

INFOCUS

2023 - 2024

VOLUME 1



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Al-Jalil Developers celebrated an extraordinary year with promising achievements with the launch of Lahore Entertainment City, Al-Baari Residencia Ballot, Al-Jalil Garden 3 Years Plan Ballot West Marina Ground Breaking and possession of Al-Noor Orchard Block C.

Al-Jalil Developers plays an active role in the social, economic and environmental welfare and uplift of society. This year's activities included free Health Care Camps, Plantation Drives, Rashan Drive, and Flood Relief Package.

In the spirit of developing better Pakistan Al-Jalil Developers sponsored Connected Pakistan Conference, Shehroze Kashif, the youngest mountaineer of Pakistan, Pakistan Futsal Series, Pakistan's Wrestling Head Coach Ghulam Farid for International coaching enrichment program and Arm Wrestling Champion Usman Butt.

QUOTATION OF THIS QUARTER



There are two powers in the world; one is the sword and the other is the pen. ...

QUAID-E-AZAM
MUHAMMAD ALI JINNAH



DEVELOPING - BETTER - LIFESTYLE

Al Jalil Group of Companies:

For the past 40 years, Al-Jalil Group of companies has cemented its reputation as a facilitator of success through the provision of innovative solutions to common challenges. From the inception of our first transport company in 1980, we have aimed to empower our fellow Pakistanis to elevate their lifestyles and make informed decisions. This drive has led to the development of a diverse portfolio encompassing Real Estate, Alternate Energy, Sports Management, Transport, Banking, Franchising, Manufacturing, and Food and Beverages.

At Al-Jalil Group of companies, our focus is on promoting sustainable growth as we work towards a brighter, shared future. Our vision is to cultivate brands that inspire trust through responsible business practices that contribute significantly to the country's economy and strengthen our communities.

ABOUT AL-JALIL DEVELOPERS

Al-Jalil Developers is a leading company in the real estate, housing, and infrastructure sectors in Pakistan. Our portfolio includes a range of prestigious projects, such as the Al-Jalil Garden Housing Scheme, the largest LDA-approved housing project in the country; the Al-Noor Orchard Housing Scheme, a premium housing society in Sheikhpura; and the Al-Baari Residencia, a luxurious residential development. Additionally, we are the creators of Pakistan's first-ever purpose-built entertainment city, the Lahore Entertainment City.

With a strong track record of developing mega commercial projects and introducing community living to Pakistan, Al-Jalil Developers has earned a reputation for excellence and innovation. We are committed to providing our customers with not just houses, but with peace of mind and a secure future. Our values of vigilance, quality, and customer satisfaction have allowed us to earn the trust and loyalty of generations of satisfied customers.

Vision:

To be the leading facilitator of success in Pakistan, building brands that inspire trust and contributing significantly to the country's economy and communities.

Mission:

To provide innovative solutions to common challenges, empowering our fellow Pakistanis to elevate their lifestyles and make informed decisions.

Goals:

- To maintain and grow our diverse portfolio of businesses, including Real Estate, Alternate Energy, Sports Management, Transport, Banking, Franchising, Manufacturing, and Food and Beverages.
- To continuously improve our corporate social responsibility practices and contribute to the well-being of our communities.
- To foster a culture of innovation and excellence within the organization, enabling our employees to achieve their full potential and contribute to our collective success.



CHAUDHRY NASARULLAH WARRACH

Chairman Al-Jalil Group of Companies

CHAIRMAN'S MESSAGE

Forty years ago, when I founded my first business, I had a simple but ambitious vision: to make a lasting impact and leave my mark on the world. From these humble beginnings, I am proud to say that my vision has grown into the Al-Jalil Group of Companies, a diverse conglomerate comprising Real Estate, Alternate Energy, Sports Management, Banking, Franchising, Electric Cables, and Food & Beverages, in addition to our original transport company.

However, the journey to get here was not easy. As a young, passionate entrepreneur, I struggled to gain recognition in my hometown of Gujrat. It took years of hard work and perseverance to build a strong reputation and earn the trust of my clients and partners. Along the way, I faced many setbacks and failures, but I never gave up, and eventually, I succeeded in achieving my vision.

Today, my family and I are dedicated to continuing the legacy I have built, and to working towards a shared vision of elevating the lifestyles of those around us through our various brands.

By investing in talented, cross-industry teams with a global perspective, we strive to provide creative solutions, ignite opportunities, and strengthen the communities in which we operate.

News Highlights



LAHORE ENTERTAINMENT CITY MEGA PROJECT LAUNCH

Al-Jalil Developers is continuously expanding with extraordinary and unique housing projects. After presenting 3 successful projects in Lahore-west and Sheikhpura, Al-Jalil Developers launched its 4th mega housing project "Lahore Entertainment City, in Muridke. The project launched in October 2022 with a grand launch ceremony.

Lahore Entertainment City is Pakistan's 1st purpose-built entertainment city and a theme park community. It offers a boundless experience of fun happiness and joy. A society so unique it surrounds a theme park, so connected it is accessible from four major cities, so innovative that smart tech takes on a new meaning, so much fun you can amuse yourself daily.

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IN FOCUS



On Wednesday, 26th October 2022, Al-Jalil Developers launched "Lahore Entertainment City". Chairman Al-Jalil Group of Companies Chaudhary Nasrullah Warraich graced the event as the chief guest where, CEO Al-Jalil Group of Companies Shahid Hassan Warraich inaugurated the ceremony. The Commercial Director Al-Jalil Developers Sardar Aslam Warraich introduced Fahad Mustafa as the face of Lahore Entertainment City. The spectacular ceremony concluded with mesmerizing view of massive fireworks lighting up the sky and an unforgettable performance by the global superstar Atif Aslam.



News Highlights

BALLOT OF AL-BAARI RESIDENCIA PRE LAUNCH DEAL



The management of Al-Jalil Developers commenced the balloting for Al-Baari Residencia Pre Launch Deal on 10th November 2022. Al-Baari Residencia is a premium housing project by Al-Jalil Developers situated in Sheikhpura. The project was launched in October 2021.

Al-Baari Residencia announced the ballot just after one year of the project launch. The random ballot was processed in three rounds through computer software. The Chairman Al-Jalil Group of Companies, Ch. Nasrullah Warraich announced the final result. The proposed Map of Al-Baari Residencia Block A & Block B was revealed. The ballot ceremony was live-streamed on the social handles of Al-Baari Residencia.



BALLOT OF AL-JALIL GARDEN HOUSING SCHEME

Al-Jalil Developers successfully commenced the ballot of Al-Jalil Garden Housing Scheme 3-Year Plan on 30th November 2022. The random ballot was processed through a computer software.

The chief guest of the event Mr. Salam Ullah Warraich, Director Al-Jalil Developers, congratulated the attendees of the event on the success of Al-Jalil Garden Housing Scheme and praised the collective efforts of team and main deal holders.



News Highlights



POSSESSION OF BLOCK-C

On September 23rd 2022, Al-Jalil Developers organized a mega event to celebrate the timely possession of Al-Noor Orchard Housing Scheme Block C. The event was specially organized for the customers.

Chairman Al-Jalil Group of Companies Chaudhary Nasrullah Warraich and CEO. Al-Noor Orchard Malik Khalid Dhudi graced the event where the director of Al-Noor Orchard Atta Zaid Dhudi addressed guests and thanked the customers for their trust and appreciation.

The event included Play Areas for children, Photo booths for families and Lucky Draw of amazing prizes including Mobile Phones, LCDs and Ummrah Tickets.

The attendees of the event included management and business partners of Al-Jalil Developers and Al-Noor Orchard.



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DEVELOPMENT INAUGURATION OF WEST MARINA



The management of Al-Jalil Developers & Al-Noor Orchard Housing Scheme inaugurated the development work of West Marina on 10th November 2022. Chairman Al-Jalil Group of Companies Ch. Nasrullah Warraich & CEO Al-Noor Orchard Malik Khalid Dhudi cut the ribbon to begin development work in full swing. Launched in 2020, West Marina is the most popular project of

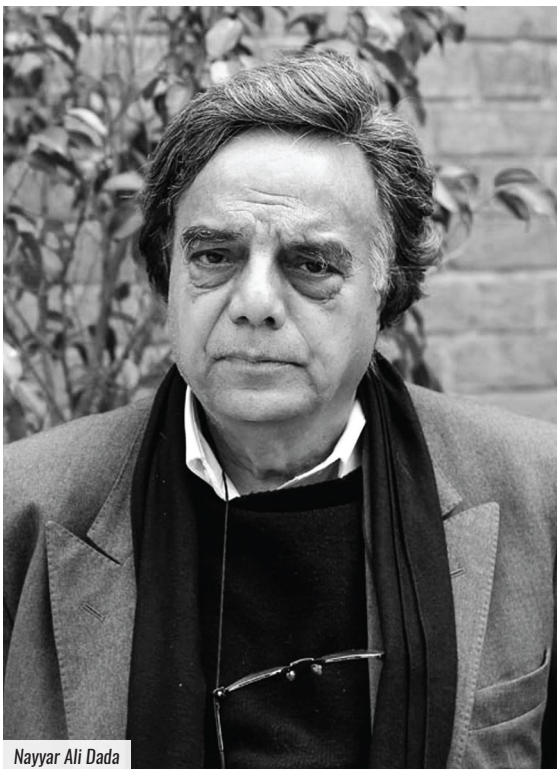
Lahore-west offering the most luxurious lifestyle with its unique features and amenities.

Earlier this year in May 2022, Al-Jalil Developers fulfilled its promise of timely delivery and commenced a successful ballot of West Marina. Determined to build the best, the fast track development work is continued with full force.

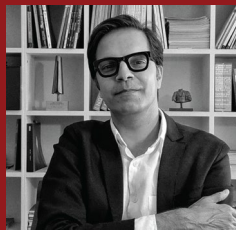
Latest Developments

WORLD'S 7th LARGEST MOSQUE

Designed By: Nayyar Ali Dada



Nayyar Ali Dada



Raza Ali Dada

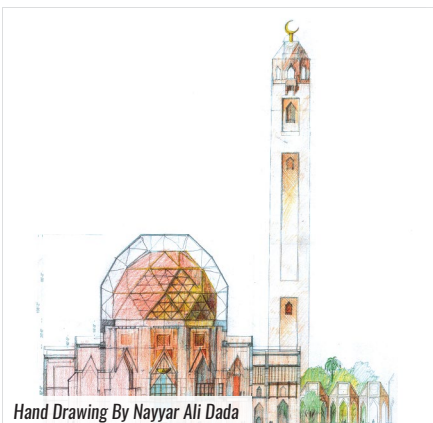


Ghazanfar Ali

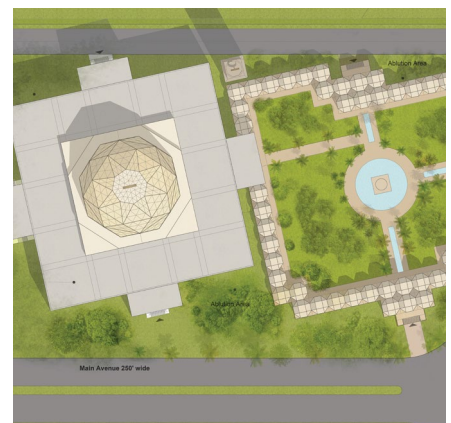
WEST MARINA GRAND MOSQUE

By Nayyar Ali Dada

Embracing contemporary Islamic geometry as the cardinal design feature, West Marina Grand Masjid has a unique and original design utilizing rich modern techniques. A concept belonging to the modern times. The openness and spatial quality shall produce spirituality in the environment and ambiance of the structure. Use of water shall be utilized in a manner to create an oasis-like effect. West Marina Grand Masjid is the hallmark of Islamic Architecture.



Hand Drawing By Nayyar Ali Dada



Latest *Developments*



DEVELOPMENT UPDATES



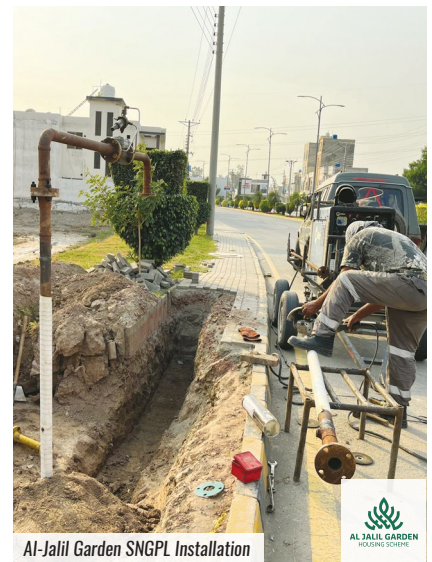
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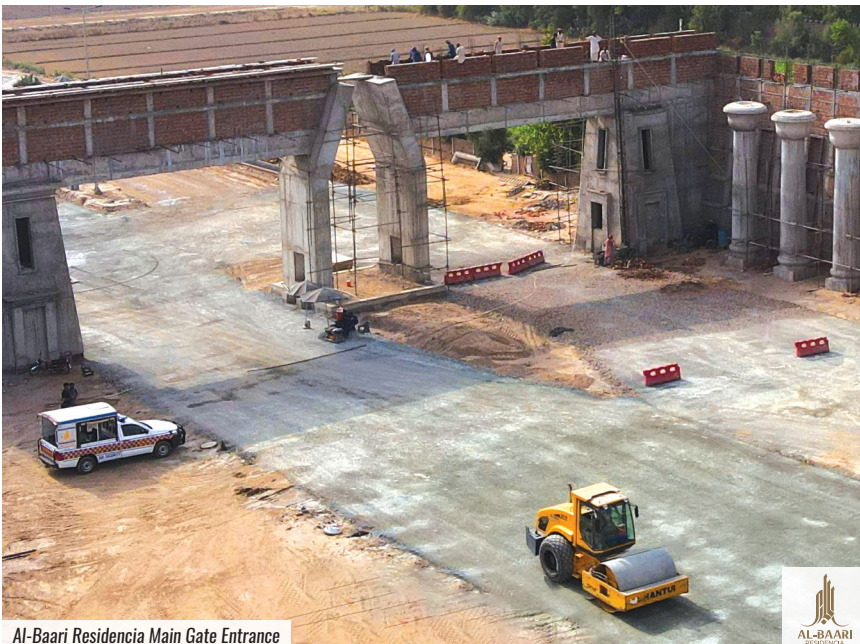
Al-Jalil Garden Block-B Main Gate



Al-Jalil Garden Block-B Model House



Al-Jalil Garden SNGPL Installation



Al-Baari Residencia Main Gate Entrance



Al-Baari Residencia Road Development



Al-Baari Residencia Green Belt



Latest Developments



Our Activations

CORPORATE SOCIAL RESPONSIBILITIES



AL-JALIL DEVELOPERS DASTARKHWAAN

Al-Jalil Dastarkhwaan is a way of ensuring that no one in our community goes hungry. Dastarkhwaan is open day and night to feed the homeless daily.



WORLD HAPPINESS DAY

On the World Happiness Day Al-Jalil Developers decided to share happiness with the children at the Abba Home Orphanage. Care packages with stationary, coloring books and snacks were distributed amongst the children.



WORLD EARTH DAY

Al-Jalil Developers joined hands with SOS Village for a plantation drive at the SOS Bedian facility.

Our Activations

CORPORATE SOCIAL RESPONSIBILITIES



RAMZAN RASHAN DRIVE

Al-Jalil Developers engaged in an initiative to help **Roshni Homes Trust** with their Ramadan rations.



WORLD WATER DAY

Al-Jalil Developers joined hands with The Stepping Stone School for an interactive story telling session with the children on the importance of water preservation.



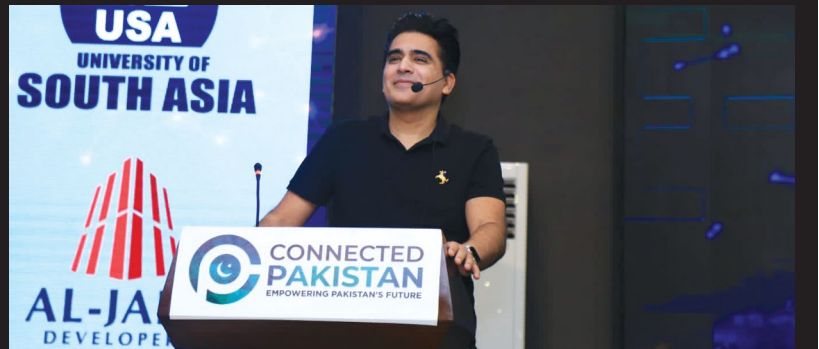
FLOOD RELIEF PACKAGE

Al-Jalil Developers joined hands with Rizq Foundation and delivered donations & relief packages to the flood affectees.

Our Sponsorships

CONNECTED PAKISTAN CONFERENCE

Al-Jalil Developers sponsored Connected Pakistan Conference 2022 on the theme of "Empowering Pakistan's Future". The event included motivational speeches and interactive sessions by Pakistan's leading influencers from all fields.



MOUNTAIN CLIMBER SHEROZE KASHIF FOR G1 & G2 EXPEDITION

Marina Sports City by Al-Noor Orchard, a project of Al-Jalil Developers was the companion of the youngest Mountaineer Shehroze Kashif in his remarkable journey of setting a new world record by summiting G1 and G2.



Our Sponsorships

PAKISTAN FUTSAL SERIES

Marina Sports City by Al-Noor Orchard Housing Scheme, a project of Al-Jalil Developers sponsored Pakistan Futsal Series in line with their mission to promote the cause of sports in Pakistan.



GHULAM FARID HEAD COACH OF PAKISTAN'S WRESTLING TEAM

Marina Sports City by Al-Noor Orchard a project of Al-Jalil Developers sponsored Ghulam Farid, the Head Coach of the Pakistani Wrestling Team for the 12th edition of the International Coaching Enrichment Certificate Program 2019 to 2022.



50 Coaches From The World Are Selected For Coaching Enrichment Certificate Program



ARM WRESTLING CHAMPION USMAN BUTT

Marina Sports City Residencia by Al-Noor Orchard Housing Scheme, a project of Al-Jalil Developers sponsored Arms Wrestling Champion "Usman Butt" to represent Pakistan at 43rd World Arm Wrestling Championship Antalya Turkey 2022



10 on 10

WITH
MR. SHAHID ALI
Group Head CFO, Al-Jalil Developers



1

FOR HOW LONG HAVE YOU BEEN WORKING WITH AL-JALIL DEVELOPERS

It's now more than six years since I am associated with Al-Jalil Developers. Before joining Al-Jalil Developers I was working in Tayyab Group of Industries and was managing one of the largest unit of Sugar Manufacturing in South Asia, Hamza Sugar Mills Limited.

2

DEDICATE ONE LINE TO AL-JALIL DEVELOPERS

Al-Jalil has become one of the largest Developers in Pakistan in a very short span of time. Its success story has many remarkable feathers in its cap.

3

WHAT DO YOU ENJOY MOSTLY ABOUT YOUR JOB?

During my academic life especially when I joined CA (Chartered Accountancy), I learnt how to be responsible, how to complete assigned tasks, how to give my best and, more importantly, how to enjoy my work. Since then, I have been carrying along with me all these attributes wherever I work. I apply them here too and you are witness of this. Managing accounts and finance on group level is not easy if we are not into it. I believe you can't give your best if you don't enjoy your work. So my mantra is: Enjoy what you do.

4

HOW HAS YOUR WORKING EXPERIENCE WITH AL-JALIL DEVELOPERS IMPACTED YOU BOTH PERSONALLY AND PROFESSIONALLY?

Well, this experience has impacted me both professionally and personally. Speaking about professional experience, when I joined Al-Jalil Developers, at that time, I (along with my team) was managing one unit but now we are managing eight units along with Al-Jalil Food and Beverages (Pvt.) Ltd. On Personal level, Al-Jalil Developers also groomed me a lot. It helped me how to manage multiple tasks simultaneously and how to utilize our time in a productive way to make a success story.

5

WHAT MAKES YOU FEEL PROUD OF YOUR ALL CONTRIBUTIONS TO AL-JALIL DEVELOPERS?

It is a great pleasure to say that I have a rich contribution to the overall growth of Al-Jalil Developers. When I came here, as I told earlier, we had only one unit to maintain i.e. Al-Jalil Garden. Back then we did not have the kind of pace that we have today. With the passage of time, we expanded our scope through the addition of Al-Noor Orchard, Al-Baari Residencia, Lahore Entertainment City and other units. In all these ventures, I worked in close collaboration with directors and management of Al-Jalil Developers. It makes me proud to say that I have, directly or indirectly, contributed to every stage we came across so far. I have contributed to every deal we have made with the dealers, to every new block we have launched and to every new housing society we have started. Thus, I can say with a lot of confidence that I have played an active role in taking Al-Jalil Developers to its current status.

6

HOW DO YOU DEAL WITH DEMANDING SITUATIONS?

At Al-Jalil Developers we deal with all the demanding situations like a family. This practice is inspired from one of our core values that says, "We work as a family". No matter what kind of demanding situation is in front of us, our approach to deal with it is collective. So just to help you understand, for example, if I am loaded with extra work at times, my team helps me out. Similarly, if my team finds itself in a trap, I extend my extra services. Apart from this if our other departments such as sales, purchase, development etc. come across any challenging situations, we all pool around them to help them effectively cope with the situation at hand. So, in short, our approach to deal with demanding situations is to back up each other like a family.

7

HOW WOULD YOU EVALUATE YOUR PROFESSIONAL JOURNEY AT AL-JALIL DEVELOPERS?

It is an enriching experience. If I look back, Al-Jalil Developers has carried along with itself everyone associated with it on the same pace of growth. Initially, those who worked as unit heads are now working as group heads of their respective departments. Same is the case with all experienced professionals at Al-Jalil Developers. All of them have experienced phenomenal growth in their professional careers with the success of Al-Jalil Developers. I must say that Al-Jalil Developers provided better opportunities of career growth to all those who are a part of its family.

8

HOW DO YOU SPEND TIME OUT OF THE OFFICE?

Well, I usually spend my time with family and friends. Life revolves around them. I am lucky to have a lovely family and very lovely friends. I do travel a lot and read books, this leads to new ways of thinking.

9

WHAT INSPIRES YOU IN YOUR LIFE?

There are many things and very beautiful minds around that inspire me but I would sum it up in two couplets;

ایک اور نہایت خوبصورت شعر میرا شیوہء زندگی ہے:
شکوہء ظلمتِ شب سے تو کہیں بہتر تھا۔
اپنے حصے کی کوئی شمع جلاتے جاتے۔

حضرت تابش کمال صاحب نے کیا خوب کہا ہے:
چل پڑے تو منزلیں بھی دور پیچھے رہ گئیں۔
دیکھتا ہی رہ گیا دشوار سا رستہ ہمیں۔

These beautiful lines inspire me in most of my life pursuits.

10

WHAT MESSAGE WOULD YOU CONVEY TO THE READERS OF THE NEWSLETTER?

“ My message to all of you is, give your best in everything you do & leave the rest to Allah. You will never be disappointed. ”



DEVELOPING • BETTER • LIFESTYLE



Let's keep in touch
with us

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