

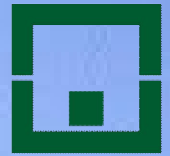


NAYA NAZIMABAD

The brightest light in the city of lights

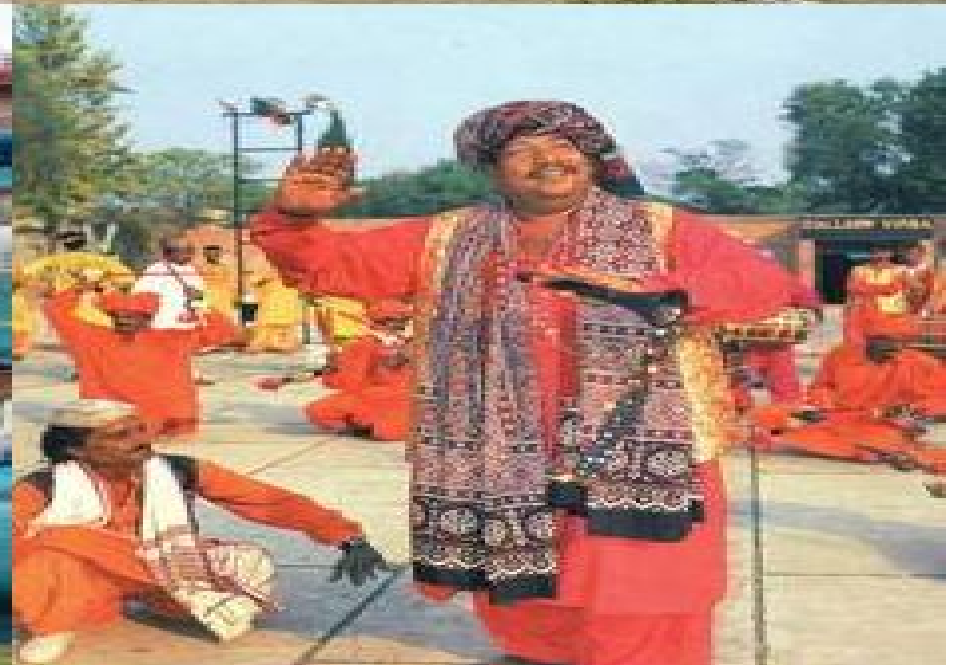
Karachi

A city of heritage



Karachi

A city of diversity



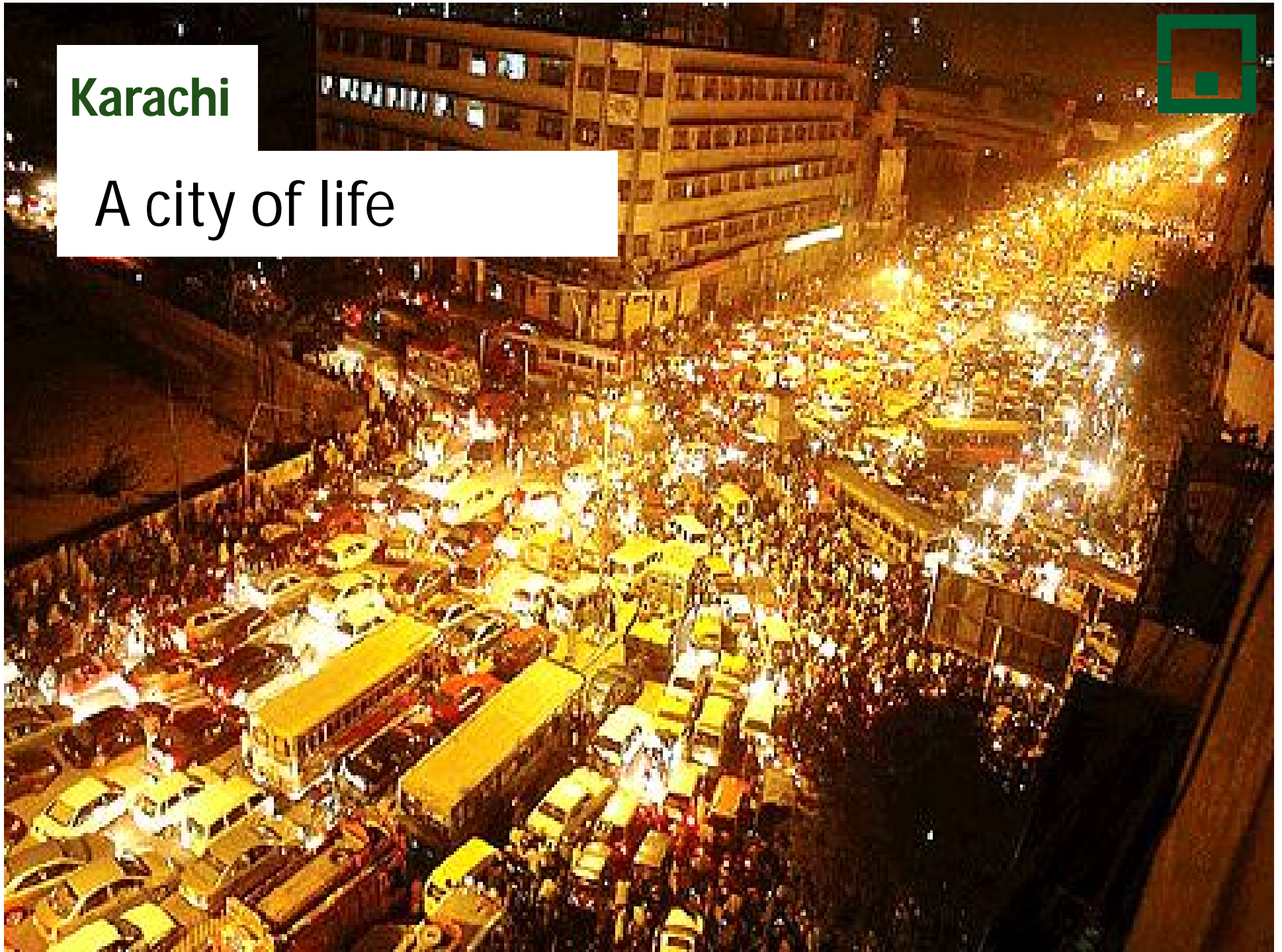
Karachi

A city of culture

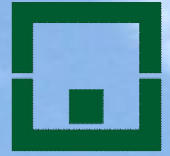


Karachi

A city of life



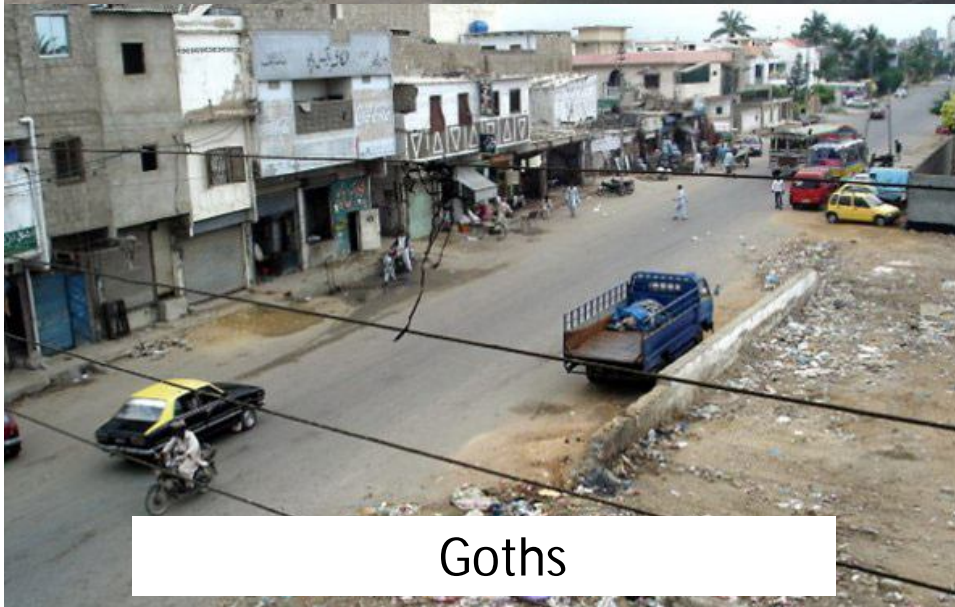
Karachi's housing sector



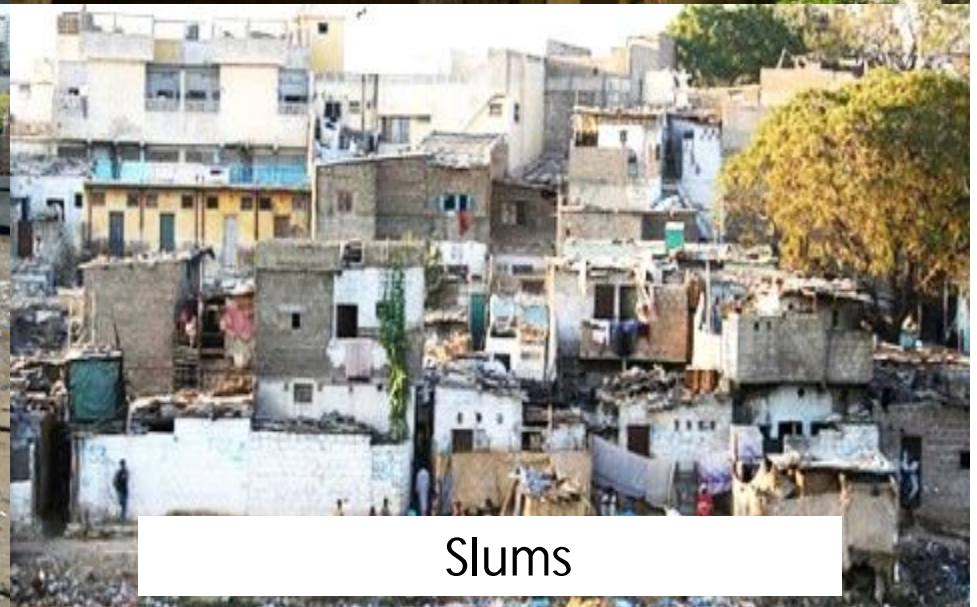
Planned areas



Informal Settlements



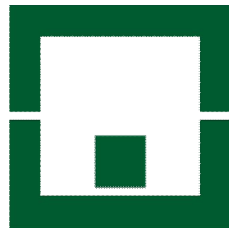
Goths



Slums

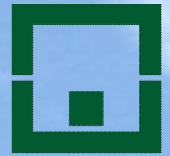
Housing demand drivers

- Prevalence of the nuclear family concept
- The city's annual housing demand is 80,000 units against an annual supply of approximately 27,000 units (Karachi Strategic Development Plan 2020)
- Karachi as a major source of employment
- Highest per capita income in Pakistan
- The market needs a lifestyle development providing a quality residential experience to the masses rather than just the upper crust.



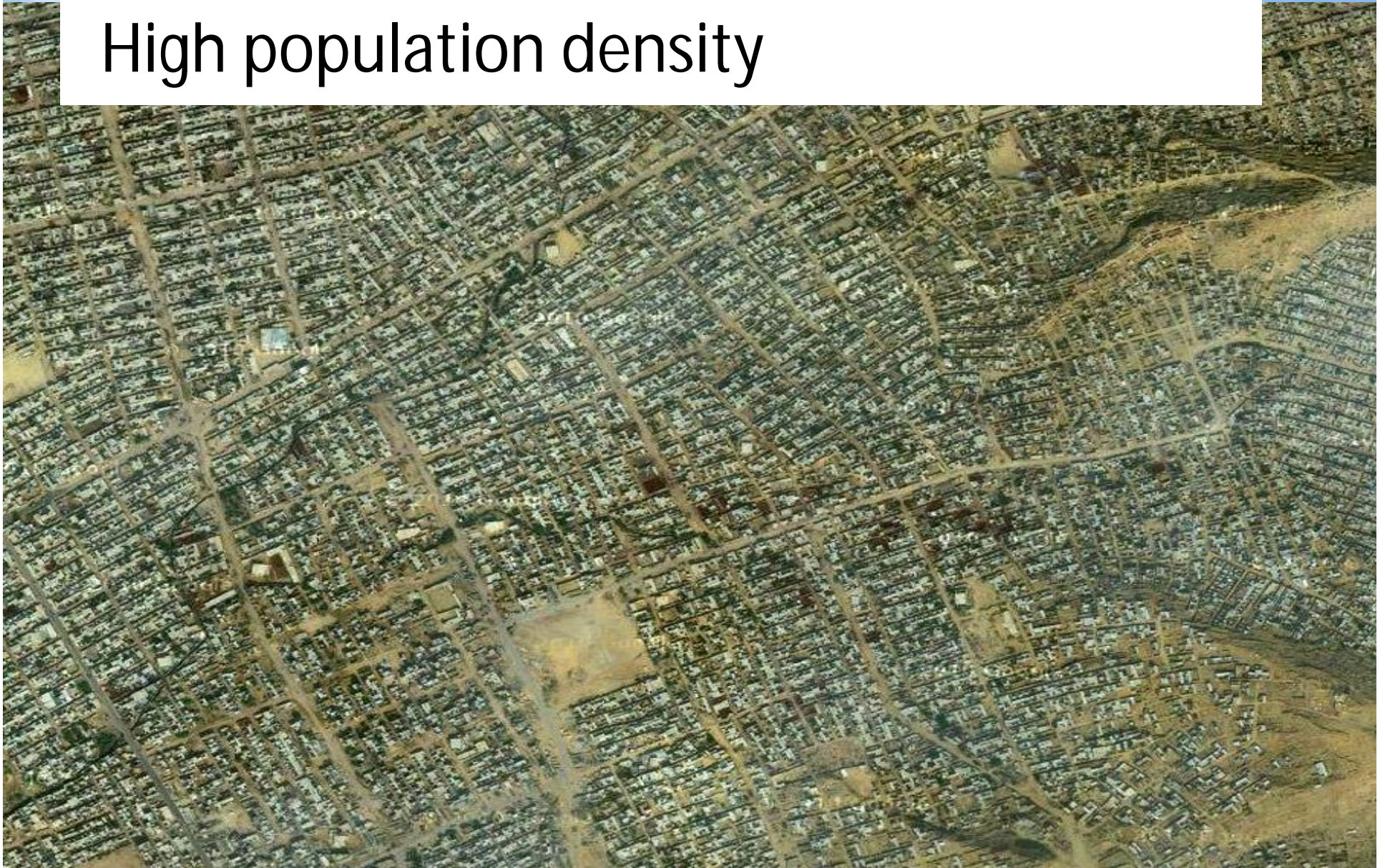
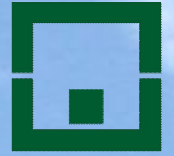
The challenges of living in Karachi

Overburdened infrastructure



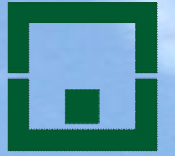
The challenges of living in Karachi

High population density



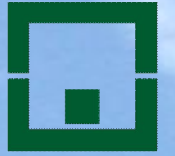
The challenges of living in Karachi

Sporadic utility supply

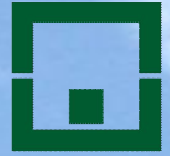


The challenges of living in Karachi

High incidence of crime



Growth of the city from a housing perspective



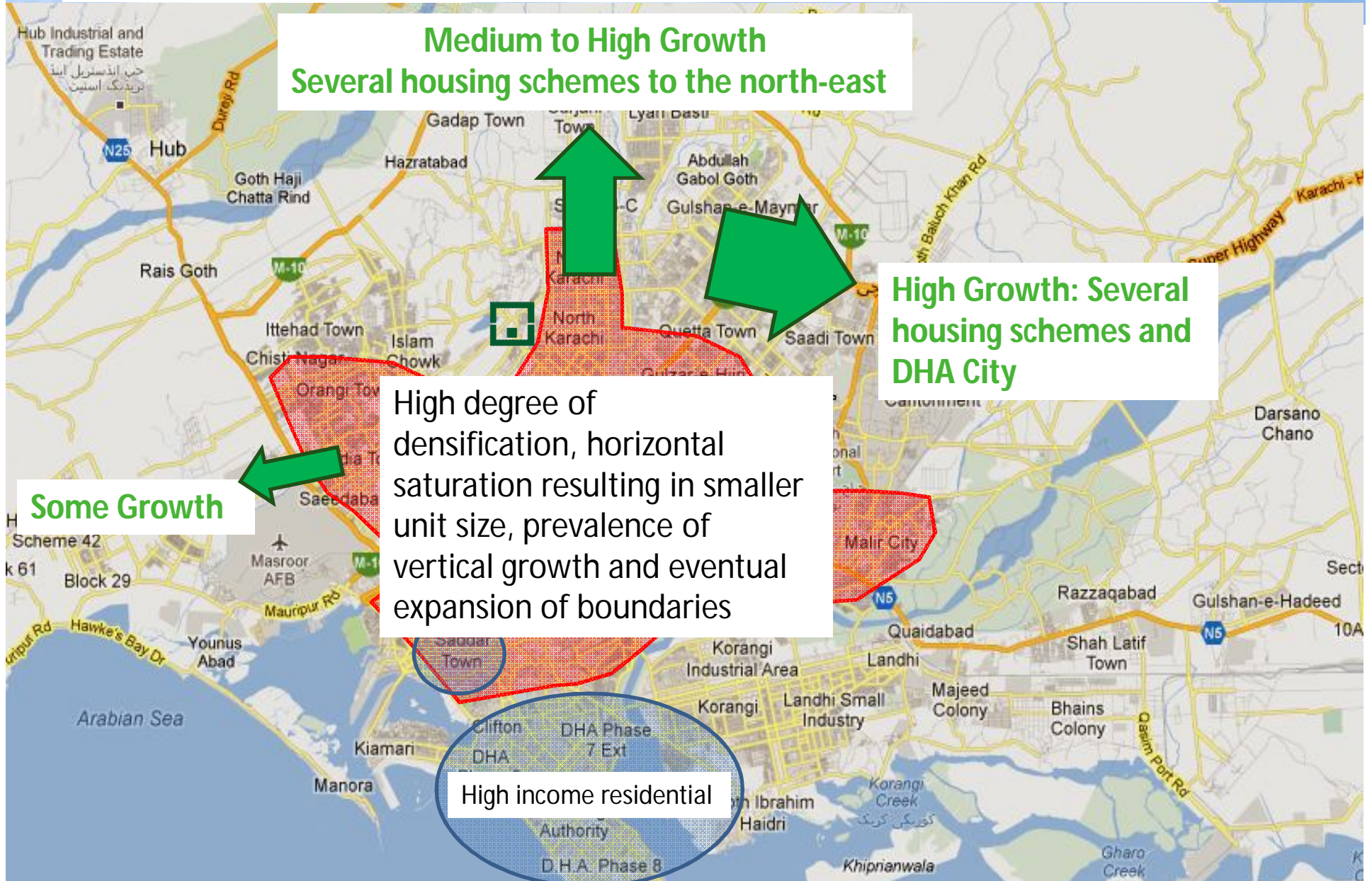
Medium to High Growth
Several housing schemes to the north-east

High Growth: Several housing schemes and DHA City

Some Growth

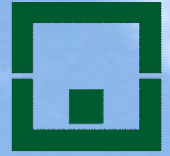
High degree of densification, horizontal saturation resulting in smaller unit size, prevalence of vertical growth and eventual expansion of boundaries

High income residential



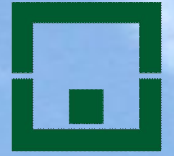
What Karachi's housing sector needs

Quality infrastructure

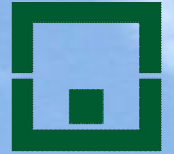


What Karachi's housing sector needs

Planned development



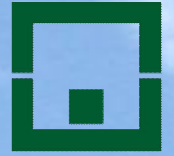
What Karachi's housing sector needs



Reliable utilities



What Karachi's housing sector needs



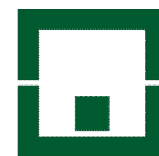
Comprehensive security





What Karachi's housing sector needs





Background

Acquisition of Javedan Cement Limited

Acquired from the Privatization Commission by the consortium of:

Arif Habib Group,



AKD Group and



Ghani Osman Hum Group



Ghani Osman Hum Group

2006

Housing Scheme approval

Approval for housing scheme was obtained from shareholders

Approval from Lyari Development Authority 'LDA' obtained in March 2010

2009

Cement Plant closure

Cement manufacturing operations were closed down

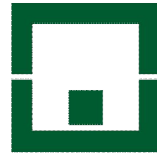
Plant was sold out in June 2010 after seeking approval from shareholders and labor courts

2010

Birth of Javedan Corporation Limited

The company was renamed Javedan Corporation Limited

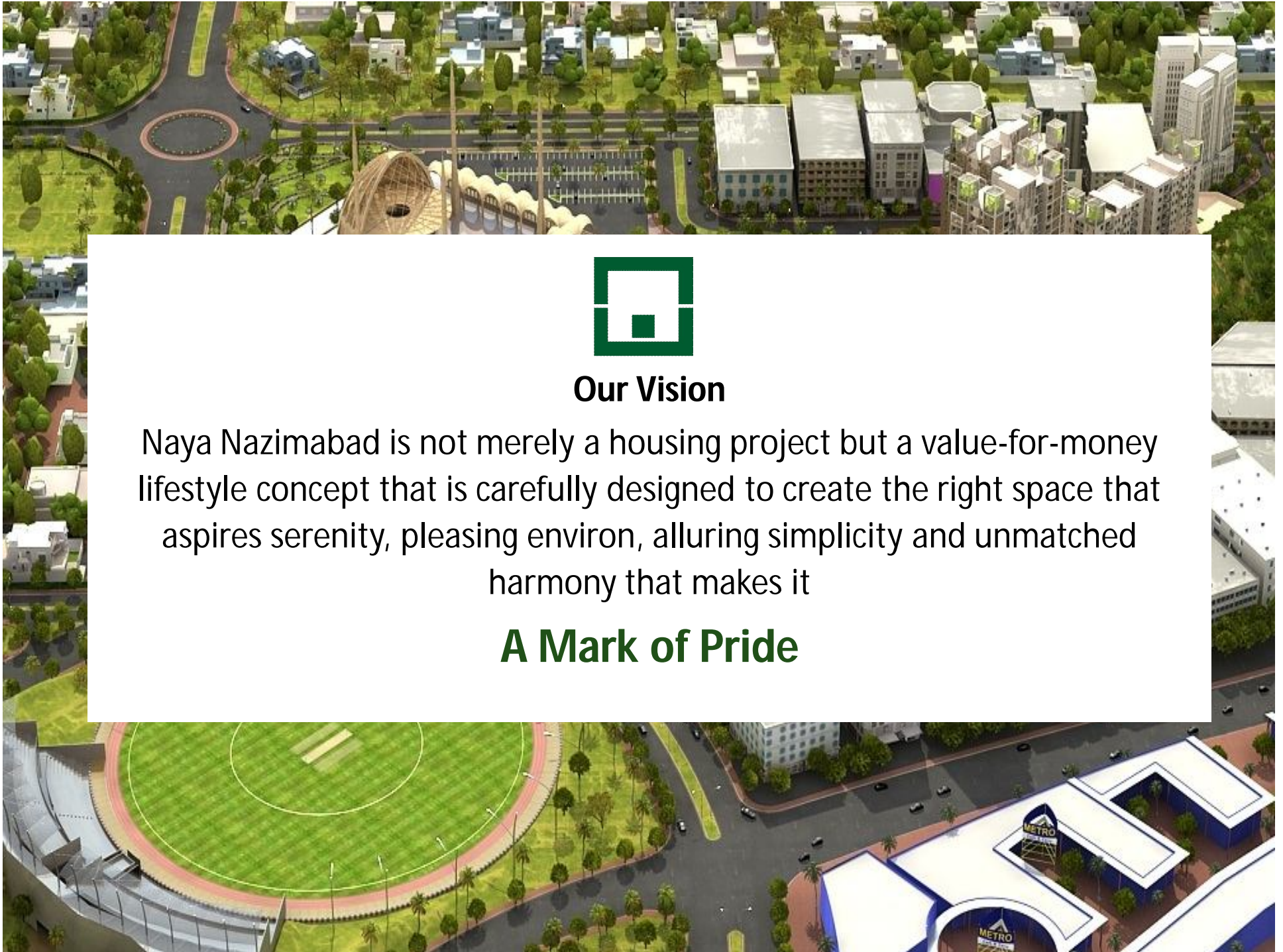
2011



Our Vision

Naya Nazimabad is not merely a housing project but a value-for-money lifestyle concept that is carefully designed to create the right space that aspires serenity, pleasing environ, alluring simplicity and unmatched harmony that makes it

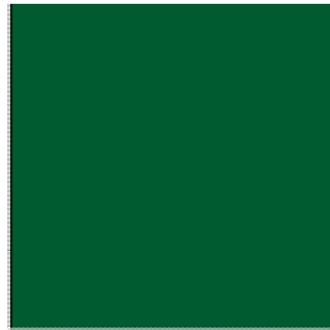
A Mark of Pride



100%

Owned land

Total Area: 2,000 Acres



Clean Title and comprehensive documentation



- Secured documentation and fool proof property transaction system
- Developers' 100 % ownership, clean title and possession of land
- Similar CRM and documentation system as that used at DHA and Bahria Town

CRM entails the following processes:

New Plot Application Registration

Allotment (either through balloting or manually)

Possession Cancellation & Restoration

Installment Payments Scheduling

Plot Transfer / File Opening/Re-Opening

Data Security, Reports

Integration with Bio-Find for biometric identification

Housing over 325,000 people



Educational institutions



Vocational



School



College



University

Comprehensive Amenities



Medical facilities



Club house

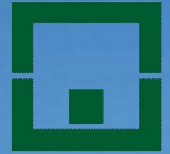


Commercial districts



Security

Jamia Mosque and Islamic Research Centre



Uninterrupted utilities

Water Supply System

- Irrigation System
- Sewerage System
- Storm Drainage System
- Reverse osmosis plant for water recycling

Electrification

Telephone

- Connected to external network
- Fiber-optic cables



There's something for everyone



Plots

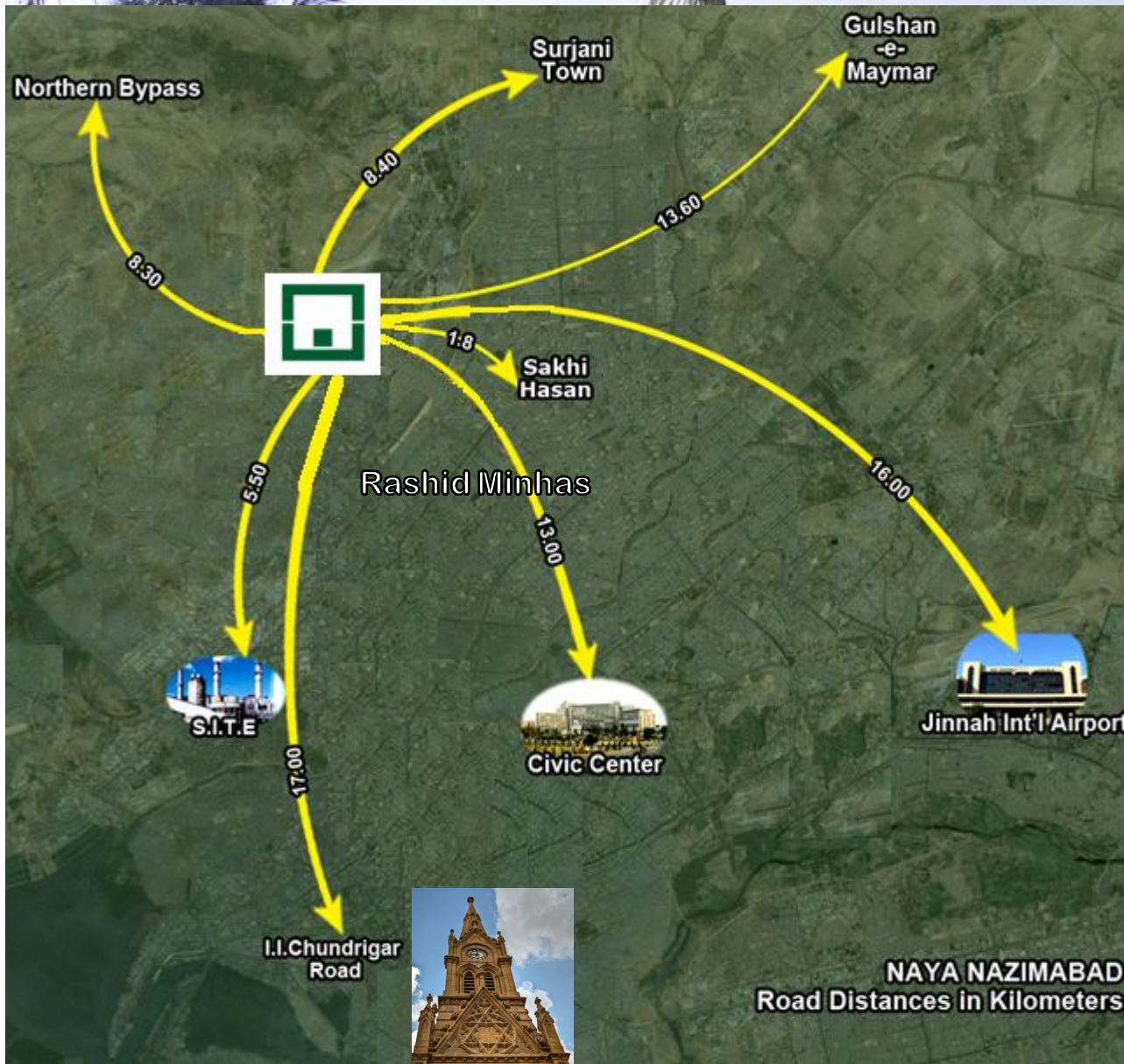
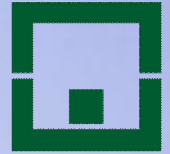


Bungalows



Apartments

Prime Location

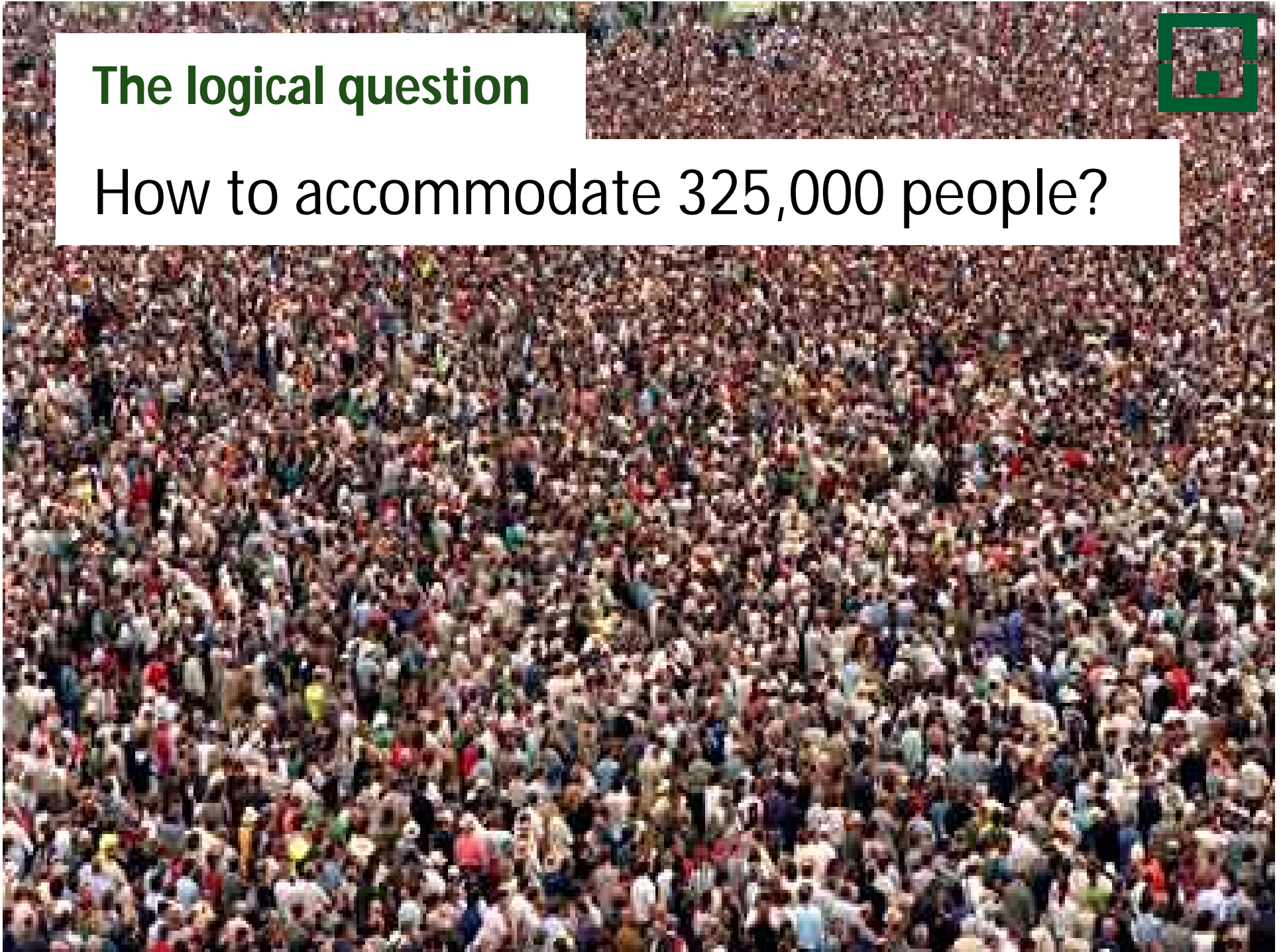


Naya Nazimabad lies in the heart of Karachi.

- Just 2 kilometers from Sakhi Hasan, North Nazimabad
- A few minutes' drive from Signal-free Corridors and Rashid Minhas Road
- Approach through the wide streets of North Nazimabad and North Karachi
- Close proximity to major employment generators

The logical question

How to accommodate 325,000 people?

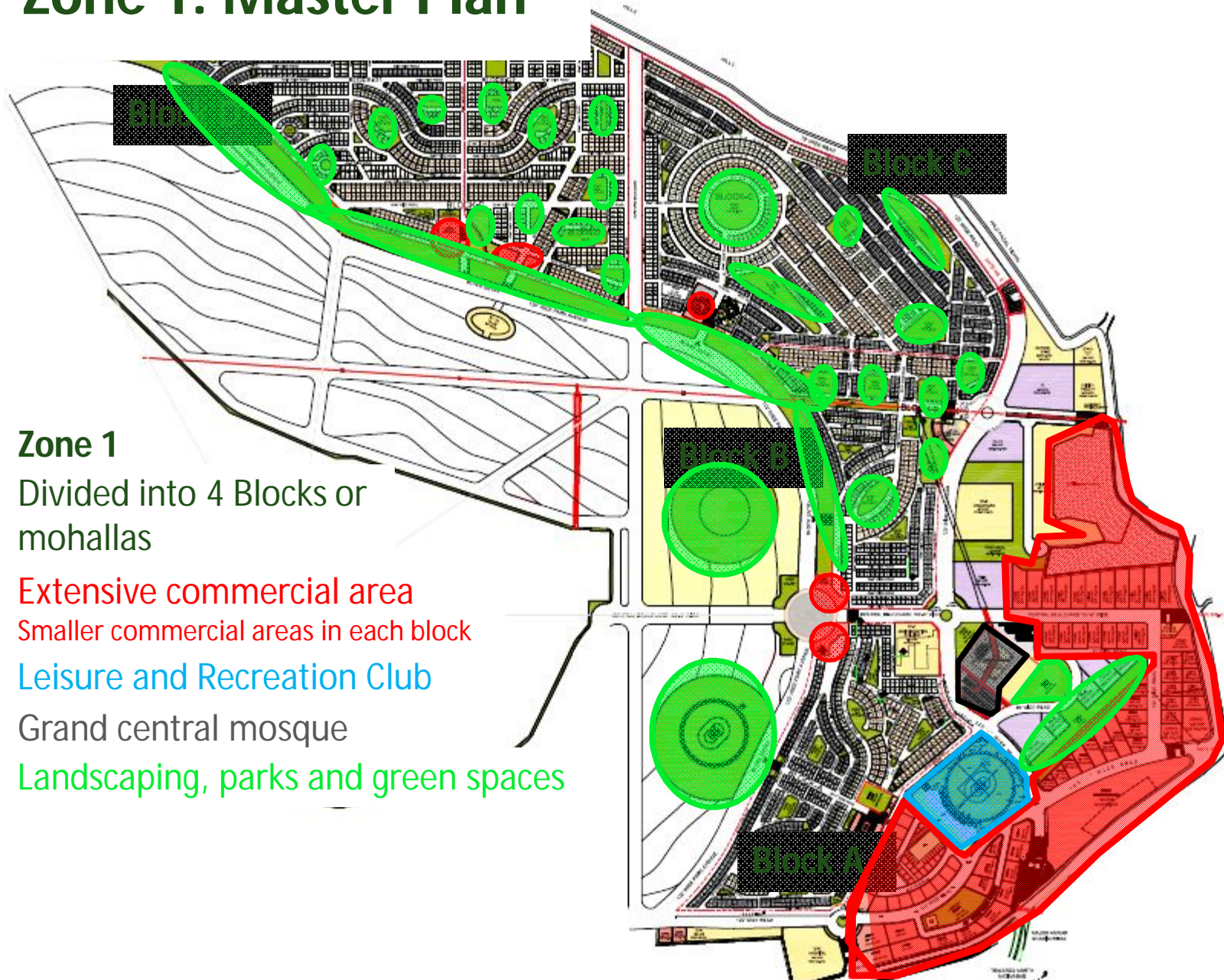


Extensive Master Plan catering to all needs





Zone 1: Master Plan



Zone 1

Divided into 4 Blocks or mohallas

Extensive commercial area

Smaller commercial areas in each block

Leisure and Recreation Club

Grand central mosque

Landscaping, parks and green spaces



The anatomy of each block

Main entrance

Mohalla mosque

Commercial area

Utilities service area

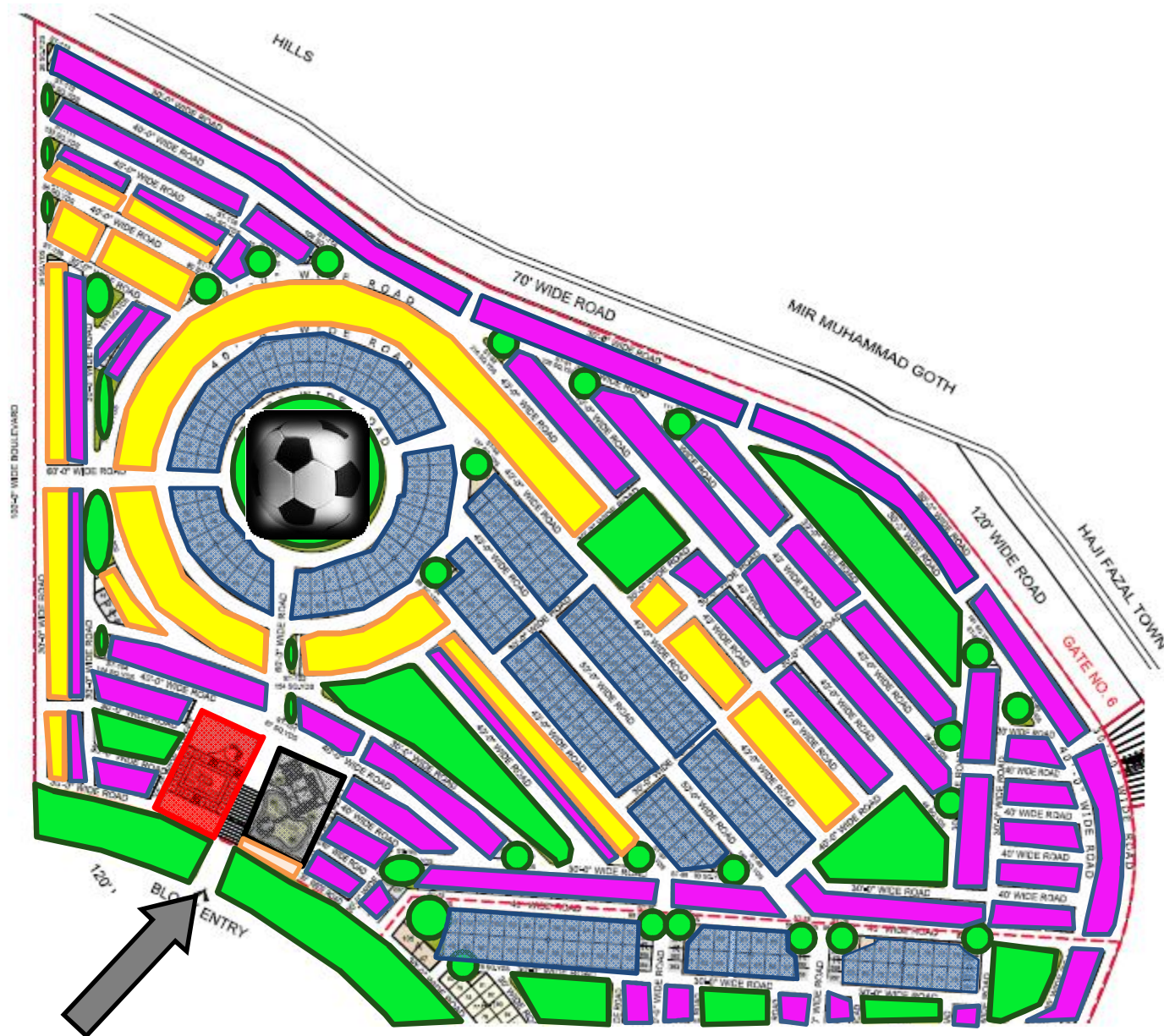
Parks / green area

House size clusters

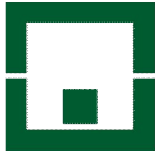
240 sq yd

160 sq yd

120 sq yd



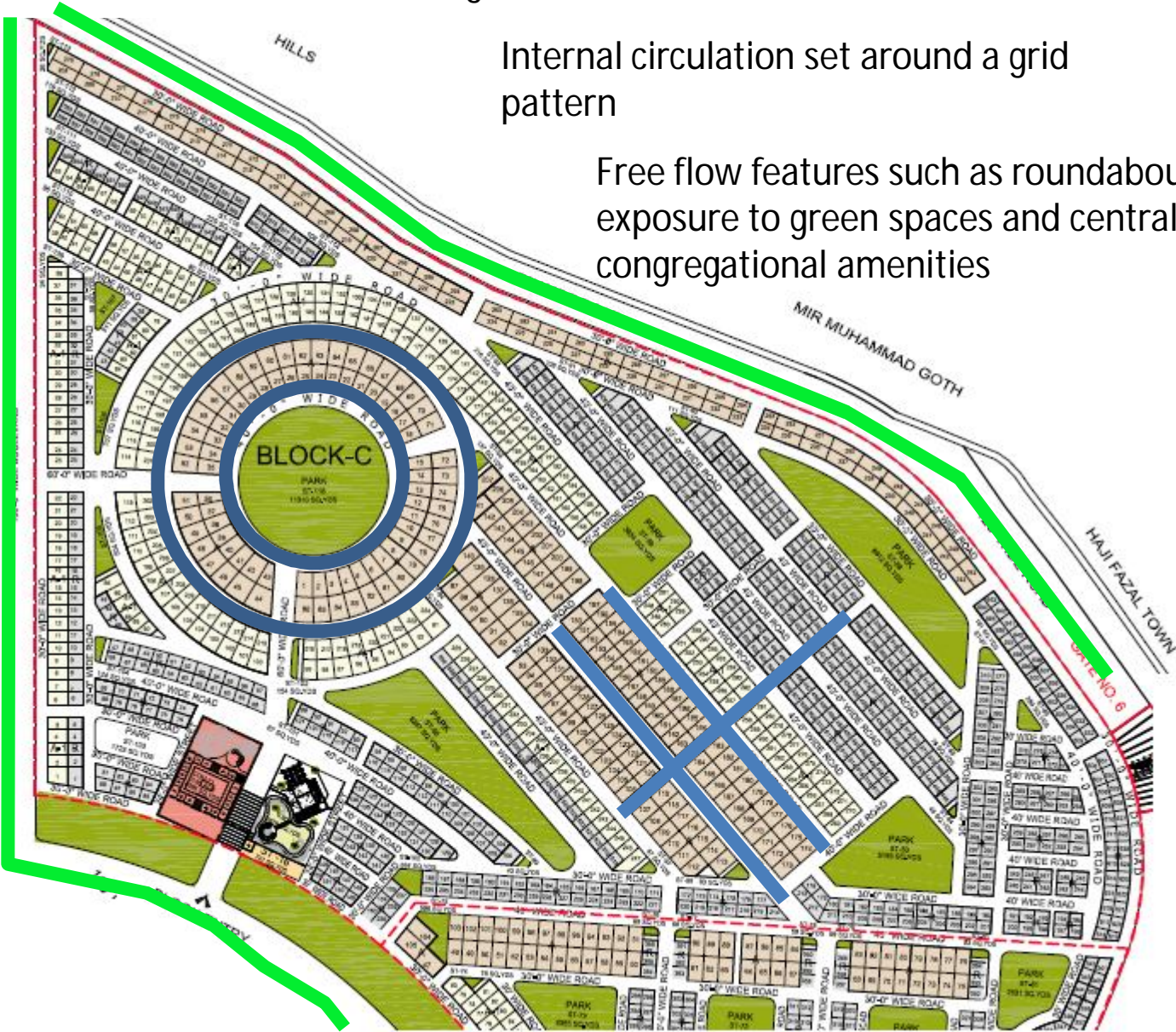
Circulation



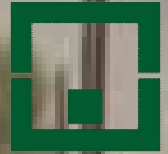
High flow external circulation

Internal circulation set around a grid pattern

Free flow features such as roundabouts maximizing exposure to green spaces and centralized congregational amenities



Making it happen – The right team



Joining hands with the finest local and international development partners

- Architect and Town Planner - Arcop Associates (Le Groupe Arcop)
- Infrastructure consultant - NESPAK
- Structural Engineer - Mushtaq & Bilal (Pvt.) Limited
- Contractor - Habib Rafiq (Pvt.) Limited



arcop




mushtaq and bilal


HABIB RAFIQ (PVT.) LTD.



Development Strategy

Development divided into 2 major components

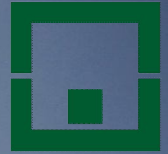
- Inner development (Timeline: mid2013)
 - Development of Bank Street and Stadium Commercial
 - Hill cutting (behind Naya Nazimabad Lawai Ground)
 - Construction of Club House
 - Filling and compacting of Blocks A, B and C
- Infrastructure development (2014)
 - Construction of bungalows in Block B
 - Construction of Apartment buildings
 - Hand over of Bank Street (possession granted)
- Finalization of infrastructure (2015)
 - Finishing of bungalows
 - Finishing of Club House
- Handover: 2016



Development Strategy

- Outer development (Timeline: mid2013)
 - Development of sewerage pipeline starting from Naya Nazimabad to Khwaja Ajmer Nagri nala
 - Development planning of access roads 2000, 4000 and Anwar Shamim Road
- 2000 and 4000 Road work commences (2014)
- Widening of Anwar Shamim Road
- Completion of sewerage pipeline
- Widening of Mangopir Road
- All access roads finalised (2015)
- Project Completion (Phase1): 2016

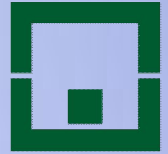
Project Development Status



- Site office is operational and serving
- Model houses are completed
- Infrastructure work on Phase I in full swing with several arterial roads completed
- Cricket Stadium-completed
- Mosque, Admin Building, School , Club house and Mall at the advanced design stage
- Survey for electronic security and communication completed
- Phase 1 Launched and subscribed



Phase-1- Launch Success



- All available plots & bungalows have been booked and we are still receiving applications
- A milestone event of balloting was conducted on January 8, 2012
- The cricket stadium has become a magnet attracting a number of highly publicized games



Upcoming milestones



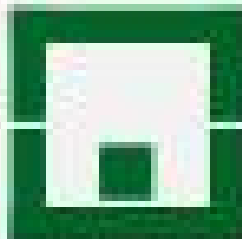
- Further development of infrastructure in Phase 1
- Apartment developments
- Naya Nazimabad Gymkhana
- Open air mall
- Comm44 Business Centre





NAYA NAZIMABAD

GYMKHANA – A Unique Proposition



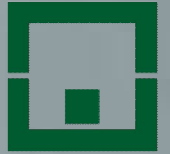
NAYA NAZIMABAD

GYMKHANA



Naya Nazimabad Open Air Mall





NAYA NAZIMABAD

The OPEN AIR MALL concept

- Lifestyle development
- Open common areas and walkways
- Retail and entertainment
 - Specialty stores and super markets or mass merchandisers
 - Cinema / entertainment
 - Outdoor events
 - Architectural elements: relaxation and congregation spaces, waterfalls, gazebos, fountains, plantation and landscaping etc

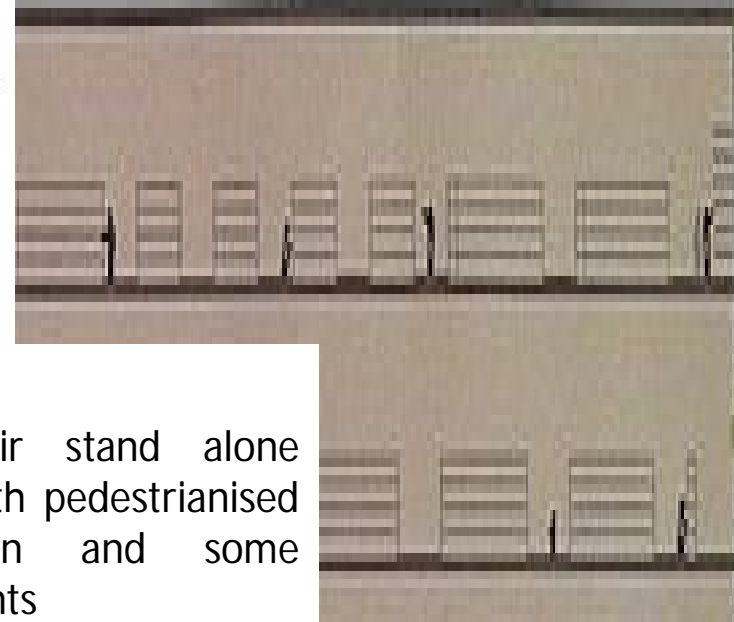
Retail Redefined

Location within Naya Nazimabad





Naya Nazimabad Open Air Mall; Retail Redefined



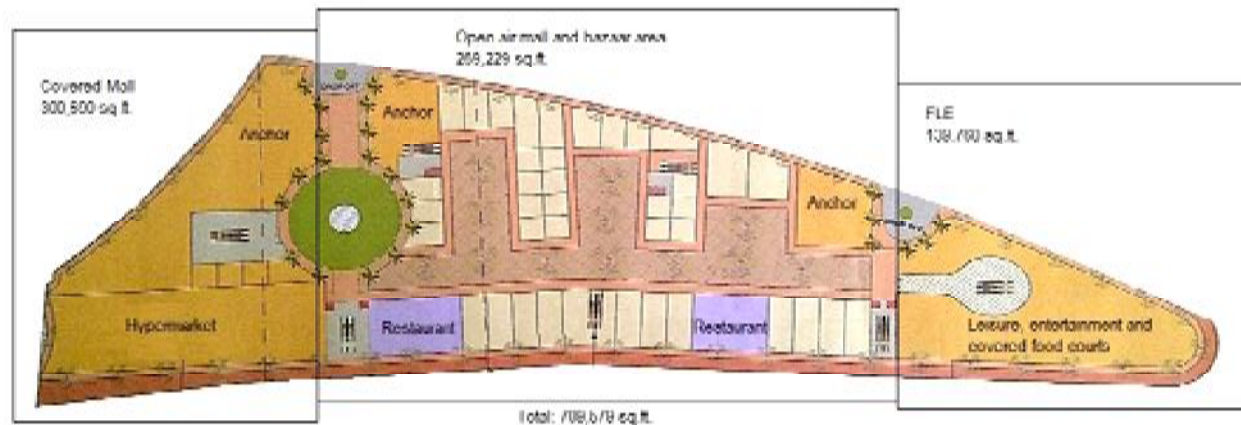
Area 2

Open air stand alone retail with pedestrianised circulation and some restaurants



Area 1

Anchor store located within an enclosed mall style structure



Area 3

Food, leisure and entertainment area



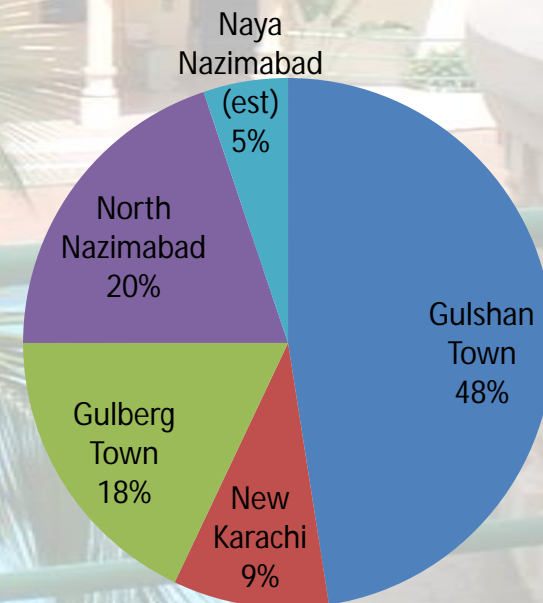
Target Area Vitals

Area	Population Estimate*	Income Stratification*
Gulshan Town	1,834,946	Middle
New Karachi	366,990	Low-Middle
Gulberg Town	693,441	Middle
North Nazimabad	764,561	Middle-Upper Middle
Naya Nazimabad (est)	200,000	Middle
Total	3,859,938	
No. of households	551,420	
Estimated Market Potential for NN Club is assumed to be (20%)		
Target Households	110,284	
Potential Users	771,988	

The Naya Nazimabad Gymkhana Club and Open Air Mall target area was investigated with a population estimate of which it was assumed that a minimum 20% of the residents could be potential patrons by virtue of income stratification.

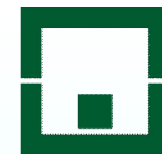
It is therefore estimated that the target area potential for the club is 110,284 households.

*Urban Resource Centre KMP2020 statistics and internal analysis





Naya Nazimabad Parkview Apartments



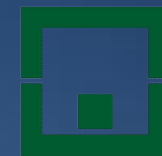
Naya Nazimabad – Parkview Apartments

- Prime location
- Scenic landscapes
- Panoramic views
- Home-like feel
- Comprehensive security





Naya Nazimabad Education & Medical City



Naya Nazimabad – Education and Medical City

- Vocational training institute
- Schools
- Colleges
- Universities
- International standard health facilities
- Established through strategic partnerships with some of the leading names in education and health



Making life worth living



Thank you