

MESSAGE

I am thrilled to address you today, as we embark on yet another transformative journey in our mission to build a smart society and drive change across our beloved country. At CBD Punjab, our commitment to excellence and innovation remains unwavering.

It is with great pleasure that I announce our latest groundbreaking project: the first-ever souq in Pakistan. The Grand Souq Lahore is set to be an iconic destination that symbolizes the fusion of cultures, rich experiences, and vibrant energy. It will become a hub for community engagement and commerce, creating a space where people can come together, explore, and connect. This project embodies our vision of a modern world while honoring our commitment to sustainability. The Grand Souq Lahore will not only benefit the public and the government but will also contribute to our pursuit of building a sustainable business district.

As we celebrate 2023 as the Year of Excellence, CBD Punjab is dedicated to empowering greatness and introducing innovative projects that redefine possibilities and leave a lasting impact on Punjab. Alongside The Grand Souq Lahore, we have several other visionary projects in the pipeline. Soon, we will launch Punjab's first 5-star hotel, SANO - a revolutionary medical hub, Runway - the ultimate retail district, and Regalia - elegant branded residences. These projects are a testament to our commitment to shaping a brighter future for generations to come.

It is with the collaborative efforts of our CBD Punjab community that we will keep this tradition of excellence alive. Together, we will continue to create sustainable and impactful projects that shape a better tomorrow. Through innovative ideas, unparalleled dedication, and a shared vision, we can drive transformative change and build a smart society that sets an example for the world. Let us embrace the transformative journey that CBD Punjab represents.



IMRAN AMIN
CEO-PCBDDA



MESSAGE

It is with great pleasure and pride as we continue our unwavering commitment to developing sustainable and eco-friendly projects for a greener future. At CBD Punjab, we understand the profound significance of this mission, and our dedicated team works tirelessly to bring our vision to reality.

I am thrilled to announce that one of our remarkable endeavors, the Blue Road in CBD Punjab Boulevard, has set an exceptional benchmark in sustainable infrastructure development. This groundbreaking initiative stands as the first of its kind in the Asian region, a testament to our innovative spirit and determination to lead by example. The Blue Road not only represents a physical connection within our business district but also serves as a symbol of our commitment to sustainability, showcasing the possibilities of integrating green infrastructure into urban spaces.

Building upon this success, I am excited to proclaim that our latest projects exemplify our dedication to excellence and innovation. Each endeavor we undertake showcases our ongoing efforts to push boundaries and set new benchmarks. Our team of passionate individuals works diligently to ensure that every project aligns with our core values of sustainability, efficiency, and forward-thinking. With each step forward, we reaffirm our commitment to creating a legacy of excellence that inspires generations to come.

As we step into 2023, CBD Punjab proudly celebrates the Year of Excellence. This year holds special significance, as it marks our collective recognition of the remarkable progress we have made in shaping a future grounded in excellence.

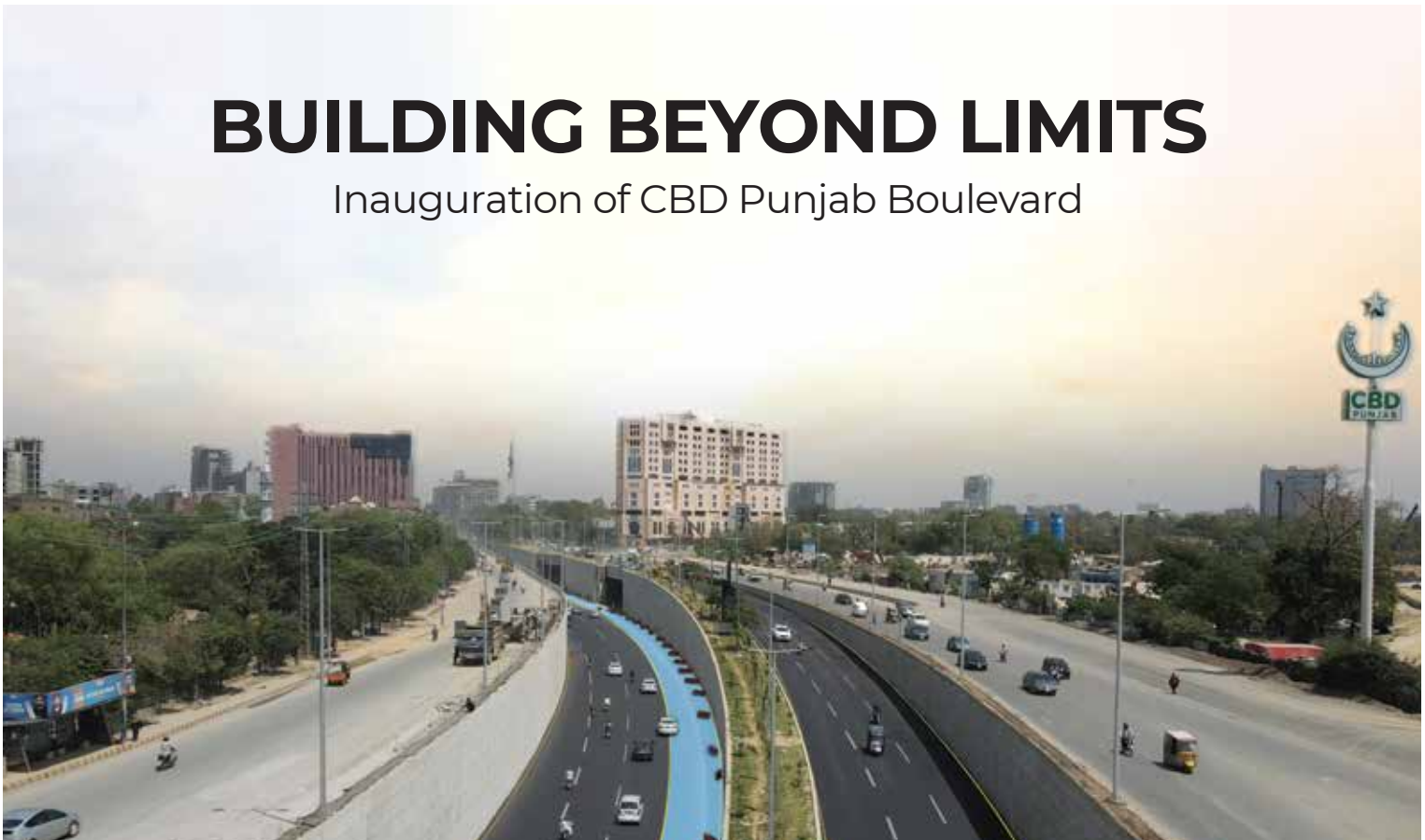
Together, we are creating a lasting impact and shaping a greener and more sustainable future. With every sustainable project we undertake, we contribute to the preservation of our environment and the well-being of our communities. Our commitment to sustainability, dedication to building a smart society, and belief in our vision are what propel us forward.



**BRIG (RETD.)
MANSOOR AHMED
JANJUA
COO-PCBDDA**

BUILDING BEYOND LIMITS

Inauguration of CBD Punjab Boulevard



PRIME MINISTER OF PAKISTAN VISITS KALMA CHOWK REMODELING CBD PUNJAB BOULEVARD PROJECT SITE



The Prime Minister of Pakistan, Mian Muhammad Shehbaz Sharif, paid a visit to the site of the Kalma Chowk Remodeling CBD Punjab Boulevard project in Lahore. Led by the Punjab Central Business District Development Authority (PCBDDA), also known as Central Business District Punjab (CBD Punjab), the project aims to transform the Kalma Chowk area, including the underpass, road networks, water supply, and drainage lines. During his visit, the Prime Minister received a detailed briefing on the project from CEO CBD Punjab, Imran Amin, and other senior officials.

Originally scheduled to be completed on June 2, 2023, with a contract price of Rs 4.2 billion, the project has been completed ahead of schedule by one week, without any revisions to the PC1 and well within the allocated budgets and estimates.

The remodeling work includes the Kalma Underpass with a length of 925m, the Ali Zeb underpass with a barrel length of 377 meters, and the CBD Quaid District with a barrel length of 280

meters. Additionally, the road networks covering a total distance of 4.98km have undergone rehabilitation. The main Kalma Underpass and the allied at-grade roads, such as Ali Zaib Road with Service Lanes, are now fully operational for traffic.

Upgrades were made to water supply, sewerage, and drainage lines, along with the construction of two wells within the project area. A water retention tank with wells at Saint Mary's Park was also built. The width of the underpasses, Ali Zeb Road, Main Boulevard, and Saint Mary's Road has been expanded to ensure a smoother traffic flow.

Present during the Prime Minister's visit were the Chief Minister Punjab Syed Mohsin Raza Naqvi, Commissioner Lahore Division Muhammad Ali Randhawa, COO CBD Punjab Brigadier (R) Mansoor Janjua, Directorate heads of CBD Punjab, MD Nespak Dr. Tahir Masood, Brigadier Umar Farooqi PD NLC, officials of NLC, NESPAK, and other senior government officials.



CBD PUNJAB – REDEFINING CONNECTIVITY IN LAHORE WITH KALMA CHOWK UNDERPASS REMODELLING PROJECT



Punjab Central Business District Development Authority (PCBDDA), also known as Central Business District Punjab (CBD Punjab), takes immense pride in announcing the completion and opening of the Kalma Chowk Underpass remodeling project on CBD Punjab Boulevard. This remarkable endeavor was accomplished within the specified timeline, as per the directive of the Chief Minister of Punjab.

dedication and hard work exhibited by our CBD Punjab team. We are committed to creating infrastructure that is not only functional but also aesthetically pleasing. We envision this project as a catalyst in making Lahore a better place to live, work, and visit."

The visit was graced by the Chief Minister Punjab, Syed Mohsin Raza Naqvi and Commissioner Lahore, Muhammad Ali Randhawa, along with CEO CBD Punjab, Imran Amin, conducted a final inspection visit to the site, ensuring its optimal functionality for traffic. This development stands as a true gift to the residents of Lahore, providing them with a seamless and efficient traffic flow experience.

The event was attended by Executive Director Technical CBD Punjab, Riaz Hussain, Executive Director Commercial CBD Punjab, Mohammad Omer, Director Construction CBD Punjab, Asif Babar, Director Project Management CBD Punjab, Asif Iqbal, Director Marketing CBD Punjab, Waseem Siddiq, and other officials from CBD Punjab.

Imran Amin, CEO CBD Punjab, also expressed his sincere appreciation to the Chief Minister Punjab for his unwavering support and guidance. He emphasized, "The completion of the Kalma Chowk remodeling project stands as a testament to the

CBD Punjab remains steadfast in its commitment to enhancing the city's infrastructure, with a focus on providing the people of Lahore with superior connectivity and mobility. The completion of the Kalma Chowk remodeling project represents just the beginning, as CBD Punjab eagerly anticipates undertaking more transformative projects in the future.



UNVEILING PUNJAB'S HERITAGE WITH A REVOLUTIONARY TVC TO IGNITE THE SPIRIT OF OPPORTUNITY AND INSPIRE MODERN URBANIZATION



CBD Punjab, the Punjab Central Business District Development Authority, renowned for its efforts in modern urbanization and vertical expansion, has adopted a distinctive approach to showcase the rich legacy of Punjab province. By introducing Punjab as the 'Spirit of Opportunity,' CBD Punjab shines a spotlight on Punjab's history of development, celebrating its diverse subcontinental culture and highlighting its remarkable journey of progress.

Imran Amin, the CEO of CBD Punjab, expressed his enthusiasm about the TVC, stating, "We are delighted to launch this unique TVC, which exemplifies our commitment to advancing economic and national development, paving the way for a brighter future for all. Punjab, as the largest province in terms of economy and population, with a vast pool of skilled workforce, holds immense potential for investments. CBD Punjab is driving this potential forward. We offer investment opportunities not only in vertical development but also in energy, health, hospitality, entertainment, and retail infrastructure. This initiative aims to inspire and harness the benefits of the opportunities that Punjab has to offer."

The recently released TVC by CBD Punjab encapsulates the essence of Punjab's heritage and provides a glimpse into the authority's upcoming projects. These include the awe-inspiring skyscraper 'Sirius,' the state-of-the-art medical facility 'Sano,' the forthcoming IT hub 'Node' in the Special Technology Zone, the exquisite branded residences 'Regalia,' and the highly acclaimed retail district 'Runway.'

CBD Punjab's TVC sets a new benchmark for the government sector in Pakistan, showcasing the authority's determination to lead the way in promoting economic and national development. The campaign seeks to inspire individuals to seize the abundant opportunities available in Punjab. It is part of CBD Punjab's broader efforts to upgrade infrastructure, foster business growth, and create new job opportunities. The development of the Central Business District stands as a crucial component of this initiative, positioning Punjab as a global hub for business and commerce.

These visionary projects aim to transform Lahore's economic landscape, opening new avenues for growth and development. The TVC has garnered praise for its exceptional production quality, stunning camera work, and captivating visuals. It has been broadcasted on both national and global media platforms.



CBD PUNJAB INTRODUCES FIRST EVER 'BLUE ROAD' CONCEPT IN ASIA REGION FOR MODERNIZING LAHORE'S INFRASTRUCTURE



The Punjab Central Business District Development Authority (PCBDDA), commonly known as Central Business District Punjab (CBD Punjab), is elated to introduce of the groundbreaking "Blue Road" concept in Lahore. This innovative approach aims to revitalize the city's infrastructure and enhance the well-being of its residents.

CBD Punjab is leading the way by introducing the Blue Road concept to Lahore, making it the first city in Pakistan and Asia to adopt this cutting-edge and revolutionary approach. Blue Roads offer a sustainable alternative to traditional asphalt roads, incorporating features that observe heat and conserve energy to reduce pollution and promote a healthier environment.

These revolutionary roads utilize a specialized coating that reflects sunlight, minimizing heat absorption by the road surface. Additionally, the reflective coating improves visibility for drivers during nighttime, thereby enhancing road safety. Blue roads mitigate the urban heat island effect, reducing the impact on local ecosystems and lowering energy requirements for cooling. Additionally, they contribute to improved air quality and reduced smog formation by reflecting sunlight and lowering air temperatures. Furthermore, these roads are designed to withstand wear and tear, including weather, heavy traffic, and

chemical exposure, resulting in increased durability, longer lifespan, and reduced maintenance costs.

Under the leadership of Imran Amin, CEO of CBD Punjab, the construction work has been closely monitored to ensure adherence to the timeline set by the Chief Minister of Punjab, Mohsin Raza Naqvi.

Expressing his excitement, CEO CBD Punjab, Imran Amin, stated, "We are thrilled to introduce the Blue Road concept in Pakistan, which has already achieved successful implementation in several European and Middle Eastern countries like the Netherlands, France, and Qatar.

This project will not only yield environmental benefits, such as heat observation, energy conservation, and reduced pollution, but also contribute to our vision of creating a modern, sustainable, and inclusive society in Punjab."

CBD Punjab remains dedicated to delivering projects that uplift the quality of life for its residents. The introduction of the "Blue Road" concept is just one among numerous initiatives undertaken by the authority to modernize the city's infrastructure and enhance the overall well-being of its citizens.

CBD PUNJAB CELEBRATES PUNJAB'S CULTURAL HERITAGE AT JASHAN-E-BAHARAN & PUNJABI CULTURE DAY

CBD Punjab takes the spotlight at Jashan-E-Baharan & Punjabi Culture Day celebrations.

The Punjab Central Business District Development Authority (PCBDDA) successfully concluded its participation in the Jashan-E-Baharan celebrations (Spring Festival), organized by the Government of Punjab.

This annual festival aims to promote the vibrant culture of Punjab by highlighting different themes, bringing joy and entertainment to the people of the province. CBD Punjab actively supported various activities during the festivities, including Dangal (wrestling), Cycling, and Marathon.

Additionally, the authority designed an innovative social media campaign for Punjabi Culture Day to showcase the richness and diversity of Punjab's cultural heritage. The campaign, featuring videos and still images, highlighted Punjabi traditions such as food, folk music, and sculptures.

The CBD Punjab float stole the show throughout the festival. Adorned with flowers and vibrant colors, the float showcased the signature projects of CBD Punjab, including SIRIUS, The

Runway, and The Regalia, capturing the essence of spring.

Commending the efforts of CBD Punjab in showcasing its unique projects in a lively manner, Commissioner Lahore Division, Mr. Mohammed Ali Randhawa, expressed his appreciation. He acknowledged the authority's commitment to constructing quality infrastructure projects in the province.

CEO CBD Punjab, Mr. Imran Amin, shared his perspective, stating, "CBD Punjab has always supported government initiatives in promoting cultural activities. We strive to be at the forefront of adding value to the community. Our participation in Jashan-E-Baharan is a testament to our dedication to promoting the rich culture and heritage of Punjab."

As a leading development authority, CBD Punjab aims to create vibrant and sustainable business districts in Punjab. The authority focuses on developing state-of-the-art infrastructure, providing world-class facilities, and fostering a business-friendly environment. CBD Punjab's participation in Jashan-E-Baharan is part of its broader strategy to engage with the community and showcase the authority's vision and mission.



CBD PUNJAB TRANSFORMING PAKISTAN'S ECONOMIC LANDSCAPE THROUGH SUSTAINABLE DEVELOPMENT

Barrister Syed Azfar Ali Nasir, the Provincial Minister for Housing & Urban Development and Public Health Engineering Punjab, visited the Central Business District Punjab (CBD Punjab) in Lahore to observe the progress of ongoing sustainable development projects. Also present at the session were CEO CBD Punjab, Imran Amin, COO CBD Punjab, Brigadier (R) Mansoor Janjua, Chairman CBD Punjab, Fazeel Asif Jah, Executive Director Commercial, Mohammed Omer, Executive Director Legal, Barrister Bilal Afzal Khokhar, Director Marketing, Wasim Siddiq, and other officials of CBD Punjab.

During the visit, the Executive Director Commercial CBD Punjab, Mohammed Omer, briefed the minister on the revenue generation strategies employed by CBD Punjab. The Authority operates on a self-sustaining model, generating revenue through open auctions, investor networking, public/private partnerships, joint ventures, and government-to-government initiatives, without relying on government funding or tax money. As a premium authority with a one-window operation concept, favorable bylaws, fast approvals, and an investor-friendly ease of doing business, CBD Punjab serves as a center for revenue generation for the Government of Punjab. The authority offers centralized and vertical infrastructure, allowing for increased building height limits of up to 750 ft.

Expressing his satisfaction, CEO CBD Punjab, Imran Amin, stated, "We are delighted to provide a briefing to Provincial Minister Housing Urban Development and Public Health Engineering, Barrister Syed Azfar Ali Nasir, on our ongoing initiatives to establish Pakistan's first business district. At CBD Punjab, we are fully committed to sustainable development, and we believe that our initiatives will elevate Pakistan's standing on the global economic map."

During the briefing on revenue generation activities, the Provincial Minister was informed that CBD Punjab conducted its first auction in September 2021, where the authority sold five



mixed-use commercial plots in the Lahore Prime area. The second auction for Lahore's first planned central Downtown took place in March 2022, where the authority sold seven mixed-use commercial plots. CBD Punjab currently holds over 100 plots located in the heart of Lahore, with an estimated potential value of PKR 500+ billion.

CBD Punjab is actively involved in several ongoing projects, including the remodeling of the Main Boulevard from Liberty to Kalma Chowk and CBD Punjab Boulevard, the planning of Lahore Grand Souk, infrastructure development of Phase-I, Car Parking Plaza, and the remodeling of Walton Road. Impressed with the progress and initiatives undertaken by CBD Punjab, the Provincial Minister for Housing & Urban Development and Public Health Engineering, Barrister Syed Azfar Ali Nasir, praised the authority's commitment to sustainable development and revenue generation for the government. He expressed confidence that the project would contribute to Pakistan's economic growth.

PCBDDA HONORS WOMEN'S EMPOWERMENT ON INTERNATIONAL WOMEN'S DAY

Punjab Central Business District Development Authority (PCBDDA), known as Central Business District Punjab (CBD Punjab), commemorated International Women's Day at CBD Punjab House. The ceremony aimed to honor and inspire women in all aspects of life. This year's theme, "Innovation and Technology for Gender Equality," highlighted the pivotal role of technology in bridging the gender gap and promoting equal opportunities.

The event witnessed the presence of COO Brigadier (R) Mansoor Janjua, Directorate Heads of CBD Punjab, and the dedicated female staff members. Esteemed speakers emphasized the significance of gender equality in the workplace and acknowledged the invaluable contributions of women to society.

Expressing his viewpoint, COO Brigadier (R) Mansoor Janjua



stated, "We firmly believe that women are integral to our society, and their contributions are priceless. At CBD Punjab, we are committed to providing equal opportunities and steadfast support for their growth and development. Our religion, Islam, has bestowed equal rights upon women, recognizing them as respected members of society."

The female staff members of CBD Punjab were also recognized for their unwavering dedication and presented with certificates of appreciation. This gesture conveyed gratitude from the CBD Punjab management for their significant contributions to the authority. The certificates were presented by the COO himself. The celebration served as a poignant reminder that women play a vital role in building a prosperous society. PCBDDA remains committed to fostering an inclusive, diverse, and supportive workplace for all employees, irrespective of gender.



CBD PUNJAB CELEBRATES PAKISTAN DAY WITH PATRIOTIC FERVOR, REAFFIRMS COMMITMENT TO NATIONAL DEVELOPMENT



To commemorate Pakistan Day, Punjab Central Business District Development Authority (PCBDDA) conducted a flag hoisting ceremony at CBD House Punjab. The event paid tribute to the historic resolution passed by the All-India Muslim League that led to the establishment of Pakistan. Attendees included COO Brigadier (R) Mansoor Janjua, Directorate heads, and CBD Punjab staff members. The ceremony featured the singing of the national anthem, evoking a sense of national pride and honor.

development in Punjab, establishing Pakistan's first business district based on vertical principles. This groundbreaking initiative has significantly contributed to the economic growth of the region.

Addressing the gathering, COO Brigadier (R) Mansoor Janjua emphasized the significance of the day, stating, "Today marks a pivotal moment in our nation's history. As an authority, CBD Punjab plays a vital role in the development of Punjab and Pakistan. We remain committed to supporting our country's growth by providing innovative business solutions and contributing to overall national development."



The event exemplified CBD Punjab's passion and dedication to the progress of the nation. It underscored the historical significance of Pakistan Day and its deep-rooted connection to the country's heritage. CBD Punjab has played a key role in promoting modern business practices and infrastructure

REVITALIZING INFRASTRUCTURE: FEDERAL MINISTER FOR RAILWAYS AND AVIATION VISITS CBD PUNJAB'S WALTON ROAD PROJECT



Federal Minister for Railways and Aviation, Khawaja Saad Rafique, paid a visit to the CBD Punjab Walton Road project site to receive a detailed briefing on the ongoing development. Punjab Central Business District Development Authority (PCBDDA), also known as Central Business District Punjab (CBD Punjab), has been entrusted with the responsibility of Bab-e-Pakistan development and Walton Road upgradation, following the successful completion of the Kalma Underpass Remodeling and CBD Punjab Boulevard.

The project has received the approval of the CBD Punjab Board. CEO of CBD Punjab, Imran Amin and Executive Director Technical, Riaz Hussain provided an extensive briefing on the project specifics. The initial phase of CBD Punjab will be linked to Walton Road Phase 2 through a primary corridor, featuring the construction of a railway underpass. Additionally, the widening of Walton Road and the upgradation of the entire sewage system are integral components of the endeavor.

Federal Minister Khawaja Saad Rafique expressed unwavering confidence in the capabilities of CBD Punjab, emphasizing their commitment to completing this project with the same level of passion and dedication demonstrated during the successful completion of the Kalma Underpass Remodeling and CBD Punjab Boulevard. The Federal Minister stated, "CBD Punjab has exemplified its professionalism by taking on this project, which is poised to resolve crucial issues such as traffic congestion and sewage problems on Walton Road."

CEO of CBD Punjab, Imran Amin, affirmed the authority's determination to utilize its resources efficiently and effectively. He expressed confidence that this project will not only enhance the infrastructure of Walton Road but also make a substantial contribution to improving the overall quality of life for the residents of Lahore.

Walton Road is home to the ADA Nala, a nullah that has been prone to overflowing during periods of heavy rainfall. Recognizing the need for improvement, CBD Punjab has taken on the task of reconstructing the ADA Nala. The project involves underground expansion and widening of the nullah, aiming to enhance its capacity and mitigate the issue of overflow. Additionally, as part of the initiative, the ADA Nala will be transferred over a distance of 16 km to the Hadyara Drain, contributing to an upgraded and more efficient infrastructure. These measures are set to bring about positive changes in managing water flow and ensuring the smooth functioning of the ADA Nala system.

The Bab-e-Pakistan development and Walton Road upgradation project undertaken by CBD Punjab are expected to bring significant improvements to the region's infrastructure. With a proven track record of successful project completions, CBD Punjab has established itself as a reliable and proficient authority dedicated to delivering exceptional results.



HIGHLIGHTS FROM THE INSIDE CBD PUNJAB OFFICIALS INTERVIEWS ON VARIOUS PROJECTS



CEO CBD Punjab Mr. Imran Amin Interview to Independent Urdu



CEO CBD Punjab Mr. Imran Amin giving his insight on the CBD Punjab Boulevard project - Courtesy Lahore News



CEO CBD Punjab Mr. Imran Amin Interview on City @ 10 - Courtesy City 42



ED Commercial Mr. Mohammed Omer Interview On Property Plus - Courtesy SUNO News



ED Commercial Mr. Mohammed Omer Interview On City @ 10 - Courtesy City 42



ED Technical Mr. Riaz Hussain on CBD Punjab all set to open Kalma Chowk Underpass - Courtesy City 42



Director Construction Mr. Asif Rehman Babar giving insight on the Blue Road Concept - Courtesy Dawn News



ED Technical Mr. Riaz Hussain giving his insight on the Blue Road concept introduced at CBD Punjab Boulevard - Courtesy Hum News



Director Project Management Mr. Asif Iqbal giving his Insight on the Blue Road Concept - Courtesy Urdu Point



Luxurious | Exclusive | Exceptional

The Regalia



Experience highly sophisticated, centrally located and stunning living in the most expensive address of Punjab. With bespoke features tailored exactly to your personality and taste, our fully furnished, AI powered, futuristically serviced residences are 'by invitation only'.

COMING SOON



www.cbdpunjab.gov.pk