



ALIF HOLDINGS



POPULATION  
**11.13** million

CULTURAL CAPITAL OF  
**PUNJAB**

**18<sup>th</sup>** LARGEST CITY  
IN THE WORLD

ONE OF THE  
**WEALTHIEST**  
CITIES IN PAKISTAN

ESTIMATED GDP  
**\$65.14** billion

# LAHORE





# About Lahore

Lahore, widely considered the country's cultural capital, is popular for its array of tourist activities. From seeing priceless artifacts to historical sites to shopping places to a variety of restaurants, the options are endless. The city not only mediates with its historical rich past but also with the contemporary technological advancement.

Dotted with more than 60,000 restaurants, Punjab is known for its love for food. Lahore alone has more than 6,000 hotels and restaurants, according to data provided by Habibullah Khan, a member of the Lahore Restaurants Association.

He pointed out that the restaurant industry provides business to more than 40 other sectors, including packaging, delivery, agriculture, poultry, and dairy.



Lahore has developed a lot in the last few years, specially keeping the infra-structure of the city in mind. The road network has developed and new services like Metro bus service on ferozapur road and the new addition of Orange line metro train has been a remarkable addition. A lot of new grand shopping malls have been built and some are still under construction. Malls built on the international design standars have changed the shopping experience for the residents of the city and this retail sector is further showing more growth.



Muhammad Mahmood Alam Road , or more popularly known as M. M. Alam Road, is a major road in Lahore, Punjab, Pakistan named in honour of the Pakistan Air Force flying ace, Air Commodore Muhammad Mahmood Alam. The road extends from Gulberg Main Market to Firdous Market in Gulberg, and runs parallel to Gulberg Boulevard thus providing an alternate route. The road hosts a variety of flamboyant restaurants, fashion boutiques, shopping malls, beauty saloons and décor stores



Lahore accomodates a lot of software houses. IT industry in Lahore has flourished in the past years and is growing. It houses big names such as NetSol Technologies, Arbisoft, Techlogix and Arfa software technology park. Also a lot of other software houses operate on small scale all over the city. The growth in the feild of IT and technology in Lahore has remained remarkable over the years and is further growing.



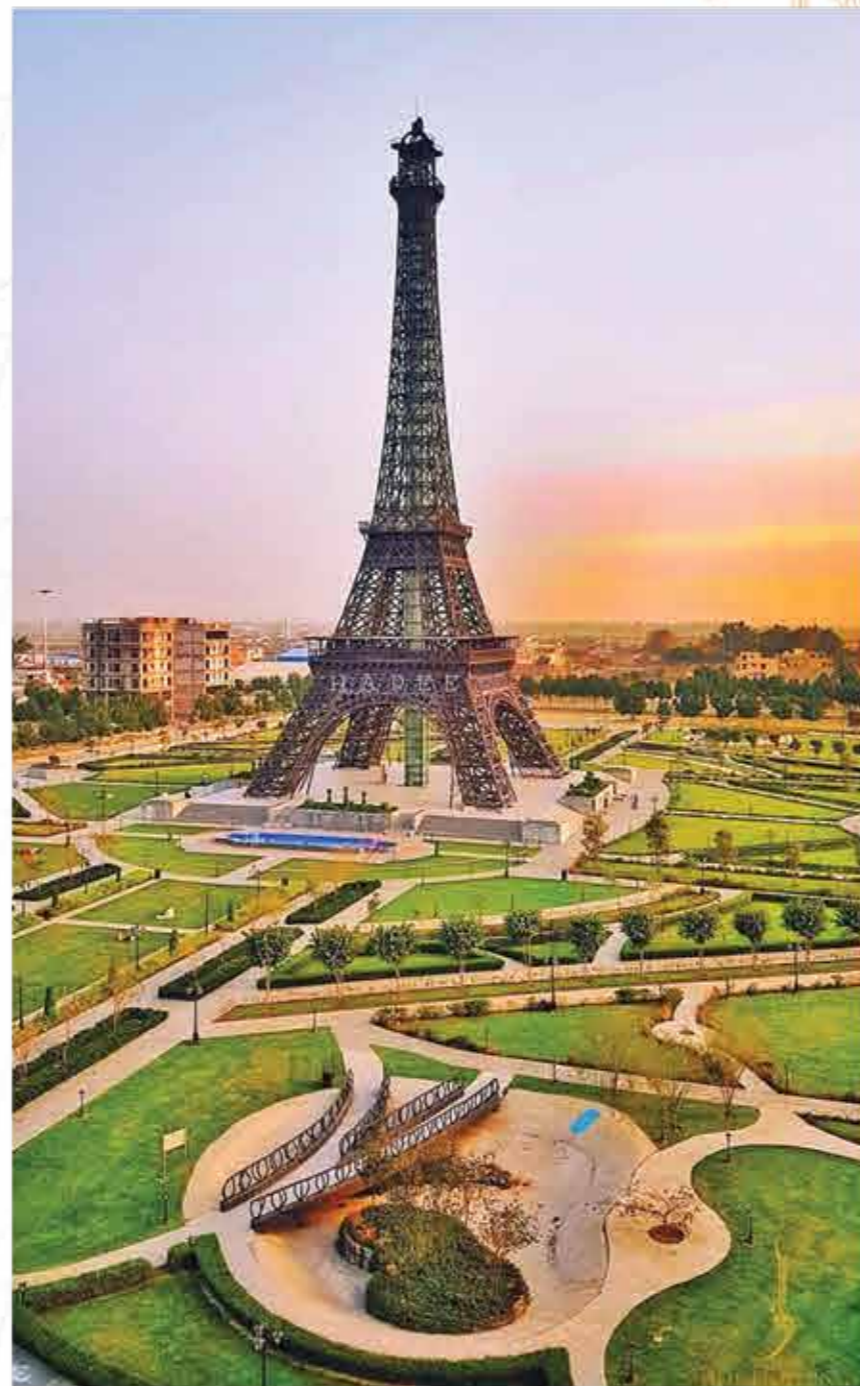
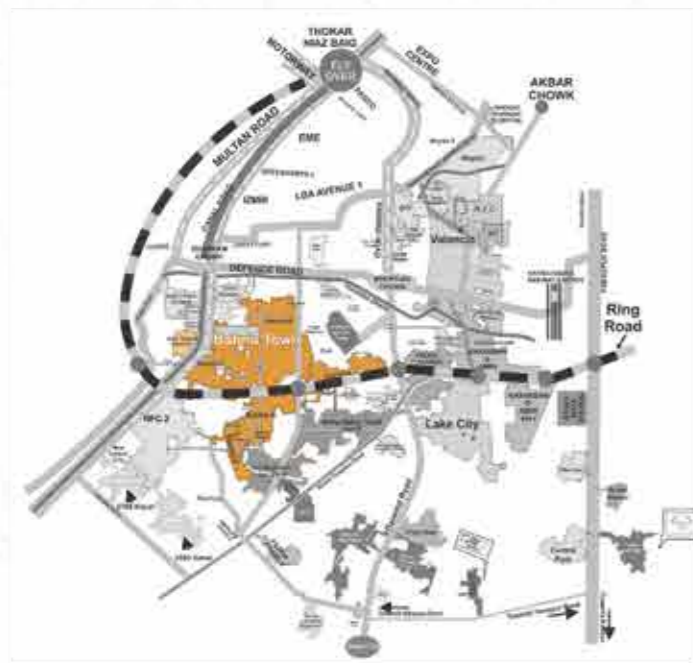
Acres of beautifully landscaped luxury home development, a prestigious golf and country club, as well as a high end commercial center. Probably the most beautiful RESIDENTIAL CONFERENCE venue in Pakistan, for nature loving corporates. Built on over 100 acres of lush green and serene location on the outskirts of Lahore, ideal for Conferences, Away days, Cricket tournaments, Group lunches, Pool side dinners, Seminars, Sales trainings, Team and Capacity Building. LCountry Club is favourite venue of many multinationals, pharmaceuticals and NGO's Seeing is believing so come visit us and you be amazed. Similar clubs can be found at diferent locations in the city making it another attraction for citizens.



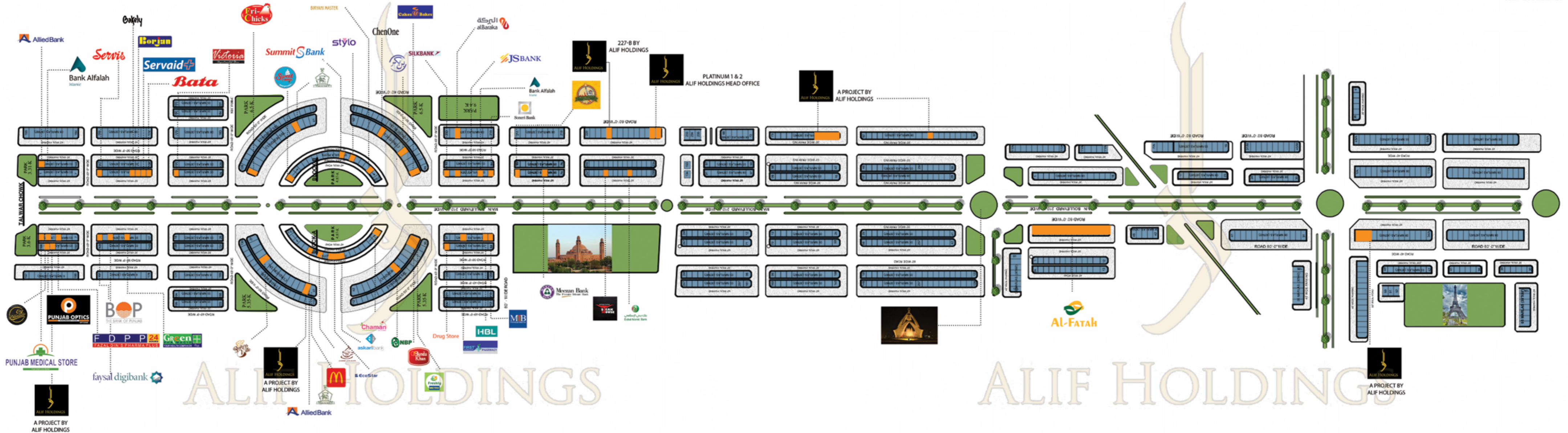
# Bahria Town

## Lahore

It is a flagship gated community in Lahore. The community is home to the Grand Jamia Mosque, Lahore which is the seventh largest mosque in the world with a total capacity of 70,000 people. After success at national level, Bahria has been featured by international magazines and news agencies, referred to as the prosperous face of Pakistan. Newsweek calls it as Pakistan's "Gateway to Paradise". On October 6, 2011, Los Angeles Times referred Bahria as "functioning state within a non-functioning one". After further development, Main boulevard of Bahria would be a major spot in future for commercial activities.



# MAIN BOULEVARD PLAN



# A PROJECT BY ALIF HOLDINGS



ALIF HOLDINGS



MIRWANO

F.A.D.A

DOLCE & GABBANA

SUITS YOU

60

Apartments

07

Floors

20

Shops



The living area, luxuriously designed with french paneling adds up to ambience of the space.



Another view of the living area, depicting the kitchen counter and the media wall. The media wall has been designed to act as a feature wall. The mirror wall of the bedroom lobby can also be seen.



The classical style living area along with metal screen and luxury furniture adds up to the aesthetics of space.



The classical style bedroom can be seen with classical paneling on the walls and a feature wall to increase the ambience of space.





Classical style bedroom with gold painted paneling.

3D View





ALIF HOLDINGS

