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**The present day trend of shopping complexes is incorporated in the Bashundhara City. Convenient car parking, no vehicular traffic within the complex, attractive landscaping, a high amenity standard, food court, fitness centres, cinemas, art exhibitions etc. and other ancillary attractions- all these, together with careful designs have produced profitable trading conditions. The highly functional design mingled with the contemporary aesthetics, the Bashundhara City is substantiated with the most authentic structure, self sufficient energy utilization and above all the human environment to operate smoothly through the ages. The finely crafted design, the inviting entrance plaza, the defined and clear circulation within the mall, the perfect ambience of natural and artificial light - all these resulted in a completely new international standard vocabulary to complement the architecture of the Bashundhara City.**

### Market

Bashundhara City Shopping Mall is a unique mix of commerce and recreation. The mall does not only offer exclusive shopping opportunities but also different entertainment facilities to its visitors. The mall is simply committed to quality products and expert service at sensible costs. Each and every modern prudent buyer/visitor who knows his or her stuff is bound to be captivated by Bashundhara City Shopping Mall. People enjoy being here even if they cannot afford to purchase.

Bashundhara City is a pride project of Bashundhara Group aimed at providing the world quality integrated service facilities to the people. Bashundhara Group (BG) is a leading private-sector industrial conglomerate in Bangladesh with 20 on-going concerns, ranging from real estate development and management to manufacturing and services that employs over 20 thousand people directly and more than a hundred thousand indirectly. Shopping, recreation and health care facilities being essential part of the modern life have always remained as a long cherished desire to the conscious people. Establishment of Bashundhara

City in Dhaka is a revolutionary step towards solution of these problems. Bashundhara Group did not look forward to making huge profit out of it but wanted to create something unique.

Located on a thriving part of the city, the design goals for the Bashundhara City, an integrated commercial-recreational complex included the design that reflexes and articulates Bashundhara Group's popular vision of "For the people, for the country". The facilities comprised one 19-storied commercial tower seated at the corner and 8 storied podium, of shopping mall.

### Achievements

Bashundhara City is the story of an industrious and relentless effort of Bashundhara Group to create resources for the nation. Though operating as a commercial house, Bashundhara endeavors hard to contribute to the socio economic causes at domestic and international level. The comprehensive development framework that we are pursuing reflects the integrated approach of the group towards attaining financial success with promotion of the human development issues.

Bashundhara Group will carry on its efforts for a better society and better life for the present as well as future generation. A view on the following news headlines and comments, reflecting Bashundhara City's grandeur image, published in the different newspapers of home and abroad would certainly help reveal its achievements within a short period of time:

- "In Bangladesh, an epic sign of changing fortunes"-The Herald Tribune on Bashundhara City
- "Now, a mega-mall for Bangladesh"-The New York Times on Bashundhara City.
- "Bashundhara City, Shopping experience of next millennium"- Bangladesh Observer.
- "Bashundhara City: Opens new horizon for socio-economic development"- The New Nation
- A high powered delegation from the union of Myanmar visited Bashundhara City on 24 Sept' 2005 and expressed that this prestigious complex of international standard can play an important role in expansion of business activities between the two neighboring countries.





### Product

Bashundhara City is a 19-storey high building complex covering an area of 191200 sqft comprising an 8-storey podium containing Retail Spaces, Mega Stores, Theme Park, Cinemas and Food Court, and a 19-storey Corporate Office of Bashundhara Group over a 2-storey Health Club and Swimming Pool.

The mall has ample recreational facilities on offer. There are over 2325 shops, several floors for accommodating offices and business centres. The range of products and services is vast and the marketing is aggressive. A multi-screen movie theatre with digital sound system screens both local and international films. Each of the three parts of the theatre can accommodate 262 viewers. Billiard centre and video games are also here. Connoisseurs of food would like to visit the international food court that has 100 shops. They can enjoy cuisine and get to fast food shops and restaurants. Children are not going to be deprived, as a theme park is on the Level-8. Decorated with replicas of Eiffel Tower, Statue of Liberty and India Gate, the park can accommodate 160 children at a time. Kids take pleasure in roller coaster, bumper car, flying carpet and highway cars. For fitness, Bashundhara City has set up a world class gymnasium in an agreement with Gold's Gym Franchising Inc of USA. Gold's Gym has gym, swimming pool, sauna, jacuzzi and spa in it.

At the Group's disposal there is now a strong workforce with proven professional and technological skill who are well geared to take on the challenges of the new millennium under demanding technical, economical and environment circumstances.

### Recent developments

We have now entered into a new millennium- the twenty first century, which appeared to be more eventful and challenging. At the moment the world economy is in a stream of changes aimed at

achieving the desired objective of economic globalization to ensure growth and prosperity, irrespective of region and their present economic situation. But the task will not be an easy one as it may appear apparently. There are lot of challenges and obstacles. We are required to negotiate the challenges with great care and determination.

A recent expansion into the branding and various promotional activities has added extensive value to the magnificent image of Bashundhara City.



The launch of several promotional activities, branding and outlets of world famous brands like Hewlett Packard, Nokia, Warid Telecom, Samsung, Unilever, added more value to the elegant status of Bashundhara City in 2009.

The launch of various activities such as fairs, exhibition to appeal to younger consumers have extended the range of variety.

The re-launch of the Bata's sales outlet which is largest in Asia aimed at encouraging the new generation of consumers has ultimately put forward the total impression of the mall to a distinguished level.

### Promotion

Experts think, Dhaka will be turning into the 4th largest populous city in the world by the year 2015,

when it will be an abode of 2.30 crores of people. Keeping that vast demand in mind, Bashundhara City will continue to expand and explore new business opportunities in the service sector in line with the latest technological advancement and sophistication and make it one of the top 5 malls in the world and a world-class service providing company in the country. At the same time, Bashundhara City aims to be the best selling Asian mall in Bangladesh in the next 5 years. Through focusing on the buyer/visitor's perspective and seeking to enhance trust and satisfaction, Bashundhara City aims at growing and prospering in the next decade.

### Brand value

Bashundhara City Shopping Mall is the most prestigious and experienced commercial conglomerate in Bangladesh today.

Keeping pace with rapid economical and technological changes followed by the policy of globalization, Bashundhara City has outspread its commercial activities within a short period of time and has been able to emerge as a promoter of international standard of business houses and industrial enterprises founded on the principles of engineering and financial integrity with a group of highly capable technical personnel and professionals.

Our approach is a practical one. We provide a wide range of products and services to the best satisfaction of our clients. What has kept Bahsundhara City at the forefront of country's commercial sector is its ability to assess the needs of the future. It has been constantly recognizing the need to increase capacity, absorb new technology and adapt to local conditions.

Things you didn't know

- i. Bashundhara City Shopping Mall is South Asia's largest shopping -cum recreation complex and 12th largest in the world.
- ii. World famous footwear manufacturer company 'BATA' has its largest outlet in Asia at Bashundhara City Shopping Mall.
- iii. Bashundhara City is one of Bangladesh's largest private sector employers with more than 1300 employees.
- iv. Up to 50,000 people from home and abroad visit the mall daily, which reaches to 1,00,000 during festivals and special occasions.
- v. It can endure a major quake measuring 7.5 on Richter Scale.

## History

### 1998

The project of fulfilling the dream vision of "bringing all integrated facilities within one roof" initiates.

### 1999

Construction commences.

### 2002

An agreement was signed to set up a Theme Park 'Toggi World' in the Bashundhara City Shopping Mall.

### 2002

The Bashundhara Group and Show Motion Limited signed a contract to establish and manage a 5-theatre multiplex cinema complex at the new Bashundhara Shopping Centre.

### 2004

Bashundhara City launches "Gold's Gym", the largest Gym chain in the world, under franchise agreement.

### 2004

Happy inauguration Of Bashundhara City

### 2004

Bashundhara City opens for public functions.