rhythmic in company's name sequencing the last alphabet D of first word 'Advanced' so as the first alphabet of Third word T with the last alphabet of second word Development, reflecting the pledge of dedication & teamwork.

ADTL is a complete, family-run business, governed by a team of engineers and architects hailing from one family where its Chairman himself is a civil engineer followed by his two sons, both civil engineers and consequently two daughters-in law are also architect and civil engineer, respectively.

History

1975

The founder was associated with an engineering consulting firm where he headed a large team of engineers and accomplished construction of national level landmark projects in Bangladesh.

1985

Initiated a specialized construction company in 1985 as a Shareholding Partner and Director.

1994

Started real estate business in the name of ADTL utilizing his proven experience in engineering and construction and by virtue of his rigorous labour, patience and perseverance.

1995

Within a year, ADTL recorded highest growth in business in terms of turnover and became one of the top 10 players in the market.

2000

Affiliated with Bangladesh British Chamber of Commerce UK as its liaison office in Dhaka. Subsequently its founder was appointed as the chamber's Regional President, Bangladesh.

2003

Launched most modern ready-mix concrete industry which is leading the market by manufacturing and supplying high strength, best quality ready-mix concrete incorporating updated concrete technology in place of conventionally made concrete by volume.

2008

Awarded Superbrands in recognition of outstanding contribution in the brand management and Corporate Social Responsibility in Bangladesh.

2009

Established EPS plant and block making plant.