

DEFENCE HOUSING AUTHORITY GUJRANWALA

# JOINT VENTURES PROSPECTUS

YOUR NEXT INVESTMENT VENTURE AWAITS!





# CONTENTS

1. Pakistan at a Glance
2. Pakistan Real Estate Sector
3. Golden Industrial Triangle
4. Gujranwala City
- 5. DHA Gujranwala**
- 6. Why invest in DHA Gujranwala?**
- 7. Benefits for Investors**
8. Preferred Investment Models
9. Engagement Procedure

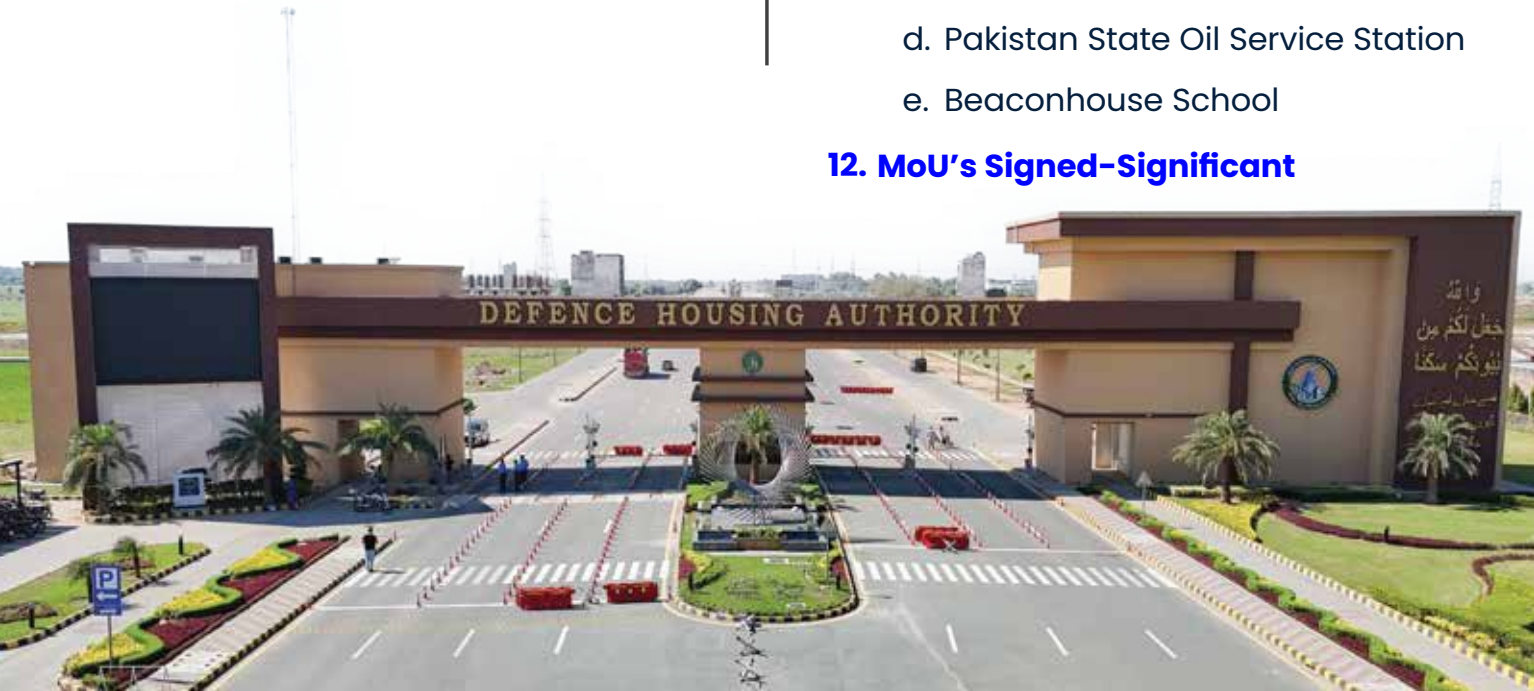
## **10. Investment Avenues**

- a. Mixed Use Commercials
- b. Hospital
- c. Educational Institutions
- d. Hotel
- e. Theme Park

## **11. Joint Venture Projects Concluded**

- a. ARY Laguna DHA Gujranwala
- b. Roots Millennium School
- c. Zoom Petroleum Service Station
- d. Pakistan State Oil Service Station
- e. Beaconhouse School

## **12. MoU's Signed-Significant**





# JV'S MISSION

To lead transformative Joint Ventures through trusted partnerships and innovative strategies. Together, we create lasting value and communities that define modern living.







# OVERVIEW

The DHA Gujranwala Joint Ventures Prospectus presents a comprehensive investment guide for one of Pakistan's most promising real estate markets. Strategically located between Lahore and Islamabad, DHA Gujranwala offers unparalleled opportunities for investors seeking high returns and sustainable growth.







**Main Boulevard Roundabout**



# JVs TEAM



**Brig Bilal Ali, SI(M), (Retd)**

Director Joint Ventures DHA Gujranwala



**Col. Zia ul Islam (Retd)**

Deputy Director JVs



**Lt Col. Abdul Razzaq (Retd)**

Additional Director JVs



**Mr. Haris Mohsin**  
Manager JVs



**Ms. Hira Naeem**  
Manager JVs



**Ms. Aleeshba Saleem**  
Manager JVs



**Ms. Tanees Fatima**  
Manager JVs



**Mr. Gulfaraz Cheema**  
Manager Legal JVs





# DIRECTOR JV'S MESSAGE

“

I extend my sincere appreciation to JVs team for their unwavering commitment and in cultivating strategic joint ventures that continue to drive DHA Gujranwala's growth. Through purposeful collaborations and forward-looking initiatives, we are redefining modern living by developing innovative, functional, and sustainable spaces that strengthen our community.

Together, we remain focused on achieving new milestones, setting benchmarks in community development, and shaping a future rooted in excellence, progress, and opportunity for all. Our joint ventures stand as a cornerstone of this shared success. Together, we are not just building partnerships, we are building legacies that will define the communities of tomorrow.



**Brig Bilal Ali, SI(M), (Retd)**

Director Joint Ventures DHA Gujranwala



# PAKISTAN AT A GLANCE

Pakistan is a vibrant and dynamic nation situated at the crossroads of South Asia, Central Asia, and the Middle East. Pakistan's geography has historically facilitated trade and cultural exchange; grants Pakistan the status of a significant trade, energy, and transport corridor. Pakistan's location and regional position confer upon it a crucial role in shaping economic, political, and security landscapes across South Asia and beyond.

Pakistan's strategic location, combined with robust economic sectors and a youthful demographic, positions it as a key player in regional and global economic landscapes, fostering endless possibilities for growth and development.

Pakistan's geographical significance is underscored by its role as a vital transit point for international trade and commerce, connecting energy-rich but landlocked Central Asian Republics, the Gulf, and Far Eastern countries, presenting boundless opportunities for economic development and connectivity.







## ECONOMIC SIGNIFICANCE

### GLOBAL ECONOMIC STANDING

**23<sup>RD</sup>** IN PURCHASING  
POWER PARITY

**43<sup>RD</sup>** IN NOMINAL GROSS  
DOMESTIC PRODUCT

**FOREIGN  
REMITTANCES**

**7<sup>TH</sup>**

**LARGEST RECIPIENT  
IN THE WORLD**

### SECTORAL BREAKDOWN

**57%**  
SERVICES

**24%**  
AGRICULTURE

**18%**  
INDUSTRY

**5.85%**  
REAL ESTATE

### EMPLOYMENT AND WEALTH IN REAL ESTATE

- SECOND  
**LARGEST EMPLOYMENT**  
SECTOR AFTER AGRICULTURE

- ENGAGES OVER  
**40 ALLIED INDUSTRIES**  
& 200 SUB-INDUSTRIES

- OVER  
**70% OF PAKISTANIS**  
HOLD WEALTH IN REAL ESTATE

- REAL ESTATE SECTOR:  
**KEY ATTRACTION**  
FOR OVERSEAS PAKISTANIS



# DEMOGRAPHIC OVERVIEW



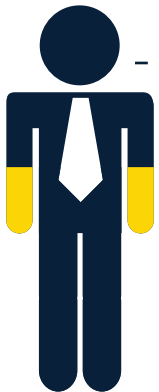
## SOCIOECONOMIC ANALYSIS

- FIFTH MOST POPULOUS COUNTRY IN THE WORLD
- TOTAL LABOUR FORCE: 71.76 MILLION
- TOTAL POPULATION AGED BELOW 30: 64%
- LABOUR FORCE: AMONG 10 LARGEST NATIONS

## SOFTWARE DEVELOPMENT AND TECHNOLOGY

- SECOND LARGEST FREELANCING NATION

## DEMOGRAPHIC INSIGHTS



**22<sup>ND</sup>** YOUTH BULGE  
GLOBALLY

**20** YEARS  
MEDIAN AGE

**61%** POPULATION IN  
WORKING AGE

**263** MILLION POPULATION  
EXPECTED BY 2030





# PAKISTAN REAL ESTATE SECTOR

## Market Scale

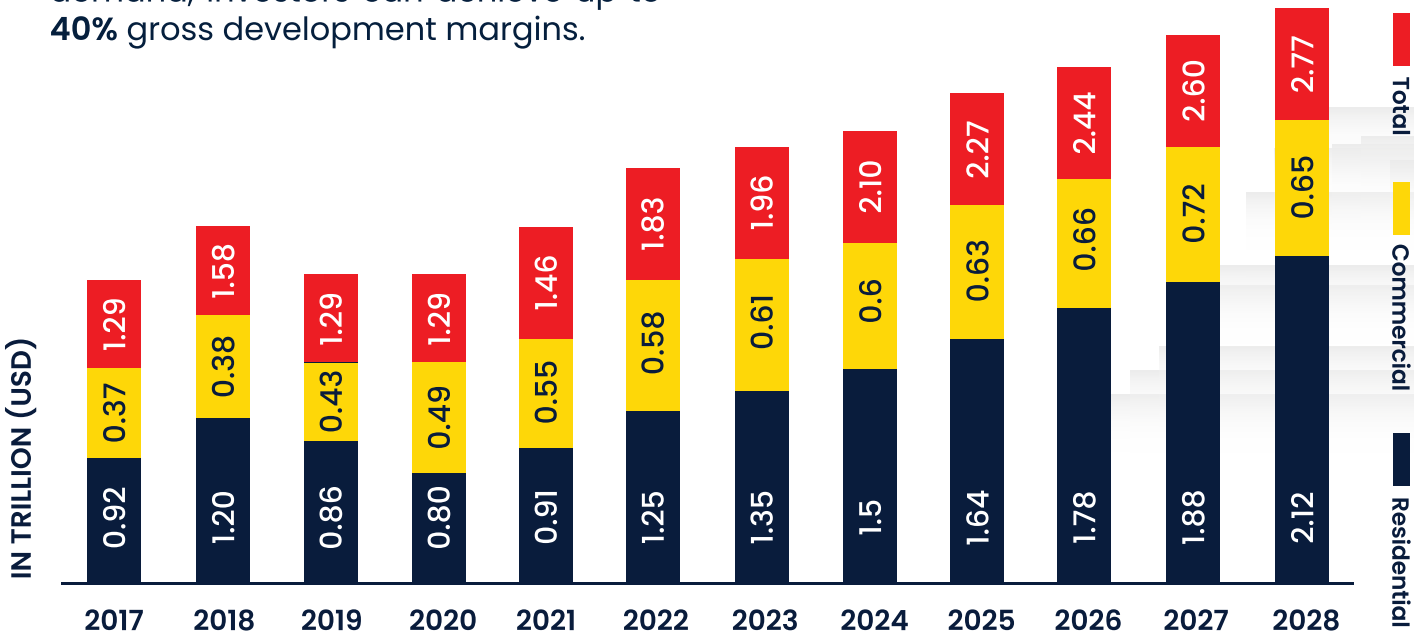
Valued at **USD 2.11 Trillion**, Pakistan's real estate sector is a cornerstone of wealth creation and economic prosperity.

## Housing Demand

Pakistan faces a shortage of **12 million** housing units, with an annual requirement of **700,000** units.

## Investment Appeal

With rising property values and robust demand, investors can achieve up to **40%** gross development margins.



## REAL ESTATE MARKET VALUE OF PAKISTAN



# REAL ESTATE ECONOMIC INDICATORS



## Real Estate Growth Rate

- Annual growth rate of **7.04%** (2024–2028)
- Expected market size of **USD 2.77 Trillion** by **2028**



## Foreign Direct Investment (FDI)

- Total Foreign Investment: **USD 1.628 Billion**
- **FY25 (Jul–Feb 2025)**: FDI reached \$1.618 billion, an increase of 41% compared to the same period last year.
- Foreign Private Portfolio Investment in March 2025 **USD 10.43 million**



## Roshan Digital Accounts

- **Number of Accounts & Funds Collected**
  - ✓ Up-to Jan: 659,806 – **USD 7.34 Billion**
  - ✓ Up-to Feb: 668,701 – **USD 7.48 Billion**
  - ✓ Up-to Mar: 679,792 – **USD 7.66 Billion**



## Government Support

- **Public Sector Development Program (PSDP) allocation:** (FY24–25) PKR 3.792 Trillion
- **Housing development budget:** (FY24–25) Rs. 842 Billion



## Cement Sector Growth

- Total Dispatches – Local & Exports (**FY 25**): **37.336 Million Tons** (for the first ten months of FY25), with this growth, it is expected to surpass 40 million Tons.
- The Growth rate for FY 26 is estimated to be **10%**.



## International Investors

- **Notable Names**
  - ✓ Emaar (Dubai)
  - ✓ Ora (Egypt)
  - ✓ BRDB (Malaysia)

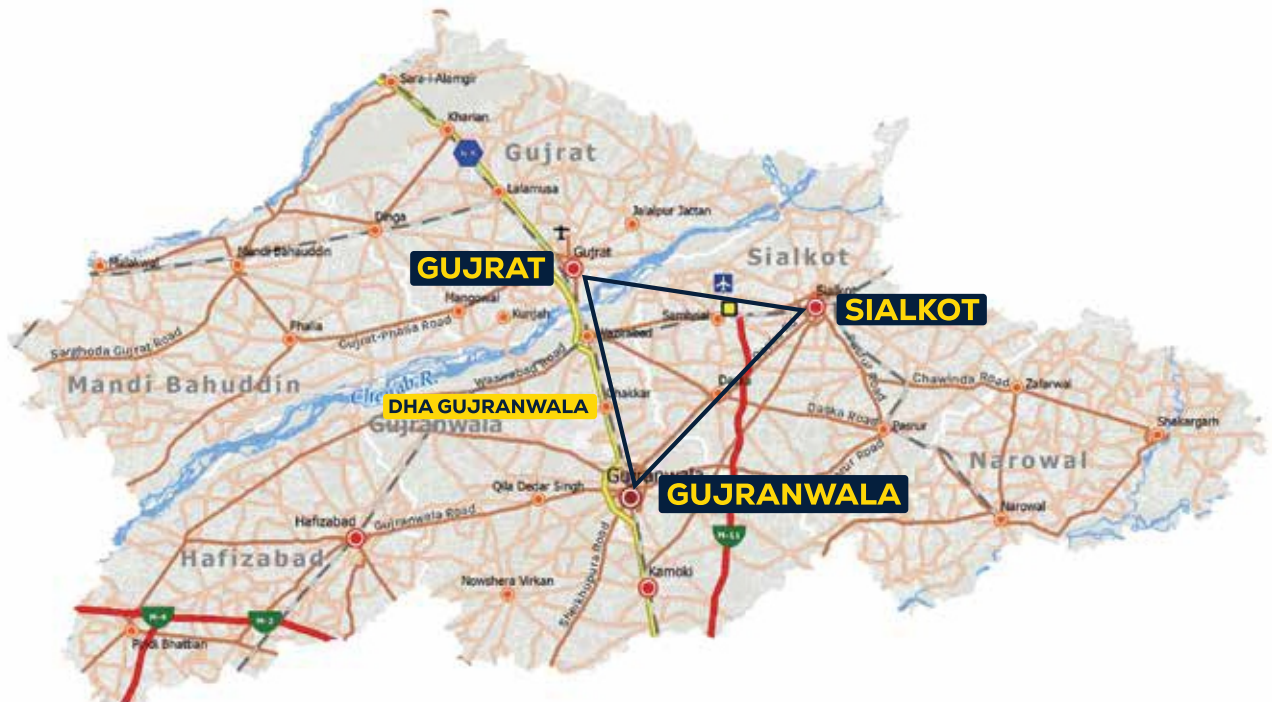




# THE GOLDEN INDUSTRIAL TRIANGLE OF PAKISTAN

## Largest Industrial Hub

Comprising Gujranwala, Sialkot, and Gujrat, this region is a dynamic export-oriented industrial base with highest SME base of Pakistan, such as Sports Goods and Apparel, Surgical Instruments, Leather Products, Cutlery, Ceramic Ware, Sanitary products, Metal Processing, Switch Gears and Transformers, Pumps and Motors, Articles and Made-ups of Plastic and PVC, Fans, Carpets and Furniture to name a few.





# THE GOLDEN INDUSTRIAL TRIANGLE: ECONOMIC IMPACT

## INDUSTRIAL UNITS

**6400 Units**

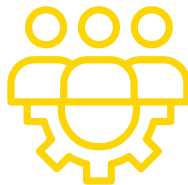
Across Gujranwala,  
Sialkot and Gujrat



## WORKFORCE

**500,000+**

Employed in Diverse  
Industries



## EXPORT VALUE

**2.5 Billion  
Annually**

Reaching 80+  
Countries





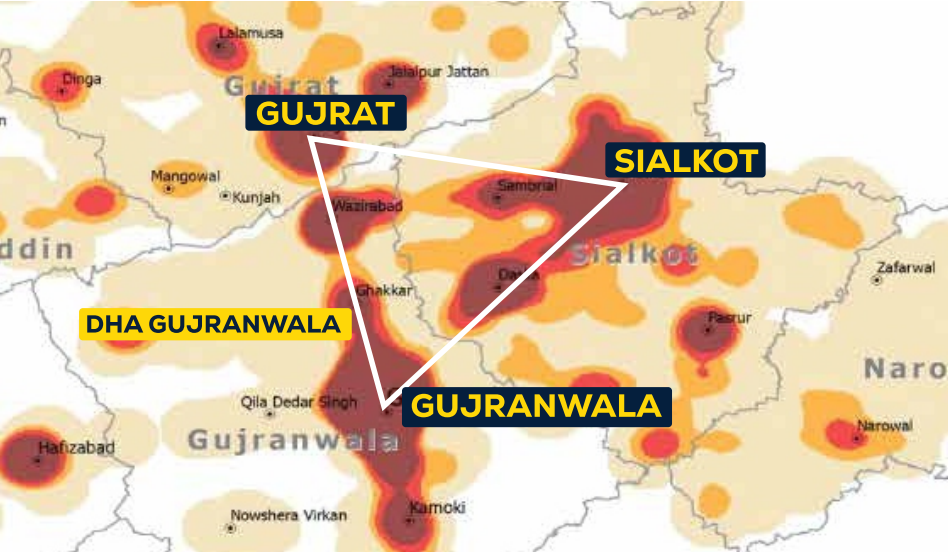
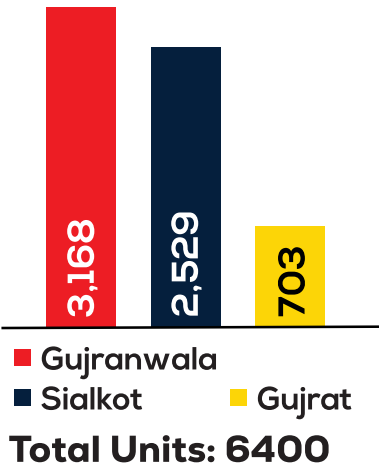
# ECONOMIC OUTLOOK OF GOLDEN INDUSTRIAL TRIANGLE

## Economic Significance

Specializing in diverse manufacturing sectors, the Golden Industrial Triangle is a major contributor to Pakistan's exports with significant outputs in electrical equipment, surgical equipment, sports goods, cutlery, and apparel.

The manufacturing landscape predominantly comprises small industries, which account for 96.84 % of the total units, with Sialkot being a hub for larger firms and Gujranwala serving as the base for SME operations.

## Industrial Units



Small Industrial Estates (SIE)	Gujranwala 4 SIEs	Sialkot 4 SIEs, 1 Surgical City	Gujrat 2 SIEs, 3rd is planned
--------------------------------	----------------------	------------------------------------	----------------------------------



# GUJRANWALA

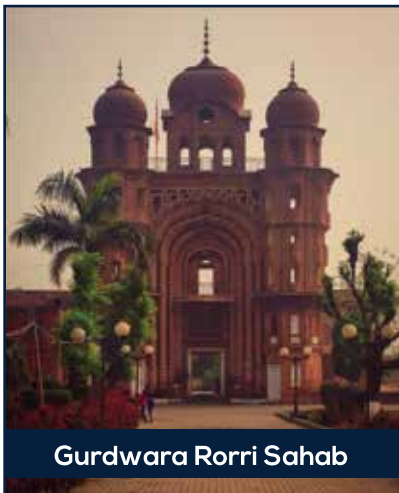
Gujranwala, a vibrant city in Punjab, has evolved from an 18th century village into Pakistan's third-largest industrial hub. With a rich cultural heritage and a thriving industrial base, it stands as a symbol of progress and innovation.

Positioned within the 'Golden Triangle' of industrial cities, Gujranwala has become a key player in Pakistan's economic growth. Home to 2.48 million people, the city contributes significantly to the country's GDP, offering a unique blend of history, resilience, and warm hospitality.



## 3 Pillars of Gujranwala

### LOCATION



Gurdwara Rorri Sahab

### INDUSTRY



Steel Rolling Mills

### CULTURE



Wrestling: A Cultural Sport





# GUJRANWALA & IT'S ECONOMY



## Demographics

- Fifth largest city in Pakistan
- Population: 2.48 million
- Annual growth rate: 2.63%



## Economic Powerhouse

- Key player in Pakistan's largest industrial zone, the Golden Industrial Triangle
- Contributes over **USD 19 billion** to Pakistan's GDP

## Swift Connectivity

### Gujranwala

- Third Largest Industrial City
- Fifth Most Populous City
- Food Capital of Pakistan

**GDP SHARE 7%**

**ANNUAL GROWTH RATE**

**2.63%**

### 3 Hours

Drive via  
GT Road

### Islamabad

- Capital of Pakistan
- Home to several landmarks including Faisal Mosque

### 1 Hour

Drive via  
Lahore Sialkot  
Motorway

### Sialkot

- Export city of Pakistan
- First Private International Airport of Pakistan
- Largest Manufacturer of Sports Goods, having clients like FIFA, Adidas & Nike
- Dry Port

### 45 Minutes

Drive via  
Lahore Sialkot  
Motorway

### Lahore

- Punjab's Financial Hub
- International Airport
- Services Industry Capital



# DHA GUJRANWALA

DHA Gujranwala stands out as the sole DHA project between Lahore and Islamabad on Grand Trunk Road. It is ideally located in RACHNA Doab between rivers Ravi and Chenab.

Spanning 7,000 acres initially with plans to expand to 15,000 acres, DHA Gujranwala features multiple sectors and designated commercial zones. Its infrastructure features wide roads and excellent amenities making it a modern and integrated community.

DHA Gujranwala promises a lifestyle unmatched in region. Among its notable developments is the ARY Laguna DHA Gujranwala project which is Punjab's first ever water front resort style community with crystal lagoon.



Future World School



ARY Laguna DHA Gujranwala



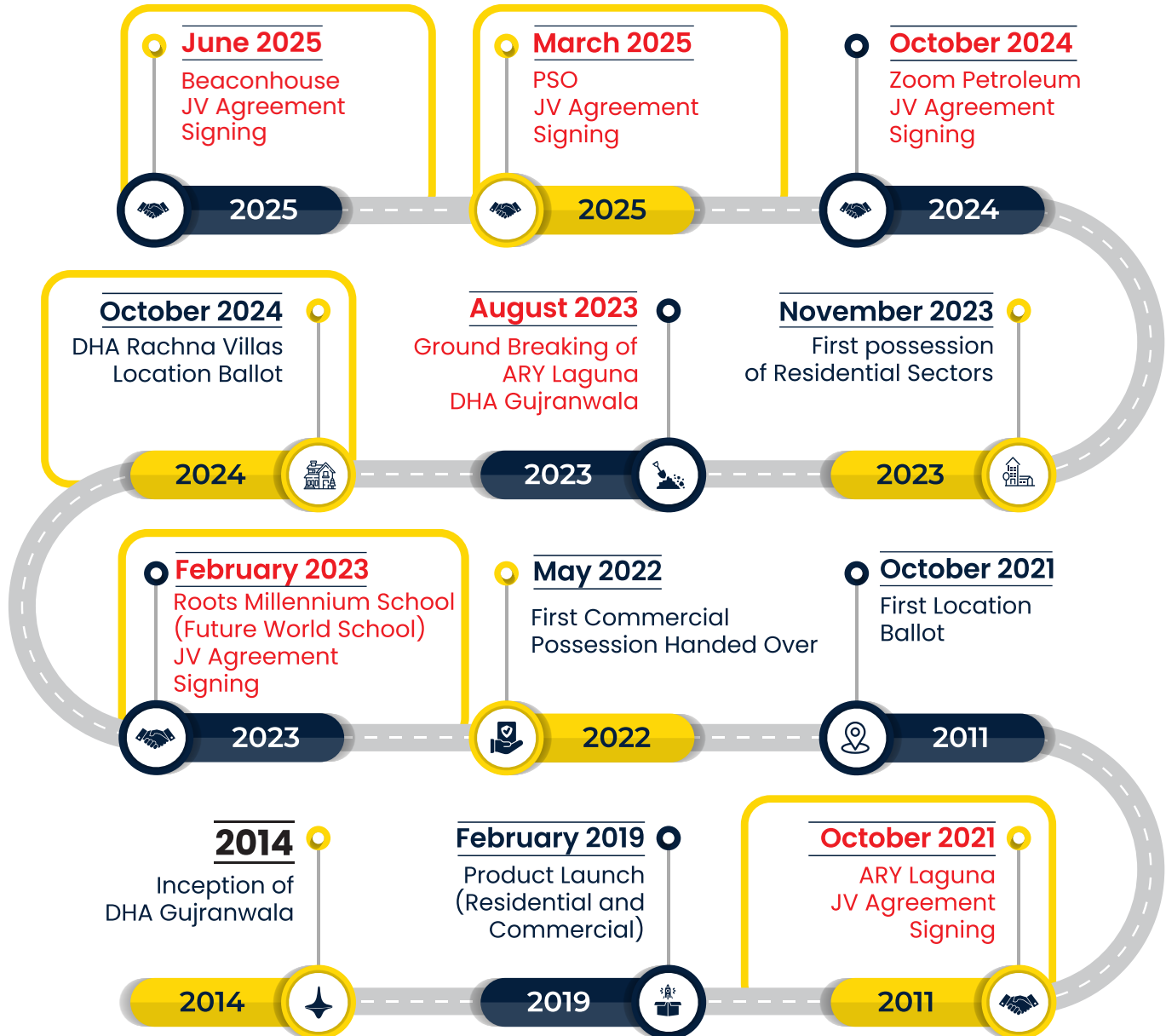
Pakistan State Oil



Beaconhouse School System



# JOURNEY OF DHA GUJRANWALA





# WHY INVEST IN DHA GUJRANWALA



## PRIME REAL ESTATE HOLDING

- DHA is Pakistan's top real estate brand, known for its confidence and trust among investors, stakeholders, and residents
- DHA Gujranwala's prime location makes it a key regional hub, offering accessibility to a wide network of surrounding areas
- It serves as a focal point for business and residential purposes, enhancing its strategic importance



## INVESTMENT SECURITY AND CREDIBILITY

- DHA Gujranwala properties set the gold standard for secure real estate investments, ensuring good returns
- With people's confidence in DHA quality, these properties command higher premiums
- Banks and financial institutions rank DHA properties with the highest collateral values



## FLEXIBLE INVESTMENT MODELS

- DHA Gujranwala facilitates large-scale investments by offering hybrid transaction options tailored to unique needs
- These hybrid options ensure optimal outcomes for all parties involved
- By providing innovative solutions, DHA encourages investment and fosters sustainable growth in the real estate sector



## ONE WINDOW FACILITATION

- DHA Gujranwala offers a dedicated 'One Window' facilitation service for developers and investors seeking collaboration
- This service provides a singular point of contact to streamline the partnership. The goal is to ensure a smooth and simple experience for all stakeholders





# BENEFITS FOR INVESTORS

## 1. INVESTOR FRIENDLY REGIME

Pakistan's liberal investment policies and initiatives like the Protection of Economic Reforms Act of 1992 safeguard foreign investments.

## 2. SUPPORTIVE LEGAL FRAMEWORK

Investor-friendly legal framework guarded by Foreign Private Investment Promotion and Protection Act 1976 facilitate foreign investment, protecting the foreign investments.

## 3. INVESTMENT INCENTIVES & SEZs

Special Economic Zones (SEZs) and various incentives across zsectors like energy, ports and electronics highlight Pakistan's commitment to a business-friendly environment.

## 4. FOREIGN INVESTORS' PERCEPTION

Improved security and bilateral investment treaties with 48 countries have boosted foreign investor confidence.

## 5. IMPROVING EASE OF DOING BUSINESS

Pakistan's reforms have led to a significant improvement in the World Bank's ease of doing business rankings.

## 6. FINANCIAL REGULATORY SUPPORT

DHA Gujranwala provides local investors with regulatory support, ensuring that all necessary approvals and permits are obtained in a timely and efficient manner.



SIFC



Special  
Investment  
Facilitation  
Council



RDA



ROSHAN  
DIGITAL  
ACCOUNT

Roshan  
Digital  
Account



PIP 2023



Pakistan  
Investment  
Policy



# PREFERRED INVESTMENT MODELS

## 1 JOINT VENTURES

- Shareholding through Project SPVs
- Joint Holding Structures
- Private Equity Investments
- Foreign Direct Investment

## 3 REAL ESTATE INVESTMENT TRUSTS

- Commercial, Residential & Development Projects
- Rental Real Estate
- Hybrid (Rental + Developmental)

## 5 REVENUE & PROFIT SHARING

- Commercial Projects
- Healthcare/Entertainment
- Sports/Food
- Hotels/Utilities

## 2 BUILD-OPERATE-TRANSFER / BUILD-OWN-OPERATE

- Large Scale Amenity Projects
- Utilities, Waste Management & Energy
- Water Desalination & Distribution
- Hospitality & Hotels Development

## 4 RENTAL/FIXED CONSIDERATION

- Structured Long Term Rental Properties
- Pre-determined Fixed Consideration

## 6 STRUCTURED TRANSACTIONS

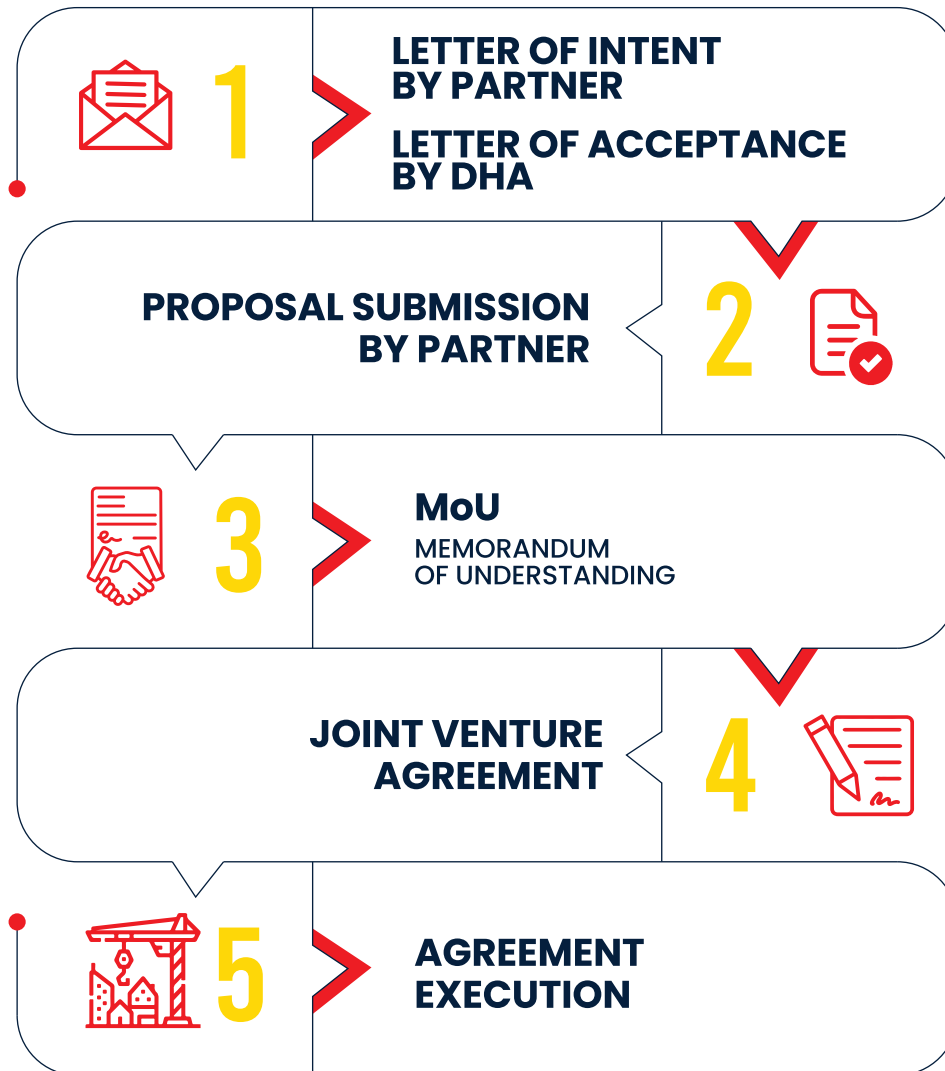
- Inventory Sharing Hybrid (Cash + Inventory)
- Other Mutually Agreed Models

Any fair equitable business model is acceptable





# JOINT VENTURE PROCESS



YOUR NEXT

**INVESTMENT**

**VENTURE**

AWAITS!







# INVESTMENT AVENUES

DHA Gujranwala offers prime investment opportunities to prospective JV partners.



## **Luxury Hotels**

Develop 5-star hotels with world class amenities and services



## **State-of-the-Art Hospitals**

Establish top-tier medical facilities with cutting-edge technology



## **Premier Educational Institutions**

Create academic excellence with international-standard schools and universities



## **Zoo & Theme Park**

Develop a family-friendly entertainment destination with animal exhibits, thrill rides, attractions, and shows



## **Mix-Use Commercials**

Prime commercial spaces for retail, office, and entertainment



# LUXURY BRAND HOTEL

Spanning approximately 150 Kanal, the project aims to provide top-notch hospitality services as per International standards. The hotel's strategic location within DHA Gujranwala will make it a prime destination for guests seeking convenience and comfort.

“

**Location: Main Boulevard**  
**Distance from GT Road: 1 KM**  
**Total Area: 150 Kanals**

”



Shopping Mall



In-door  
Food Court



Conference  
Room



Gym



Executive  
Dining Hall



Banquet  
Facility



Service  
Apartments



Exhibition  
Arena





# HOSPITAL

The teaching hospital project, featuring cutting-edge medical technology, is designed to provide advanced healthcare services to the residents of DHA Gujranwala and nearby areas while also serving as a training facility for the future medical university.



Transport  
Facility



Oncology



Diagnostics



Medical & Dental College  
& Cardiac Center

“

**Location:** Southern Boulevard  
**Located on GT Road**  
**Total Area:** 65 Kanals

”





# EDUCATIONAL INSTITUTIONS

The educational institution project, covering overall more than 430 Kanals, aims to establish premier educational facilities that offers high-quality education and fosters academic excellence.

“

**Location:** Northern Boulevard  
**Distance from GT Road:** 400 Meters  
**Total Area:** 430 Kanals

”



State-of-Art  
Classroom



Advance  
laboratory



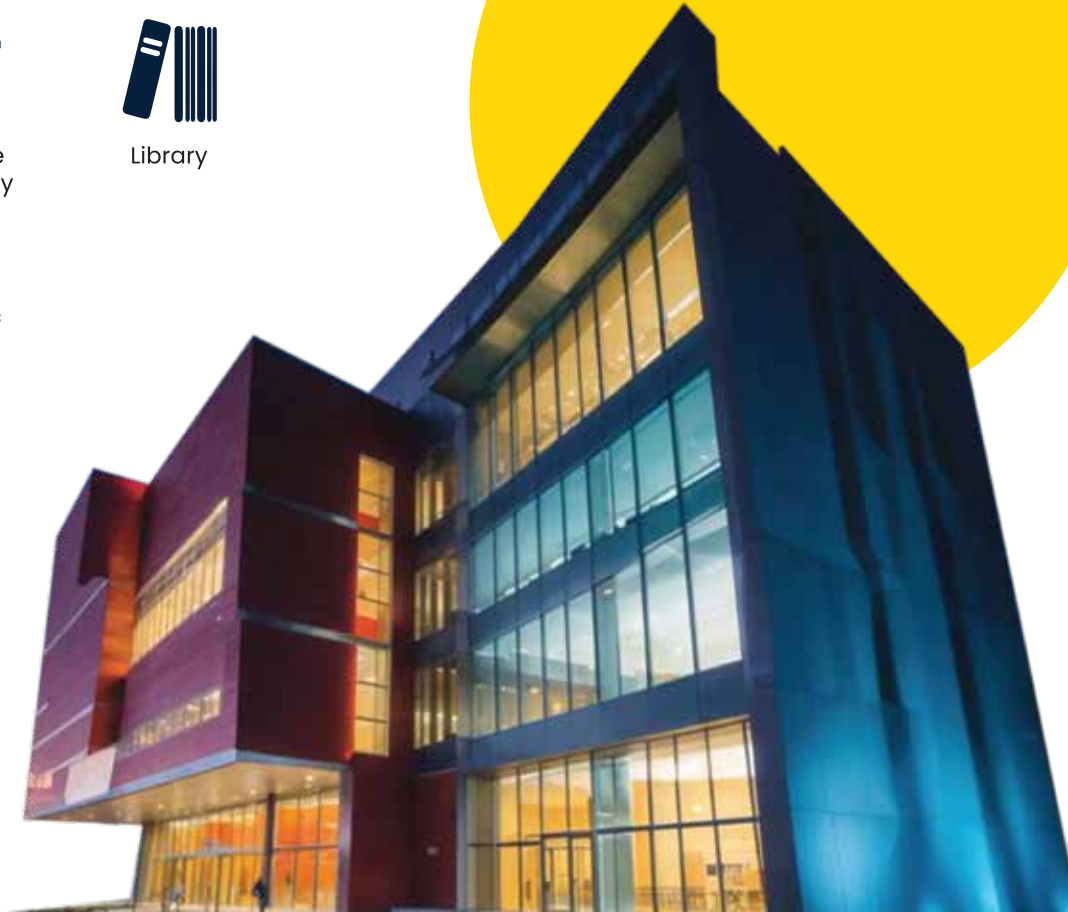
Library



Faculty & Student  
Accommodations



Sports







# MIXED USE COMMERCIALS

These mix use commercial developments consist of multiple optimally situated plots, providing a combination of premium commercial spaces, contemporary office environments for businesses and corporations, along with upscale residential accommodations, all within a single integrated project.

“

**Location:** Prime Location Plots

**Distance from GT Road:** Varying Locations

**Total Area:** Varying Sizes

”



Modern  
Offices



Retail  
Shops



Local  
Brands



Cinema  
Complex



Indoor  
Amusement Park



Conference  
Room



Dining  
Options



Luxurious  
Shopping Malls



Event  
Spaces





# MIXED USE COMMERCIALS

**170**  
**Kanals**

West of DHA Gujranwala Head Office – designed for large-scale developments, shopping centers, and more.

**100**  
**Kanals**

Main Boulevard (Sector B) – ideal for luxury brands, restaurants, and cafes.

**62**  
**Kanals**

North-South Corridor (Sector B) – perfect for offices, banks, and financial institutions.

**50**  
**Kanals**

Commercial Hub (Northern Entrance) – designed for shopping centers, entertainment venues, and more.

**49**  
**Kanals**

Main Entrance – ideal for corporate offices and financial institutions.

**47**  
**Kanals**

South of Executive Block – perfect for corporate offices, restaurants, and entertainment venues.

**39**  
**Kanals**

Southern Entrance – ideal for flagship stores and restaurants.

**9**  
**Kanals**

East of Commercial Zone – 3 – ideal for luxury brands and international food chains



# THEME PARK

The Entertainment Arena, and Joy Land Theme Park at DHA Gujranwala will be landmark destinations, blending wildlife conservation with top-tier recreation. Featuring diverse animal exhibits, thrilling rides, interactive attractions, adventure playgrounds, themed zones, dining options, souvenir shops, and event spaces, they promise an unforgettable, fun, and educational experience for all ages.



Adventure  
Playground



Animal  
Zoo



Bird  
Aviary



Food  
Courts



Retail  
Outlets



Conservatory



Amphitheaters

“

**Location:** Northern & Southern Boulevard  
**Distance from GT Road:** 800 Meters  
**Total Area:** 200 Kanals

”



DHA GUJRANWALA

**JV PROJECTS**

DRIVING GROWTH







# JV PROJECTS AGREEMENT CONCLUDED



ARY Laguna DHA Gujranwala - October 2021



ARY Laguna DHA Gujranwala Ground Breaking - August 2023



ARY Laguna DHA Gujranwala



ARY Laguna DHA Gujranwala





# JV PROJECTS AGREEMENT CONCLUDED



Roots Millennium School (Future World School) – February 2023



Zoom Petroleum – October 2024



Pakistan State Oil – March 2025



Beaconhouse School System – June 2025



# JV PROJECTS MoU SIGNING



Centaurus Mall – Sardar Group of Companies



Hospital & Medical University – Riphah International



First Capital Bazaar – Pace Pakistan / Pace Barka



American Lyceum International School





# ARY LAGUNA DHA GUJRANWALA

Launched in 2021, ARY Laguna introduce the region's first man-made lagoon. With infrastructure development started in August 2024, this project will feature Luxury waterfront living, exclusive residential units, commercial spaces and recreational facilities, becoming a landmark destination for DHA Gujranwala residents.





# ROOTS MILLENNIUM SCHOOL (FUTURE WORLD SCHOOL)



In Feb 2024, construction began on a flagship project between Roots Millennium school and DHA Gujranwala, situated near DHA Rachna Villas. This state of the art educational facility will serve both local communities and DHA Gujranwala residents, enhancing the areas appeal and accessibility





# ZOOM PETROLEUM

A fuel station with advanced EV charging infrastructure to provide convenient, efficient fueling while supporting sustainable transportation. Strategically located for easy access, this project reflects a commitment to eco-friendly urban growth, enhancing the community with green, forward-thinking infrastructure







# PAKISTAN STATE OIL SERVICE STATION

Empowering a greener future, we're bringing a state-of-the-art fuel station to DHA Gujranwala, complete with advanced EV charging infrastructure. Strategically positioned for maximum convenience, this innovative project embodies our dedication to sustainable urban development, elevating the community with eco-conscious infrastructure that's ahead of the curve.





# BEACONHOUSE SCHOOL

In Nov 2025, construction began on a flagship project between Beaconhouse School System and DHA Gujranwala, situated near DHA Rachna Villas. This state of the art educational facility will serve both local communities and DHA Gujranwala residents, enhancing the areas appeal and accessibility.





# LOOKING FORWARD TO TRANSFORMING DREAMS INTO REALITY

DHA Gujranwala stands as a beacon of opportunity, offering unparalleled investment prospects in one of Pakistan's most dynamic regions. With a wide array of projects, from luxury hotels and educational institutions to state-of-the-art medical facilities and commercial hubs, DHA Gujranwala is poised to become a cornerstone of economic growth and urban development. Investors are invited to join this visionary initiative, leveraging the region's central location, robust infrastructure, and thriving industrial landscape to achieve remarkable returns. By investing in DHA Gujranwala, stakeholders can not only secure their financial future but also contribute to the transformation of a pivotal region, fostering prosperity and innovation for years to come.

Should you need any more information or clarification, please feel free to reach out to the Joint Ventures Directorate of DHA Gujranwala.

**Cell: +92 331 29 29 29 6**

**Email: DHAGwa2023@gmail.com**

**Email: DirJVs@DHAGwa.com**



# DISCLAIMER

The contents of this document are protected under copyright and intellectual property laws, and any unauthorized use, reproduction, or distribution is strictly prohibited. While the information provided is based on data from reliable sources, including the State Bank of Pakistan, Pakistan Bureau of Statistics, and Pakistan Credit Rating Agency(PACRA).

DHA Gujranwala makes no guarantees regarding its accuracy or completeness and disclaims all liability for any actions taken based on this information.







# DHA GUJRANWALA

Website: [www.DHAGWA.com](http://www.DHAGWA.com)

Cell: +92 331 29 29 29 6

Email: [DHAGwa2023@gmail.com](mailto:DHAGwa2023@gmail.com)

Email: [dirjvs@dhagwa.com](mailto:dirjvs@dhagwa.com)

Address: DHA Gujranwala Head Office Complex,  
DHA Gujranwala Main Boulevard, Gujranwala Pakistan



9001 - QUALITY MANAGEMENT SYSTEM

14001 - ENVIRONMENT MANAGEMENT SYSTEM

45001 - OCCUPATIONAL HEALTH & SAFETY MANAGEMENT SYSTEM