



CAPITAL
SMART CITY

CAPITAL SMART CITY

INVESTMENT BOOK

Pakistan's Gateway to Sustainable
Growth & Global Investment.

INTRODUCTION



WHO WE ARE



Capital Smart City, developed by **Habib Rafiq (Pvt) Limited (HRL)**, is Pakistan's first smart city, redefining urban living with innovation, sustainability, and world-class planning.

With landmark projects including Capital Smart City, Lahore Smart City, and Royal Orchard schemes, HRL and trusted investors are shaping future-ready communities, blending modern lifestyle, business, and investment opportunities.

WHY PAKISTAN / WHY NOW



Pakistan stands at the cusp of transformation, offering unmatched opportunities for investors and developers. With a growing population, rapid urbanization, improved infrastructure, and government-backed incentives, the demand for modern housing, hospitality, and commercial spaces is at an all-time high.

Rising middle-class aspirations, strategic geographic location, and integration into global markets make now the perfect time to invest in Pakistan's thriving real estate and development sector.

CAPITAL SMART CITY MAJOR PROJECTS



01

The Moon

The Moon, a luxury hotel and resort project with 1.45M sq.ft built-up area, offers rooms, villas, dining, and recreation. With \$216M inflows, \$155M costs, IRR 10%, and ROI 39%, it ensures sustainable tourism growth.



05

EDUCATIONAL CAMPUS

Educational Campus, 1.34M sq ft in Silicon Valley, serves 3,000–4,000 users with modular spaces, labs, plazas, amphitheater, and lakeside areas. With \$8M inflows, \$5M costs, IRR 9%, ROI 75%, it ensures sustainability.



02

SHOPPING MALL

The Silicon Valley CSC Mall, a 336,000 sq.ft hub in a prime location, features modern sustainable design and diverse retail mix. With \$80M inflows, \$34M costs, IRR 84%, and ROI 132%, it ensures boost.



06

SERVICED APARTMENTS & HOTELS A1 (3 STARS)

A flagship 3-star serviced apartments & hotel complex (323,660 sq ft) generating \$37M inflows against \$21M costs, offering 31% IRR and 80% ROI, blending luxury residences with hospitality, wellness, and sustainability.



03

SILICON BUSINESS PARK

Silicon Business Park, B2 | G+15, spans 701,309 sq ft with modern architecture, efficient layouts, and rooftop amenities. With \$100M inflows, \$56M costs, IRR 35%, and ROI 79%, it offers strong investment expansion.



07

SERVICED APARTMENTS & HOTELS A2 (3 STARS)

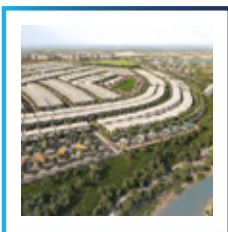
A2: A 3-star serviced apartments & hotel complex (269,160 sq ft) with \$31M inflows and \$17M costs, delivering 31% IRR and 79% ROI, offering urban luxury living, hospitality, rooftop café, and sustainable green spaces.



04

LAKE VIEW TERRACES-DOWNTOWN

Lake View Terrace–Downtown, a 3.97M sq ft mixed-use project, blends residences, hotels, retail, and leisure with water shows and scenic views. With \$300M inflows, \$154M costs, IRR 85%, and ROI 101%, it ensures premium returns.



08

SERVICED APARTMENTS & HOTELS A6 (2 STAR)

A cost-effective 2-star serviced apartments & hotel complex (173,100 sq ft) generating \$17M inflows on \$8M costs, with 51% IRR and 101% ROI, offering budget-friendly rooms, practical living, and sustainable rooftop gardens.





SILICON VILLAGE
CONNECT, COLLABORATE, INNOVATE

TAX FREE TECH ZONE

Maximize Growth. Minimize Tax.

Approved by



PROJECTS SUMMARY



Project Name	Built Up Area	Cash Inflows	Project Costs	IRR	ROI
The Moon	1,456,637 Sq Ft	216M USD	155M USD	10%	39%
Shopping Mall	336,000 Sq Ft	80M USD	34M USD	84%	132%
Silicon Business Park	701,309 Sq Ft	100M USD	56M USD	35%	79%
Lake View Terraces-Downtown	3,968,685 Sq Ft	300M USD	154M USD	85%	101%
Educational Campus	98,100 Sq Ft	8M USD	5M USD	9%	75%
Serviced Apartments & Hotels	A1- 98,100 Sq Ft	37M USD	21M USD	31%	80%
	A2 269,160 Sq Ft	31M USD	17M USD	31%	79%
	A6 173,100 Sq Ft	17M USD	8M USD	51%	101%
		788M USD	450M USD		

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THE MOON OF PAKISTAN HOTEL, RESORT AND SERVICED APARTMENTS & VILLAS



OVERVIEW

Project Type: Hospitality (Hotel and Resort)

Key Objective: To create a luxurious, world-class hotel and resort destination offering unparalleled service, relaxation, and entertainment.

Target Audience: Leisure and business travelers, tourists, and local residents seeking a high-end hospitality experience.

Site and Location:

Strategically located for scenic views and easy access to tourist attractions, emphasizing natural beauty and local.

Design and Architecture

Modern luxury with a traditional aesthetic, featuring spacious rooms, wellness facilities, restaurants, pools, and outdoor areas.

Amenities

Accommodations: Luxury rooms, suites, and villas.

Dining: Fine dining, cafes, and bars.

Leisure: Wellness center, spa, gym, and pools.

Recreation: Outdoor activities, golf courses, event spaces.

Sustainability

Energy-efficient systems, sustainable materials, and water conservation practices.

Economic Impact

Job creation and a boost to local tourism and hospitality.

Timeline and Phases

Phase 1: Land acquisition and design.

Phase 2: Construction of infrastructure

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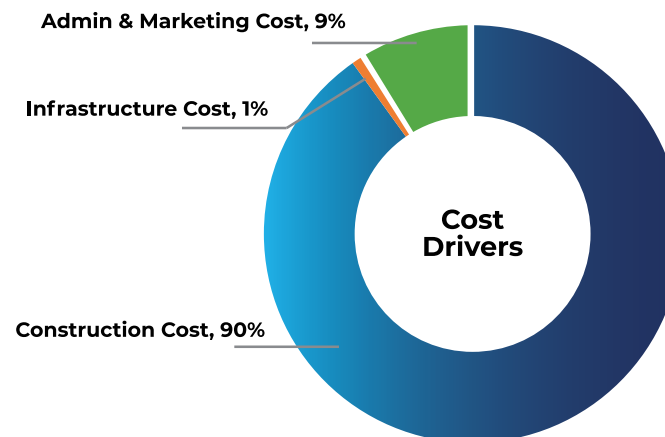
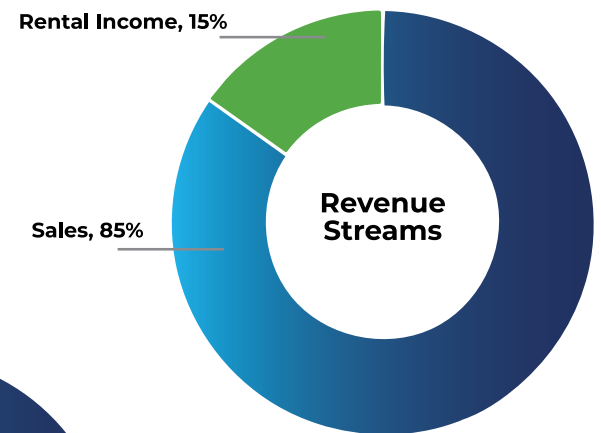
Option	HRL's Contribution	Investor's Contribution	Profit Sharing	Additional Notes
1. Outright Sale	Sell Land to Investor	Investor handles the entire project	Investor retains all profits	HRL exits the project after the sale
2. Joint Venture (JV)				
Option 1	Land	Investor funds entire development	Investor: 65%, HRL: 35%	
Option 2	Land + Operational Support	Investor funds entire development	Investor: 65%, HRL: 35%	Project will be handed over to HRL within 15 to 20 years
3. Hybrid	Land	Investor handles project development	100% to Investor for 15 years	Project will be handed over to HRL within 15 to 20 years

LEGENDS		
Plot Area	Sq.Ft	1,012,500
Hotel / Wedding Center	Sq.Ft	397,601
Serviced Apartments	Sq.Ft	312,953
Serviced Villas	Sq.Ft	17,765
Saleable Area	Sq.Ft	728,318

REVENUE		
Property For Sale	45%	330,718
Property For Rental	55%	397,601
Sale price	Per Sq ft	115,000
Rental	Per Sq ft	700

COST		
Construction Cost	Per Sq ft	55,000
Infra Cost	Per 4500 Sq ft	6,000,000
Admin & Marketing Cost	% of Sale	10%
Land Cost	Per 4500 Sq ft	44,000,000

INVESTMENT APPRAISAL		PKR IN MILLION
Revenue		60,409
Project Cost		(43,443)
Cost to FDHL	0%	0
Cost to Investor	100%	(43,443)
Net Cashflows		16,967
FDHL Return	35%	5,938
Investor's Return	65%	11,028
IRR		10%
ROI		39%



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SHOPPING MALL



PROJECT OVERVIEW

The Silicon Valley CSC Shopping Mall is a state-of-the-art commercial hub featuring modern architecture and strategic design to enhance shopper experiences and maximize investment value. Location: Prime position in Silicon Valley

Total Area: **336,000 sq.ft**

Multi-level Design: Ground Floor, Levels 1, 2, 3, and 4

Key Architectural Elements:

Green integration with Pistacia Chinensis landscaping

Innovative interior views combining functionality with aesthetic.

UNIQUE FEATURES

3D Master Plan: Detailed and innovative layouts to optimize retail space.

Modern Infrastructure: Designed for high footfall and seamless navigation.

Focus on Sustainability: Eco-conscious design elements to align with modern standards.

INVESTMENT HIGHLIGHTS

High-traffic potential due to strategic location. Diverse retail mix to ensure profitability and growth. Architectural excellence promising long-term asset value.

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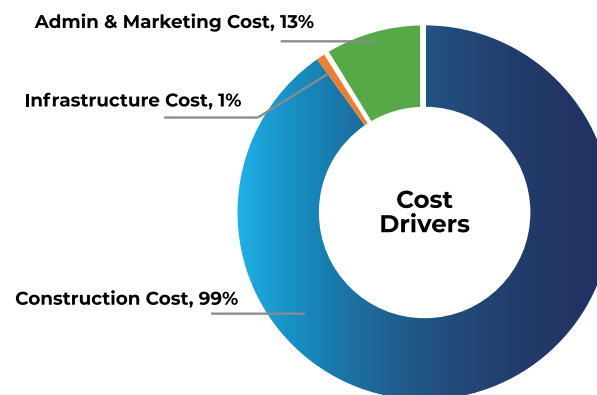
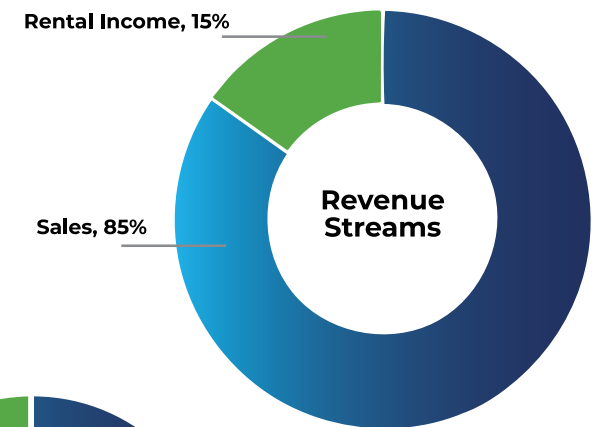
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LEGENDS		
Plot Area	Sq.Ft	61,600
Gross Built Up Area	Sq.Ft	480,000
Saleable Area	Sq.Ft	336,000
Circulations	Sq.Ft	144,000

REVENUE		PKR
Property For Sale	75%	252,000
Property For Rental	25%	84,000
Sale price	Per Sq ft	75,000
Rental	Per Sq ft	500

COST		PKR
Construction Cost	Per Sq ft	25,000
Infra Cost	Per 4500 Sq ft	6,000,000
Admin & Marketing Cost	% of Sale	5%
Land Cost	Per 4500 Sq ft	44,000,000

INVESTMENT APPRAISAL		PKR IN MILLION
Revenue		22,277
Project Cost		(9,596)
Cost to FDHL	0%	0
Cost to Investor	100%	(9,596)
Net Cashflows		12,681
FDHL Return	35%	4,438
Investor's Return	65%	8,243
IRR		84%
ROI		132%
Payback Period		Year 2



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SILICON BUSINESS PARK



PROJECT OVERVIEW

Structure: B2 | G+15, offering a premium business environment.

Concept Design: Optimized for terrain, maximizing natural views, and incorporating refined architectural elements with form and façade articulation.

Key Features

Master Plan Highlights:

Thoughtfully designed layout with efficient space utilization.

Features include basement levels, lower ground, multiple office floors, and rooftop amenities.

3D Views & Architecture:

Front, rear, and aerial perspectives showcasing cutting-edge design and functionality.

Area Summary & Versatility:

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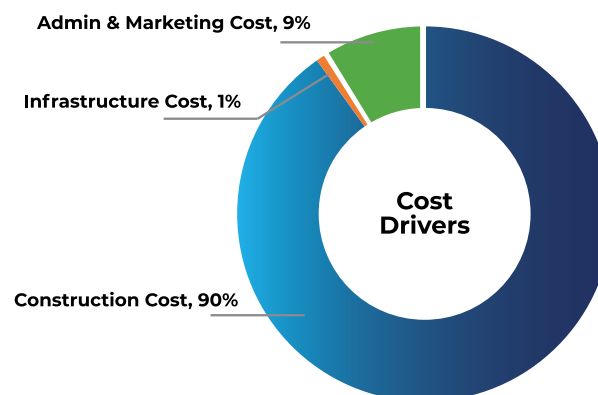
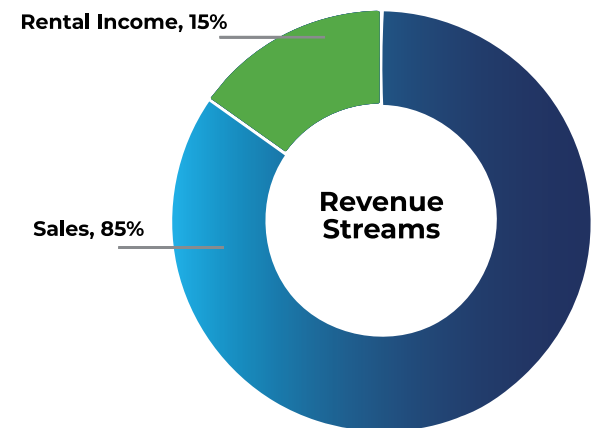
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3. Hybrid	Land	Investor handles project development	100% to Investor for 15 years	Project will be handed over to HRL within 15 to 20 years

LEGENDS		
Plot Area	Sq.Ft	116,225
Gross Built Up Area	Sq.Ft	876,636
Saleable Area	Sq.Ft	701,309
Circulations	Sq.Ft	175,327

REVENUE		
Property For Sale	75%	525,982
Property For Rental	25%	175,327
Sale price	Per Sq ft	45,000
Rental	Per Sq ft	300

COST		
Construction Cost	Per Sq ft	20,000
Infra Cost	Per 4500 Sq ft	6,000,000
Admin & Marketing Cost	% of Sale	5%
Land Cost	Per 4500 Sq ft	44,000,000

INVESTMENT APPRAISAL	PKR IN MILLION
Revenue	27,898
Project Cost	(15,576)
Cost to FDHL	0%
Cost to Investor	100%
Net Cashflows	12,322
FDHL Return	35%
Investor's Return	65%
IRR	35%
ROI	79%
Payback Period	Year 7



LAKE VIEW TERRACES-DOWNTOWN



Project Summary: **Lake View Lakterrace-Downtown**

The Lake View Lakterrace-Downtown project is a mixed-use development that combines residential, commercial, and recreational spaces. Located in a scenic downtown area, the project is designed to enhance the city's skyline and provide luxurious living

Key Features Include:

Master Plan: A comprehensive layout designed to maximize space and integrate various functions like residential areas, commercial zones, and leisure facilities.

Water Show: The project will feature a stunning water play area and a dancing fountain, adding to the visual appeal of the area.

Aerial Views: The development is designed with breathtaking aerial views that highlight its strategic location.

Accommodation: Includes both hotel and apartment units offering premium facilities.

Commercial Spaces: Retail and commercial areas integrated into the

OFFER

Option	HRL's Contribution	Investor's Contribution	Profit Sharing	Additional Notes
1. Outright Sale	Sell Land to Investor	Investor handles the entire project	Investor retains all profits	HRL exits the project after the sale
2. Joint Venture (JV)				
Option 1	Land	Investor funds entire development	Investor: 65%, HRL: 35%	
Option 2	Land + Operational Support	Investor funds entire development	Investor: 65%, HRL: 35%	Project will be handed over to HRL within 15 to 20 years
3. Hybrid	Land	Investor handles project development	100% to Investor for 15 years	Project will be handed over to HRL within 15 to 20 years

LAND USE		
Description	Area (Kanal)	
Saleable Area	87.64	
Vertical Development	25%	21.91
Total Covered Area	10.0	219.1
Horizontal Development	75%	65.73
Control Room	3.26	
Lake	280	
Green/Open Space	133.59	
Road/Parking	180.25	
Total Area	500	

PRICE			PKR
Vertical Selling Price	Per Sq.Ft	65,000	
Plot Selling Price	Per Sq.Ft	67,000	

COST			PKR
Land Cost	Per 4500 Sq.Ft	44,000,000	
Infrastructure Cost	Per 4500 Sq.Ft	6,000,000	
Construction Cost			PKR
Vertical	Per Sq.Ft	25,000	
Control Room	Per Sq.Ft	5,000	
Lake	Per Sq.Ft	3,000	
Green/Open Space	Per Sq.Ft	2,000	
Road / Parking	Per Sq.Ft	2,000	
Admin & Marketing Expenses (%) of Revenue	10%		

INVESTMENT APPRAISAL	PKR IN MILLION	
Project Cashflows	86,582M	
Construction Cost	24,649M	
Infrastructure Cost	3,000M	
Control Room	73M	
Lake	3,780M	
Green / Open Spaces	1,202M	
Road / Parking	1,622M	
Admin & Marketing Cost	8,658M	
Land Cost	0M	
Total Project Cost	42,985M	
IRR	85%	
ROI	101%	
Investor Return	65%	28,338M
FDHL Return	35%	15,259M
Cost to Investor	100%	42,985M
Cost to FDHL	0%	0M

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UNIVERSITY CAMPUS



Project Overview:

Location: Northernmost plot of Silicon Valley

Land Use: Education & Institution

Total GFA: 1,345,597 sqft

Capacity: Designed for 3,000–4,000 users

Phases:

Phase 1: 797,253 sqft

Phase 2: 548,326 sqft

Architectural Vision:

Concept: A seamless blend of urban functionality and natural landscapes, featuring a double-helix architectural and landscape spine for a dynamic user experience.

Sustainability: Minimum building footprint to maximize natural ground, green facades, and landscaped rooftops.

Innovative Spaces:

Floating volumes for classrooms and labs, creating open ground spaces for recreation and community activities.

Key zones: Campus Plaza, Sports Zone, Campus Green, Lakeside, Amphitheater, and Lakeside Diner.

Strategic Features:

Connectivity: Designed for seamless pedestrian and vehicular flow, with hidden periphery driveways preserving pedestrian experiences.

Flexibility: Modular spaces catering to study, research, sports, and leisure activities.

Iconic Features:

Green multi-story car parks

Waterfront amphitheater for events

Glass-covered Campus Plaza for community events

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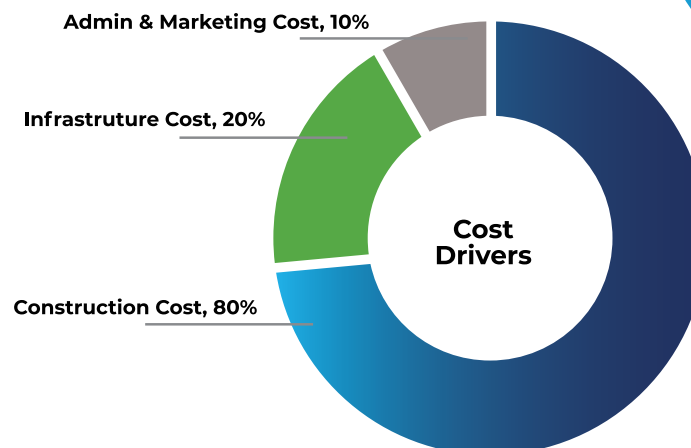
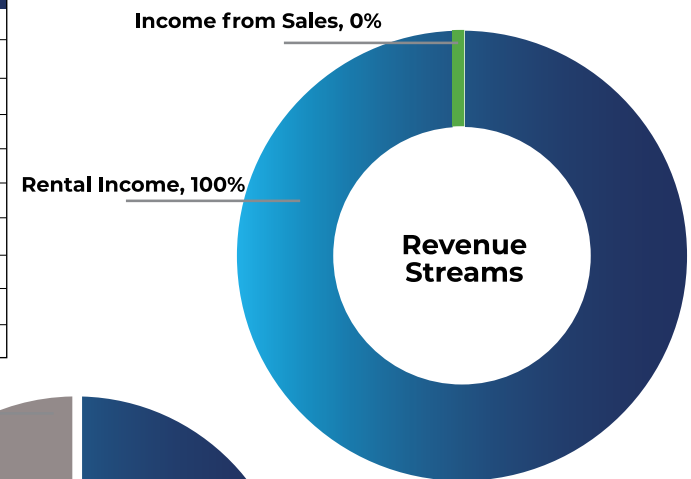
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3. Hybrid	Land	Investor handles project development	100% to Investor for 15 years	Project will be handed over to HRL within 15 to 20 years

LEGENDS		
Plot Area	Sq.Ft	186,600
Saleable Area	Sq.Ft	98,100

REVENUE		PKR
Property For Sale	0%	-
Property For Rental	100%	98,100
Sale price	Per Sq ft	20,000
Rental	Per Sq ft	200

COST		PKR
Construction Cost	Per Sq ft	10,000
Infra Cost	Per 4500 Sq ft	6,000,000
Admin & Marketing Cost	% of Sale	5%
Land Cost	Per 4500 Sq ft	44,000,000

INVESTMENT APPRAISAL	PKR IN MILLION
Revenue	2,354
Project Cost	(1,348)
Cost to FDHL	0%
Cost to Investor	100%
Net Cashflows	1,007
FDHL Return	35%
Investor's Return	65%
IRR	9%
ROI	75%
Payback Period	Year 11



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SERVICED APARTMENTS & HOTELS

A1 - G+20 | 3 STAR



Project Overview:

Project A1 is a flagship 3-star service apartment complex that seamlessly integrates residential luxury with hotel-grade services. Positioned as a premier destination for travelers and residents alike, A1 combines urban sophistication with sustainability and exceptional hospitality.

Hotel Component:

Hotel Rooms: A dedicated section for fully serviced hotel rooms equipped with modern amenities, catering to business and leisure travelers.

Conference and Meeting Facilities: State-of-the-art meeting rooms and event spaces, ideal for business events, seminars, and private gatherings.

Dining: An on-site restaurant offering diverse cuisine, ensuring convenience and quality for guests.

Fitness and Wellness: A fully equipped gym and spa services for both.

Residential Component:

Ground Floor: Welcoming lobby, lounges, and concierge services, creating a seamless hotel-residential experience.

Typical Floors: Fully serviced residential units with the option of short or long-term stays.

Roof Garden: Designed with Pistacia chinensis, providing a calming retreat and energy-efficient cooling.

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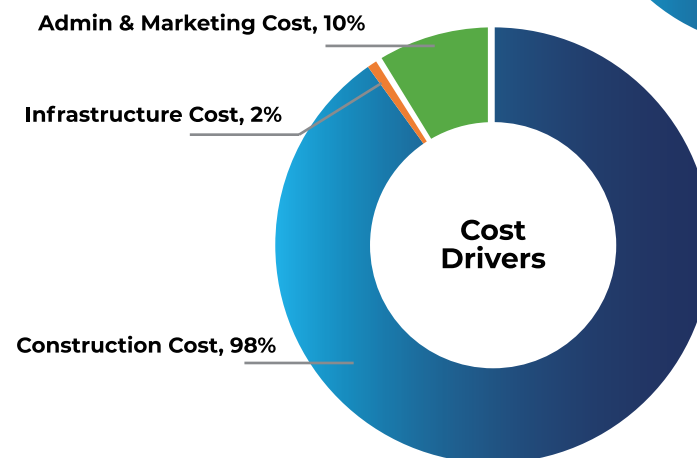
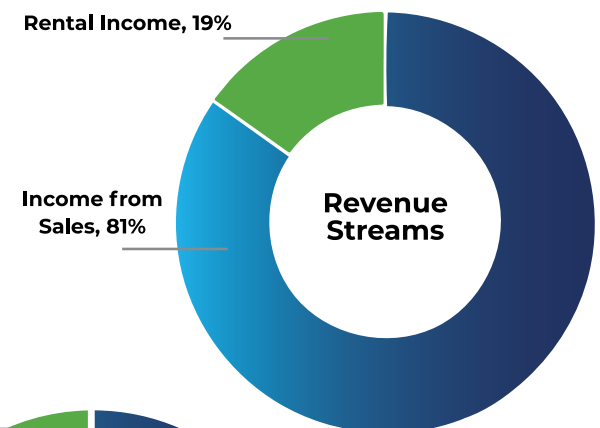
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3. Hybrid	Land	Investor handles project development	100% to Investor for 15 years	Project will be handed over to HRL within 15 to 20 years

LEGENDS		
Plot Area	Sq.Ft	88,161
Gross Built Up Area	Sq.Ft	431,547
Saleable Area	Sq.Ft	323,660
Circulations	Sq.Ft	107,887

REVENUE		
Property For Sale	75%	242,745
Property For Rental	25%	80,915
Sale price	Per Sq ft	35,000
Rental	Per Sq ft	300

COST		
Construction Cost	Per Sq ft	16,000
Infra Cost	Per 4500 Sq ft	6,000,000
Admin & Marketing Cost	% of Sale	5%
Land Cost	Per 4500 Sq ft	44,000,000

INVESTMENT APPRAISAL		PKR IN MILLION
Revenue		10,448
Project Cost		(5,818)
Cost to FDHL	0%	0
Cost to Investor	100%	(5,818)
Net Cashflows		4,629
FDHL Return	35%	1,620
Investor's Return	65%	3,009
IRR		31%
ROI		80%
Payback Period		Year 7



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SERVICED APARTMENTS & HOTELS

A2 - G+20 | 3 STAR



Project Overview:

Project A2 offers a unique blend of residential living and hotel accommodations, targeting a refined urban clientele.

With enhanced facilities and a modern architectural edge, A2 positions itself as a destination for superior hospitality and living standards.

Hotel Component:

Hotel Suites: Stylishly designed suites tailored for short-stay travelers, complete with luxury furnishings and services.

Rooftop Café: An exclusive rooftop dining experience for guests, combining culinary excellence with panoramic views.

Banquet Hall: A multi-purpose space for weddings, corporate events, and celebrations.

Recreational Areas: Lounge spaces and entertainment zones enhancing the guest experience.

Residential Component:

Ground Floor: A mix of retail outlets, guest amenities, and hotel reception services.

Serviced Apartments: Flexible units designed for extended stays with housekeeping and dining options.

Green Roof Space: The rooftop garden, featuring Pistacia chinensis, promotes a sustainable and serene environment.

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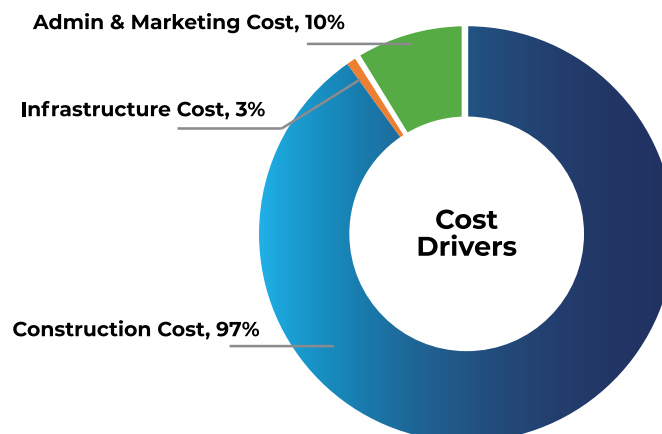
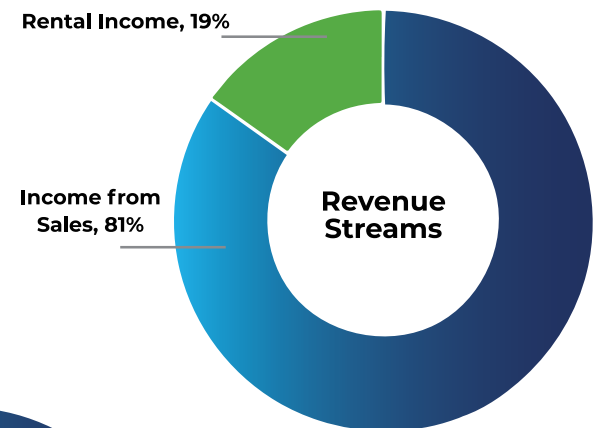
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Option 2	Land + Operational Support	Investor funds entire development	Investor: 65%, HRL: 35%	Project will be handed over to HRL within 15 to 20 years
3. Hybrid	Land	Investor handles project development	100% to Investor for 15 years	Project will be handed over to HRL within 15 to 20 years

LEGENDS		
Plot Area	Sq.Ft	86,930
Gross Built Up Area	Sq.Ft	394,920
Saleable Area	Sq.Ft	269,160
Circulations	Sq.Ft	125,760

REVENUE		
Property For Sale	75%	201,870
Property For Rental	25%	67,290
Sale price	Per Sq ft	35,000
Rental	Per Sq ft	300

COST		
Construction Cost	Per Sq ft	16,000
Infra Cost	Per 4500 Sq ft	6,000,000
Admin & Marketing Cost	% of Sale	5%
Land Cost	Per 4500 Sq ft	44,000,000

INVESTMENT APPRAISAL		
Revenue		8,688
Project Cost		(4,857)
Cost to FDHL	0%	0
Cost to Investor	100%	(4,857)
Net Cashflows		3,832
FDHL Return	35%	1,341
Investor's Return	65%	2,491
IRR		31%
ROI		79%
Payback Period		Year 7



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SERVICED APARTMENTS & HOTELS

A6 - G+14 | 2 STAR



Project Overview:

Project A6 is a cost-effective 2-star service apartment development that incorporates essential hotel services to cater to budget-conscious travelers and long-term tenants. It offers functional living spaces without compromising on quality and convenience.

Hotel Component:

Budget-Friendly Rooms: Compact, functional rooms providing clean and comfortable accommodations for budget travelers.

Self-Service Facilities: Including a communal kitchen and laundry areas to keep operational costs low while meeting guest needs.

Multi-Purpose Hall: A versatile space for small gatherings and community events.

Cafeteria: Affordable dining options for both guests and residents

Residential Component:

Ground Floor: A streamlined layout with basic services like reception and guest assistance.

Residential Units: Minimalist apartments focused on practicality, tailored for students, workers, and long-stay guests.

Rooftop Garden: Featuring Pistacia chinensis, providing natural cooling and an outdoor space for relaxation.

OFFER

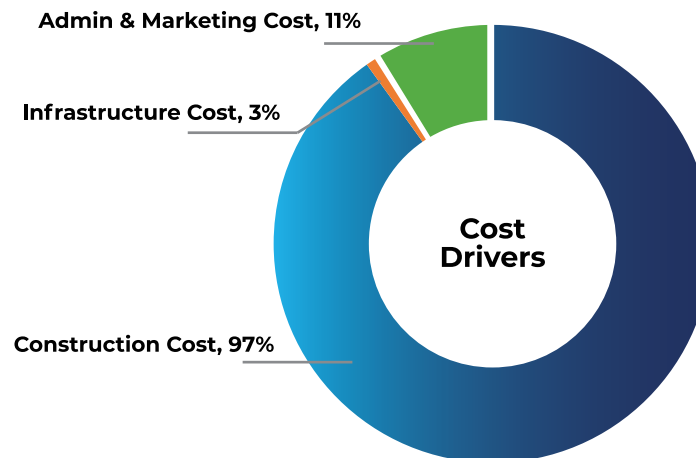
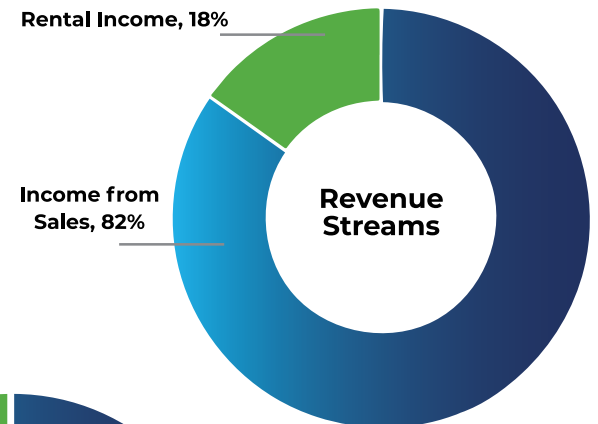
Option	HRL's Contribution	Investor's Contribution	Profit Sharing	Additional Notes
1. Outright Sale	Sell Land to Investor	Investor handles the entire project	Investor retains all profits	HRL exits the project after the sale
2. Joint Venture (JV)				
Option 1	Land	Investor funds entire development	Investor: 65%, HRL: 35%	
Option 2	Land + Operational Support	Investor funds entire development	Investor: 65%, HRL: 35%	Project will be handed over to HRL within 15 to 20 years
3. Hybrid	Land	Investor handles project development	100% to Investor for 15 years	Project will be handed over to HRL within 15 to 20 years

LEGENDS		
Plot Area	Sq.Ft	40,741
Gross Built Up Area	Sq.Ft	216,375
Saleable Area	Sq.Ft	173,100
Circulations	Sq.Ft	43,275

REVENUE		
Property For Sale	75%	129,825
Property For Rental	25%	43,275
Sale price	Per Sq ft	30,000
Rental	Per Sq ft	250

COST		
Construction Cost	Per Sq ft	12,000
Infra Cost	Per 4500 Sq ft	6,000,000
Admin & Marketing Cost	% of Sale	5%
Land Cost	Per 4500 Sq ft	44,000,000

INVESTMENT APPRAISAL		
Revenue		4,765
Project Cost		(2,370)
Cost to FDHL	0%	0
Cost to Investor	100%	(2,370)
Net Cashflows		2,395
FDHL Return	35%	838
Investor's Return	65%	1,557
IRR		51%
ROI		101%
Payback Period		Year 6



NOTE:

All figures, projections, returns, timelines, and illustrations are indicative only and do not represent guarantees of actual or future performance. Actual outcomes may vary due to market, regulatory, financial, and macro-economic factors; investors should conduct independent due diligence and seek professional advice.



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Development

HRL

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