

A large, faint watermark-like image of the map of the Indian state of Punjab is visible across the upper half of the slide. It shows the state's borders and internal districts.

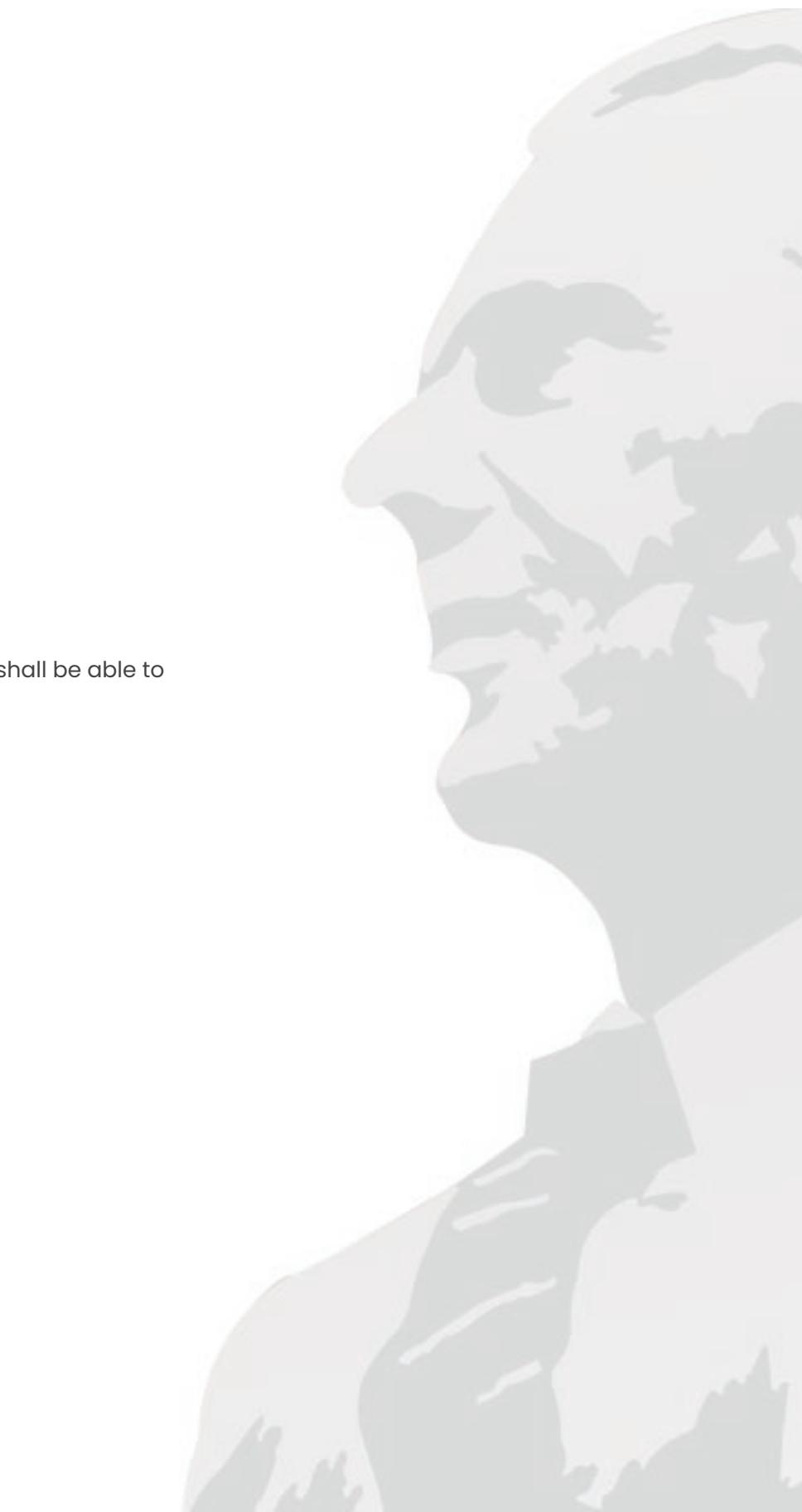
INVESTMENT  
PORTFOLIO  
**CBD BAB DISTRICT**  
CONSULATES  
& HOSPITAL

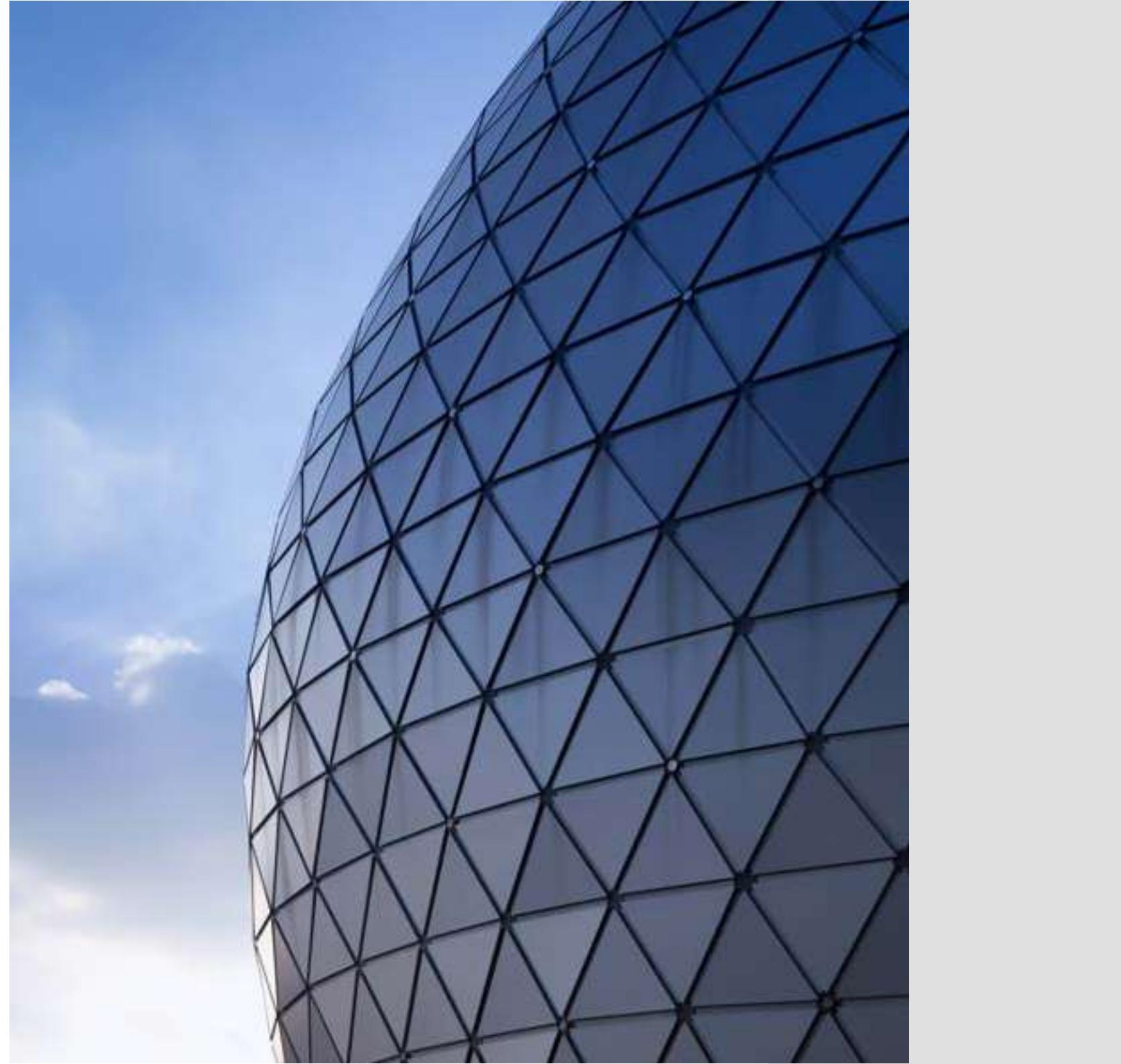


It is only with united effort and faith in our destiny that we shall be able to  
translate the Pakistan of our dreams into reality.

Muhammad Ali Jinnah.

*Mai Jinnah*





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## VISION

At CBD Punjab, our vision is to be a catalyst for economic growth, creating a hub that attracts individuals in search of business and job opportunities. Through our "Smart City Mission," we aim to identify initiatives that enhance the lives of our residents, promoting smart solutions in daily routines and services.

We believe in fostering technology and encouraging its use within CBD Punjab to create efficient systems and a supportive environment for economic growth, thereby attracting more investments to Pakistan.

Our commitment goes beyond business opportunities. We aim to provide comprehensive living, working, and leisure spaces through quality urban design. CBD Punjab is built upon five core themes: inclusiveness, eco-friendliness, sustainability, advancement, and connectivity.

We respect cultural diversity, preserve the natural environment, promote sustainable development, strive for balanced prosperity, and ensure effective connections to the surrounding neighborhoods. Our vision is to lead the way in smart, sustainable, and inclusive urban development; making CBD Punjab a symbol of innovation, growth, and opportunity for all.



## MISSION

CBD Punjab's mission is to drive economic growth, aligning with the government's vision. The focus is clear: create a sustainable, prosperous business district that generates jobs, improves urban life, and promotes eco-friendly practices.

CBD Punjab's mission comprises several key objectives. First, we aim to boost economic growth by attracting investments and stimulating commerce, benefiting the local and national economy. Second, we're committed to generating job opportunities, enhancing residents' livelihoods, and supporting economic progress.

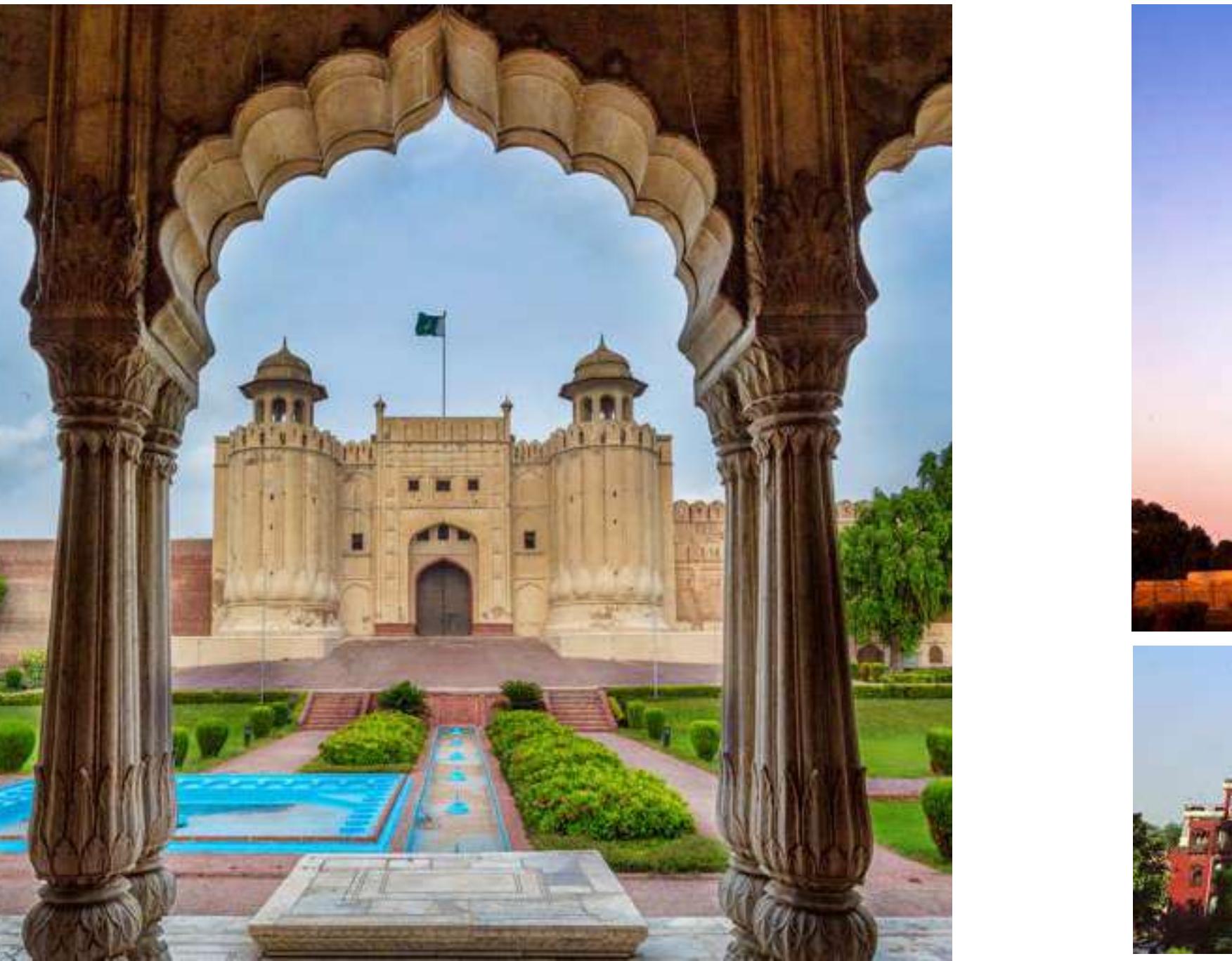
Additionally, we're revitalizing urban areas by improving infrastructure, affordability, and public services for a better community. Sustainability is central to our mission, aligning with government's green growth strategies to create eco-friendly spaces and sustainable cities. Finally, we champion innovation, aiming to create smart cities that enhance productivity, lifestyles, and societal prosperity.

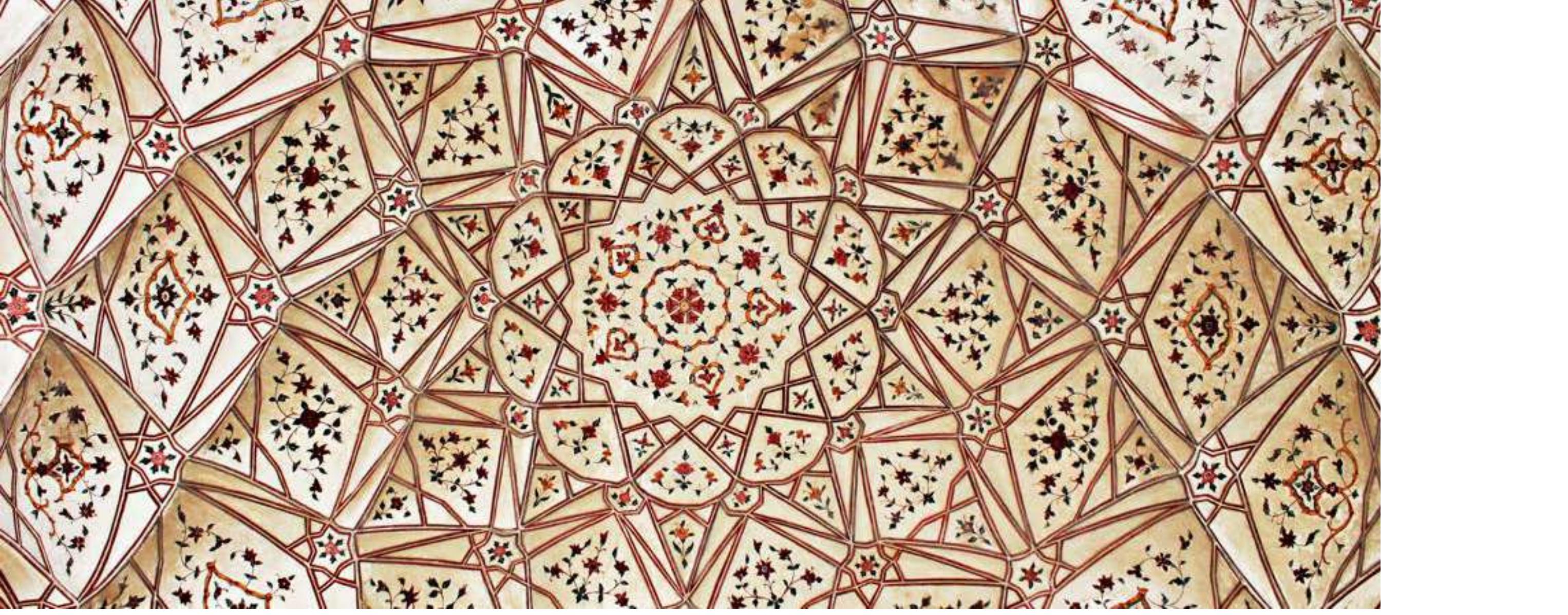
In sum, CBD Punjab's mission is to build a dynamic, eco-conscious, and prosperous business district, serving as a model for future urban development, in harmony with government objectives and community welfare.



## LAHORE THE VIBRANT SOUL OF PAKISTAN

Lahore, often referred to as the 'Heart of Pakistan' is a city that pulsates with vibrancy and life. Nestled in the fertile plains of Punjab, Lahore seamlessly blends tradition and modernity, creating a unique and captivating atmosphere. With bustling bazaars, rich cultural heritage, and historical landmarks like the Lahore Fort and Badshahi Mosque, Lahore is a city of festivals and warm hospitality, where old and new harmoniously coexist.





## THE ECONOMIC HUB OF PAKISTAN

Lahore holds a paramount position in the nation's economic landscape. As the country's economic epicenter, Lahore contributes significantly to Pakistan's Gross Domestic Product. The city is a thriving hub for diverse industries, from textiles and manufacturing to information technology and services. Lahore's strategic location, well-developed infrastructure, and a burgeoning entrepreneurial spirit have fostered a vibrant business ecosystem, attracting both national and international investment. With its rich cultural heritage and a progressive outlook, Lahore is not only a driver of economic growth but also a symbol of the nation's potential for innovation and prosperity.

PUNJAB'S  
**FASTEST  
GROWING  
REGION**

OVER  
**5,000**  
YEARS  
OLD HISTORY

RANKED  
**NO.1** FOR  
SERVICES &  
INFRASTRUCTURE  
DEVELOPMENT

**40,000+**  
RUNNING  
BUSINESSES



OVER  
**14** MILLION  
THRIVING POPULATION

OVER  
**900,000**  
YOUTH POPULATION  
& GROWING ANNUALLY

SECOND  
**LARGEST**  
FINANCIAL HUB  
OF PAKISTAN

**\$ 84**  
BILLION  
GDP

LARGEST  
INFORMATION  
TECHNOLOGY  
ECO SYSTEM OF PAKISTAN



# **PAKISTAN'S FIRST SUPER HIGH RISE DEVELOPMENT**

# **THE PROJECT**



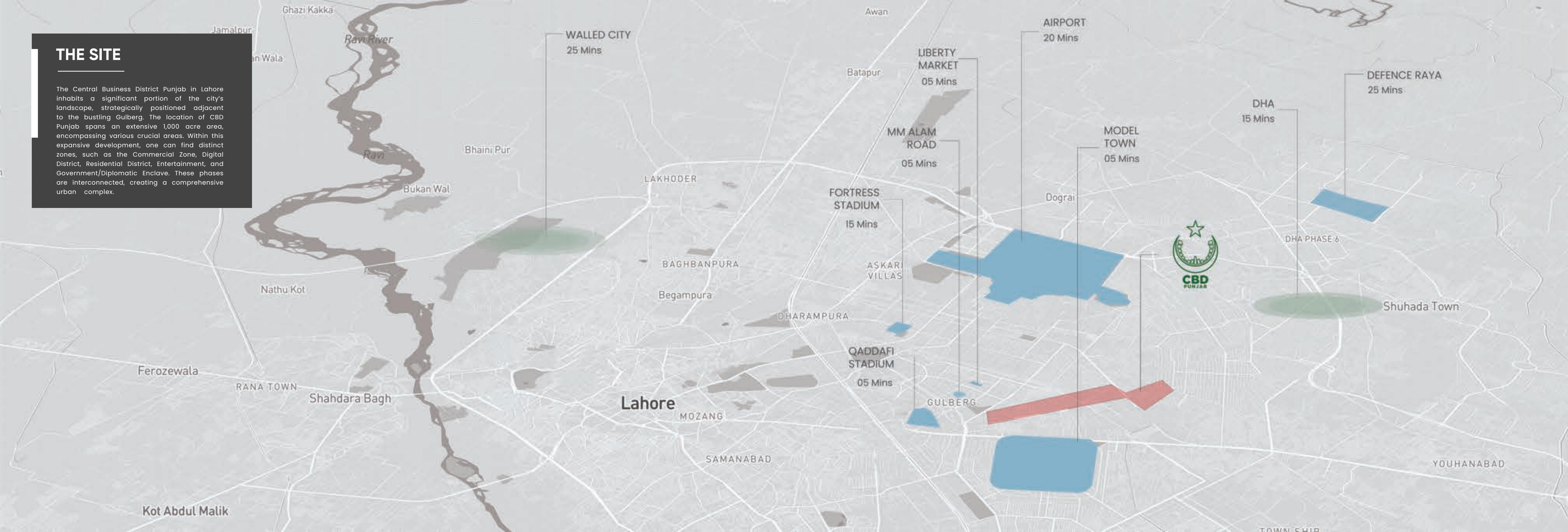
# PROJECT INTRODUCTION

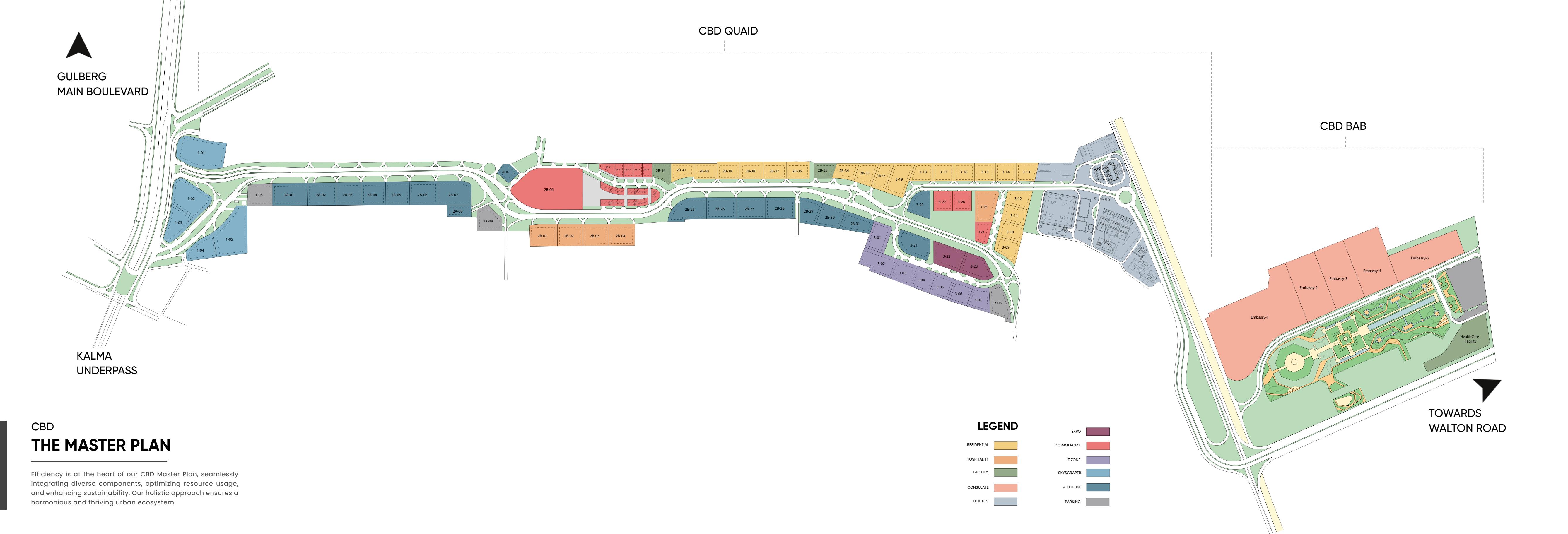
The Punjab Central Business District Development Authority (PCBDDA), also known as Central Business District Punjab (CBD Punjab), stands as a transformative endeavor on the urban canvas of Lahore, Pakistan. Nestled in close proximity to the city's economic and business hub, this colossal initiative covers an extensive land area. CBD Punjab's overarching mission is to establish Lahore as a distinguished global business hub, with a vision of considerable magnitude. With a preliminary financial feasibility estimate ranging from PKR 2,700 billion to 3,000 billion, the project embodies this ambitious vision, promising to redefine urban development paradigms in the heart of Pakistan.



## THE SITE

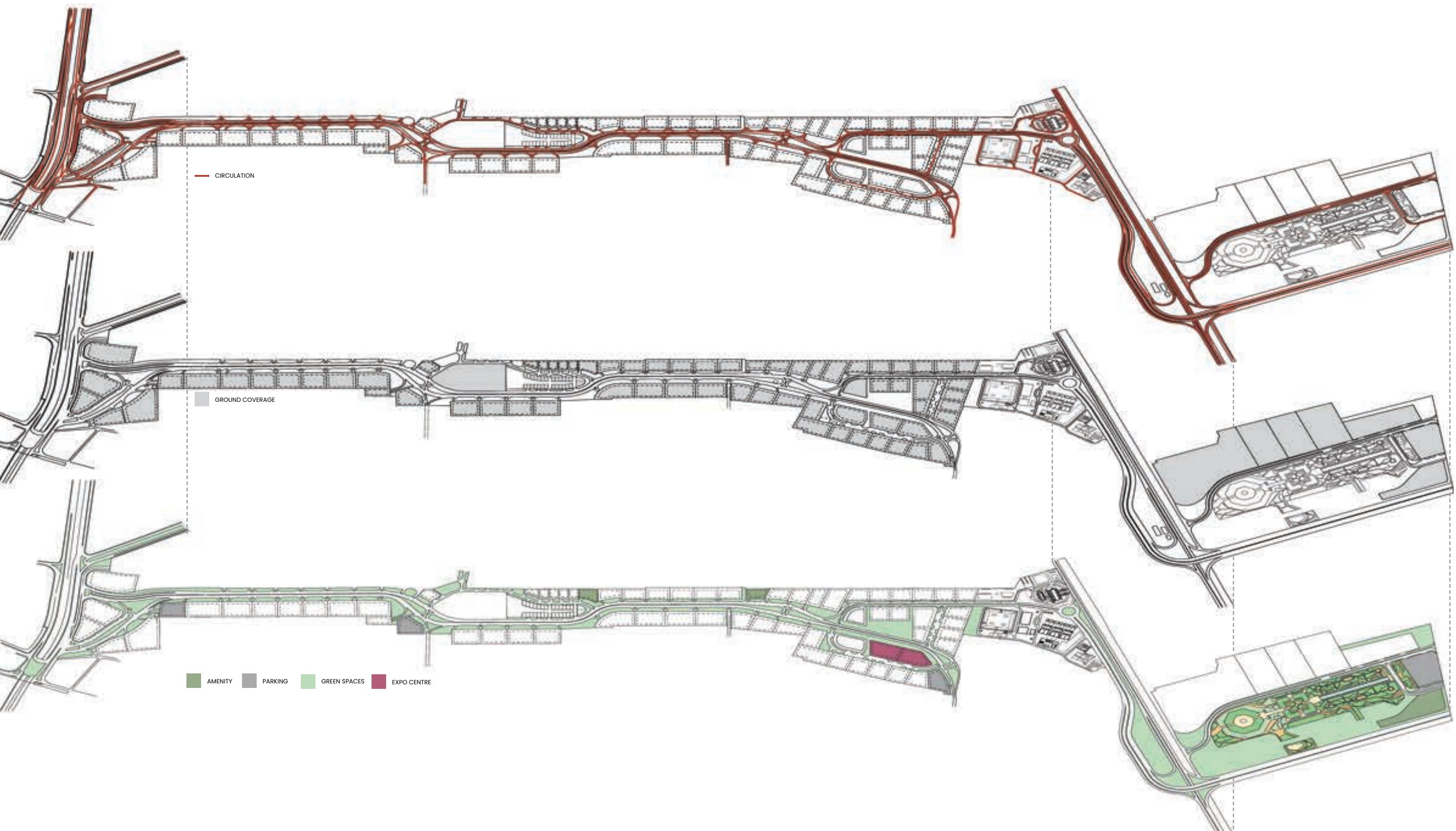
The Central Business District Punjab in Lahore inhabits a significant portion of the city's landscape, strategically positioned adjacent to the bustling Gulberg. The location of CBD Punjab spans an extensive 1,000 acre area, encompassing various crucial areas. Within this expansive development, one can find distinct zones, such as the Commercial Zone, Digital District, Residential District, Entertainment, and Government/Diplomatic Enclave. These phases are interconnected, creating a comprehensive urban complex.





## CBD CIRCULATION AND GROUND COVER

CBD Punjab's circulation and groundwork are meticulously designed, ensuring smooth traffic flow and efficient urban planning.



### Circulation:

CBD Punjab features a meticulously planned, state-of-the-art wide roads network and road infrastructure, designed to ensure seamless connectivity within the district. These well-structured roads provide efficient routes, enhancing accessibility and convenience for everyone within the CBD Punjab community and its visitors.

### Figure Ground Analysis:

CBD Punjab expertly conducts ground analysis to allocate spaces with precision, ensuring optimal land usage for various purposes within the district. This strategic planning results in a well-organized urban landscape, accommodating diverse functions efficiently.

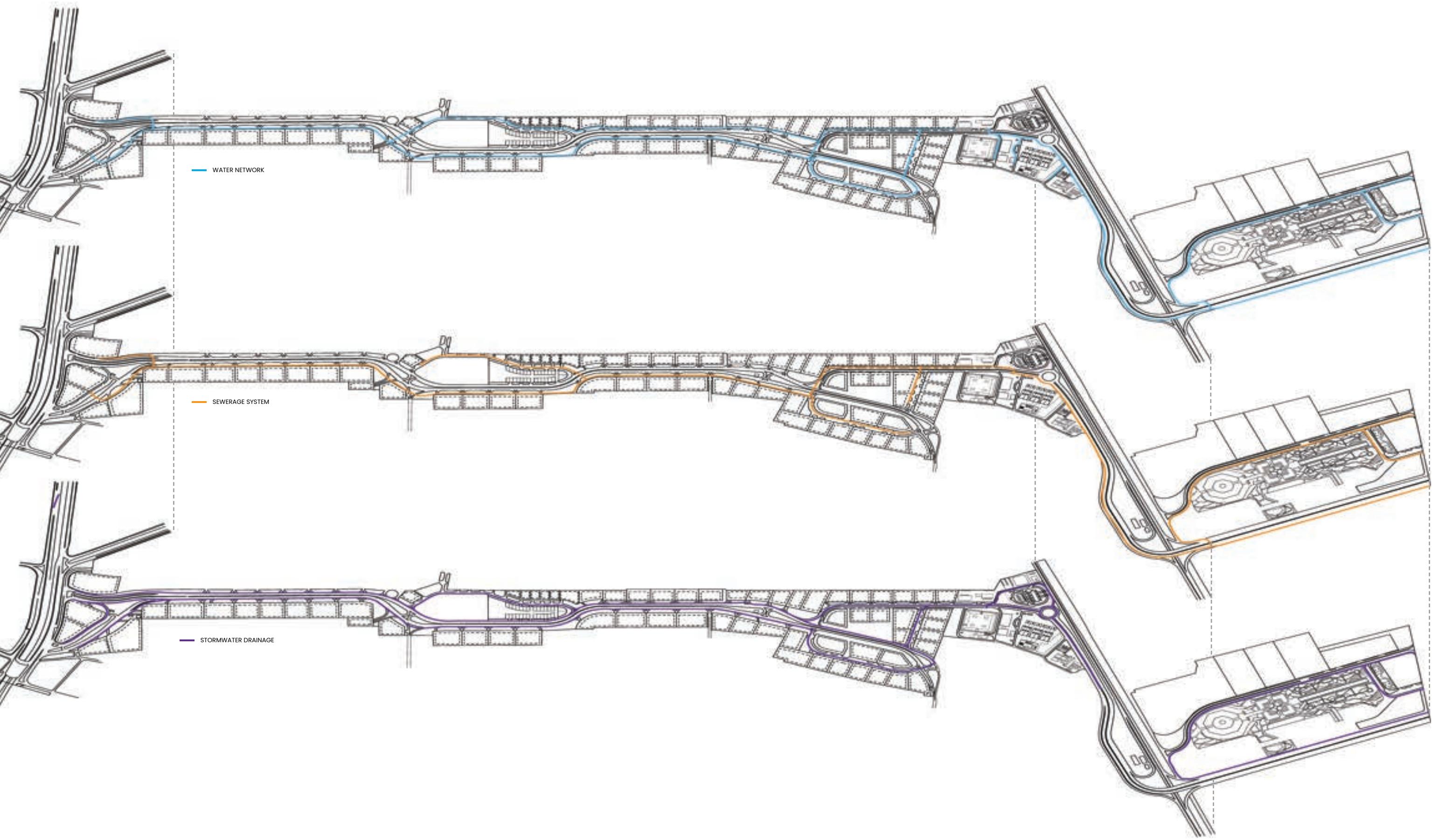
### Facilities & Greens:

From ample parking spaces to lush green parks, serene mosques, vibrant community clubs, and recreational areas, CBD Punjab is thoughtfully designed to provide a wide range of amenities that enhance urban living.

**CBD**

## WATER & SEWERAGE

At CBD Punjab, a comprehensive water and sewerage system is seamlessly integrated to cater to the needs of the community efficiently.



### Water Supply:

CBD Punjab features an uninterrupted, clean water supply network. This system ensures a continuous, high-quality water supply to cater to the district's diverse needs, promoting a clean and healthy environment for residents and businesses alike.

### Sewerage:

CBD Punjab incorporates a modern & efficient underground sewerage system that seamlessly manages disposal and promotes cleanliness. This carefully designed network ensures that waste is effectively collected and taken care of; contributing to a cleaner and healthier living environment within the district.

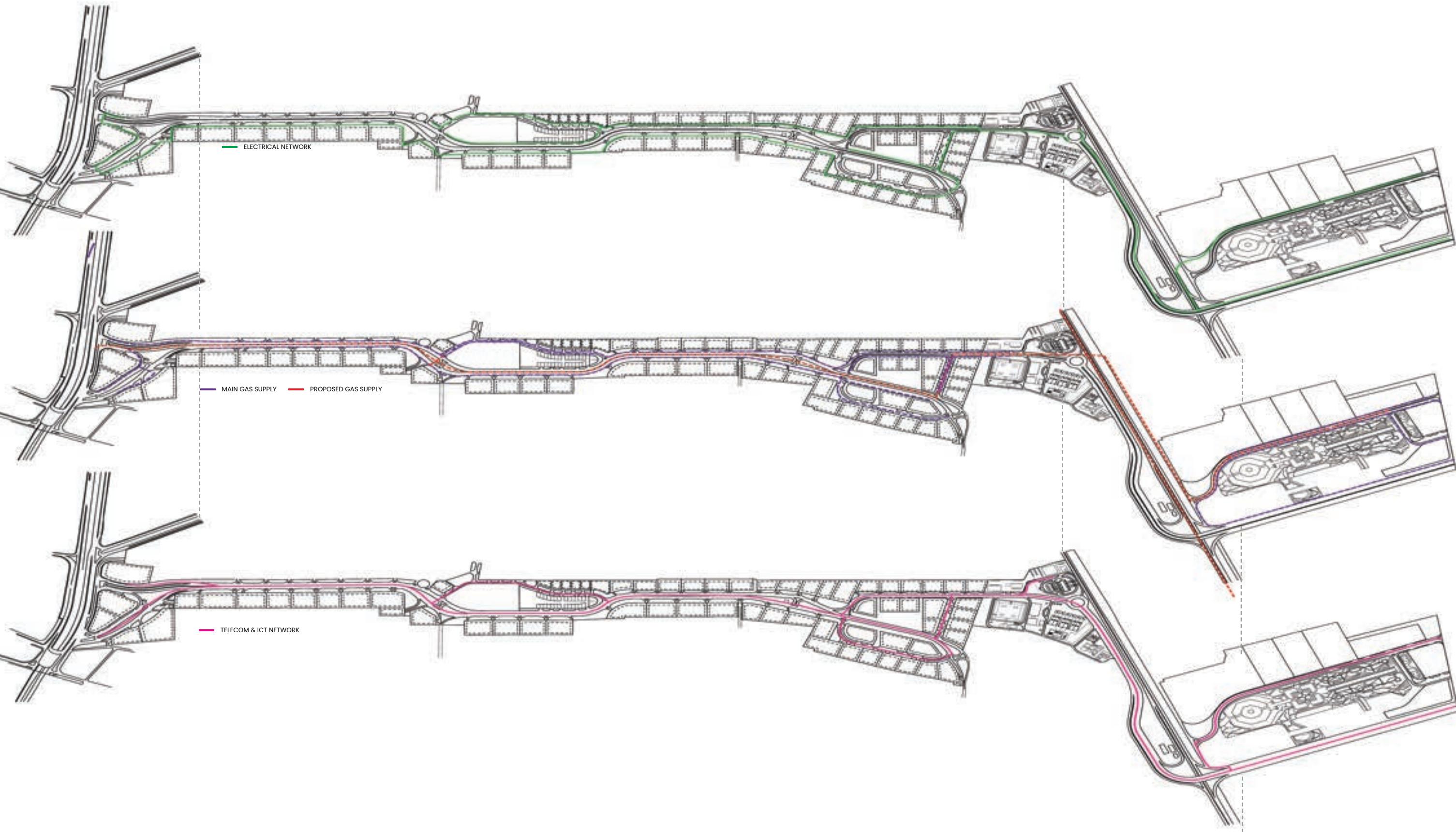
### Storm Drainage:

Within CBD Punjab, a comprehensive stormwater network is in place to manage heavy rainfall efficiently. This advanced system ensures that rainwater is channeled away, preventing flooding and waterlogging. The well-planned stormwater network keeps the environment clean and enhances the overall quality of life in the district.

CBD

## UTILITIES

The utilities at CBD Punjab create a colossal network of modern engineering, setting the stage for a life that's grander than grand.



### Electrical:

CBD Punjab is equipped with three dedicated grid stations that ensure an uninterrupted electricity supply. This setup guarantees consistent energy accessibility for residents and businesses, fostering a reliable and thriving environment within the district.

### Gas:

CBD Punjab features a reliable gas supply network that provides uninterrupted service to meet the needs of its residents & businesses. This gas network at CBD Punjab ensures a constant & efficient supply of natural gas, contributing to the convenience and comfort of the community.

### Telecom:

The advanced telecom infrastructure within CBD Punjab guarantees seamless connectivity for residents and businesses. With high-speed internet and a robust network, the community enjoys efficient communication and access to digital services.

## LAHORE PRIME SKYSCRAPERS

Lahore Prime is a prominent cluster of commercial skyscrapers, symbolizing the pinnacle of contemporary commerce. These architectural marvels are strategically positioned, to provide a prestigious business location to new businesses and to attract enterprises of all scales. This dynamic business hub is engineered to stimulate the local economy and eventually contribute to the nation's GDP.

The symbiotic relationship between these enterprises and the locality is set to trigger an economic boom, not just within the city limits but also radiating beyond its borders. Additionally, these towering structures seamlessly integrate into and enhance the urban landscape, making Lahore Prime a true emblem of prosperity and progress.

**6**

TOTAL PLOTS

**750 ft.**

MAX-HEIGHT

**78.6 Kanals**

AREA

**24**

FAR





## LAHORE DOWNTOWN

MIXED-USE COMPLEX

Lahore Downtown, as the city's pioneering centrally planned district, revolves around contemporary office spaces ensconced amid a vibrant skyline of skyscrapers and architectural marvels. This intricately designed urban landscape forms the core of an ecosystem that caters to efficient and streamlined business operations, nurturing a dynamic and thriving business community.

Its strategic positioning makes it an irresistible hub for a diverse array of companies seeking a centralized business address, positioning it as a catalyst for exponential economic advancement within the region. Lahore Downtown, with its modernity and strategic significance, exemplifies a paradigm shift in urban development, serving as the foundation for regional and national economic prosperity.

**9**  
TOTAL PLOTS  
**80 Kanals**  
AREA

**420 ft.**  
MAX-HEIGHT  
**15**  
FAR

## THE RUNWAY

### COMMERCIAL & HOSPITALITY

The Runway is a multipurpose project set to offer hospitality, entertainment and retail zones.

**The hospitality zone** is all about hotels and related commercial facilities. The primary purpose is to provide comfortable accommodations for everyone, including tourists and business visitors. By offering contemporary and convenient lodging options, it makes CBD Punjab an attractive destination, consequently contributing to the local hospitality sector and its economic growth.

**The entertainment sector**, dedicated to the creation of spaces for leisure and recreation. This includes community centers, wellness centers, and entertainment venues, providing the community with a diverse range of entertainment options, thus enhancing the quality of life within the CBD Punjab. These venues offer opportunities for relaxation, cultural enrichment, and enjoyment.

**The retail zone** creates commercial spaces for businesses to establish shops and stores. This commercial hub caters to the community's shopping and retail needs, offering a wide variety of products and services. By attracting shoppers and retailers, this component supports economic growth and the development of the local retail sector.

**9**

TOTAL PLOTS

**420 ft.**

MAX-HEIGHT

**121** Kanals

AREA

**7**

FAR

## RUNWAY





## THE ECHELON

BRANDED RESIDENCIES  
& MIXED-USE

The Echelon is a meticulously designed space offering high-class residence and commercial opportunities.

**Regalia** represents a unique residential sanctuary, a haven exclusively for discerning individuals who value prestige and exclusivity in their living spaces. Accessible solely by invitation, this enclave is designed for those who aspire to experience opulent living – right within the heart of CBD Punjab. Regalia seamlessly harmonizes with the district's bustling commercial landscape, offering a distinct blend of high-end residential serenity amid the dynamic urban setting.

This region also includes the **Mixed-Use Commercial Towers**; offering versatile spaces, suitable for both businesses and offices. These towers support various business activities, fostering a dynamic business environment. Their flexibility promotes economic growth by accommodating a variety of commercial ventures and encouraging a thriving business community.

**13**  
TOTAL PLOTS

**900 ft.**  
MAX-HEIGHT

**95 Kanals**  
AREA

**12.3**  
FAR

## THE ABODE

### COMMERCIAL & RESIDENTIAL

Abode is a sustainable residential haven to cater to the increasing urban population.

This zone broadens the spectrum of contemporary and environmentally sustainable residential accommodations within the CBD Punjab community. With a primary focus on catering to the increasing population, it provides an extensive range of housing options that address the diverse needs of the residents. These towering structures play a pivotal role in ensuring that the community has access to an assortment of well-suited and eco-friendly living spaces.

The residential zone stands as a symbol of progress, enhancing the community's urban living experience by offering a multitude of choices that are both in tune with modern living standards and sustainable for the environment.

**14**  
TOTAL PLOTS

**380 ft.**  
MAX-HEIGHT

**87** Kanals  
AREA

**8**  
FAR

# ABODE





## THE NODE

### IT & EXPO CLUSTERS

Node is a haven of technological ingenuity that has been thoughtfully crafted to nurture a thriving ecosystem of IT innovation, all while providing an expansive horizon of business possibilities, including the dynamic realm of expos and exhibitions.

The **IT zone** is meticulously crafted to accommodate information technology-related enterprises and innovators, with the goal of fostering technological progress and productivity within CBD Punjab. As we progress towards becoming a designated 'Special Technology Zone' by the STZA, this dedicated space will not only attract tech companies, but also contribute significantly to the region's tech sector's growth and bolster the CBD Punjab's competitiveness in the contemporary business arena.

Alongside the IT zone is 'The Expo Clusters' region, designed to create spaces suitable for exhibitions and events. These clusters serve as venues for trade shows, expos, and events. They provide a platform for businesses to showcase their products and services, thus promoting trade and commerce within the CBD Punjab. These events attract visitors and contribute to the local economy.

**7**  
TOTAL PLOTS

**400 ft.**  
MAX-HEIGHT

**50.7 Kanals**  
AREA

**8**  
FAR

## CBD BAB DISTRICT

### CONSULATES & HOSPITAL

The CBD Bab District is a dedicated space for diplomatic and government-related activities. It serves as a central hub for diplomatic missions and government offices. The main purpose is to enhance the administrative aspects of the CBD Punjab and foster diplomatic relations. By providing a designated area for diplomatic and government functions, this component supports international diplomacy and governance within the CBD Punjab.

In addition to the diplomatic enclave, the area also has the facility of SANO Hospital, which offers essential healthcare services to residents and the broader community.

This medical facility ensures access to healthcare and contributes to the overall health and well-being of the population within the CBD Punjab. It fulfills the critical need for healthcare services, promoting community health and well-being.

**6**

TOTAL PLOTS

**238** Kanals

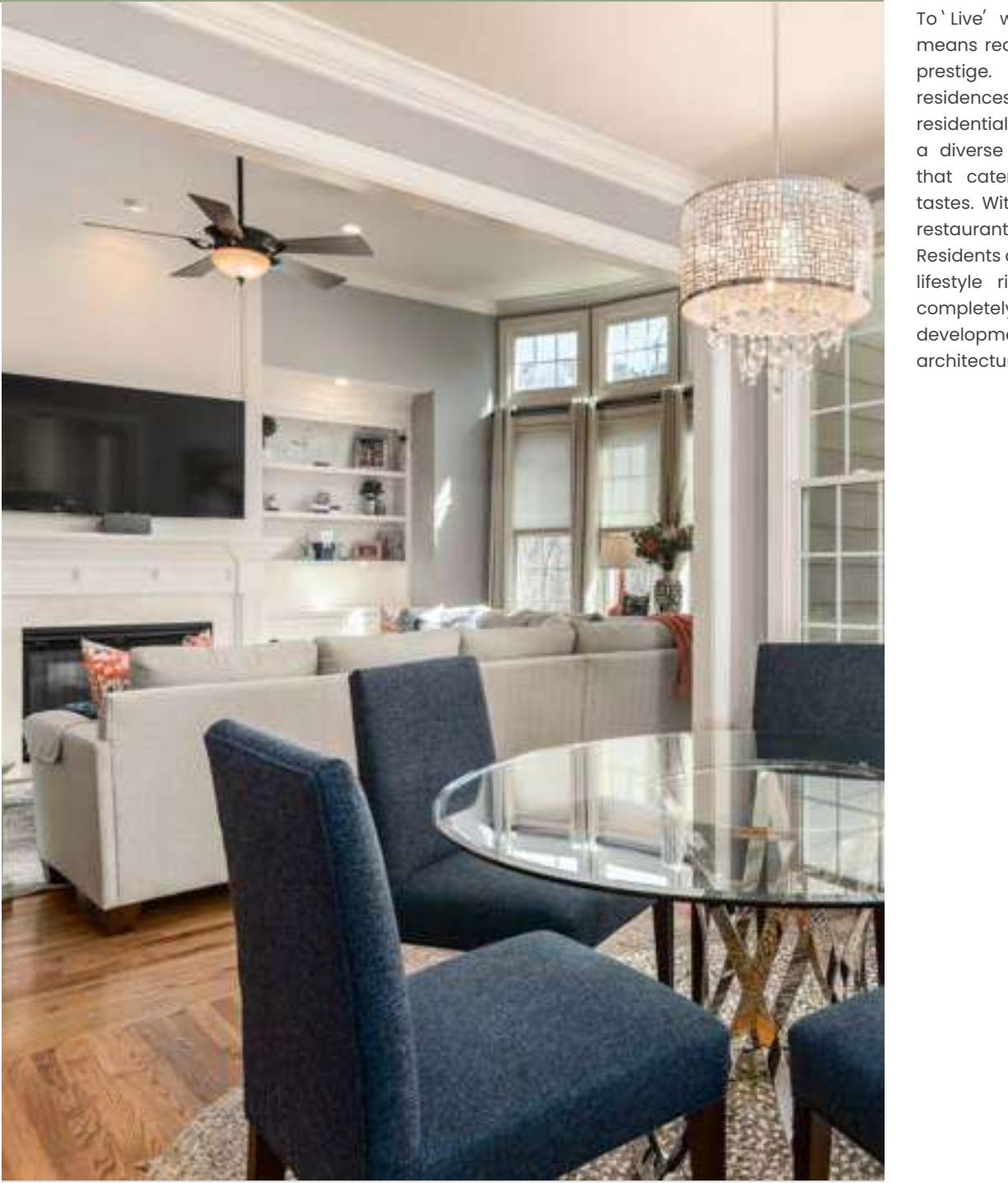
AREA

CB  
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B





# LIVE



To 'Live' within this urban paradise means redefined luxury, comfort, and prestige. From high-end branded residences to thoughtfully designed residential towers, CBD Punjab provides a diverse range of housing options that cater to the most discerning tastes. With close proximity to shops, restaurants, and cultural attractions. Residents can enjoy a rich and fulfilling lifestyle right on their doorstep. A completely novel approach to urban development, smart connectivity, and architectural excellence.

# WORK



CBD Punjab is a thriving 'Work' hub. At Central Business District Punjab, exposure to a diverse range of businesses and professionals allows you to connect and collaborate right in the heart of the city's economic engine. At this epicenter of a bustling business; connected by transit, powered by clean energy, and wired for digital technology, your business is bound to flourish. Synergize with the go-getters and innovator's community – all working towards the common goal of success and growth.

# PLAY



After a productive workday, it's time to 'Play'. The district boasts a range of amenities, from tranquil botanical gardens and parks for relaxation to a bustling community center featuring gyms, swimming pools, tennis/squash courts, and a variety of dining spots. The district also has world-class entertainment venues as well as retail hotspots within the region. The urban essentials thoughtfully paired with these holistic indulgences, make for the perfect, well-rounded living experience in the beautiful city of Lahore.

LIVE. WORK. PLAY.



## BENEFITS OF THE PROJECT

BENEFITS

The Central Business District, Punjab offers a multitude of benefits that extend far beyond its physical infrastructure. At its core, this ambitious undertaking aims to foster positive changes in various aspects of the region's development and well-being.

### Economic Impact

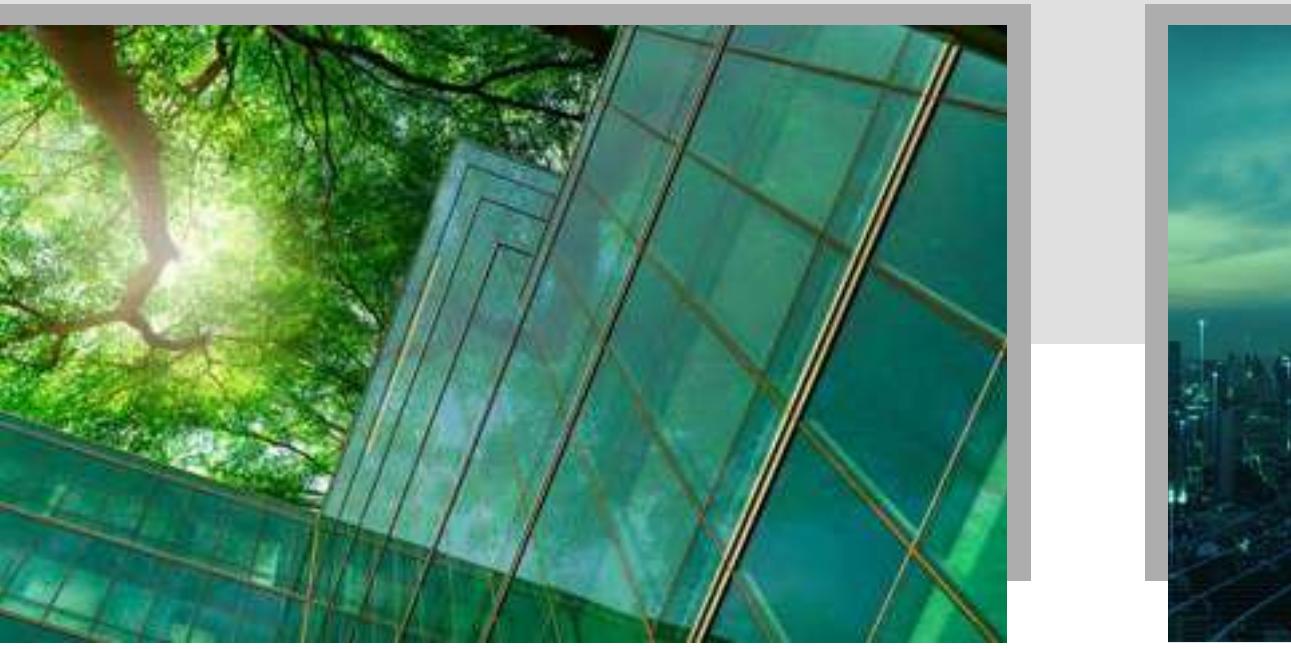
CBD Punjab is poised to deliver a substantial economic impact. By creating a conducive environment for businesses to thrive, it is expected to attract investments, stimulate trade, and boost economic growth. This project's economic significance is underscored by its estimated cost, which ranges from PKR 2700 billion to 3000 billion. Such substantial financial commitments hold the potential to generate substantial returns for the region.



### Employment Generation

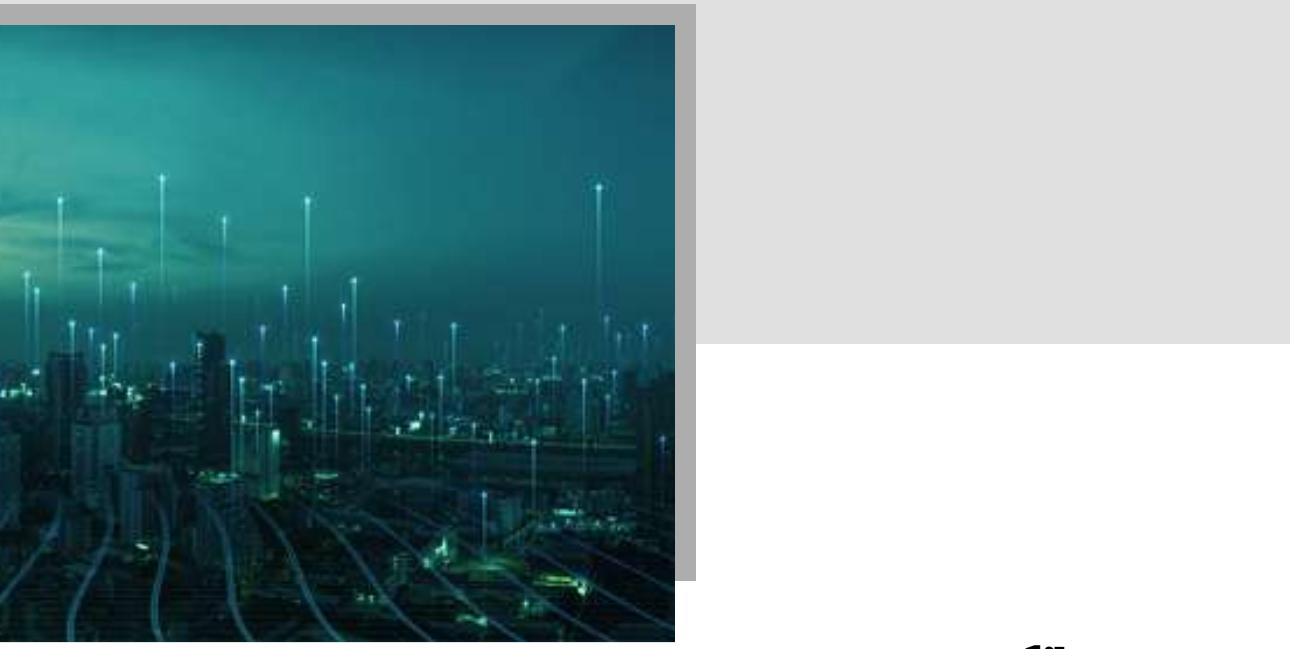
One of the most significant advantages of CBD Punjab is its potential to generate employment across diverse sectors. As the project unfolds, it will create job opportunities in construction, services, and various supporting industries. This employment generation contributes not only to individual livelihoods but also to the overall economic development of the region.





## Urban Revitalization & Sustainability

CBD Punjab embodies the principles of urban revitalization and sustainability. By reimagining urban spaces, focusing on eco-friendly practices, and implementing vertical development principles, this initiative aims to breathe new life into the region's urban landscape. This approach enhances the quality of life for residents and promotes the sustainable use of resources.



## Technology & Innovation

A central theme of CBD Punjab is its embrace of technology and innovation. **The Digital District**, within the project is a testament to its commitment to cutting-edge advancements. By fostering innovation and providing a platform for technological growth, CBD Punjab aims to position itself as a hub for forward-thinking enterprises and foster a culture of innovation and progress.

In conclusion, CBD Punjab's benefits encompass economic growth, job creation, urban renewal, sustainability, and technological advancement. These elements collectively contribute to the project's vision of creating a thriving and globally competitive business district, ultimately enhancing the region's prosperity and well-being.

1<sup>ST</sup>  
CBD IN PAKISTAN

1 MILLION  
EMPLOYMENT

3000 BILLION PKR  
ECONOMY BOOST

57 BILLION PKR  
ALREADY GENERATED

100+  
VERTICAL DEVELOPMENTS



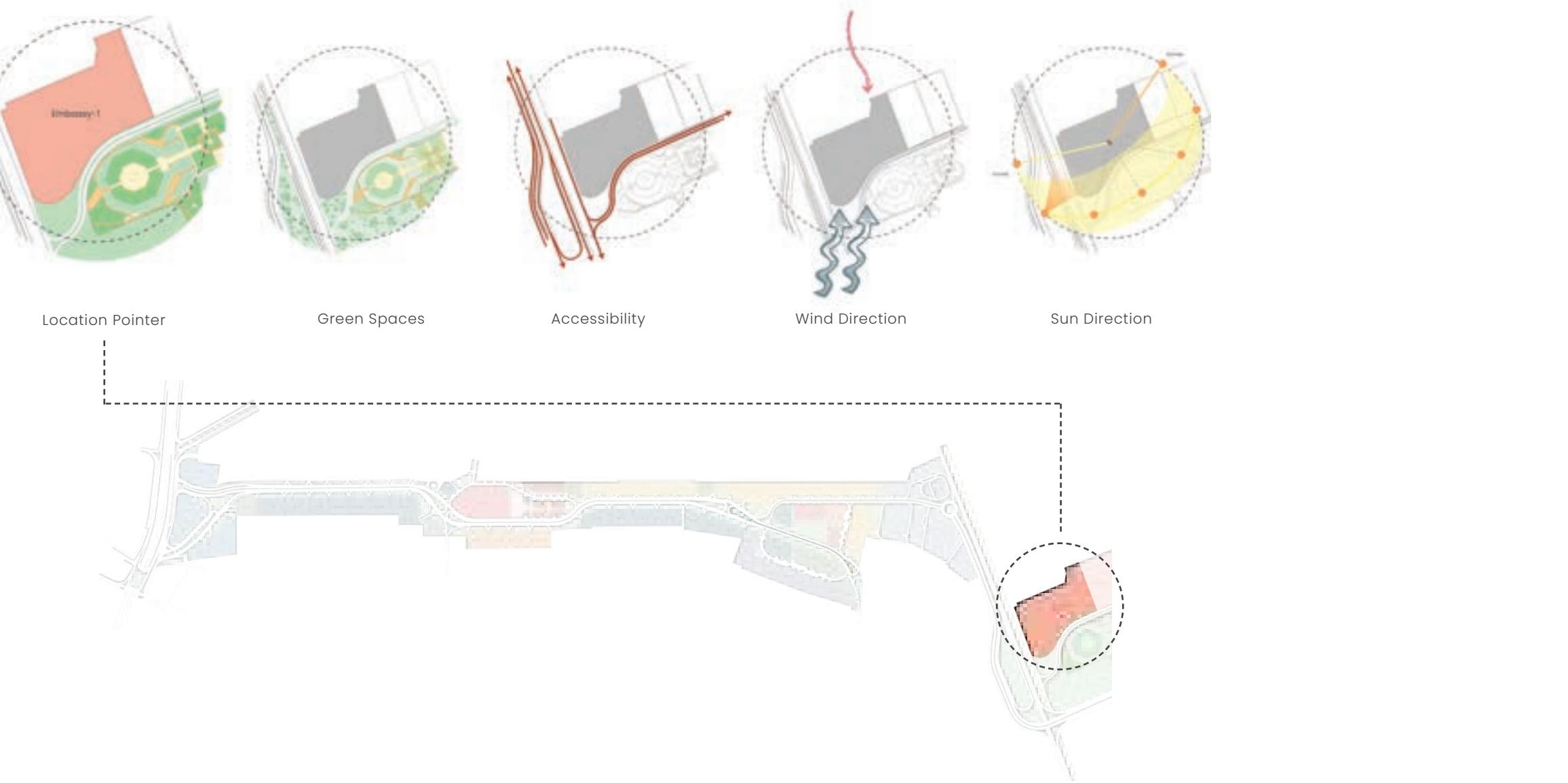
# CBD BAB DISTRICT



## PLOT 4 - 01

EMBASSY

A large diplomatic plot with a plot area of 549,409.71 sqft.



**122** Kanals  
549,409.71 Sqft.  
51,041.81 Sqm.

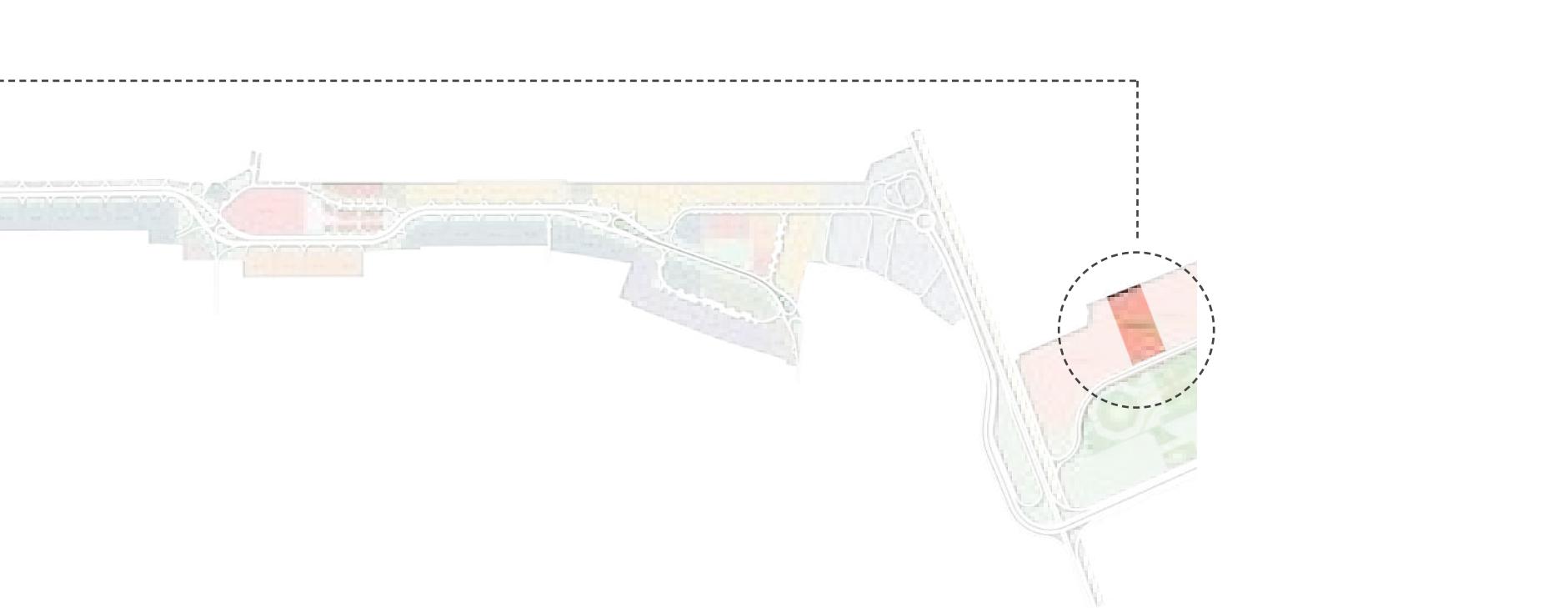
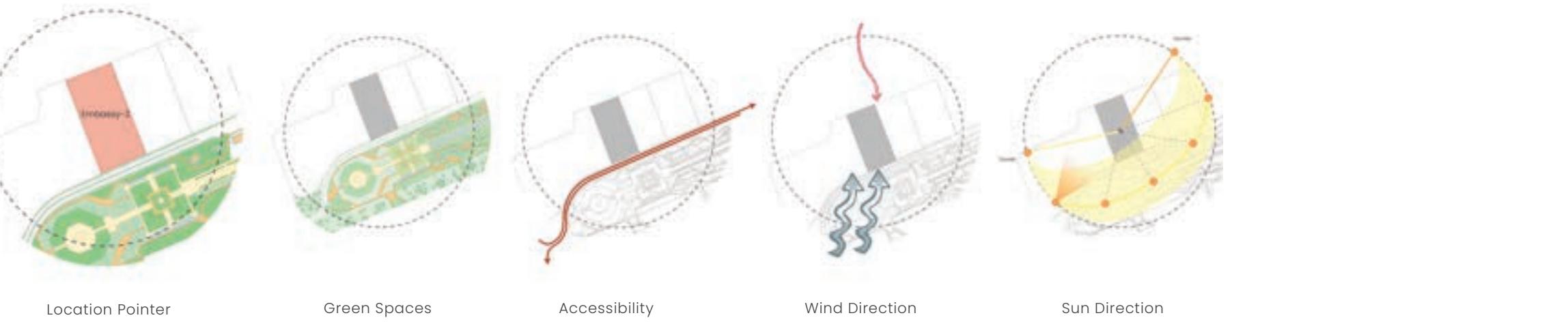


\*Images are for reference only, original design will be different.

## PLOT 4 - 02

EMBASSY

A diplomatic plot within the enclave with a plot area of 181,965.09 sqft.

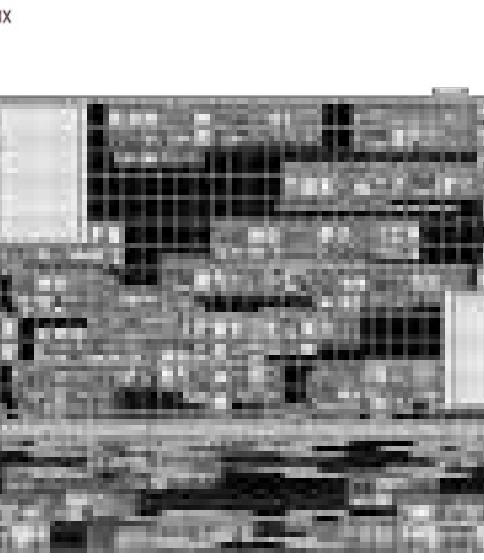


\*Images are for reference only, original design will be different.

**40.43 Kanals**

181,965.09 Sqft.

16,905.10 Sqm.

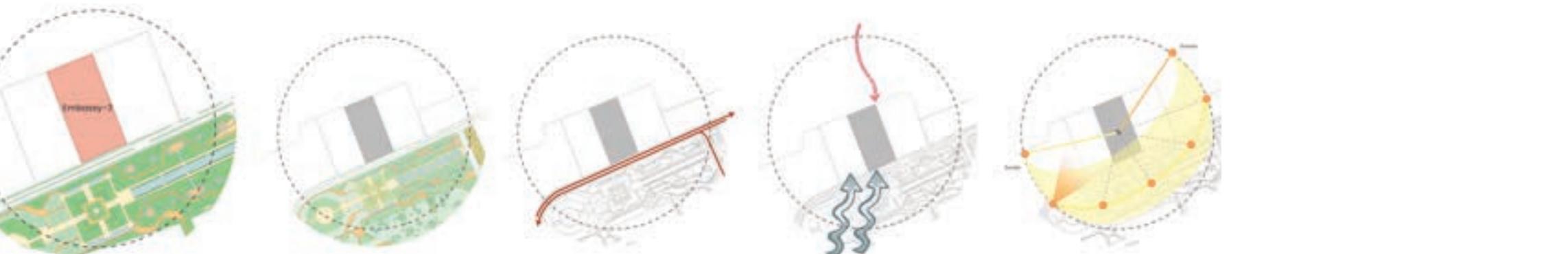


\*Images are for reference only, original design will be different.

## PLOT 4 - 03

EMBASSY

A diplomatic plot with a plot area of 177,085.80 sqft.



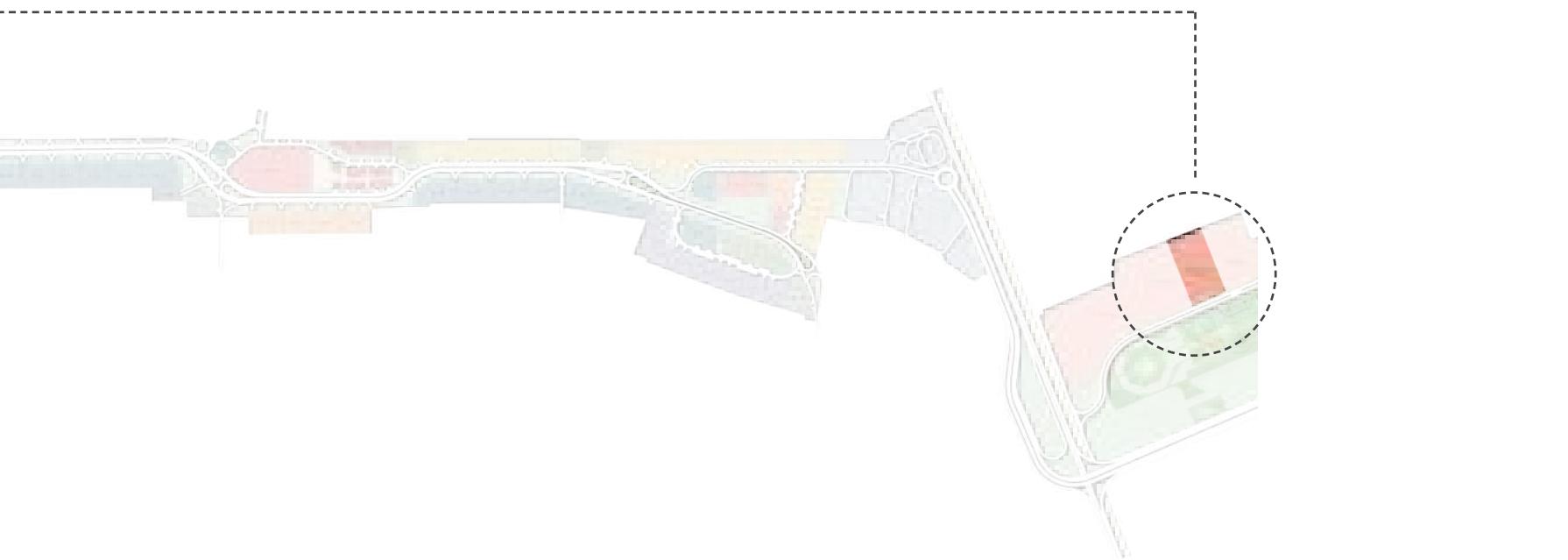
Location Pointer

Green Spaces

Accessibility

Wind Direction

Sun Direction



**39.35 Kanals**

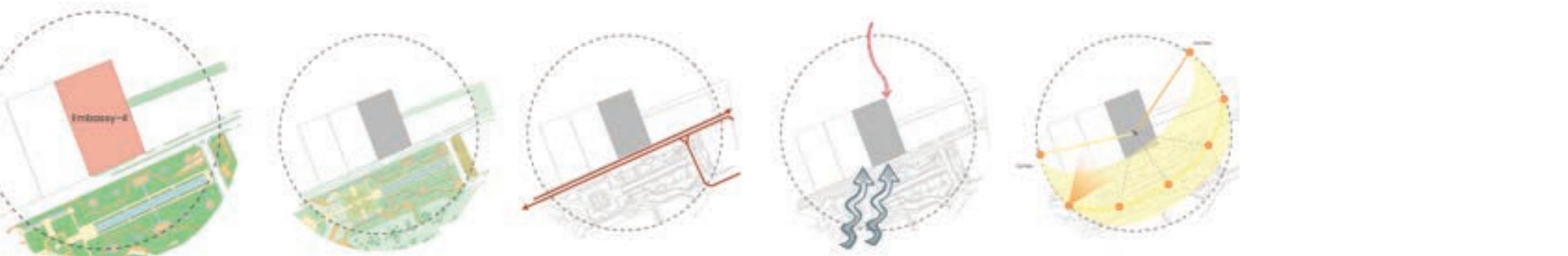
177,085.80 Sqft.  
16,451.80 Sqm.



## PLOT 4 - 04

EMBASSY

A diplomatic plot within the enclave with a plot area of 205,810.96 sqft.



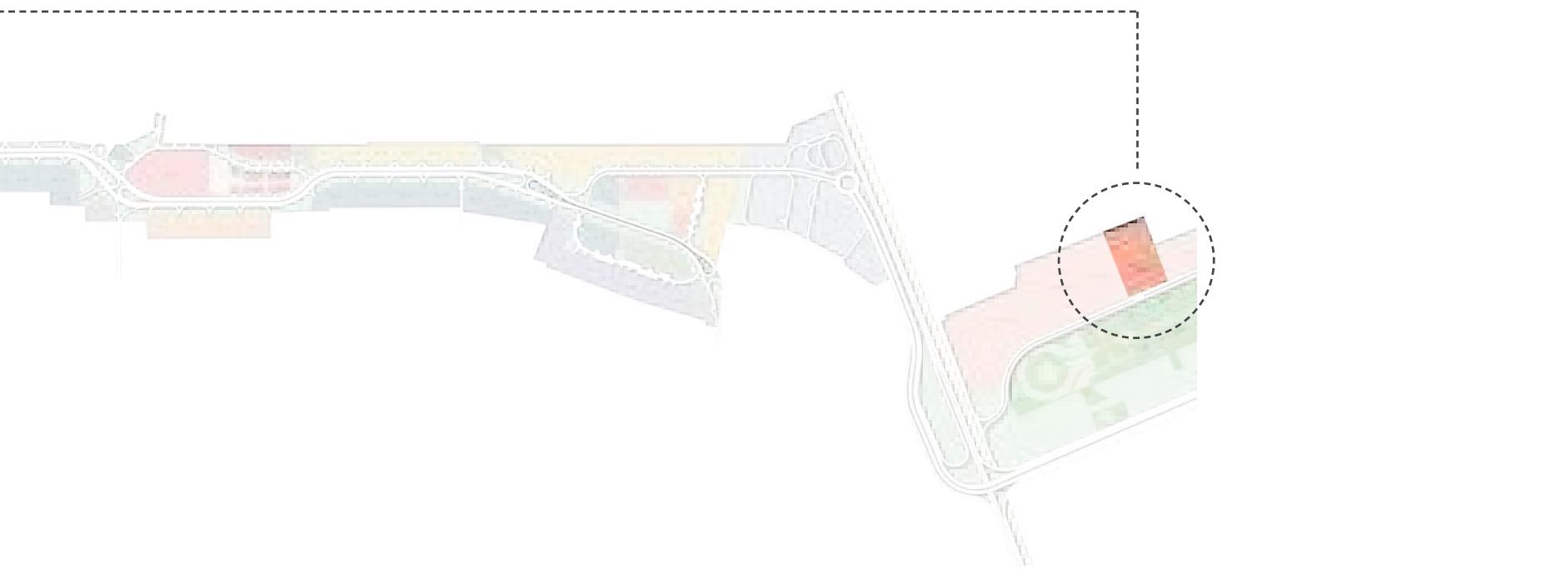
Location Pointer

Green Spaces

Accessibility

Wind Direction

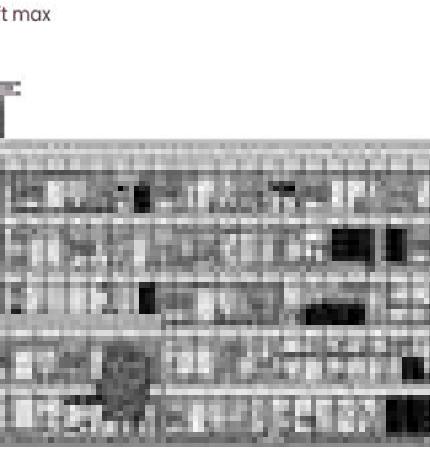
Sun Direction



**45.73** Kanals

205,810.96 Sqft.

19120.46 Sqm.



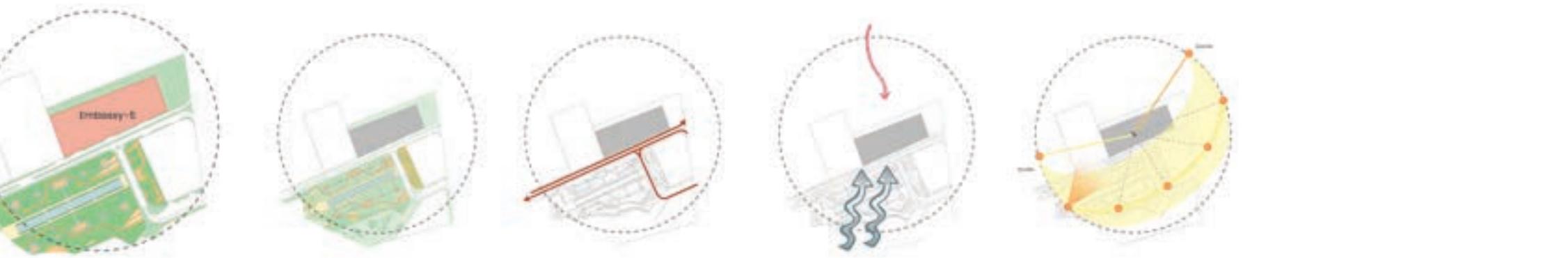
\*Images are for reference only, original design will be different.



## PLOT 4 - 05

EMBASSY

A diplomatic plot with a plot area of 182,789.27 sq ft.



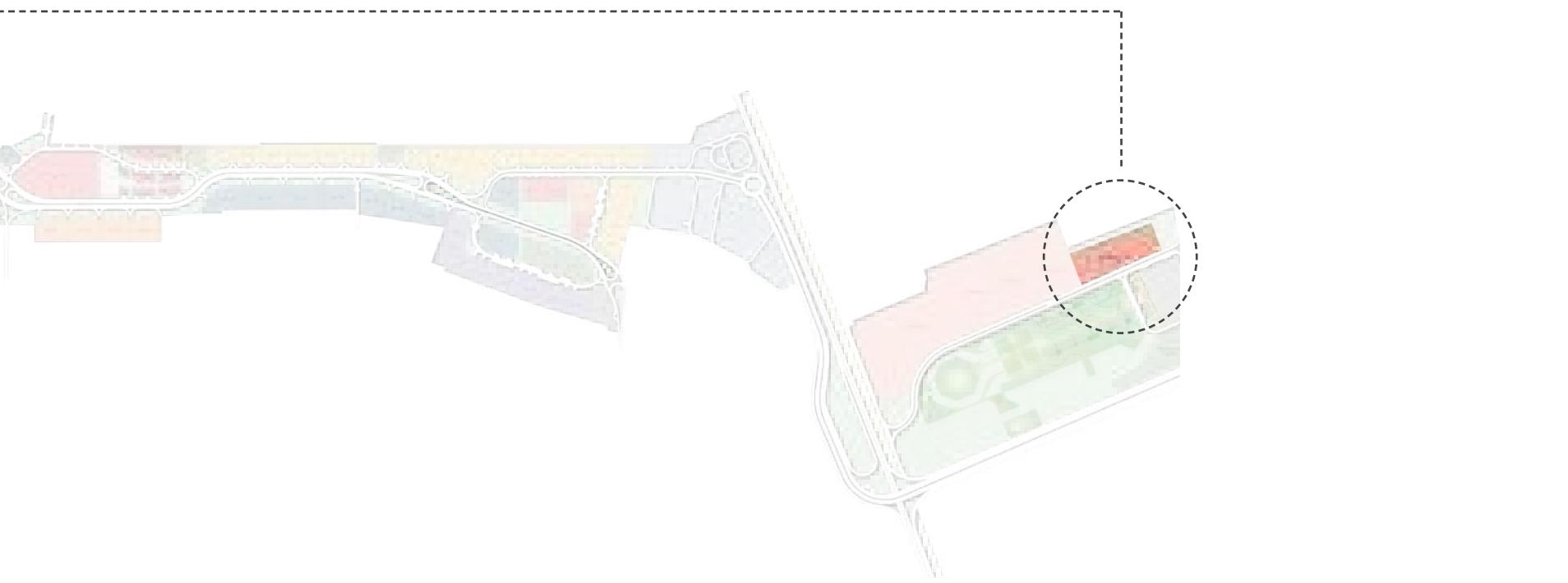
Location Pointer

Green Spaces

Accessibility

Wind Direction

Sun Direction



**40.61 Kanals**

182,789.27 Sqft.

16,981.67 Sqm.

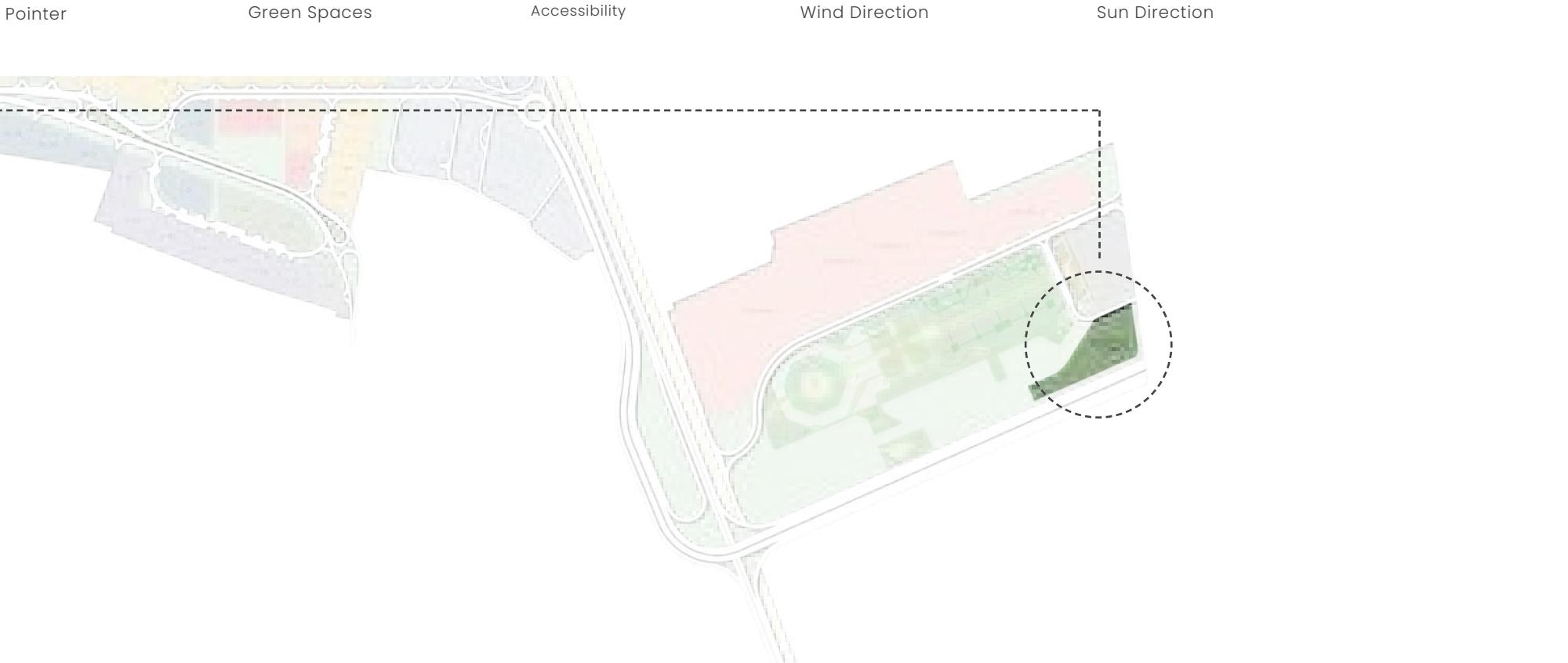
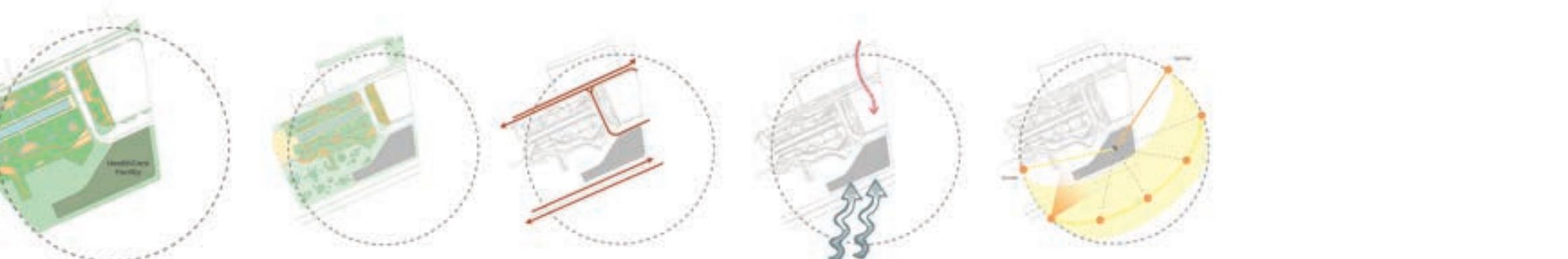


\*Images are for reference only, original design will be different.

## PLOT 4 -06

HOSPITAL-SANO

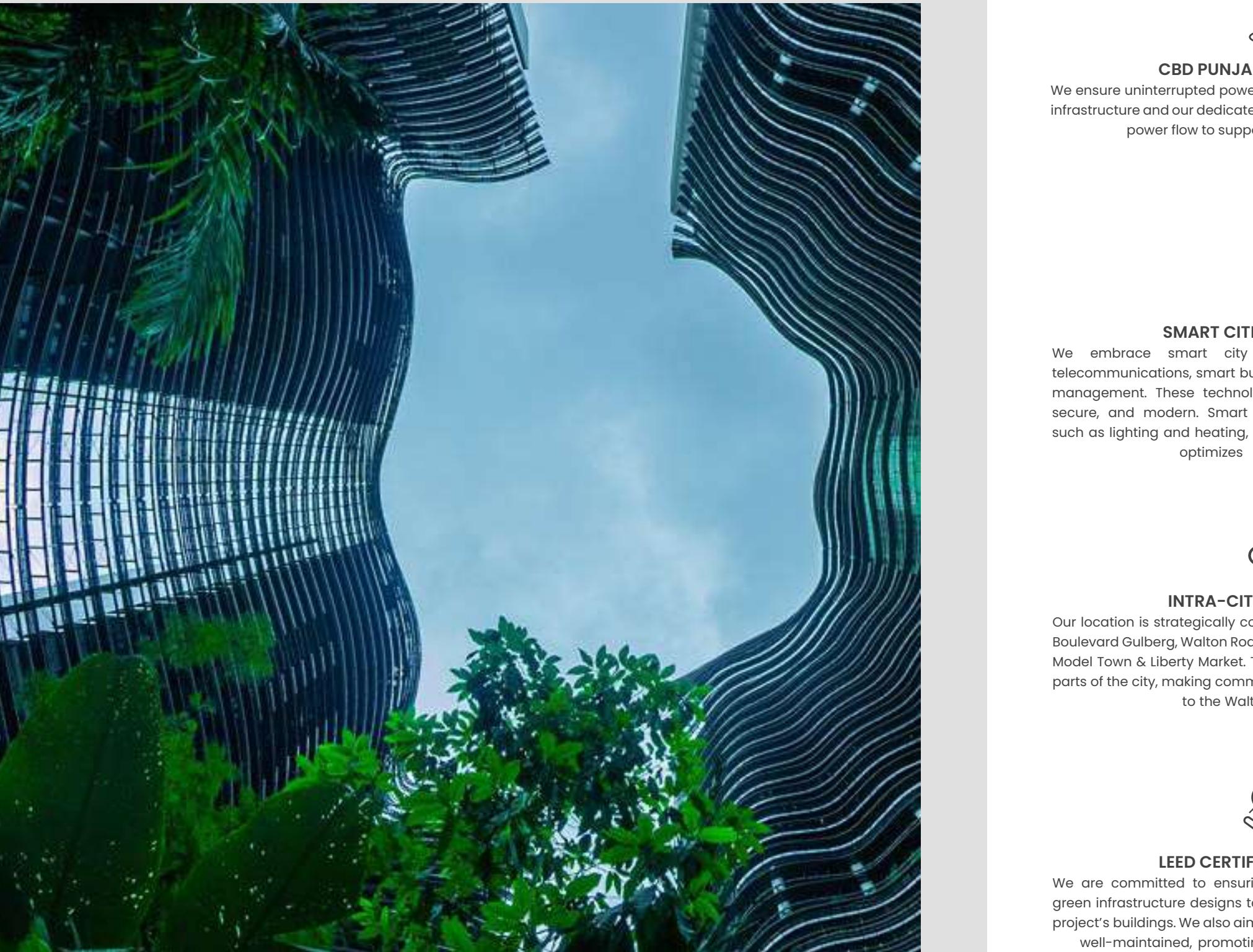
A 217,800 sq ft, plot designated for Hospital, the SANO.



## FACILITIES

Central Business District, Punjab embodies a vision of progress and sustainability with a range of major facilities. The underground parking, underground electricity, and water treatment plant ensure a seamless and environmentally responsible infrastructure.

The integration of solar PV and smart city components reflects the commitment to technological advancement. CBD Punjab's focus on waste management and recycling contributes to a cleaner and healthier environment. With overarching themes of clean, green spaces, and smart security, CBD Punjab is designed to be a model of modern living. Welcome to a future where the infrastructure meets innovation.



## FACILITIES



### CBD PUNJAB'S GRID STATION

We ensure uninterrupted power supply through concealed electrical infrastructure and our dedicated grid station, guaranteeing seamless power flow to support businesses and homes.



### UNINTERRUPTED UNDERGROUND ELECTRICITY

To ensure a steady supply of electricity, we have invested in an underground electrical infrastructure. It helps maintain a dependable and safe power supply for businesses and homes.



### SMART CITIES COMPONENTS

We embrace smart city technology, including advanced telecommunications, smart building systems, and intelligent energy management. These technologies make the city more efficient, secure, and modern. Smart building systems oversee functions such as lighting and heating, while intelligent energy management optimizes energy utilization.



### WASTE MANAGEMENT AND RECYCLING

A comprehensive system has been designed for handling waste. The litter is collected, sorted, and recycled, where possible. This reduces the amount of waste going to landfills and minimizes the impact on the environment. It helps maintain a cleaner and more sustainable living environment.



### INTRA-CITY CONNECTIVITY

Our location is strategically connected to important areas like Main Boulevard Gulberg, Walton Road, Ferozepur Road, & proposed links to Model Town & Liberty Market. This ensures easy access to these key parts of the city, making commuting convenient, including proximity to the Walton railway station.



### EMERGENCY SERVICES

Safety is paramount at CBD Punjab, and the emergency services station consisting of state of the art fire, health and rescue services stands as a beacon of safekeeping, ensuring rapid response.



### LEED CERTIFIED URBAN VISION

We are committed to ensuring energy-efficient and cost-saving green infrastructure designs to attain LEED certification for all of the project's buildings. We also aim to keep our streets and public spaces well-maintained, promoting a pleasant living environment.



### WATER TREATMENT PLANT

The project features a state-of-the-art water treatment facility that purifies water from various sources, ensuring clean and safe water for residents and businesses.



### SMART SECURITY

Smart security at our site employs cutting-edge technology to provide a safe and secure environment. With advanced surveillance systems and access control, our commitment to your safety is unwavering. From facial recognition to intelligent monitoring, your security is our top priority.



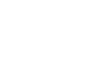
### UNDERGROUND PARKING

The project includes underground parking facilities, which means parking spaces are situated beneath the ground. This approach allows for efficient vehicle parking, maintaining a neat and uncluttered city surface while offering plenty of parking space for those who live and work in the area.



### SOLAR PV

The project uses solar photovoltaic (PV) technology. Solar panels are installed to harness energy from the sun, converting it into electricity. This approach promotes sustainability and reduces the project's impact on the environment, as it relies on clean and renewable energy sources.



### RAINWATER HARVESTING

Sustainability is a core principle. Our water treatment plant not only provides clean water but also conserves rainwater, an eco-friendly practice that protects the environment.



## AMENITIES

Central Business District, Punjab is thoughtfully designed to address a wide range of practical needs and beyond. Within CBD Punjab, you'll find beautifully landscaped botanical gardens and spacious parks, creating a welcoming environment for relaxation, leisure, and family picnics. These green spaces bring nature's serenity right to your doorstep.

Beyond these green spaces, CBD Punjab is strategically designed to meet the daily needs of residents, with nearby places of worship, schools, and a hospital. The community center will be a hub for fitness and recreation, featuring gyms, swimming pools, squash courts, and tennis courts, promoting an active and social lifestyle.

# AMENITIES



### HEALTH CARE

In our grand vision, we have introduced places of worship, educational institutions, and healthcare facilities, creating a community that caters to diverse needs. These amenities symbolize our commitment to well-being and ease.



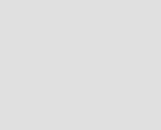
### COMMUNITY CENTER

The Community Centre is a vibrant hub, offering residents an array of amenities for leisure and fitness such as tennis courts, squash courts, swimming pools, and restaurants. It's where people come together to socialize, stay active, and enjoy various recreational activities.



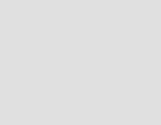
### ENERGY CENTERS

The project includes dedicated places for physical exercise. These centers house gyms and fitness facilities, making it easy for residents and workers to stay physically fit. It encourages a healthy lifestyle.



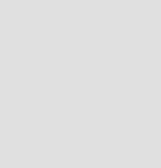
### BOTANICAL GARDENS

The project has a variety of plants and greenery. These gardens offer not only beautiful natural spaces but also places for relaxation and leisure. They contribute to the visual appeal of the area and provide peaceful surroundings for people to enjoy.



### PARKS AND PLAYGROUNDS

There are designated areas for outdoor activities, where families can relax and play. These spaces contribute to the community's well-being and provide opportunities for social interactions.



### MOSQUE

The mosque is a serene space that invites reflection and prayer for residents within its graceful architecture. It embodies our commitment to harmony and spiritual well-being.

## INVESTMENT/ BUSINESS MODELS

CBD Punjab, situated in Lahore and conceived by the Punjab Central Business District Development Authority (PCBDDA), represents a transformative Central Business District. Established through the LCBDDA (Amended) Act of 2021, CBD Punjab aims to create a vibrant high-rise ecosystem, featuring innovative commercial, digital, residential, retail, and IT districts. It serves as a catalyst for economic growth, enhancing over 70 allied industries and positioning Pakistan as a global competitor. With a focus on innovation and a commitment to fostering a world-class business district, CBD Punjab offers a range of investment opportunities, including open auction, joint venture, public-private partnerships and FDIs, each with unique benefits. This modern, eco-friendly business hub invites investors to be part of an exciting journey of growth and prosperity in Punjab and Pakistan.

### 1 Open Public Auction:

This investment model involves acquiring prime real estate within CBD Punjab through a transparent and competitive bidding process. The open public auction ensures fairness and equal opportunity for all potential investors. Successful bidders gain ownership and control over the property, allowing them to develop or use the land as per their specific plans while leveraging the strategic location and growth potential of the district. Staggered payment options further enhance accessibility, providing flexibility to investors by allowing payments to be spread over a predefined period, facilitating a more manageable financial commitment.

### 3 Public-Private Partnership (PPP):

The PPP model fosters cooperation between private investors and public sector entities, including the PCBDDA and the government. Through various arrangements such as Build-Operate-Transfer (BOT), Build-Own-Operate (BOO), and Build-Own-Operate-Transfer (BOOT), investors can contribute to large-scale infrastructure and development projects, sharing in the rewards and benefits of the thriving CBD Punjab's ecosystem.

### 2 Joint Venture:

In this collaborative model, investors enter into a partnership with local businesses, developers, or the Punjab Central Business District Development Authority (PCBDDA). The joint venture not only involves shared risks and costs but also incorporates an innovative approach to inventory and revenue sharing through escrow mechanisms. This ensures transparency and fairness in the distribution of profits, with funds securely held in escrow until predefined milestones or revenue targets are achieved. This strategic partnership model within CBD Punjab offers a balanced and structured approach to collaborative ventures, fostering trust and mutual benefit.

### 4 Foreign Direct Investment (FDI):

For foreign investors seeking lucrative opportunities, the Foreign Direct Investment (FDI) Model in CBD Punjab offers a strategic avenue for seamless integration into dynamic projects. With alignment options including direct purchase, joint venture, and public-private partnerships, this model fosters economic growth, infrastructure development, and sustainable urban expansion. Beyond capital infusion, FDI facilitates the transfer of expertise, elevating local industries to global standards. Interested investors can contribute to the district's transformation by expressing their interest, paying in USD, and becoming proud property owners in the thriving CBD Punjab.





## CONTACT US

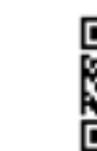
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