Company Profile

An Introduction to Praasad Group



PREFACE

Preface

In a developing country like Bangladesh, planned growth of construction industry such as construction of Housing Infrastructures, Industrial Complexes, Roads & Bridges, Power Stations etc. are prerequisite for achieving the national development. With this end in view, Prof. Dr. Abu Yousuf Md. Abdullah established the Praasad Nirman Limited in the year 1996. With the extension of its activities, nation-wide, the company started its Journey as a private limited company in the same year. Through a long process of organizational development, the company that started its activities almost from scratch, achieved rapid and steady growth under the youthful exuberance and dynamic leadership of its Founding Chairman Prof. Dr. Abu Yousuf Md Abdullah in particular with able assistance and concerted effort of its Directors, Engineers, Technicians and Employees in general and the company is now in the forefront of Real Estate sector and Construction industry in Bangladesh.

Since its inception till to date the company successfully executed diverse projects like praasad Bilash @ Gulshan-2, Dhaka. Praasad Baishaki @ Khulshi Hills, Chittagong. Praasad Shandhya @ Dhanmondi, Dhaka. Praasad Kunjo, Banani, Dhaka. Praasad Lake Valley @ Gulshan, Dhaka. World Business Centrum @ Banani C/A, Dhaka. Praasad Paradise @ Cox's Bazar, Praasad Paradise ST Martin. Recently completed Praasad Trade Center @ Kamal Ataturk Avenue, Banani, Dhaka a high rise building with excellent architectural view and Praasad Palton Valley @ DIT Avenue Motijheel, Dhaka, Praasad Labiba @ Uttara Model Town, Dhaka and Praasad Jheel Nibash at Hatirjheel, Dhaka are ongoing projects. The company has its key positions with considerable number of experienced and dedicated civil and mechanical engineers, management personnel and skilled technicians. Praasad Group of Compainse also possesses adequate numbers of machinery, plant, equipment & vehicles as well as financial resources for undertaking and precision engineering project of considerable magnitude.

At present we are in communication with several internationally reputed companies for future joint venture activities in the field of infrastructure power and service industries.

The annual turnover of the gropu of companies as on 30th june 2017 was around \$58.82 million.

With sound construction engineering background, adequate experience and expertise. the company is capable of successfully implementing large construction project of international standard by strictly following constructional ethics and obligations.

The business strategy of the company is to serve the nation in its humble sphere as well as to cooperate with like-minded enterprises all over the world. The company cherishes promotion and advancement of technology oriented modern construction industry, catering the needs of the time.











OBJECTIVE

Objective

To complete quality construction projects of any type conforming to the client's requirement with maximum efficiency in minimum time and expenditure through planned and organized use of men, materials, equipment & financial resources.

To achieve consistently high standard and quality of work in the field of Civil, sanitary & plumbing, Electro-mechanical works including HVAC, Fire detection & fighting, Lifts etc. associated with construction of multi-storied Office buildings, 5-star Hotel Buildings, Auditoriums, Academic & industrial buildings, Roads& Highways, Bridges, Flyovers, etc.

To maintain excellent working relations with its Employees, Clients, Consultants, Joint Venture Partners, Sub-contractors, Suppliers and Bankers.

To cooperate with foreign construction companies and perform large construction projects by forming joint venture with them with an objective to exchange construction technology and know —how of each partner for the benefit of all partners.











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MESSAGE

Message

Praasad Group of Companies started its journey with RMG export in 1994 and made its foray into real estate and construction business in the year 1996. Operating for over two decades, the Group eventually achieved a prime position in the forefront of the real estate and construction industry of Bangladesh. The success of this journey can be attributed to the dedicated and concerted efforts of our technical personnel and professionals, combined with overwhelming cooperation and goodwill from all our friends and business associates at home and abroad.

On behalf of the Board of Directors and on my part as the Chairman of Praasad Group of Companies, I take this privilege to present before you a general portrait of the companies, depicting glimpses of our contribution in real estate sector and construction activities as well in Bangladesh's economic development.

We believe that our relationship with all our business associates and government and semi government authorities will grow further and will contribute further to nation building activities.

(Prof. Dr. Abu Yousuf Md. Abdullah)

J- and an

Chairman

Praasad Group Companies



Prof. Dr. Abu Yousuf Md. Abdullah Post Doc, UniMAP, Malaysia PhD. International MBA (Finland), MBA (IBA)

ChairpersonPraasad Group of Companies

Professor IBA, University of Dhaka











MESSAGE

Message



It is a genuine pleasure to note that Praasad Nirman Limited, one of the most reputed real estate and construction companies in the country, is publishing the latest version of its company brochure. The company wishes to thank all its employees and stakeholders, including our sub-contractors and suppliers, whose dedicated service contributed to the company's present position among the industry forerunners.

I take this opportunity to also thank all our partners, fellow business professionals and the real estate industry's community for providing us with the support required for the growth of the company.

Ms. Halima Sultana Jinia Managing Director Praasad Nirman Limited











MESSAGE

Message



Praasad Nirman Limited has been contributing to the infrastructure development of the country for a considerable period of time. Today, it is one of leading players in the real estate and construction Industry of Bangladesh, having completed a significant number of well-regarded projects all over the country.

The company is indebted to its employees and business partners, and counts on the continued support of all its well-wishers for sustained excellence.

Saad Al Zabir Abdullah Director Praasad Nirman Limited











COMPANY PROFILE

Company Profile

Name Praasad Group Companies

Logo of the Company

Address of Head Office Praasad Trade Centre, 6 Kemal Ataturk Avenue, Banani, Dhaka-1213.

Telephone 02-9821493-5

Fax 02-9881366

E-mail draymabdullah@yahoo.com

Website www.praasadgroup.com

Status of the Company Private Limited Company.

Year of Establishment 1996

Registration of the Company C-32628(1749)/97

Name of the Main Sponsor Prof. Dr Abu Yousuf Md Abdullah, Chairman

Amount of Turn over (Years) \$58.82 million.

No of Employees 960

A few major projects executed

a Gulshan Lake Palace, Gulshan a Praasad Sandhya, Dhanmondi a Praasad Bilash, Gulshan a Praasad Baivab, Gulshan a Praasad Lake Valley, Gulshan a Praasad Bivas, Gulshan a Praasad Kunja, Banani a Praasad Proshanti, Mohammedpur a World Business Centrum, Banani a Praasad Trade Centre, Banani.

Some Ongoing Projects.

Praasad Labiba, Uttara @ Praasad Baishakhi, CTG @ Praasad Shraboni, CTG @ Mirpur Shopping World, Mirpur @ Praasad Jheel Nibash, Hatirjheel.

Sister Concerns.

a.Northern University Bangladesh a.Northern University of Business & Technology Khulna a.Northern Real Estate a Northern International Medical college Hospital a Northern College Bangladesh aPraasad Paradise Ltd a Abashan Nirman Ltd a Diamond Galaxy a Saikat Sundarban Hotel Ltd a Grand Continental Hotel Ltd aAYM Synergy a Northern IT Solutions & Software Ltd.



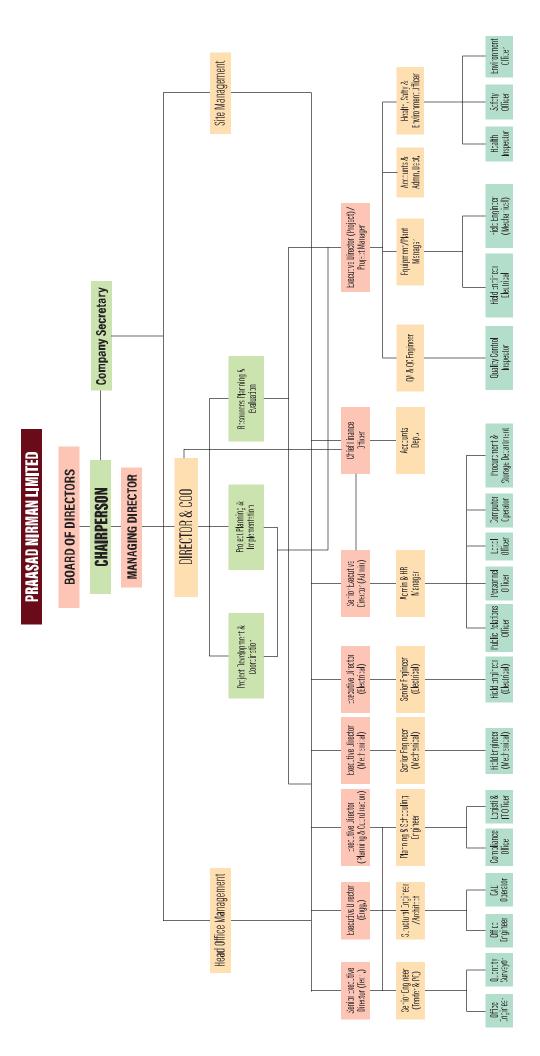


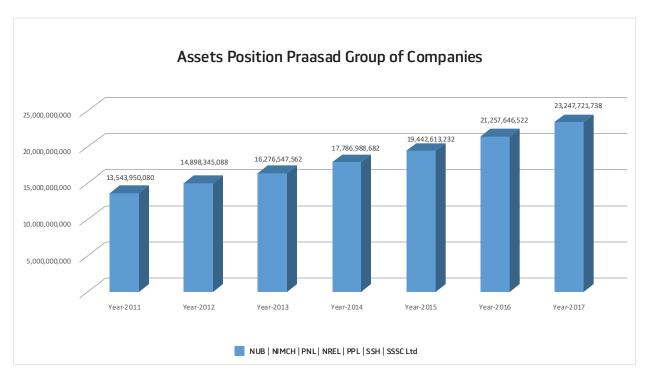






Organorgam of the Company





NUB	Northern University Bangladesh			
NIMCH	Northern Int'l Medical College			
PNL	Praasad Nirman Ltd.			
NREL	Northern Real Estate Ltd.			
PPL	Praa sad Paradise Ltd.			
SSH	Saikat Sundarban Hotel Ltd.			
SSSC Ltd	Sundarban Scientific Shrimps Culture Ltd.			











Gulshan Lake Palace

Residential Apartment 6 Storied, Per Floor 5,600 Sft. House - 4, Road - 124, Gulshan



Gulshan Lake Palace

Year of Completion : August, 2005 Location : Gulshan, Dhaka











Praasad Shandha

Residential Apartment 6 Storied, Per Floor 5,600 Sft. House - 95, Road - 9/A (New), Dhanmondi



Praasad Shandha

Year of Completion : July 2003

Location : Dhanmondi, Dhaka











Praasad Bilaash

Residential Apartment 6 Storied, Per Floor 13,510 Sft. House - 19, Road - 55, Gulshan-2



Praasad Bilaash

Year of Completion : June, 2004

Location : Gulshan-2, Dhaka











Praasad Baivab

Residential Apartment 6 Storied, Per Floor 12,700 Sft. House - 19, Road - 96, Gulshan



Praasad Baivab

Year of Completion : November, 2004 Location : Gulshan, Dhaka











Praasad Lake Valley

Residential Apartment 6 Storied, Per Floor 3,705 Sft. House - 16, Road - 104, Gulshan



Praasad Lake Valley

Year of Completion : June, 2005 Location : Gulshan, Dhaka











Praasad Bivaas

Residential Apartment 6 Storied, Per Floor 5,600 Sft. House - 4, Road - 124, Gulshan



Praasad Bivaas

Year of Completion : August, 2005 Location : Gulshan, Dhaka











Praasad Kunjo

Residential Apartment 6 Storied, Per Floor 7,200 Sft. House 71, Rd. 05, Old DOHS, Banani



Praasad Kunjo

Year of Completion : May, 2005 Location : Gulshan, Dhaka











Praasad Baishakhi

Residential Apartment 9 Storied, Per Floor 7,030 Sft. Plot: 10/B-2, Road: 3A, Zakir Hossain Road, Khulshi



Praasad Baishakhi

Year of Completion : January, 2007

Location : Khulshi, Chittagong











Praasad Sraboni

Residential Apartment 11 Storied, Per Floor 5,600 Sft. Plot: 1737, Zakir Hossain Road by Lane



Praasad Sraboni

Year of Completion : July, 2007 Location : Chittagong











World Business Centrum

Commercial Building 6+1 Storied, Per Floor 12,000 Sft. Plot: 76/A, Road: 11, Banani



World Business Centrum

Year of Completion : January, 2008 Location : Banani, Dhaka











Praasad Trade Center

Commercial Building 15+3 Storied, Per Floor 7,000 Sft. Plot: 06, Kamal Ataturk Avenue, Banani



Praasad Trade Center

Year of Completion : April, 2016
Location : Banani, Dhaka











Praasad Paltan Valley

Exclusive Commercial Building 15+2 Storied, Per Floor 9,000 Sft. 3/11, Naya Polton, Dhaka



Praasad Paltan Valley

Year of Completion : Ongoing Project Location : Banani, Dhaka











Praasad Labiba

Residential Luxury Apartment 6 Storied, Per Floor 2,880 Sft. Plot-60, Rd-01, Sector-12, Uttara



Praasad Labiba

Year of Completion : June, 2016 Location : Uttara, Dhaka











Praasad Grand Resorts and Golfs

5 Storied 4 Nos Building Total Area 1,08,324 Sft. Holding-179, Tetuibari, Sarabo, Gagipur



Praasad Grand Resorts and Golfs

Year of Completion : June, 2017 Location : Gagipur











Praasad Paradise

Luxury Hotel & Resort Plot # 9, Road # 1, New Beach Road Hotel Motel Zone, Cox's Bazar



Praasad Paradise

Year of Completion : 2003

Location : Cox's Bazar











Praasad Paradise



Praasad Paradise

Year of Completion : ----

Location : St. Martin's

-Hotels and Resorts in Tourism Industry Praesad Paradise – Saint Martin:

Like a dot in the blue Bay of Bengal, lies one of the few coral islands in the world – St. Martin's, a world that simply beckons to be explored. Set in the middle of rugged coral, this small island is only 20 Km from Teknaf and situated amongst one of the most stunning scenery and overlooking colors and white beach lies. Praasad Paradise at St. Martin's, a three storied motel with all the facilities of modern life without forgoing the culture











Mirpur Shoping World

Luxury Shopping Complex 15+2 Storied, Total area 400,000 Sft. Plot: M 5/1 to M 5/5, Main Rd 1, Block B, Mirpur 10



Mirpur Shoping World

Year of Completion : On Going Project Location : Mirpur 10, Dhaka













A Project planned at Uttara (Apartment Size: 720 sft)













A Project planned at Basundhara, Baridhara (Apartment Size: 720 sft)











Hotel Grand Continental

5 Star Landmark Cox's Bazar



Hotel Grand Continental

-A 5 Star Landmark at Cox's Bazar

Hotel Grand Continental stands in a marvelous point at Cox's Bazar beach overlooking the Bay of Bengal and green hilly area. Hotel Grand Continental is truly a five star hotel having all possible benefits and luxuries an occupant can desire and dream. Hotel Grand Continental is also having a closer proximity with the Water World Continental where clients have further extended option of entertainment. This is truly World Class !!!











Top view of Noorjahan Crown Palace and Atlantis Water World Hotel



Atlantis Water World Hotel

-A True Water Amusement Park at Cox's Bazar

An overwhelming and a majestic venture, first of its kind in the tourism sector of Bangladesh. The Atlantis Water World Hotel will cater all modern water amusement facilities, which will lead the tourist to have an unique opportunity of entertainment after the sunset.

Noorjahan Crown Palace

-An extraordinary 3 Star Hotel at Cox's Bazar

Noorjahan Crown Palace will cater food court, shopping malls, 3D theater, clubs, bowling facilities etc., which will lead the tourist to have an unique opportunity of entertainment at Cox's Bazar.











Praasad Nirman Limited ...

Overview:

Commencing in 1996, Praasad Nirman Ltd. is one of the major operations of the Praasad Group of Companies. Serving the high-end segment, Praasad Nirman Ltd. has concentrated on providing luxury apartments to its market niche. With an unbeaten architectural view, Praasad Nirman has built up a strong reputation of providing world class living in Bangladesh. Praasad Nirman is the country's premium real estate developer.

Praasad Nirman has also progressed into commercial buildings. Already, the company has made deals for two high-rise complexes. Its future plans include undertaking exceptional projects. Equipped with innovative business minds and architectural talents, Praasad Nirman Ltd. plans to change the living styles of Bangladeshi people.

The concept of Praasad Nirman evolved from the need to provide grandeur and luxury to an elite class of people. The Company provides a sense of security to its apartment holders by locating in safe and serene neighborhoods. Praasad Nirman Ltd. has emerged as an enterprising entity in the housing sector of Bangladesh today.

Chittagong Venture:

After a multitude of exclusive projects in Dhaka city, the company ventured into Chittagong as well, with the similar objective of providing sophisticated and elegant-styled apartments. Banking on the strengths gained, Praasad Nirman has already started five projects in the elite neighborhoods of Chittagong city and plan to continue further.

Praasad Nirman Ltd. has successfully handed over more than 250 exclusive apartments ensuring full satisfaction of the buyers.

Major Landmarks:

- 1. Gulshan Lake Palace, Gulshan
- 2. Praasad Shandha, Dhanmondi
- 3. Praasad Bilaash, Gulshan
- 4. Praasad Baivab, Gulshan
- 5. Praasad Lake Valley, Gulshan
- 6. Praasad Bivaas, Gulshan
- 7. Praasad Kunjo, Banani
- 8. Praasad Proshanti, Mohammadpur
- 9. World Business Centrum, Banani

Current Projects:

- 1. Praasad Trade Centre, Banani
- 2. Praasad Labiba, Uttara
- 3. Praasad Baishakhi, Chittagong
- 4. Praasad Sraboni, Chittagong

Upcoming Projects:

- 1. Praasad Trade Valley, DIT Avenue
- 2. EPZ Club Resorts, DEPZ











Praasad Paradise Limited ...

-Hotels and Resorts in Tourism Industry

Overview:

Bangladesh is a beautiful country and has immense prospects for tourism. In 2001 Praasad Group decided to take advantage of this and capitalize on the untouched assets of the tourism industry. Praasad Paradise has played a major role in shaping the tourist attractions at the two most exclusive spots in Bangladesh — Cox's Bazar and St. Martin's Islands. It provides the most luxurious holiday experiences for tourists in Bangladesh. With innovative ideas, Praasad Paradise has built the much needed resorts that do justice to the natural beauty of the area.

Praasad Paradise has played a pioneering role to establish luxurious hotel complex in Cox's Bazar, world's largest beach. Under this company name we operate one 3 star hotel and resort complex at cox's Bazar and one resort at Saint Martin Island. This company plays a significant role to promote the tourism sector of Bangladesh.

Praasad Paradise – Cox's Bazar:

The pearl of Bengal – Cox's Bazar is well known for its longest unbroken sea beach in the world. The beauty of the place pulls million of people to visit and enjoy the luxury of the sea and beaches up close. If your idea of a perfect holiday includes soaking up the sun, pristine beach, azure sea or just getting away from it all then Praasad Paradise is the answer to your mood. The contribution of Praasad Group of Companies in the tourism development at Cox's Bazar is obvious and is always articulated in the industry.



Praasad Paradise @ Cox's Bazar











Shrimp Cultivation Businesses ...a

Sundarban Scientific Shrimp Culture Limited

The company was 1994. established in Sundarban Scientific Shrimp Culture Ltd. is semi-intensive shrimp producing firm situated at the coastal and saline area of Satkhira making significant contribution to shrimp culture and export.



Project: Sundarban Scientific Shrimp Culture



Project: Bengal Scientific Shrimp Culture

Bengal Scientific Shrimp Culture Limited

The company was established in 2006. Bengal Scientific Shrimp Culture Ltd. is a semi-intensive shrimp producing firm situated at the coastal and saline area of Satkhira making significant contribution to shrimp culture and export.











Synergy Development ...

Overview:

Synergy Development was the first company in the Praasad Group, starting in 1994. It started out as a joint venture with Finland. Its operations included exporting exclusive winter garments to the Scandinavian countries. It had a competitive advantage in exporting fashionable cotton sweaters and winter jackets. Essentially, it was a buying operation that operated very successfully.

AYM Synergy Development SDN BHD

Synergy Development started out as a joint venture with Finland. Its operations included exporting exclusive winter garments to the

Scandinavian countries. It had a competitive advantage in exporting fashionable cotton sweaters and winter jackets. Subsequently the operation of Synergy Development expands its operation in Malaysia under AYM Synergy Development SDN BHD in 2009 focusing on knit and woven garments.



Bangladesh Finished products are collected from qualifying RMG manufacturer



Shipment Goods are shipped to the central warehouse in Kuala Lumpur



Malaysia

AYM Synergy Development SDN BHD ensure and market the products in retail chain











Saikat Sundarban Hotel Limited ...

-Hotels and Resorts in Tourism Industry

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Praasad Paradise @ Cox's Bazar











Bengal Japan International Development Limited ...

Overview:

A Japan Bangladesh joint venture, this company was started in 1999. The Company is partnered with the Denso Group, based in Kobe, Osaka. It was built to provide technology based training. Bengal Japan International Development Ltd. has future plans in the hotel and tourism industry. This venture aims to play remarkable role in Tourism Development of Bangladesh along with developing Software, Training, Education, Consultancy etc. as per the demand in time.

Key Potential Sites for Tourism Development in Bangladesh, and Activity of the Company



Cox's Bazar



Kuakata, Patuakhali



Saint Martin Island



Chimbuk, Bandarban



Waterfalls, Hill Tracts



Boga Lake, Bandarban



Sundarban, Khulna, Satkhira



Training & Development











Abashan Nirman Limited ...

Overview:

A real estate company established in 2009 to mitigate the residential problems throughout the country. Praasad Group of Companies realized the demand of Middle Class people of Dhaka City as well as the demand throughout the country, and subsequently formed this venture to serve the Upper Middle Class and Middle Class people for their apartment and housing demand.

The demand for constructing of residential projects on small area of land such, as on 5-7 Katha, is increasing both on vacant land and land with existing building (old fashioned or old age). Due to cost of constructions and other related hazards in construction, the middle and upper class people are becoming highly dependent on the developers to make their dreams come true.

Abashan Nirman is aimed to cater this support to this class people and thus to contribute in mitigating the housing problem of Dhaka dwellers as well as for the nation. In this case the apartment sizes are expected within 720 sft to 1440 sft to make it affordable to the target group.



A Project planned at Uttara (Apartment Size: 720 sft)



A Project planned at Basundhara, Baridhara (Apartment Size: 720 sft)











Life and Hope Foundation ..

Overview:

Life and Hope Foundation has been registered in 2009 with the vision to have significant contribution in empowering the females and developing the talents and thus to ensure the well being of mankind. Major activities of Life and Hope Foundation are articulated to be

- Health Support and Hospital Services for the poor people as a non-profit organization
- Education Services as a non-profit organization
- Life Saving Activities in the humanitarian ground.

Dolena Khanam Gold Medal:

Life and Hope Foundation has been associated with the Institute of Business Administration (IBA), University of Dhaka with the vision to encourage our female talents in the competitive global business world. 'Life and Hope Foundation — মানব কল্যাণে gladly introduced the Dolena Khanam Gold Medal for Best Female Graduating Student Of BBA, on October 30, 2009.



Dolena Khanam Gold Medal

Hospital for the Poor:

Life and Hope Foundation has planned to establish a hospital at Satkhira to ensure the basic health and treatment support for the poor, and the project is under process.



Free Health Support for the poor



Distributing food among flood victims











Northern University Bangladesh

Overview:

Northern University Bangladesh (NUB) is a government approved private university in Bangladesh, founded on 17th October, 2002. It is managed by Northern University Bangladesh Trust (NUBT). The members of the Board of Trustees are the renowned academicians and business entrepreneurs with a view to imparting world class education to our students that would equip them with skills and innovations.

Vision:

Vision of NUB is to take part in the collective efforts to improve lives of the people in the region by offering opportunities to obtain knowledge and skills essential for better living in the new century. It's vision in brief 'Think globally and act locally'.

Mission:

Mission of NUB is to offer such programs of study and related functions as will be directly linked to socio-economic empowerment of the people of the country. It will also conduct educational, research and developmental programs of higher quality at affordable cost.





NUB 4th Convocation



NUB Declares 1st Digital University In Bangladesh











Northern International Medical College Hospital (NIMCH)

Overview:

Northern International Medical College Hospital (NIMCH) is a 290 bed, multi-specialty tertiary care hospital. We commenced operations in June 2005 and since then have been a familiar, trusted and comforting presence to the healthcare needs not only of the immediate community but also of patients from different part of the country. It has been sets up all the policies to ensure support and enhancement of the quality of the health services provided to the patients, through the identification and determination of the vision, message, values, objectives, guiding philosophy and the mechanism of work.

Vision:

Our vision is that we will become the location of choice for Bangladeshis and peoples of Asia region for quality healthcare and an integrated centre for clinical services, medical education and research.

Mission:

We will ensure that they receive the benefits of modern medicine through the provision of qualified personnel and appropriate technology, which assuring efficient use of resources. The loyalty, enthusiasm and high sprit of employees are recognized as being essential to fulfill our mission.



Health Check-up



Library



Bio-Chemistry Laboratory











Northern College Bangladesh

Overview:

Northern College Bangladesh (NCB), affiliated under Board of Intermediate & Secondary Education, Dhaka, and National University Gazipur is a venture of NUBT.

NCB was established on private initiative to provide education particularly in the field of Bank Management, Business Administration & Technology. Its legacy date is a few years' back when the institute started with the vision of developing trained human resources to meet increasing challenge and opportunities in the new millennium. The specialty of its nature made it a very distinct kind of university-level-institute in the private sector.

Some renowned educationists conceived the idea of starting an institute for quality education in the field of Bank Management, Business Administration & Technology. From the beginning, participation of academicians, bankers and non-government organizations helped shaping NCB as it is today.



Seminar



Classroom



Classroom











Northern Real Estate Limited

Overview:

Northern Real Estate is an urban real estate developer offering exciting new prospects in both property development and management in the commercial and residential arena. As a sister concern of leading real estate developer Prasaad Nirman Ltd, NRELTD can boast of being backed by an extensive portfolio of successfully executed projects over the last 10 years in both real estate & tourism.

NRELTD is now in the process of building Mirpur City 10, the largest commercial complex comprising of a complete shopping mall, food court that caters a varied range of cuisines, state-of-the-art Cineplex Theater, Games Arcade, corporate spaces & an all-encompassing family resort on the top of the complex.

Situated in the heart of Mirpur 10, this new venture is poised to change the face of metropolitan Mirpur opening the door to a world of exciting new opportunities.







Project: Mirpur Shoping World











List of the Bankers

Name of the Bank	Branch	Tel / Cell	E-mail
Bank Asia Ltd	Banani	98822316	sabur@bankasia.com.bd
Basic Bank Ltd	Gulshan	8833402	gulshan@basicbanklimited.com
Union Bank Ltd	Banani	55035138	banani@unionbank.com
Bangladesh Development Bank Ltd	Agrabad	9563476	md@bdbl.com.bd
Al Arafa Islami Bank Ltd	Banani	01711466011	jamshedaibl@gmail.com
First Security Islami Bank Ltd.	Gulshan	9895381	gulshan@fsiblbd.com
Lanka Bangla Finance	Banani	9883701-10	khwajashahriar@lankabangla.com
United Finance Ltd	Tejgaon	9660039	www.unitedfinance.com.bd













Corporate Office

Praasad Trade Centre

6, Kemal Ataturk Avenue Banani, Dhaka 1213, Bangladesh Tel: 88 02 8810053, 88157709, 8817297 Fax: 88 029881366

Email: info@praasadnirmanltd.com Website: www.praasadgroup.com









