



## Navana Real Estate Ltd.



[www.navana-realestate.com](http://www.navana-realestate.com)

Since the ancestry of Navana Group decades back together, Navana Real Estate Ltd. continues to expand its presence in the Capital Dhaka and Commercial City Chittagong. Today it has a comprehensive presence with thousands of skilled professionals in the segment. NREL, a well presumed full-blown real estate wing of Navana Group, started its legendary expedition through scientific and technological advances of the organization and flexible teamwork between its employees and business partners. NREL is successfully turning the dreams of both local citizens and NRBs into a reality. The collaboration between the conglomerate and its business associates proved to be a winning combination for NREL.

### Market

NREL's target market varies according to different demographic conditions. To satisfy this wide range of customers NREL segmented its market and devised strategies to capture market share in every segment. NREL produces a wide range of residential, commercial and land products and in each product group maintains a significant variety in terms of processing features & amenities, upgradeability etc. to satisfy every segment effectively.

NREL views its product as the main link between itself and its customers. Every NREL product is a 'bundle of satisfaction' that includes not only the physical product but also the guarantee and the services that go with it. To enhance customer satisfaction, NREL continuously improves its product quality and performance.

### Achievement

Among many achievements of NREL, NAVANA TOWER, one of the largest towers located in



Gulshan commercial zone constructed during the early years of real estate Industry growth, is commonly referred as a landmark point of Dhaka. Over the last 7-8 years Navana Real Estate Limited has completed around 8-10 projects a year, which by itself is an achievement, as most of the other players have struggled to complete 2 projects in a year.

### Products

Multi dwelling concept of today is getting wider acceptance to the urban life style. In the life of the modern concept NREL, as a host of nation building, has embarked upon gigantic preparation to construct superb building with built in safety system in prime locality. With the rise of the Real Estate Housing business NREL experienced a new dramatic shift in the industry.

In the last 14 years, it has completed a massive number of projects at Baridhara, Gulshan, Niketan, Banani, Dhanmondi, Mohammadpur, Kallyanpur, Shukrabad, Elephant Road, Segun Bagicha, Moghbazar, Uttara etc. Now NREL has hundreds of ongoing projects in Dhaka & Chittagong metropolis including commercial and residential compounds.

NREL has also entered land development projects. It has already handed over land projects at Kallayanpur, Dhaka and two projects at



Ashulia, Savar, Dhaka named Navana Village and Navana Green Homes. NREL is operating two projects at Siddhirganj, Narayanganj named Navana Bhuiyan City and at Surabari, Ashulia, Dhaka named Navana Valley.

### Recent Development

- Management of NREL has decided to provide super luxurious feature amenities including : home automation service, water purifier, all power back up, central gas geyser, central security system, natural turf on the roof etc. for its Diamond series apartments.
- NREL has just completed successfully the most luxurious residential complex in Bangladesh so far, "The Platinum Residence", a huge complex of 56 katha land, located at Road-72, Gulshan-2, with rooftop swimming pool, equipped gymnasium, massive courtyard with water body & landscape in it on ground, club house, 4 lavish lifts with glass doors, imported marble in all spaces. All features & amenities are of European origin.
- NREL is in progress to construct a satellite city in Mirpur, Dhaka, which is going to be the largest ever project in Metropolis with 30 bigha land area, twenty 14-storied buildings with all civil facilities like: mosque, community, gymnasium, market, park, play ground, own deep tube well system and much more. 55% of land will be open spaces for greeneries.



Managements view is to attract the lower income people by offering long installment, bank loan with maximum repayment term, competitive prices, and so on.

- NREL has started its legendary expedition to touch its ultimate dreamy prominence to be green & it is going to be green every where in all facets by green revolution. The soft touch of aquatic feelings & the charming call of the green ambiance of NREL's various ventures will fascinate your heart and will occupy your mind with the touch of harmony & bliss. To meet up the green ambition, the management of Navana has decided to use green energy. In a modest ceremony on 5th April'10 the top management of the Group signed an agreement to reduce use of conventional power by using renewable energy. The group targets to replace at least 30% of the total power used by Navana officials and facilities to green power by the end of 2012.
- NREL has just entered Cox's Bazar as the third city after Dhaka & Chattagong. It has already purchased 3 bighas of land in Inani beach and seeking more suitable places in the tourist city.
- To run the operation smoothly & to assemble the emerging demand of the prospect, NREL accommodates three more branches in Gulshan area, exclusive of its corporate office at Dhanmondi.

## Promotions

Promotion includes all communication by a firm with its customers or potential customers for the purpose of expanding sales, directly or indirectly. NREL spends a lot of money on promotional activities. Some of this money is spent on gaining attention and informing target customers about its new products by advertising in media. A good sum of money is also spent to teach present and potential customers the benefits of its products by arranging seminars, workshops, presentations, etc. The company also spends a lot to remind customers time to time about its products availability and good quality that ultimately persuade the potential customers to purchase NREL products. But this is not all, NREL even spends funds to reassure its present customers that they made the right decision in buying NREL product by always informing them about recent development in their field of interest or even just

greet them in different occasions. NREL also sponsors the housing fairs conducted by REHAB or others in domestic & overseas venues.

## Brand Values

NAVANA has a corporate brand image of some core categories of automobiles (Toyota, Hino), real estate, construction, building products, textiles, food, paints, battery, CNG, furniture, electronics, power, and renewable energy, etc. which recognize NAVANA as a brand leader. NREL wants to build a stronger long term competitive market position for a longer period than short-term profitability with their distinguished brand, heritage of integrity & team work, Advanced skill & the special relationship that has long existed between the company & their customer, land owners, suppliers, employers & other business partner around the world.

NREL stand for Product innovation capability, technological expertise with high labor productivity, timely handover, strong quality control wing, varied product line, courteous customer service etc. NREL believes that they have the superior ability to get new product to market quickly according to customers' preference. Besides they are offering the ultra modern construction materials, features and amenities which are the basic factors to be a successful market leader.

## Things you didn't know

- Management of Navana is the pioneer of real estate in Bangladesh.
- Possess highest quantity of manpower in the industry.
- Represent almost each & every residential zone in Dhaka city.
- Consume ready mix from own batching plant.
- Offers fixed price for the products.
- Attending diversity of real estate products. like flat, office space, shop, plot, mixed complex, etc.



## History

### 1996

Navana Villa a 6-storied luxurious apartment project at Gulshan and the first ever land project is 'Kallyanpur Land Development Project' at Kallyanpur, Mirpur, Dhaka.

### 1996-2005

During this time frame, we handed over 18 residential projects and 1 residential-cum-commercial complex which is situated at Gulshan Circle -1, Dhaka, named "Navana Tower" - the milestone of the surrounding area.

### 2003-2010

Mr. Sajedul Islam Shoubro (Director), led the company's transformation from a medium-sized maker of home to an industrial giant. During his stewardship, turnover grew from 120 million to 5 billion (Bdt.), per financial year and the number of employees rose from 300 to 1000.

### 2006

In the year, we delivered our valued clients 10 residential projects located at Dhanmondi, Elephant Road, Uttara etc.

### 2007

In 2007, we completed successfully 4 residential projects in mid zone of the capital city.

### 2008

During this year, we handed over 8 residential projects. "Navana Veneziane" was one of the landmark projects at Dhanmondi, Dhaka in this time.

### 2009

In this year, we accomplished 9 residential projects and 1 residential cum commercial complex which is situated at the heart of the city - Bailey Road, Dhaka, named "Navana Bailey Star". We also handed over the first project in diplomatic zone of the capital, named "Navana Laurestine".

### 2010

This year, we handed over a remarkable 18 residential projects, mostly situated at the prime locations of the capital which is situated at the upper segment zone. In this year, we also handed over first project in Chittagong - the port city of Bangladesh.