

INFOCUS

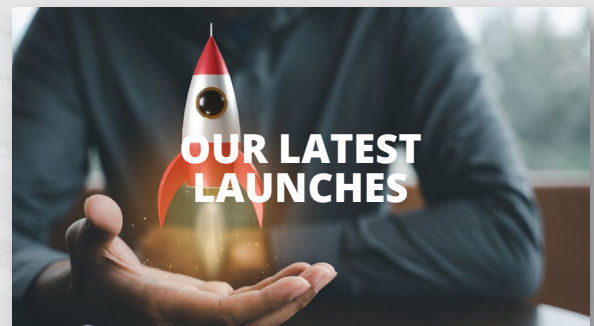
2023 - 2024

VOLUME 2.0



INSIDE THIS ISSUE:

- 04** News & Updates
- 07** Our Latest Launches
- 14** Our Activations
- 18** Staff Trainings



ABOUT AL-JALIL DEVELOPERS

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 & 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.

Al-Jalil Developers is a leading company in Pakistan's real estate, housing, and infrastructure sectors. Our portfolio includes a range of prestigious projects, such as the Al-Jalil Garden Housing Scheme, the LDA-approved largest housing project in Lahore West; the Al-Noor Orchard Housing Scheme, a premium housing society in Sheikhpura; 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 promise to provide our customers with houses, 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 everyday 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 collaborate for the well-being of our communities.

To nurture a culture of innovation and excellence within the organization, enabling our employees to achieve their maximum potential and contribute to collective success.

FROM OUR **MANAGEMENT**

MESSAGE FROM COMMERCIAL DIRECTOR



**“ I AM COMMITTED TO
ASSIMILATING PROGRESS
AND EXCELLENCE IN ALL
OPERATIONS. ”**

I believe in the potential of our younger generation to shape the future of our nation, and I am committed to creating an environment where they can thrive and contribute their ideas to the success of our group.

As head of the commercial wing, I oversee Sales, Marketing & Communications, and Customer Care. I always seek innovative ways to improve service delivery and drive progress.

I foresee to continue building on our incredible legacy and creating a company known for its forward-thinking approach, dedication to continuous growth, and commitment to customer satisfaction. Together, we can achieve great things and contribute to the betterment of our country.

Thank you for your continued support and trust in our family business.

Sardar Aslam Warrach
SARDAR ASLAM WARRAICH
COMMERCIAL DIRECTOR

NEWS & *UPDATES*



BALLOT CEREMONY

AL-BAARI RESIDENCIA



On 1st February 2023, Al-Baari Residencia Launch Deal Ballot took place, marking an exciting milestone in developing this highly anticipated residential project. The event was broadcast live on the official Al-Baari Residencia social media pages, allowing interested parties worldwide to tune in and witness the proceedings as they unfolded.

This was the second successful ballot event held for the project, with the previous one taking place in the last quarter of the previous year.

The positive outcome of the prior ballot served as a testament to the project's appeal and the trust that investors and buyers have placed in the development team behind it.



NEWS & UPDATES

BALLOT CEREMONY WEST MARINA EXECUTIVE & WEST MARINA CENTRAL COMMERCIAL AREA (CCA)

WEST
MARINA
EXECUTIVE

WEST
MARINA
CENTRAL COMMERCIAL AREA



1st March marked a momentous occasion for West Marina Executive and West Marina Central Commercial Area as Al-Noor Orchard executed successful balloting for both projects. The balloting ceremony was a crucial step towards selecting buyers and investors who will have the opportunity to own and invest in these premium developments.

The event was executed with high professionalism and transparency, ensuring fairness and impartiality throughout the process. Al-Noor Orchard's commitment to conducting the balloting ceremony in a secure and unbiased manner was reflected in the successful outcome of the event.

West Marina Executive and West Marina Central Commercial Area (CCA) are two of the region's most eagerly anticipated real estate developments, promising luxurious and modern living and commercial spaces.



NEWS & *UPDATES*



AL JALIL GARDEN
HOUSING SCHEME

POSSESSION ANNOUNCEMENT

AL-JALIL GARDEN HOUSING SCHEME

BLOCK D

&

BLOCK P

We are thrilled to announce that Al-Jalil Developers have completed the construction of Al-Jalil Garden Block D Executive and Block P, and possession of these blocks began on 31st March 2023. This is an exciting milestone for the project and a long-awaited moment for the buyers and investors who have patiently awaited the possession of their units.

Al-Jalil Garden is a premier residential project with a reputation for excellence in design, quality construction, and outstanding amenities. Block D Executive and Block P, in particular, offer a luxurious living experience with spacious units, elegant

finishes, and a wide range of modern facilities. The possession of Block D Executive and Block P will mark the completion of another successful phase of the Al-Jalil Garden. The company has already delivered several other phases of the project, which have been well-received by buyers and investors alike. As we prepare for the possessions, we thank our clients for their trust and patience throughout the project.

We remain committed to providing a seamless and hassle-free possession process, and we look forward to welcoming our valued clients to their new homes.



OUR LATEST LAUNCHES

LAUNCH OF BLOCK-A EXTENSION AL-NOOR ORCHARD HOUSING SCHEME



Al-Noor Orchard
HOUSING SCHEME

One of the best news in the 1st Week of February 2023 was the launch of Block-A Extension at Al-Noor Orchard, one of the most sought-after residential projects in the region. Block-A Extension offers a range of premium on-ground plots in superb locations, with easy access to all the amenities and facilities that make Al-Noor Orchard a genuinely exceptional place to live.

To celebrate the launch of Block-A Extension, Al-Noor Orchard is offering a great deal to potential buyers.

You can now book your on-ground plot with just a 15% booking and possession of your property within 60 days of booking. This is an exceptional opportunity for those looking to invest in a premium residential project with quick possession and excellent return on investment.

At Al-Noor Orchard, we are committed to providing our clients with the best living experience. Adding another dimension gives our clients the flexibility and freedom to choose the location and size of their plot according to their preferences and needs.



WITH **BOOKING 15%**

قبضہ

صرف **60** دن میں

BLOCK A-EXTENSION

**READY FOR
POSSESSION**

OUR LATEST **LAUNCHES**



AL AZIZ
RESIDENCIA

PROJECT LAUNCH
AL-AZIZ RESIDENCIA



Al Jalil Developers launched their fifth mega project Al Aziz Residencia, on Sunday 26th, February. The event was a glamorous, star-studded affair held at the Al Aziz Residencia project site in Sheikhpura and was exceptionally well received by the local real estate community.

The project's distinguishing features were discussed, including focusing on eco-friendly initiatives such as a Miyawaki forest and 10% of the project's area allocated to parks and green spaces. About 90% of the project's development work has been completed, and the project journey was shared at the event with the audience through a comprehensive video documenting the significant milestones of the project's history.

Certificates and cars were also distributed amongst the best-performing dealers for the project.

The event had a heavy attendance of the local real estate community of dealers as well as Al Jalil Developer's network of dealers. The event concluded with an energetic and entertaining performance by Abrar ul Haq, who captivated the crowd with his magnetic stage presence.



OUR LATEST LAUNCHES

OFFER LAUNCH

MARINA SPORTS CITY RESIDENCIA



On 8th March 2023, Al-Jalil Developers hosted the much-awaited MSCR Dealer's Night at the Al-Noor Orchard Housing Scheme site. It was an evening filled with celebration, fanfare, and entertainment.

The event started with a captivating visual documentary showcasing the growth and development of the Al-Noor Orchard Housing Scheme. The evening progressed with the distribution of cash prizes, 40 Luxury Cars, and performance certificates among top-performing dealers by the senior management of Al-Jalil Developers.

The most anticipated news of the night was the great MSCR deal, announced by Commercial Director Al-Jalil Developers Sardar Aslam Warraich. He revealed up to 20% profit guarantee for MSCR customers and investors, which was met with great enthusiasm from the audience.



The dealer's community welcomed and shared their excitement about this event. It concluded on a high note with dinner and a mesmerising qawwali performance by the legendary qawwal **Rahat Fateh Ali Khan**. His melodious voice and nostalgic tunes captivated the audience, leaving them with an unforgettable experience.

OUR LATEST DEVELOPMENTS



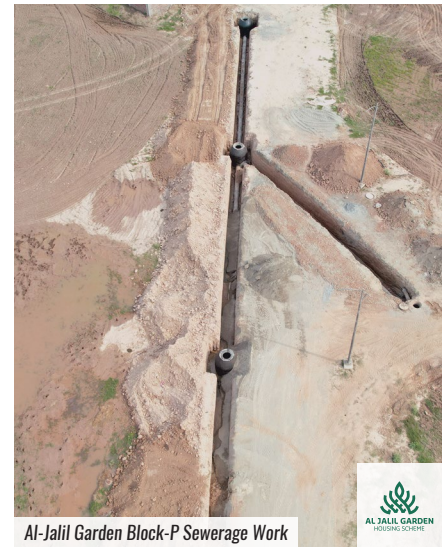
Al-Jalil Garden Block-G Homes Construction



Al-Jalil Garden Block-D Executive



Al-Jalil Garden Block-G Park



Al-Jalil Garden Block-P Sewerage Work



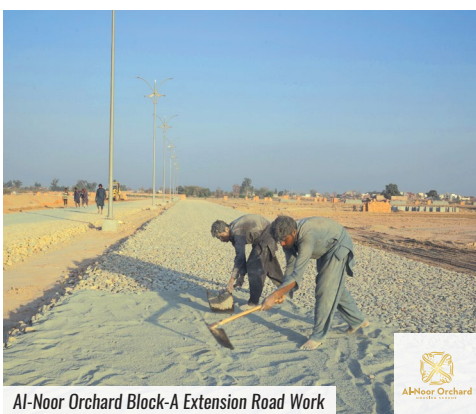
Al-Jalil Garden Block-D Street Lights



Al-Jalil Garden Block-D Executive



OUR LATEST DEVELOPMENTS



OUR LATEST DEVELOPMENTS



West Marina Road Sub-Base



West Marina Road Construction



West Marina Development



West Marina Road Sub-Grade



West Marina Development



OUR LATEST DEVELOPMENTS



Al-Baari Residencia Grand Entrance



Al-Baari Residencia Flowers Belt



Al-Baari Residencia Egyptian Theme Construction Work



Al-Aziz Residencia Road Work



Al-Aziz Residencia Sewerage Work



Al-Aziz Residencia Flowers Belt



OUR ACTIVATIONS

CAREER FAIR ACTIVITY AT UNIVERSITY OF MANAGEMENT & TECHNOLOGY

At Al-Jalil Developers, we believe in empowering the youth of our country and providing them with opportunities to realise their full potential.

In this spirit, we recently participated in several job fairs at leading educational institutions nationwide, including the University of Engineering & Technology, University of Management & Technology and COMSATS.





DEVELOPING BETTER LIFESTYLE



DEVELOPING BETTER LIFESTYLE



DEVELOPING BETTER LIFESTYLE



OUR PROJECTS

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OUR PROJECTS



OUR PROJECTS



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OUR ACTIVATIONS

CAREER FAIR ACTIVITY AT UNIVERSITY OF ENGINEERING & TECHNOLOGY



Our goal was to showcase the various career options and opportunities at Al-Jalil Developers and provide the youth with a gateway to a brighter future. We understand that choosing the right career path is crucial, and we wanted to ensure that the students had access to all the information and resources they needed to make an informed choice. Our team of experts was present at these job fairs to answer questions, provide guidance, and help students understand the different career paths available in the real estate industry.



OUR ACTIVATIONS

CAREER FAIR ACTIVITY AT COMSATS UNIVERSITY

We also highlighted the various job openings and internships available at Al-Jalil Developers, giving the students a glimpse into the exciting world of real estate and the many opportunities for growth and advancement it offers.

The response to our participation in the job fairs has been overwhelming, with students showing keen interest in the opportunities available at Al-Jalil Developers. We are proud to have played a vital part in enabling the youth of our country to take the first step towards a brighter and better future.



OUR ACTIVATIONS

APWA (ALL PAKISTAN WOMEN'S ASSOCIATION) PEDAL TO EMBRACE QUALITY

Celebrating International Women's Month, Al-Jalil Developers, presented an exciting event called Pedal to Embrace Equality in collaboration with the All Pakistan Women's Association - Punjab. The aim of the event was to honor women's empowerment and to promote gender equality in Pakistan.

The event was attended by a large number of men and women. The participants cycled together, to highlight the importance of women's safety and their right to mobility. The event was a massive success, with people from all walks of life coming together to support the cause. The participants included students, professionals, homemakers, and activists, all united in their desire to promote gender equality and women's empowerment in Pakistan.



STAFF TRAININGS

TIME MANAGEMENT TRAINING

Effective time management is a crucial skill that can help individuals increase their productivity, reduce stress, and achieve their goals. At Al-Jalil Developers, we understand the importance of time management and its impact on individual and organisational success. Because of this, we have a Time Management Training program designed to equip participants with the tools and strategies needed to manage their time better and achieve their goals.

During the training program, participants learned essential time management techniques such as prioritising tasks, goal setting, and delegation. The program also covered strategies for overcoming procrastination, avoiding distractions, and maximising productivity.

Through interactive sessions and practical exercises, participants better understood how to manage their time effectively and achieve their personal and professional goals.



STAFF TRAININGS



STRESS MANAGEMENT TRAINING

Stress is an inevitable part of modern life, and it can significantly impact individuals' mental and physical health and organisational performance.

At Al-Jalil Developers, we recognise the importance of managing stress effectively and promoting a healthy work environment. Our Stress Management Training program is designed to equip participants with the tools and strategies to manage stress effectively.

During the training program, participants learned essential stress management techniques such as mindfulness, meditation, and relaxation exercises. The program covered strategies for managing work-related stressors, such as time management, communication, and conflict resolution.

Through interactive sessions and practical activities, participants better understood how to manage stress effectively and promote a healthy work environment.



STAFF TRAININGS

CUSTOMER SERVICE SKILLS TRAINING

We understand the vital need to provide exceptional customer service to achieve business success. That's why we held various Customer Service Skills Training programs designed to equip participants with the tools and techniques they need to deliver outstanding customer service experiences.

The program consisted of strategies for managing demanding customers, understanding customer needs and expectations, and building lasting customer relationships.

Participants learned essential customer services skills such as active listening, effective communication, problem-solving, and conflict resolution.

We are confident that our Customer Service Skills Training program will be a valuable investment for individuals and organisations looking to improve customer satisfaction, build customer loyalty, and achieve business success.



STAFF TRAININGS



PERSONAL BRANDING & LEADERSHIP TRAINING

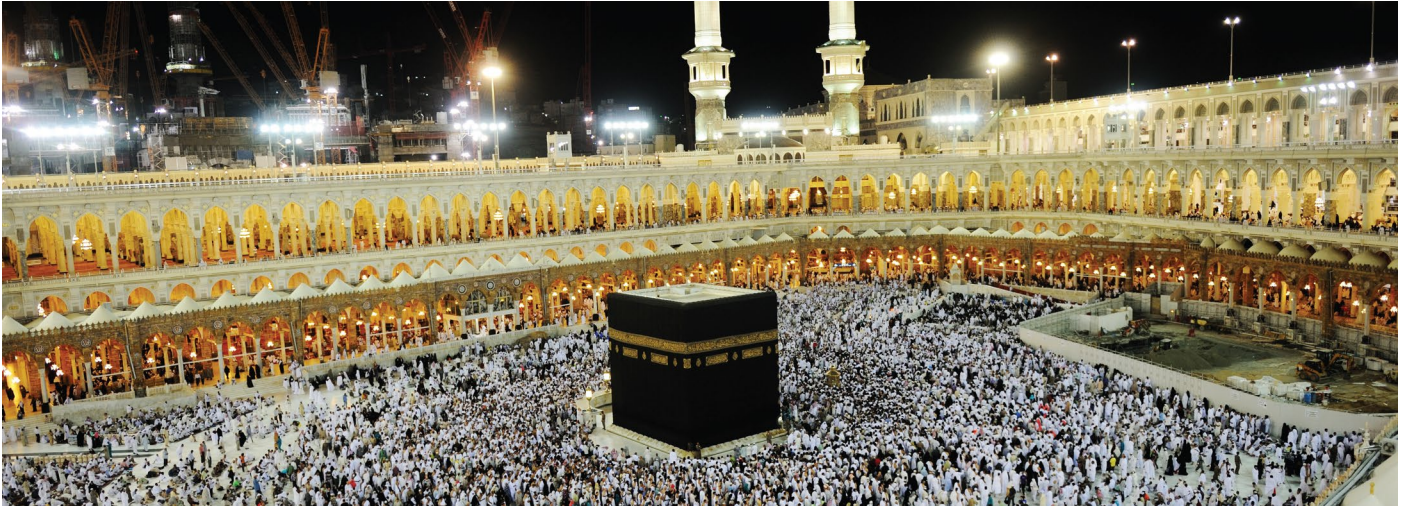
In today's competitive business landscape, individuals must develop solid personal brand and leadership skills to stand out and succeed. Our Personal Branding & Leadership Training program is designed to help individuals discover their full potential and grow in their career goals.

Participants learned to develop a solid personal brand that accurately reflects their skills, strengths, and values. They also learned how to create a compelling brand message and use social media and other communication channels to build their brand and expand their network.

In addition, participants developed their leadership skills through practical exercises and real-life scenarios. They also learned to motivate and inspire others, build effective teams, communicate with impact, and manage conflict.



OUR RELIGIOUS ACHIEVEMENT



SHEIKH ABDUL REHMAN SALEH VISIT TO AL-JALIL DEVELOPERS

Al-Jalil Developers was truly honored and humbled by the presence of the esteemed custodian of Kaaba Sharif keys, Sheikh Dr. Abdul Rehman Saleh Al-Shebi who graced us with a visit to Al-Jalil Developers Head Office and was received by the Commercial Director Al-Jalil Developers Sardar Aslam Warraich.

Dr. Rehman was briefed in detail about the West Marina Grand Mosque project.

The esteemed delegation offered their sincerest wishes and prayers for the success of the project on this occasion.



OUR HEALTH CAMPS



AL JALIL GARDEN
HOUSING SCHEME

FREE GYNAE CAMP AL-JALIL GARDEN HOUSING SCHEME



At Al-Jalil Developers, we are committed to positively impacting the communities in which we operate. In this spirit, we recently organised a one-day free gynaecology camp at our Al-Jalil Health Care Centre, providing women with access to much-needed medical services and care. The camp was held under the supervision of Dr. Nosheen, a highly qualified and experienced gynaecologist with an MBBS (PK) and FCPS (OBS & GYNAE). Dr. Nosheen conducted free check-ups and consultations, giving women valuable insights into their health and well-being. She also advised and guided various women's health issues, including prenatal care, reproductive health, and menopause.

The camp was open to all women, regardless of their background or socio-economic status. It was designed to provide free and accessible medical services to those who need them most. We understand that healthcare can be expensive, and we wanted to ensure that women could access the care they needed without worrying about the cost.

We are proud to have offered women in our community access to much-needed medical services. We are committed to supporting the health and well-being of the communities wherever we operate.



TEN ON TEN



WITH
ZIA UD DIN AHMAD BHUTTA
SENIOR HEAD
PROCUREMENT & OPERATIONS



01

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

A. I have been working with Al Jalil Developer's for the last 7 Years.

02

Q. DEDICATE ONE LINE TO AL-JALIL DEVELOPERS ?

A. An organization focused greatly on quality and perfection in delivering service.

03

Q. WHAT DO YOU ENJOY MOSTLY ABOUT YOUR JOB ?

A. At the procurement department our work is all about assisting other department and the organization with their procurement needs. A lot of the times this means thin deadlines without compromising on the quality of delivery. Over time me and my department have become adept at delivering on the requirements efficiently while ensuring the best quality. The aspect of taking action in urgency, helping others and problem solving is challenging but also the most exciting part of my job.

04

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

A. - I have had a wonderful journey so far. I have learnt and grown a lot over time both personally and in particular on the professional front. Personally I feel I have become a lot more disciplined, efficient and organized at how I deliver my work. Professionally I have had the chance to learn a great deal in my field of work and this I feel is the reason why me and my team are able to deliver quality.

TEN ON TEN

05

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

A. I feel I have been able to add a lot of value through my contributions towards the organization. However, the one thing that I am particularly proud of is having had the chance to establish the procurement department from ground up while inculcating a culture of team work and spirit.

06

Q. HOW DO YOU DEAL WITH DEMANDING SITUATIONS ?

A. Challenges are part and parcel of work of course. The way I deal with any demanding situation is through pre-planning and prompt action, a strategy which I have, has helped me navigate through some of the most demanding and challenging situations at work.

07

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

A. Al Jalil Developers and my journey dates back a long time back and having served so many years at the organization, my personal development is also linked with my professional growth. I have grown with this organization from taking baby steps in the initial phases to Al Jalil Developer's gaining the reputation of renowned developers. What I am particularly happy about is the fact that I have been able to establish an efficiently performing and growth-orientated department.

08

Q. HOW DO YOU SPEND TIME OUT OF THE OFFICE ?

A. I like to spend my time with family, gardening.

09

Q. WHAT INSPIRES YOU IN YOUR LIFE ?

A. Nature inspires me the most.

10

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

A. Always do the right thing and make the best out of any situation you find yourself in.



let's keep in touch with us



DEVELOPING • BETTER • LIFESTYLE

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