

HEAD OFFICE

Silver Square Plaza. Plot # 15, Street # 73, Mehr Ali Road, F-11 Markaz, Islamabad – Pakistan
Toll Free : +92 0800-SMART(76278)
UAN : +92 51 111 444 475
Tel • +92 51 2224301-04

ISLAMABAD OFFICE

Plaza #11, Jinnah Boulevard (East) Sector-A, Near Gate #1, DHA Phase II, G.T.Road, Islamabad
Toll Free : +92 0800 SMART(76278)
UAN : +92 51 111 444 475
Tel : +92 51 5419180-82 cv

Fax : +92 51 5419183

FDH INTERNATIONAL OFFICES CORPORATE OFFICE (UK)

768 Romford Road, E126BU, Manor Park, London, United Kingdom
Toll Free: 0800 1700 550
Tel : +44 20 3150 0550, +44 20 3903 4751, 4752, 4753

Manchester Office - UK

M88LQ 184 Cheetham Hill Road, 1st Floor Manchester, United Kingdom
Tel : +44 20 3150 0548, +44 20 3150 0550

Cell : +44 7881 388270, +44 7899 496720
E-mail : sales.uk@smartcitypk.com



www.smartcitypk.com | www.fdhlpk.com



Toll Free: 0800-SMART (76278)



UAN: 111 444 475



sales@smartcitypk.com



[/smartcitypk](https://www.facebook.com/smartcitypk)



[/smartcitypk1](https://twitter.com/smartcitypk1)



[/CapitalSmartCity](https://www.youtube.com/CapitalSmartCity)



[/smartcitypak](https://www.instagram.com/smartcitypak)



Initiative²⁴

INNOVATE | INVEST | IMPACT



Development





About Initiative 2024

Welcome to Initiative-2024. It is the Capital Smart City, offering a gateway to unparalleled opportunities with Initiative-2024. We embark on a transformative journey that redefines urban landscapes and shapes the future of investment in Pakistan.

The Vision of Initiative 2024

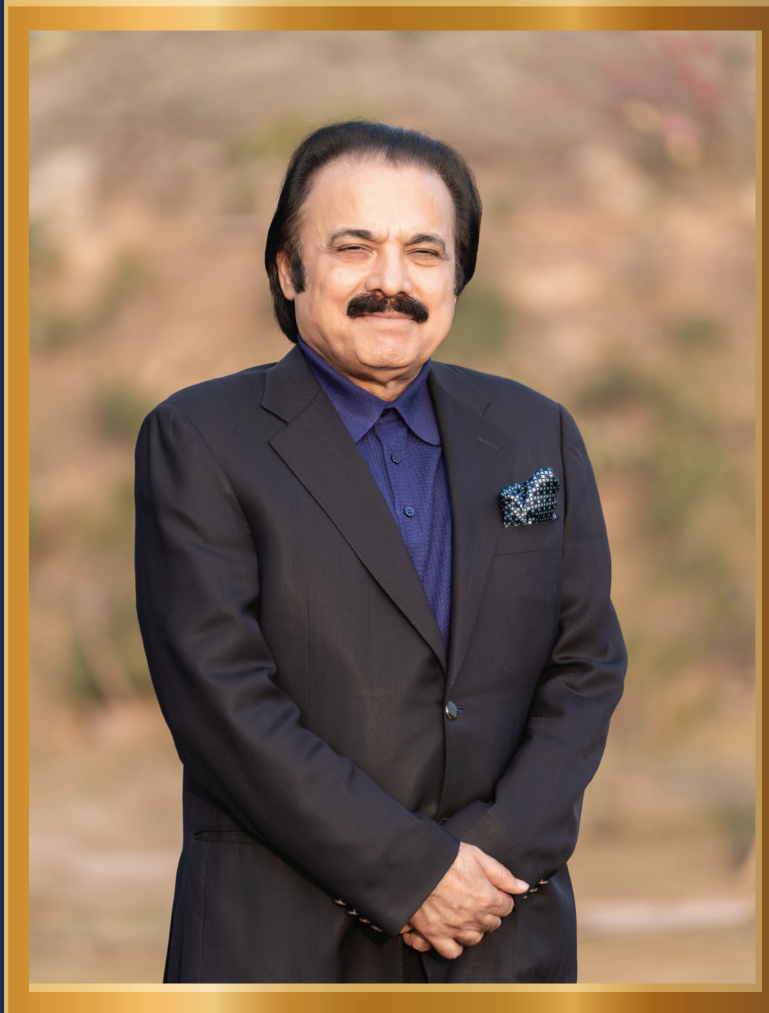
Our aspiration is bold yet within reach-to foster vibrant neighborhoods that champion learning, wellness, leisure, and technological innovations. Through collaborative alliances and innovative projects, Initiative-2024 enhances quality of life, stimulate economic prosperity, and foster community networking.

A World of Opportunities

Step into the realm of unparalleled opportunities with Initiative-2024, where Capital Smart City offers prospects that transcend generations. Join hands with our esteemed business group and become a partner in shaping the future of our dynamic projects for the coming generations. Initiative-2024 presents a world of opportunities across various sectors, including technology, education, healthcare, sports, hospitality, tourism and industry.

Investment Opportunities

We extend a warm invitation to our valuable investors to join us as our Corporate Partners and let's embark on this transformative journey, where you can play a pivotal role in shaping the future. Whether you're drawn to the futuristic innovations of Silicon Village, the luxurious hospitality offerings of Movenpick Hotel, or the pioneering advancements in Healthcare, education and Sports, there's an opportunity for every investor to contribute to our collective vision of progress. Additionally, our adventure and water sports initiatives promise thrilling opportunities for investment, while the innovative digital eco-system of V-World opens doors to exciting possibilities. Anfaal Holidays beckons our Partners to join us in showcasing beauty of Pakistan to the world, while Anfaal Cement stands as a testament to our commitment to sustainable development.



Zahid Rafiq

Chairman FDHL

Initiative-2024 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 projects 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 Smart City, 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 and prosperous future for our generations to come.

Zahid Rafiq

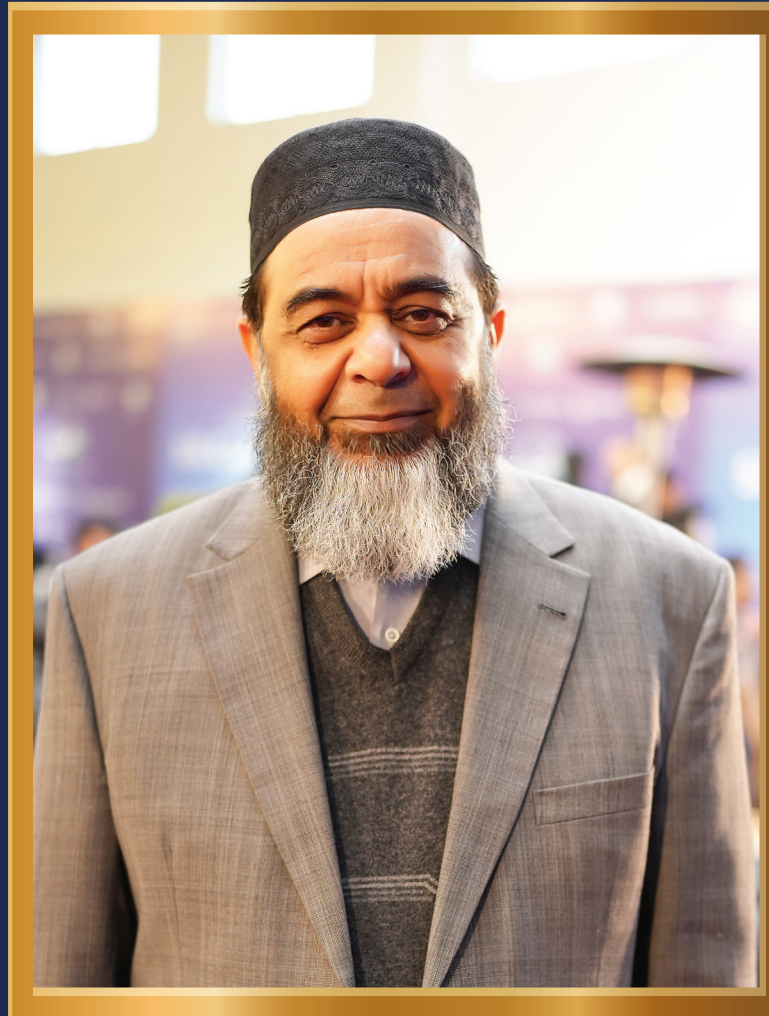


Jehanzeb Zahid
Managing Director

Initiative-2024 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.

Jehanzeb Zahid



Muhammad Aslam Malik
Group Chief Operating Officer

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. In my role as Group Chief Operating Officer, I am highly honored to play a part in this transformative endeavor.

Initiative 2024 embodies a daring vision for the future of Capital Smart City – 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 symbol 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

Capital Smart City

Capital Smart City represents the epitome of urban innovation and sustainable development. Strategically located at the Capital and cross-roads of CPEC route and of three provinces the city serves as catalysts for economic growth and prosperity at confluence. With robust infrastructure, world-class amenities, and a thriving business eco-system, Capital Smart City offers unparalleled opportunities for investors and residents alike. From international level technology hubs to advanced health and education facilities next to luxurious residential enclaves, the city caters for the diverse needs and aspirations of a vibrant population.

Driven by the vision of excellence and our commitment to progress, Capital Smart City is poised to become the premier destination for investment, innovation, and sustainable in progress. As we embark on this transformative journey, we invite you to be a part of our vision to shape the future of urban living. Together, let us innovate, invest, and make a lasting impact on the world around us.



Investment Excellence

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 your 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.



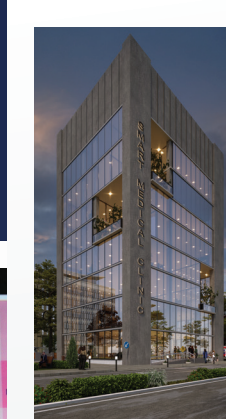
Silicon Village

The heart of innovation at Silicon Village, Pakistan's foremost technology hub! Spread across more than 300 acres within the dynamic landscape of Capital Smart City. Our prime location offers unparalleled advantages in a progressive environment. Seamlessly integrated with Smart City infrastructure, Silicon Village provides access to world class amenities, elaborate boarding facilities, top-tier educational institutions to world-class healthcare and sports 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 eco-system. With our state-of-the-art Incubation Centers providing flexible space arrangements, startups and tech Giants alike, find the perfect environment to incubate ideas and creative solutions. Join us at Silicon Village and be part of the next chapter in Pakistan's Technological Revolution!"



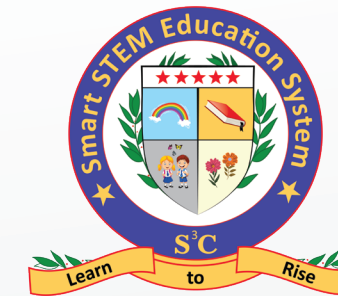
Futuristic Health

The future of healthcare is in 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 and 5 specialized Hospitals, strategically located near the capital and its international airport. We are bringing world class healthcare closer to your home. Our services span from consultation to specialized treatments, ensuring comprehensive care for all. Key area include the Smart City Hospital for resident's superior health care. The Smart Institute of Rehabilitation Medicine (SIRM), Smart Institute of Mental Health, Smart Institute of Dermatology and Aesthetics' are the futuristic health services. Looking ahead, we're committed to expanding our medical network with more smart clinics, Smart City Specialized Hospitals, and exclusive best national level Specialized Healthcare Institutions, offering opportunities for investment from our professional healthcare experts abroad and also our corporate Partners alike. Our distinctive features, including accessibility, quality standards, international compliances, and technological innovation, set us apart as leaders in healthcare sector in Pakistan, also attracting medical tourism from Meddle East and West.



Education Excellence

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 is the future of education. Our achievements include affiliations with prestigious educational boards including Federal, Cambridge, IB, West Australian Board. We believe in diversity of competitive education systems. A vast network of schools and colleges, and state-of-the-art facilities that provide a most advanced and conducive learning environment. Moreover, our commitment to high end education with special focus on personality development, additional foreign language, and sport learning through on-campus, online, and hybrid teaching methods sets us apart as a lead education system in Pakistan.



V-World

The Virtual-World (v-World), where digital boundaries dissolve, and possibilities are boundless. In our dynamic digital eco-system, we redefine connectivity, innovation, and accessibility. From immersive educational experiences with V-Quran to seamless healthcare access through V-Clinic, V-Education, V-Library and captivating entertainment through V-Sports via V-TV, we transcend limitations, connecting minds through common culture and hearts globally. Engage in real-time discussions and skill-building sessions through webinars, fostering global connections and collaborations.

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.

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.



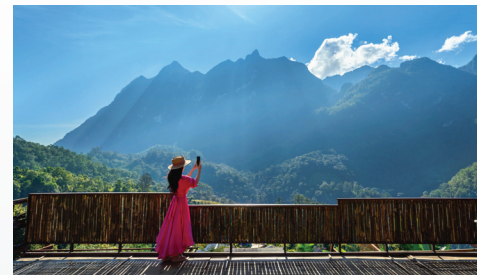
Sports Heaven

Get ready for thrilling sports facilities network in any single Private Housing purely adventure at Capital Smart City's sports hub! We are unveiling Pakistan largest advance Sports Park for thrill-seekers youth. We are offering an exhilarating array of activities to ignite your passion for sports and adventure. Our state-of-the-art Adventure Sports Arena features everything from Sky Cycling, Zip lines, Dirt biking, Skeet Shooting, Shooting Gallery and much more ensuring there's no shortage of excitement here. But the fun doesn't stop there - our hub also boasts, water sports, paintball, and what as, catering for every taste. Whether you prefer indoor or outdoor games, our world class sports facilities, particularly high end Sport Academies having Olympians, World Champions, National and international standard players as chief coaches to nurture future sport talent in our youth. Our cricket ground attracts international-level players, while our PGA Standard golf course promises a top-tier golfing experience, including Squash Courts, Gyms and Swimming Pools, for aquatic enthusiasts.



Anfaal Holiday

Embark on most enjoyable moments with Anfal 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. Anfal Holidays invites you to explore the beauty and diversity of Pakistan like never before.



Möven Pick Hotel

The future of 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 expectations. 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

The Pakistan cement sector is poised for growth despite facing economic challenges and global uncertainties. The current production capacity of 83 million tons per year and projected expansion to 99 million tons by end 2024. Despite a decline in recent years, the sector is projected to grow at a compound annual growth rate (CAGR) of 8.9%. 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. Overall, while short-term challenges persist, long-term prospects for the Pakistan Cement Sector are very promising. Our Corporate – Partners can join hand to grow together in this important sector, there-by ensuring contribution in growth of Pakistan's overall economy.