



# INITIATIVE 2024 - 26

Innovate, Invest, Impact



## About Us

Welcome to Initiative 2024, the convergence of Capital and Lahore Smart Cities, offering a gateway to unparalleled opportunities. At Initiative 2024, we embark on a transformative journey that redefines urban landscapes and shapes the future of investment.



## The Vision of Initiative 2024

Our vision is ambitious yet attainable - to create thriving communities that prioritize education, health, recreation, and technological advancement. Through strategic partnerships and groundbreaking initiatives, we strive to elevate living standards, drive economic growth, and promote social cohesion.

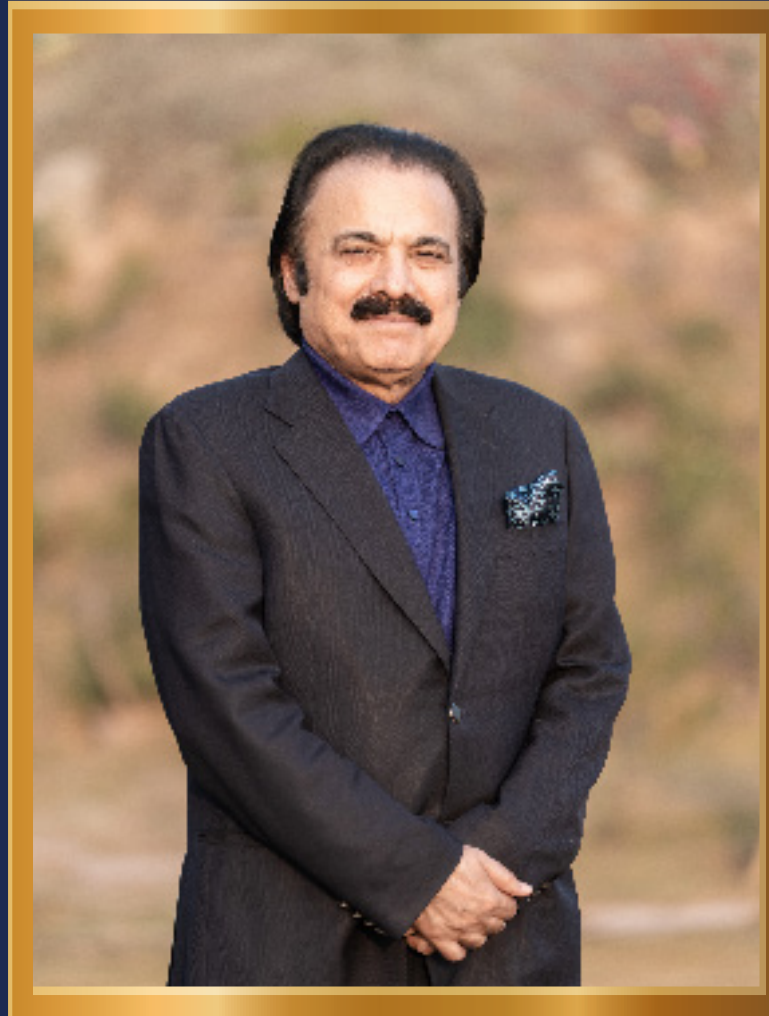
## A World of Opportunities

Initiative 2024 presents a world of opportunities across various sectors, including education, healthcare, sports, hospitality, tourism, technology, and salt production. With a vision rooted in innovation, sustainability, and prosperity, we aim to create a dynamic ecosystem that fosters growth and development.

## Investment Opportunities

Investors are invited to be part of this transformative journey, where they can contribute to shaping the future while reaping lucrative returns. Whether it's investing in cutting-edge technology at Silicon Village, luxurious hospitality at Movenpick Hotel, or the purity of Anfaal Salt, there's an opportunity for everyone to make a meaningful impact.





## Welcome Message from the Chairman

Initiative 2024-26 represents our unwavering commitment to fostering economic growth and development, powered by the principles of innovation, investment, and impact. We believe that by harnessing the collective potential of our cities and leveraging strategic partnerships, we can create unparalleled opportunities for success and prosperity for all stakeholders involved.

As we delve into the overview of Capital and Lahore Smart Cities, I invite you to join us on this transformative journey. Together, let us seize the opportunities that lie ahead, and together, let us shape a brighter, more prosperous future for generations to come.

A handwritten signature in gold ink that reads "Zahid Rafiq".

Chairman FDHL



## Welcome Message from the MD

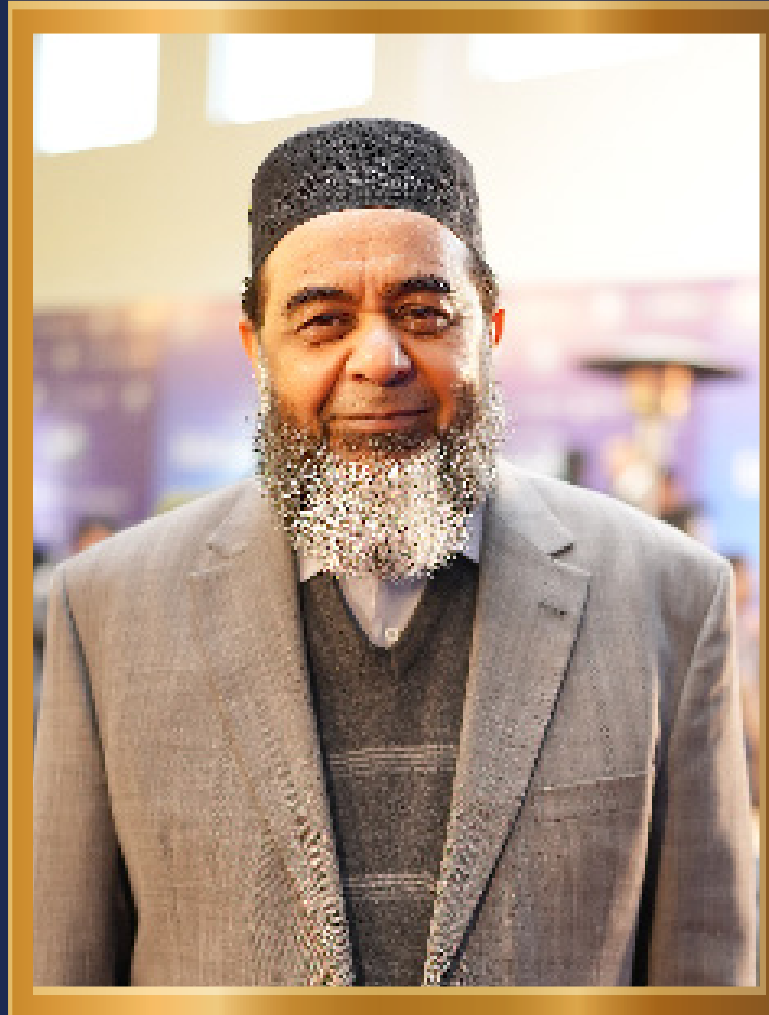
Initiative 2024-26 embodies our collective vision for the future – a future characterized by innovation, growth, and sustainable development.

"Innovate, Invest, Impact" – these three words encapsulate the ethos of our initiative. Through continuous innovation, strategic investments in key sectors, and a relentless focus on creating positive social and economic impact.

I encourage you to envision the endless possibilities that lie ahead. Together, let us embark on this journey of growth and transformation, and together, let us write the next chapter of success and prosperity.

A stylized, handwritten signature in gold ink that reads "Jahanzaib Zahid".

Managing Director



## Welcome Message from the Group COO

On behalf of our dedicated team, it is my privilege to extend a heartfelt welcome as we embark on the extraordinary journey of Initiative 2024-26. In my role as Group Chief Operating Officer, I am deeply honored to play a part in this transformative endeavor.

Initiative 2024-26 embodies a daring vision for the future of Capital and Lahore Smart Cities – a vision grounded in innovation, investment, and unwavering determination to make a lasting impact. Through strategic collaboration and an unwavering commitment to excellence, our goal is to cultivate vibrant, thriving communities that stand as symbols of progress and prosperity.

Together, let us forge a path that leaves a legacy of success and prosperity for generations to come.

*M. Aslam Malik*

Group Chief Operating Officer

**Capital and Lahore Smart Cities** represent the epitome of urban innovation and sustainable development. Strategically located at the crossroads of commerce and culture, these cities serve as catalysts for economic growth and prosperity.

With robust infrastructure, world-class amenities, and a thriving business ecosystem, Capital and Lahore Smart Cities offer unparalleled opportunities for investors and residents alike. From cutting-edge technology hubs to luxurious residential enclaves, these cities cater to the diverse needs and aspirations of a dynamic population.

Driven by a vision of excellence and a commitment to progress, Capital and Lahore Smart Cities are poised to become the premier destinations for investment, innovation, and sustainable living. As we embark on this transformative journey, we invite you to be a part of our vision and help shape the future of urban living. Together, let us innovate, invest, and make a lasting impact on the world around us. Welcome to Capital and Lahore Smart Cities – where the possibilities are endless, and the future is bright.





# Investment Excellence

## Initiative 2024 Leads the Way

We're thrilled to offer you exclusive opportunities, including long-term lease options for prime land parcels, along with the potential for REIT formation, providing both local and foreign investors with a unique chance to diversify their portfolios. Participate in joint ventures with us to maximize returns and capitalize on lucrative ventures, while enjoying enticing benefits such as tax holidays and special incentives for businesses involved in foreign exchange. With seamless repatriation of profits and uninterrupted internet and power supply, investing with us not only ensures lucrative returns but also peace of mind. Come join us in shaping the future with our tagline: "Innovate, Invest, Impact".

Your future is our priority.



# A World of Opportunities

## The Vision of Initiative 2024

Welcome to Initiative 2024, where Capital and Lahore Smart Cities converge to offer investors a gateway to unprecedented opportunities. With a focus on pioneering education, cutting-edge healthcare, thrilling sports and leisure facilities, innovative technology at Silicon Village, luxurious hospitality at Moven Pick, and the excellence of Anfaal Holiday, Salt, and Cement, we're transforming urban landscapes. Our vision is to create a dynamic ecosystem that fosters innovation, sustainability, and prosperity. Join us in shaping the future of investment with Initiative 2024.



# Future-Forward Medicine

## Leading the Health Revolution

The future of healthcare at Capital Smart City! That is offering a world of opportunities for professionals and investors alike. With Smart Medical Clinics and state-of-the-art Teaching Hospitals strategically placed within the community, we're bringing healthcare closer to home. Our services span from consultation to specialized treatments, ensuring comprehensive care for all. Key achievements include the Smart Institute of Rehabilitation Medicine (SIRM), cutting-edge services for physical disabilities, and the Smart City Hospital for superior care. Looking ahead, we're committed to expanding our medical network with more clinics, hospitals, and specialized institutions, offering opportunities for investment and partnerships. Our distinctive features, including accessibility, quality standards, and technological innovation, set us apart as leaders in healthcare excellence.





## Education Elevated Cultivating Character

With a vision of technology-integrated, value-based education, we've crafted a curriculum that prepares students to excel in a rapidly evolving world. Our STEM-centric approach, coupled with robust EdTech integration. Our achievements include affiliations with prestigious educational boards, a vast network of schools and colleges, and state-of-the-art facilities that provide a conducive learning environment. Moreover, our commitment to leadership development, foreign language education, and personalized learning through on-campus, online, and hybrid teaching methods sets us apart as a beacon of educational excellence.

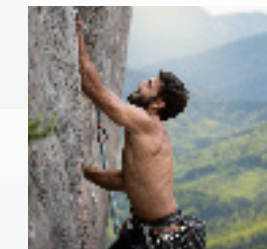
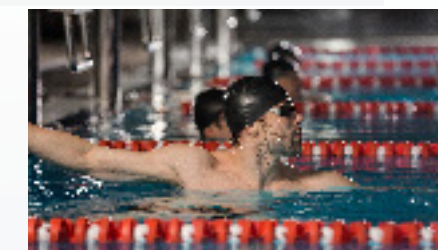
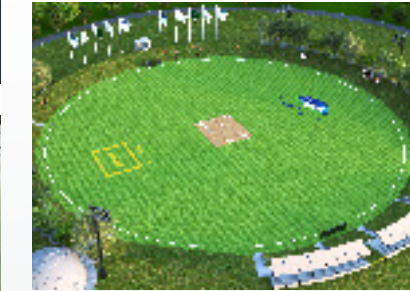




## Capital Smart City's Sports Haven

### Where Adventure Knows No Limits

Get ready for an adrenaline-packed adventure at Capital Smart City's sports hub! We are unveiling the largest playground for thrill-seekers, offering an exhilarating array of activities to ignite your passion for sports and adventure. Our state-of-the-art sports arena features everything from sky cycling to zip lines, glass bridges to dirt biking, ensuring there's no shortage of excitement here. But the fun doesn't stop there - our hub also boasts skeet shooting, water sports, paintball, and more, catering to every taste. Whether you prefer indoor or outdoor games, our arena has it all, including an international-level swimming pool for aquatic enthusiasts. With facilities comparable to renowned venues like the Melbourne Cricket Ground, our cricket ground attracts international-level players, while our PGA Standard golf course promises a top-tier golfing experience.

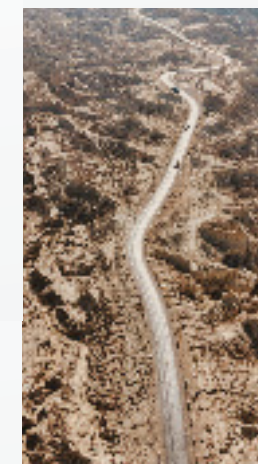
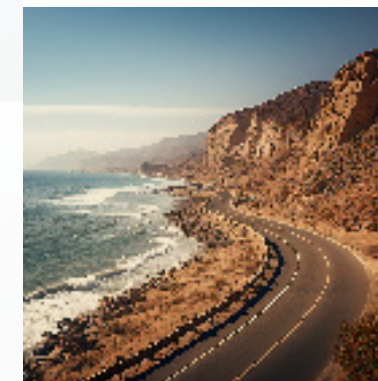
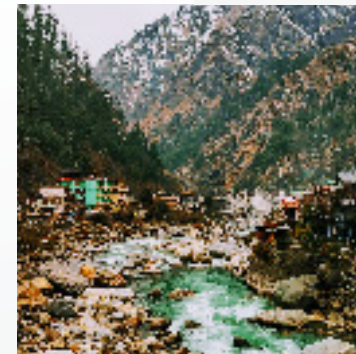




## Anfaal Holiday

### Your Dream Trip Awaits

Embark on an unforgettable journey with Anfaal Holidays, your gateway to the wonders of Pakistan. With a passion for exploration and a commitment to service excellence, we're dedicated to crafting personalized travel experiences that surpass expectations. Picture yourself amidst the breathtaking landscapes of Pakistan's northern areas. Experience unmatched hospitality with our tailored services. Whether you're seeking spiritual enlightenment with our religious tourism packages or combining world-class healthcare with exploration through medical tourism. And for the adventurous souls, our femme tourism packages and skip-generation travel options promise unique and empowering experiences. Anfaal Holidays invites you to explore the beauty and diversity of Pakistan like never before. Plan your trip with Anfaal Holidays today!





## Silicon Village

### Pakistan's Tech Epicenter

The heart of innovation at Silicon Village, Pakistan's foremost technology hub! Spread across more than 125 acres within the dynamic Capital Smart City, our prime location offers unparalleled advantages in a progressive environment. Seamlessly integrated with smart city infrastructure, Silicon Village provides access to cutting-edge amenities, from top-tier educational institutions to world-class healthcare facilities. As the largest tech park in the country, we're dedicated to fostering innovation and growth, welcoming AI, Big Data, VR, and Fintech pioneers to thrive within our ecosystem. With our state-of-the-art incubation center providing flexible space arrangements, startups and tech giants alike find the perfect environment to incubate ideas and drive progress. Join us at Silicon Village and be part of the next chapter in Pakistan's technological evolution!



## **Moven Pick Hotel** Invest in Excellence

The future of luxury hospitality with Mövenpick Luxury Hotel, poised to grace the heart of Capital Smart City. Our vision is to create an unparalleled sanctuary of refined elegance and timeless comfort, where each of our meticulously designed rooms and suites promises a stay beyond your every expectation. As we embark on this journey of excellence, we extend an exclusive invitation to become a part-owner in our prestigious establishment. Join us in blending the realms of hospitality and investment seamlessly and unlock the potential for both personal enjoyment and lucrative returns. Choose from a range of ownership options tailored to suit your financial goals and seize the opportunity to shape the future of luxury living with Mövenpick Luxury Hotel.

## **Anfaal Cement** Cementing Success

The Pakistan cement sector is poised for growth despite facing economic challenges and global uncertainties. With a current production capacity of 83 million tons per year and projected expansion to 99 million tons by 2024. Despite a decline in recent years, the sector is projected to grow at a compound annual growth rate (CAGR) of 8.9% until 2025, hence the sector remains a vital contributor to the country's GDP. Factors such as continued activity under CPEC projects, increased government focus on development spending, and ongoing construction activities due to housing deficits drive the sector's potential. While facing issues like environmental concerns and competition from imports, the industry's oligopolistic structure with dominant players ensures stability and pricing power. Overall, while short-term challenges persist, long-term prospects for the Pakistan cement sector appear promising, underpinned by government initiatives and ongoing innovations to address sustainability and efficiency.



## V-World

### Step into Tomorrow

Virtual World - the V-World, where digital boundaries dissolve, and possibilities are boundless. In our dynamic digital ecosystem, we redefine connectivity, innovation, and accessibility. From immersive educational experiences with V-Quran to seamless healthcare access through V-Clinic, and captivating entertainment via V-TV, we transcend limitations, connecting minds and hearts globally.

Step into the future with V-Call Centre, revolutionizing customer support with advanced technologies. Explore property like never before with V-Selling Partners, offering detailed showcases and virtual tours. Experience a paradigm shift in learning with V-Education and V-Library, where knowledge knows no bounds. Engage in real-time discussions and skill-building sessions through webinars, fostering global connections and collaborations.

As we look ahead, global collaborations await, extending services to Selling Partners and fostering global outreach. At V-World, inclusivity and global accessibility are not just ideals but cornerstones of our ethos. Come, be a part of the digital revolution, where every connection opens doors to endless possibilities.



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