IMARAT

NEWSLETTER

ROUND UP

2024

YEAR OF GROWTH

IMARAT DEVELOPMENTS • IMARAT HOSPITALITY • Graana.com • AGENCY21 INTERNATIONAL • propmax.ai • IMARAT BUILDERS MALL

A SYMPHONY OF

GROWTH AND RESILIENCE

2024 THROUGH THE NUMBERS

15,000+
HAPPY CLIENTS
TRANSFORMING LIVES AND COMMUNITIES

$1 BILLION+
OVERALL VALUATION OF IMARAT'S GROUNDBREAKING PROJECTS

4000
NUMBER OF PEOPLE WHO JOINED IMARAT THIS YEAR

$500 MILLION
WORTH OF NEW PROJECTS LAUNCHED, INCLUDING IMARAT DOWNTOWN, ISLAMABAD'S NEW CITY CENTRE

50+
OFFICES ACROSS PAKISTAN

GLOBAL EXPANSION

WE ARE GLOBAL

OFFICES IN THE **UK, UAE AND SAUDI ARABIA**

Greenland
Canada
UNITED KINGDOM
Russia
United States
UNITED ARAB EMIRATES
SAUDI ARABIA
China
Brazil
Australia

GLOBAL REPRESENTATION

DUBAI PROPTECH SANDBOX'S INAUGURAL SESSION

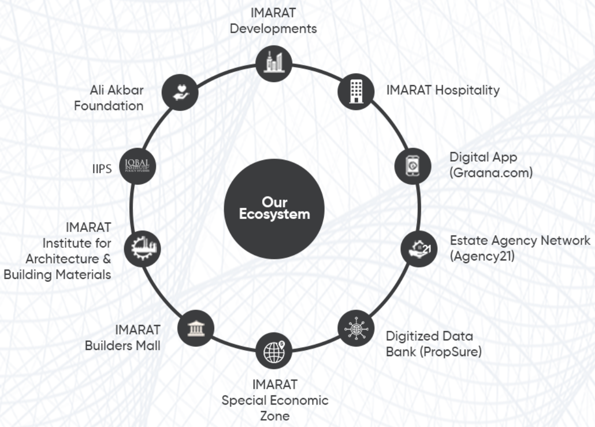
URE FOUNDATION

UK'S GREATEST PROPERTY EVENT

DIGITAL TRANSFORMATION

WE DEVELOPED MULTIPLE IN-HOUSE **CRMS,** INCLUDING **WORKSAPP**, THE MOST INTELLIGENT **CRM** OF THE WORLD, MADE SPECIFICALLY FOR **REAL-ESTATE**

CAPSTONE, CLIENT PORTAL, SAP, BIOMETRIC SYSTEM SUCCESSFULLY INTEGRATED/IMPLEMENTATION ACROSS THE ORGANISATION



Our Ecosystem

IMARAT Developments

IMARAT Hospitality

Digital App (Graana.com)

Estate Agency Network (Agency21)

Digitized Data Bank (PropSure)

IMARAT Special Economic Zone

IMARAT Builders Mall

IMARAT Institute for Architecture & Building Materials

IIPS

Ali Akbar Foundation

IMARAT
DOWNTOWN

COMING TO LIFE

EMPOWERING	CREATING	CREATING
1000+	**10,000+**	**15,000+**
NEW BUSINESSES	JOBS	HAPPY CLIENTS

BRANDS COMING TO DOWNTOWN

IMARAT X MONAL

MONAL & IMARAT SIGN LANDMARK AGREEMENT FOR THE BIGGEST **ROOFTOP RESTAURANT** AT IMARAT DOWNTOWN.

DOWNTOWN
IMARAT
MONAL
DOWNTOWN
MONAL
MONAL

IMARAT X Imtiaz

IMTIAZ MEGA IS BRINGING ITS **LARGEST HYPERMARKET** TO IMARAT DOWNTOWN!

IMARAT X Imtiaz
IMARAT DOWNTOWN
Imtiaz
IMARAT DOWNTOWN

Cheezious

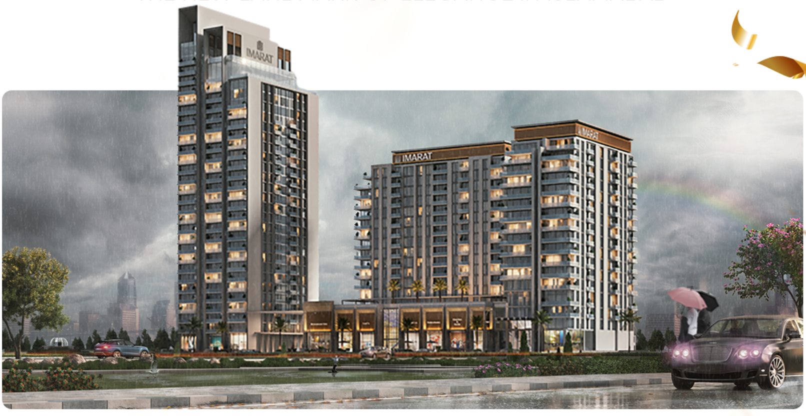
KHAADI

SAPPHIRE
nishat
SANA SAFINAZ
MARIA.B.
COURTYARD BY MARRIOTT
LIMELIGHT

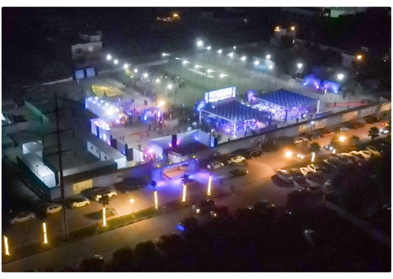
IMARAT
RESIDENCES-2

IMARAT RESIDENCES II LAUNCHED

THE NEW LANDMARK OF ELEGANCE IN ISLAMABAD



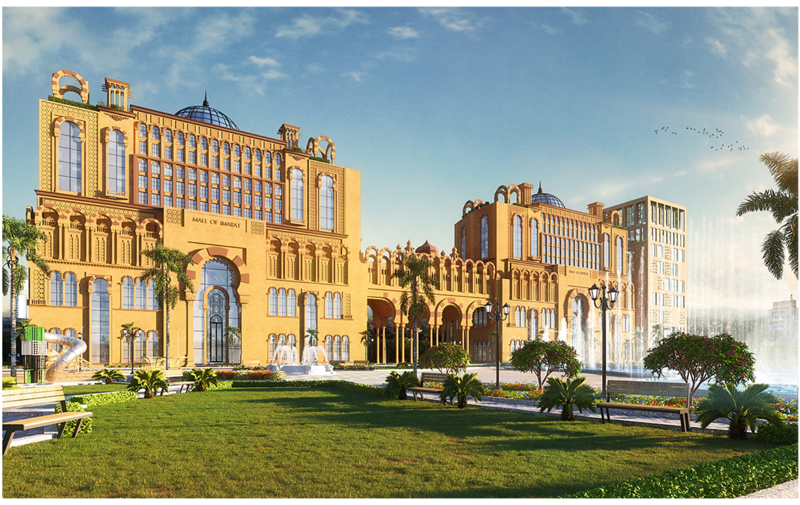
IMARAT
RESIDENCES-2
Grand Launch



MALL OF
IMARAT
مال آف امارات

OFFICES LAUNCHED IN MALL OF IMARAT

WE FULFILLED YET ANOTHER PROMISE WITH
THE FORMAL OPENING OF OFFICES IN MALL OF IMARAT



DELIVERED PROJECTS

AMAZON
MALL
FACTORY OUTLET MALL

2024 MILESTONES IN NUMBERS

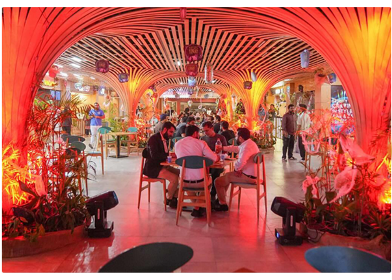
20+
TOTAL EVENTS HOSTED

15
NEW BRANDS LAUNCHED

40+
LEADING BRANDS OPERATING

PKR 50 MILLION+
TOTAL DISCOUNTS AVAILED

15,000
RECORD FOOTFALL ON A SINGLE DAY



ONBOARDED BRANDS 2024

cocobeë Premium Kids Clothing
HAWK WEAR
chachajee
nishat
PRESTIGE INTERNATIONAL
Merhaba LEVANTINE CUISINE
WES WORLD EDUCATION SERVICES
SVESTON
Cloud candy
chaayé khana
greenO™
DOME burgers & sandwiches
mayraki
Galima Professional Piercing & Aftercare
ROHTAS FOOD CLUB
TAWA CHATKHARA

IBM IMARAT BUILDERS MALL

ONBOARDED BRANDS 2024

Baahir® Outdoor Living
DANUBE HOME
eteli illumination
MOOÖI LEADING TURKISH BRANDS
SMART INNOVATIONS
Zhomes® Designed for your Comfort
illumine THE PREMIUM DECOR
WK WAHKIT
Dulux
HS interior
ROYALUX
CERA INTERNATIONAL
N-SETS GLOBAL INNOVATIONS
CRETA BY DIMORE D'ORO
FIORA TILES | SANITARY
SILAJ FURNITURE
LIVING CERAMICA
MASTER PPRC | UPVC | PE Pipes & Fittings
BT BAHRIA TILES | SANITARY | FITTING

COLLABORATION WITH TOP UNIVERSITIES

IMARAT X

TOGETHER, WE'RE EXPLORING NEW HORIZONS IN HOSPITALITY, ENGINEERING, CS, AND AI, AIMING TO BRIDGE THE ACADEMIC-INDUSTRY GAP AND CULTIVATE TOP-TIER PROFESSIONALS!

IMARAT X

CONGRATULATIONS TO NUML UNIVERSITY FOR HOSTING THE INTERNATIONAL CONFERENCE ON REAL ESTATE (ICRE) 2024.

IMARAT X NUST

NATIONAL UNIVERSITY OF SCIENCES & TECHNOLOGY

IMARAT COLLABORATES WITH NUST, FOSTERING INNOVATION AND GROWTH THROUGH A SHARED VISION FOR EXCELLENCE.

IMARAT GROUP PROUDLY LAUNCHES PAKISTAN'S LARGEST SHARIA-COMPLIANT REIT

Graana.com IMARAT AGENCY21 INTERNATIONAL

Dr. Qaiser Anis
Independent Board Member

Farooq Kamran
Non-Executive Board Member

Lt. Gen Haroon Aslam
Non-Executive Board Member

Shafiq Akbar
Chairman of the Board

Rahat Kaunain Hussain
Independent Board Member

Saad Khalid Awan
Executive Board Member & CEO

Mrs. Mehwish Shafiq
Executive Board Member

IMARAT IS SET TO LAUNCH PAKISTAN'S LARGEST SHARIA-COMPLIANT REIT, MARKING ANOTHER MILESTONE IN ITS TRANSFORMATIVE JOURNEY WITH THE ANNOUNCEMENT OF ITS BOARD.

THE MOST UNIQUE HIRING CAMPAIGNS IN THE REGION.

IMARAT
IMARAT FASTTRACK PROGRAMME

THE CANADIAN TRADE COMMISSIONER'S VISIT TO IMARAT

DYNAMIC DISCUSSIONS ON URBAN PLANNING, REAL ESTATE TECHNOLOGY, AND EDUCATION

IMARAT X U Bank
U Microfinance Bank Limited

IMARAT GROUP OF COMPANIES HAS ENTERED INTO A STRATEGIC **PARTNERSHIP** WITH U BANK TO PROVIDE OUR TEAM MEMBERS AND CUSTOMERS WITH A RANGE OF TAILOR-MADE BRANCH AND BRANCHLESS BANKING SERVICES.

U Bank
IMARAT
upaisa

EVENTS

DIGITIAL SLACK EVENT

CHAIRMAN IMARAT SHAFIQ AKBAR, ADDRESSED THE CRITICAL ROLE OF DIGITAL TECHNOLOGY IN REAL ESTATE

FUNDAMENTALS OF INTERIOR DESIGN

A COLLABORATIVE VENTURE BETWEEN IDS AND THE INSTITUTE OF ARCHITECTS PAKISTAN AT IBM

PLEIN AIR PAINTING WORKSHOP

IFTAR DINNER AT GOLF FLORAS

RAMADAN NIGHT SPORT GALA

LABOUR DAY AT AMZAZON MALL

EID MILAN AND OVERSEAS

BAVYLON GALA

IMARAT HOSTED THE BIGGEST EVENT IN SOUTH PUNJAB.

IMARAT
Downtown Vibez

IMARAT
DOWNTOWN VIBEZ

AZAADI PLANTATION
DRIVE

E-GAMING
TOURNAMENT

PHYSIOTHERAPY DAY CELEBRATION
AT AMAZON MAL

PINKTOBER

IBM LUCKY
DRAW

* * *

OUR TECH MILESTONES

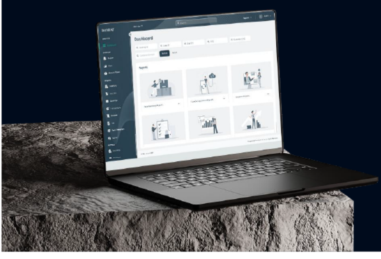
INTRODUCED CAPSTONE-ERP

CAPSTONE-ERP AUTOMATES INVENTORY, STREAMLINES CONTRACTS, AND ENSURES SECURE OWNERSHIP TRANSFERS ALL WHILE TRANSFORMING THE SALES JOURNEY FOR UNPARALLELED EFFICIENCY.

CAPSTONE-ERP

SALES

Capstone ERP, built on blockchain and GIS technology, automates the sales and management of project inventory.



- Current installed user base: 600+
- Expedites sales journey processes
- Manages the entire project inventory
- Stores sales and customer data sets
- Efficient contract management through Blockchain
- Maintains ownership transfer and financial ledgers

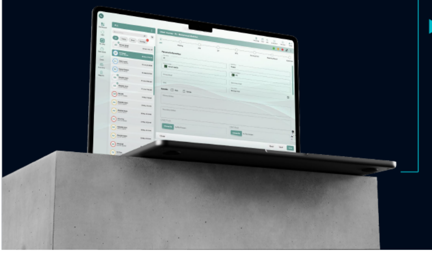
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

THIS NEW CRM IS DESIGNED TO REVOLUTIONIZE THE REAL ESTATE SECTOR BY ENHANCING CUSTOMER ENGAGEMENT, STREAMLINING OPERATIONS, AND PROVIDING ACTIONABLE INSIGHTS.

WORKSAPP

SALES

Our AI-powered CRM stands out as the most user-friendly tool for sales professionals, featuring seamless AI integration across all its functions.



- Piloted with a user base of over 600+ in-house users
- Aspiring to be the world's smartest CRM
- AI and blockchain-powered
- Integrated with LIMS, Leads Managment System, Capstone and SAP
- Streamlines the entire sales journey
- Boosted sales team productivity by 30% in a year
- Enhanced with advanced BI, intuitive dashboards, and comprehensive client profiling

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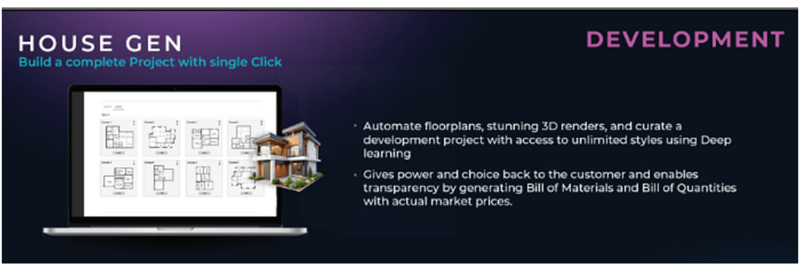
INTRODUCED HOUSE GEN

HOUSEGEN ALLOWS YOU TO AUTOMATE FLOORPLANS, CREATE BREATHTAKING

3D RENDERS, AND CURATE YOUR DEVELOPMENT PROJECTS
WITH ACCESS TO AN ENDLESS VARIETY OF STYLES.

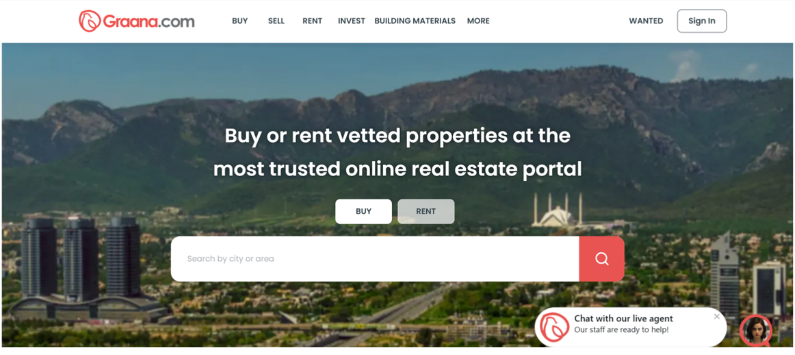

HOUSE GEN
Build a complete Project with single Click
DEVELOPMENT

- Automate floorplans, stunning 3D renders, and curate a development project with access to unlimited styles using Deep learning
- Gives power and choice back to the customer and enables transparency by generating Bill of Materials and Bill of Quantities with actual market prices.

LAUNCHING GRAANA.COM:

PAKISTAN’S FIRST MARKETPLACE FOR REAL ESTATE

WE'RE TRANSFORMING HOW PROPERTIES ARE BOUGHT, SOLD, AND RENTED, MAKING THE PROCESS SEAMLESS, TRANSPARENT, AND ACCESSIBLE.



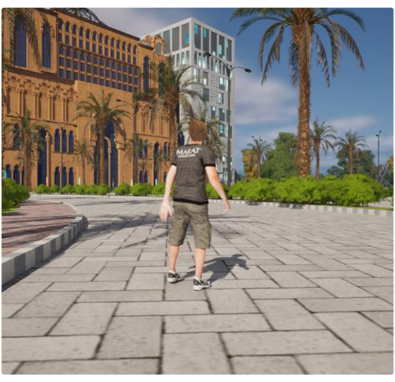
Buy or rent vetted properties at the most trusted online real estate portal

Chat with our live agent
Our staff are ready to help!

DOWNTOWN VIRTUAL REALITY GAME

INTRODUCING THE FIRST EVER REAL ESTATE GAME WHERE YOU CAN TRULY EXPERIENCE ISLAMABAD’S NEW DOWNTOWN IN REAL TIME!

IMARAT
DOWNTOWN



A NIGHT TO REMEMBER

THE LARGEST FIREWORKS DISPLAY IN ISLAMABAD

IMARAT

COLLABORATIONS

NUST

AIR UNIVERSITY

iap
INSTITUTE OF ARCHITECTS
PAKISTAN
KARACHI CHAPTER

IMARAT