




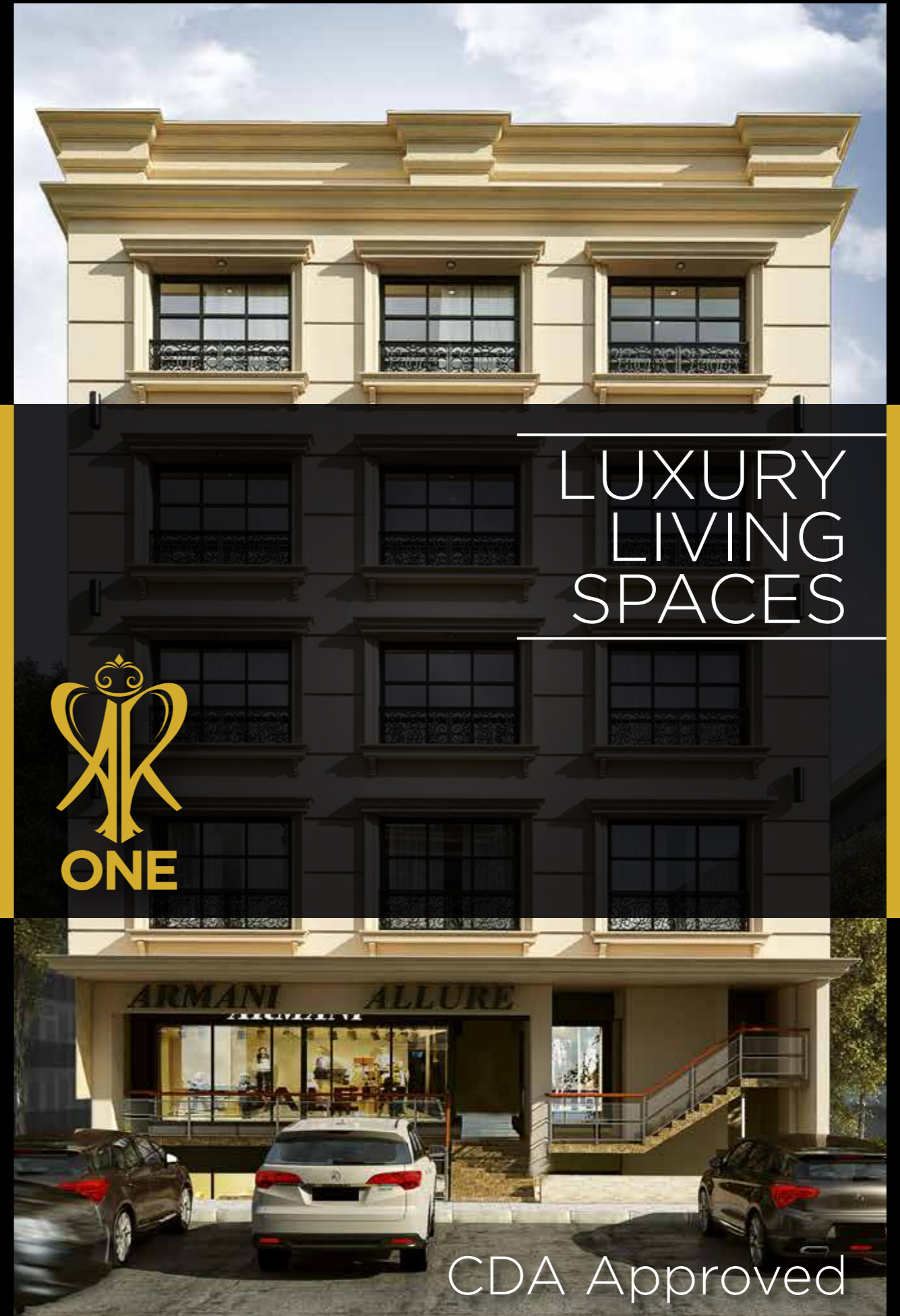


A Project by:



ALIF HOLDINGS

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LUXURY
LIVING
SPACES



CDA Approved



About The Wonderful Islamabad

Islamabad the capital of Pakistan, is one of the most beautiful cities of the world and a symbol of beauty of the south Asian region.

Professionally and competently planned, the city has wide roads, avenues, flyovers and underpasses and while moving between roads a traveler relishes wide-range of landmarks of progress, innovation and architectural marvel.

Greenery in the city is the prime natural attraction. Spectacular sceneries makes one live with nature, all the while remaining in the comfort of safety and technology. In the North to North-East, foothills of Himalayan Range surround the city, these hills have various viewpoints to look over the marvelous views from the atop.

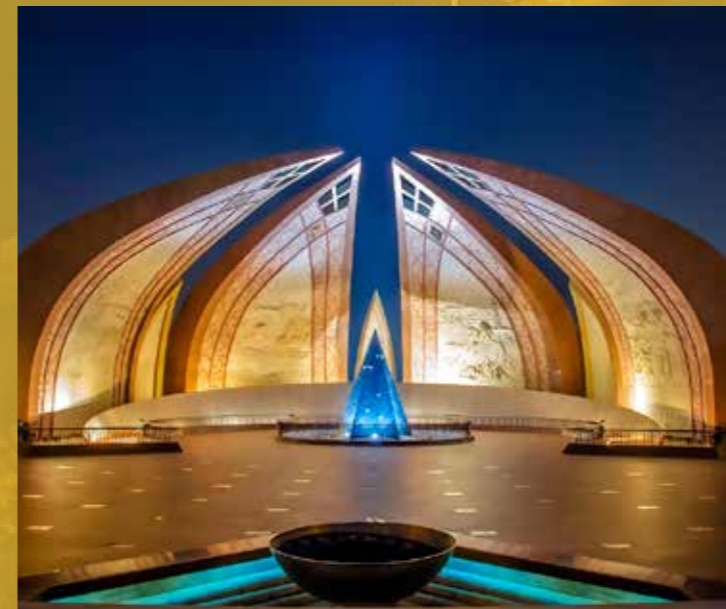
Being the Capital of the country, it is the fastest growing city of Pakistan in terms of population,

economy and urban development and is well-organized and divided into different sectors and zones. It is described as the most developed city in Pakistan.

Since the city has been growing into a major business and commerce center, it has attracted a large highly skilled workforce from other major cities including Karachi, Lahore and Quetta.

Islamabad is Pakistan's most diverse metropolis in terms of the population makeup of the city. It has the largest expatriate and foreigner population, ensuring lively investment opportunities.

All of the country's diplomatic ties are maintained and exercised from Islamabad, as all major embassies, consulates and missions operates from here and is the home headquarters of Foreign Office.



Facts & Statistics About Islamabad

The area of Islamabad is 906.50 square kilometres. A further 3626 square kilometres area is known as the Specified Area, with the Margala Hills in the north and northeast.

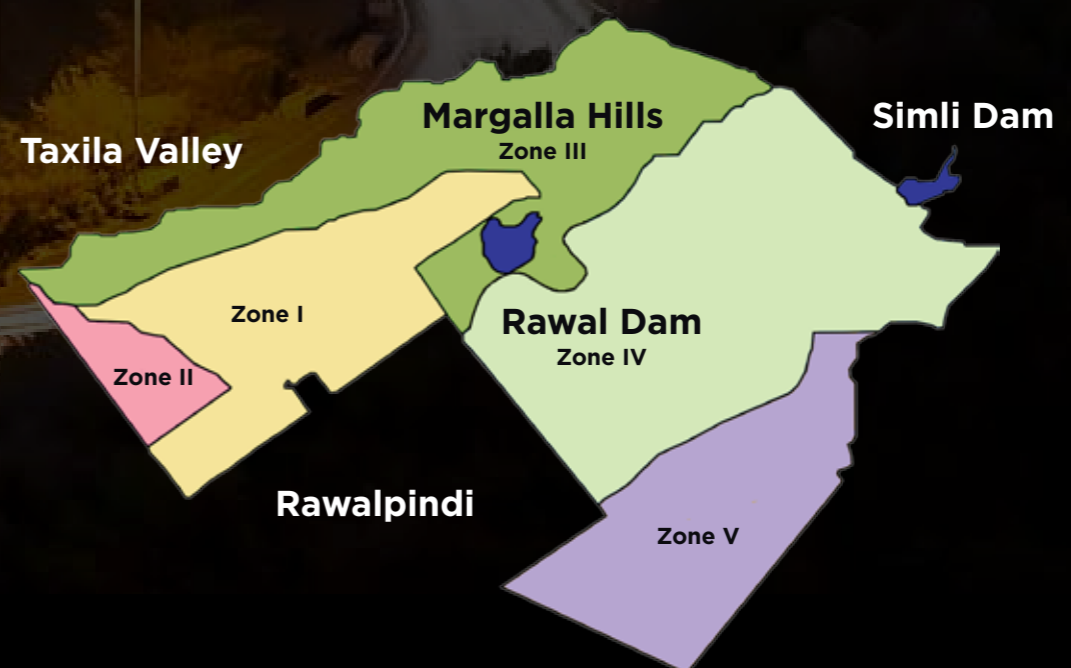
Islamabad city is divided into five major zones: Zone I, Zone II, Zone III, Zone IV, & Zone V.

Zone IV is the largest in area while Zone I is the largest developed residential area. Zone I is divided into sectors.

Each residential sector is identified by a letter of the alphabet and a number, and covers an area of approximately 2 km × 2 km.

Total Area 906.50 sq. km
Islamabad Urban Area 220.15 sq. km
Islamabad Rural Area 466.20 sq. km
Islamabad Park 220.15 sq. km

Islamabad features an a typical version of a humid subtropical climate, with hot, humid summers accompanied by a monsoon season followed by cool winters.



About Multi Professionals Cooperative Housing Society (MPCHS)



MPCHS initiated its operation from 14th November 1988.

Multi Professionals is a Cooperative housing Society (MPCHS) registered with the Deputy Commissioner/ Registrar Cooperatives Islamabad Capital Territory (Registration no. 316).

It has delivered a number of successful residential, commercial and orchard farms projects.

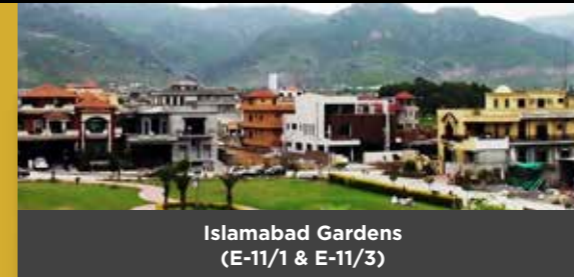
Multi Professionals Co-operative Housing Society

These projects include Islamabad Gardens (E-11/3, E-11/1), Multi Garden B-17, Tele Garden F-17, and Residencia Orchard Farms Housing.

Creativity and quality work are very strong forces regarding any product or brand. These forces are also very helpful for providing good services in real estate world.

MPCHS is also focusing on best services regarding its projects.

Investment of the members is fully protected through an elected Managing Committee of the society which is committed to fast track transparent procedures.



Islamabad Gardens (E-11/1 & E-11/3)



Multi Gardens (A-17, B-17 & B-18)



Tele Gardens (F-17)



Residencia & Orchards Jhang Bhahtar



About Multi Gardens (CDA Sector B-17)

Multi Gardens Sector B-17 is one of the finest societies with master piece layout planning and it has in built modern amenities required for comfortable and luxurious lifestyle.

The society has formal NOCs from CDA for the development of CDA sectors A-17, B-17 and B-18. Multi Gardens was launched in 2004 spreading over an area of more than 22000 Kanals.

The Margalla Avenue unites the Picturesque and Posh localities of D, E, and F sector of Islamabad at the foot of Margalla hills.

It is situated in the Zone 2 of Islamabad on the China Pakistan Economic Corridor.

Due to the strategic location of this sector, it has become a gateway to Islamabad from up country including Afghanistan, Central Asia, and China.



CDA Approvals of Multi Gardens Phase I & II (Available on www.cda.gov.pk)

Multi Gardens In a glance!



Beautiful Mosques



Scenic Dam



Kids Play Grounds



Wide Footpaths & Walking Tracks



24/7 Security Patrol



Apartments & Malls



Modern Villas



24/7 CCTV Surveillance



Schools & Universities



24 Hours Cash & Carry



Magnificent Landmarks



Emergency Medical Response

MPCHS has been adamant to ensure an excellence-driven development, that too in the period that is shortest of time.

Most people evaluate a housing society on the basis of its development that is visible so when they come to B-17, this is what they find.

The society is doing its best to provide the best facilities to its residents from main roads, to a park, zoo and a community centre. Systems for the supply of water, electricity and gas have already been laid down and the scope of development in this area is extremely rapid, attracting buyers that are genuine.

Multi Gardens boasts of a complete society providing all amenities and infra structure required for modern day lifestyle.

The society is having its own water supply, grid station, medical center, schools and a renowned university has also initiated activity for opening its campus.

Key Plan



Sectors of B-17

Like any CDA sector, B-17 is also segregated in sub sectors, as:

- Sector A
- Sector B
- Sector B-1
- Sector C
- Sector C-1
- Sector D
- Sector E
- Sector F
- Sector G

Each sector has its own commercial area with a beautiful mosque.

Like CDA, each sector have reserve areas for small shopping markets and mosques. All by-laws of CDA are applicable in B-17 and are regularly monitored by the relevant wing of CDA.

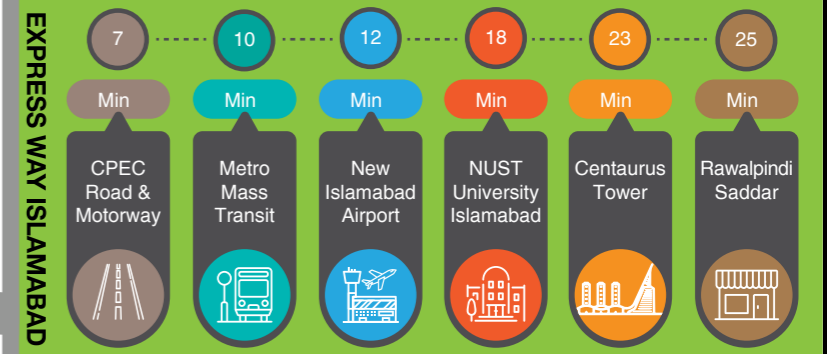
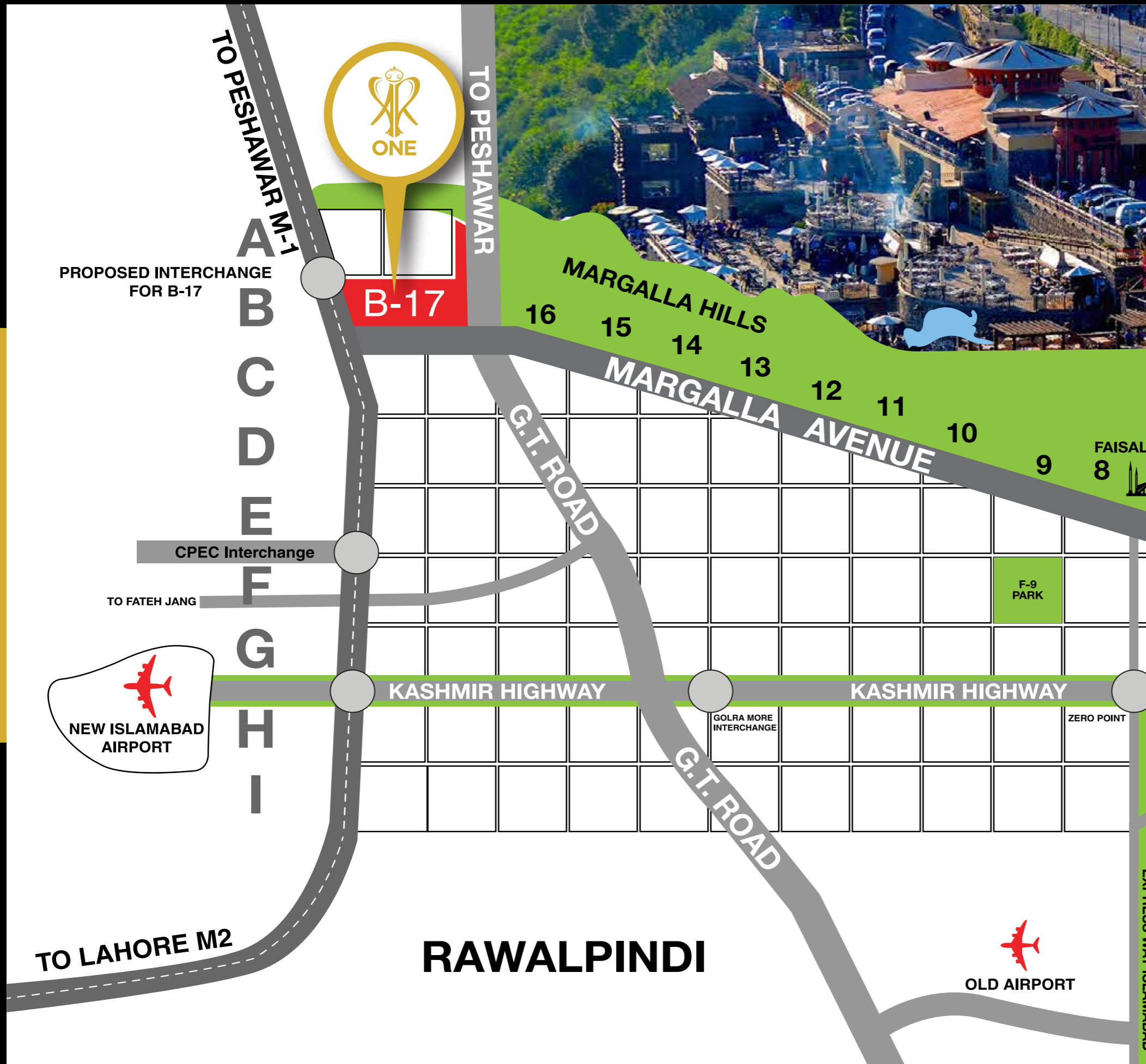
Why Invest in B-17?

The most important feature of any investment in real estate depends on the location of a property. For investors, this is a major concern, as the flow of public movement helps them to estimate what returns they will receive and in what time period as the traffic grows.

B-17 is strategically located at an ideal location which is quickly becoming the center of focus with the fast expansion of Islamabad. It is between the interchanges of Islamabad-Lahore Motorway and GT Road.

Access to B-17 is from multiple main roads such as:

- Both gates A & B of B-17 are located on the main G.T. Road.
- The under construction Margalla Avenue coming from CDA sectors like D and C will join G.T. Road exactly at a point which is hardly 500m from Gate B of B-7. Once this road is operational, the travel distance from D-12 sector to B-17 would be just 15 minutes.
- A proposed interchange is going to be constructed on Islamabad – Peshawar Motorway (M1) at the entrance of Sector 'G' of B-17. Once constructed this interchange will also be the main entrance to all sectors of B-17.
- G.T.Road access from Islamabad is from multiple roads as Kashmir Highway, IJP Road and Margalla Avenue.





About AR-ONE

AR is an exciting brand of lavish semi commercial buildings being launched in Islamabad by accomplished developers from Lahore, Alif Holdings.

The first project under this brand is "AR-ONE ARCADE" which is going to be launched in January 2019.

Inspired by the top place of France in the global architecture, AR-ONE is designed in line with the same noticeable features which are the characteristics of French designs.

The façade of AR-ONE is designed with emphasis on fine detailing of windows and maintaining symmetry in the use of masonry materials as well.

Facing Commercial Parking



Facing Multi Club

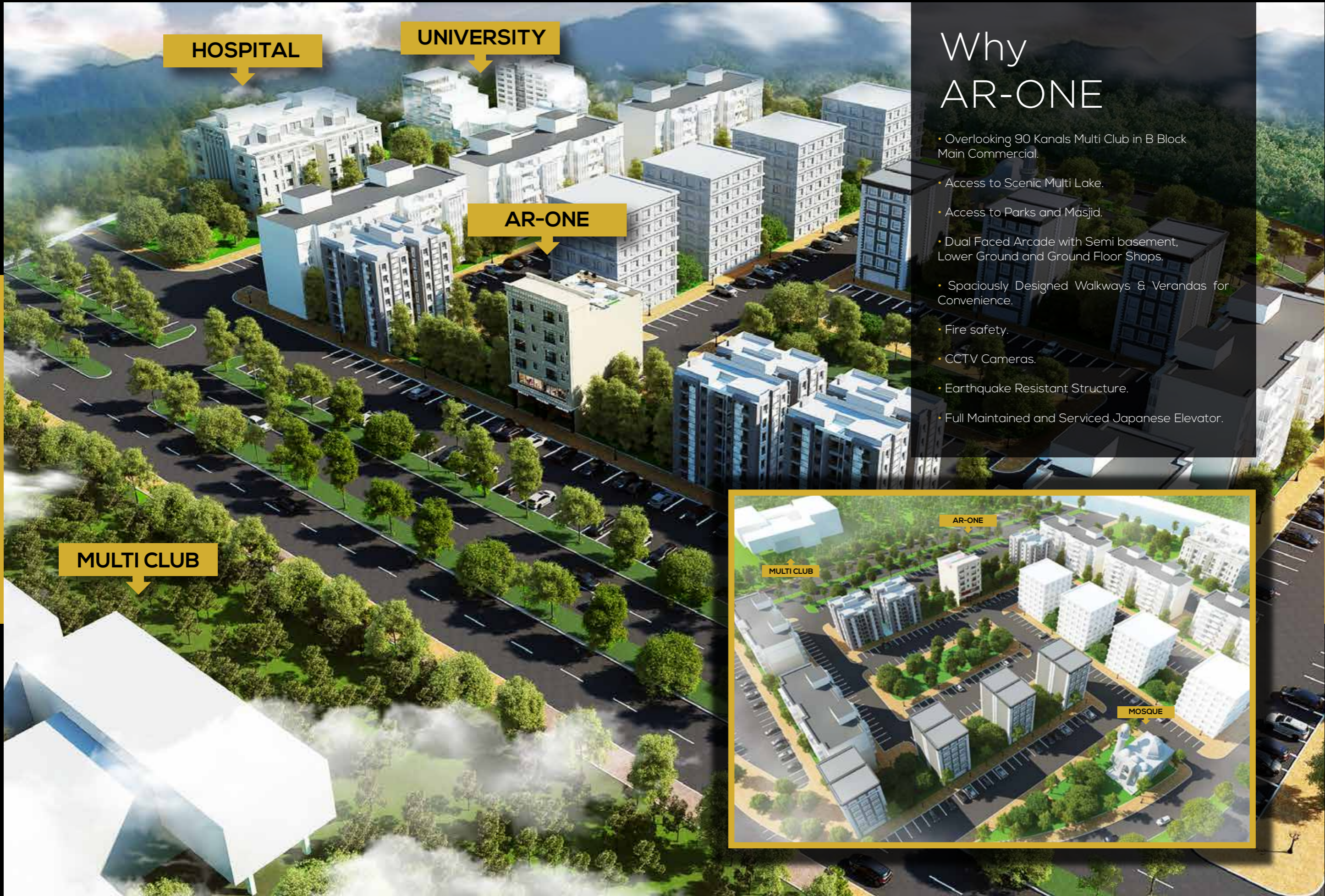


Splendid Business Exposure

AR ONE Arcade is an exquisite seven storied dual front commercial arcade, superbly located in the heart of B Block Main Commercial of MPCHS.

The beauty of the arcade lies in its front-back open feature, with ground floors on both sides. This is made possible due to the difference in natural contouring of the plot.

Therefore, the lower ground floor which is facing the Multi Club enjoys the same exposure as of the ground floor facing the main commercial's parking area.



HOSPITAL

UNIVERSITY

AR-ONE

MULTI CLUB

Why AR-ONE

- Overlooking 90 Kanals Multi Club in B Block Main Commercial.
- Access to Scenic Multi Lake.
- Access to Parks and Masjid.
- Dual Faced Arcade with Semi basement, Lower Ground and Ground Floor Shops.
- Spaciously Designed Walkways & Verandas for Convenience.
- Fire safety.
- CCTV Cameras.
- Earthquake Resistant Structure.
- Full Maintained and Serviced Japanese Elevator.

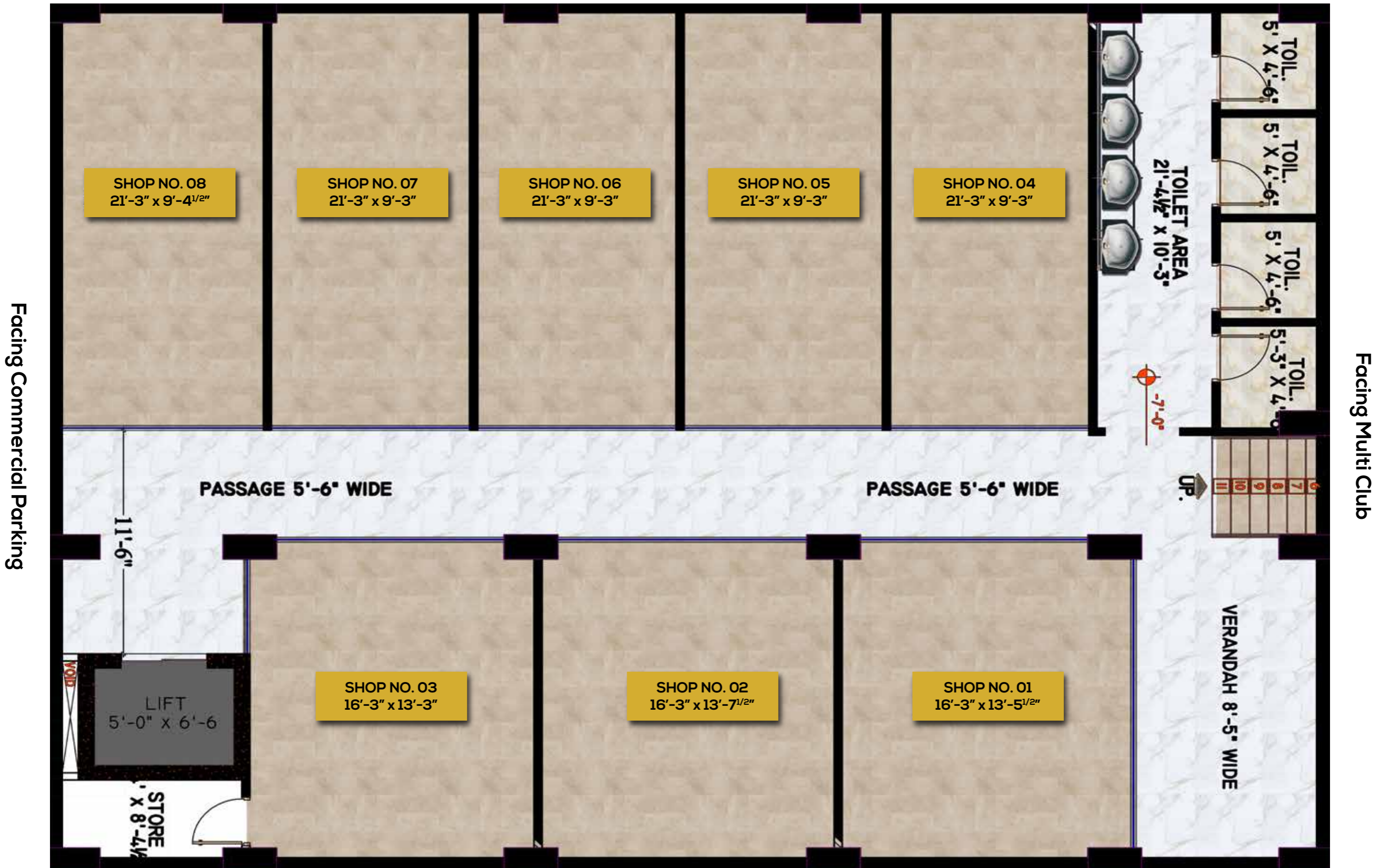


AR-ONE

MULTI CLUB

MOSQUE

Basement | Floor Plan

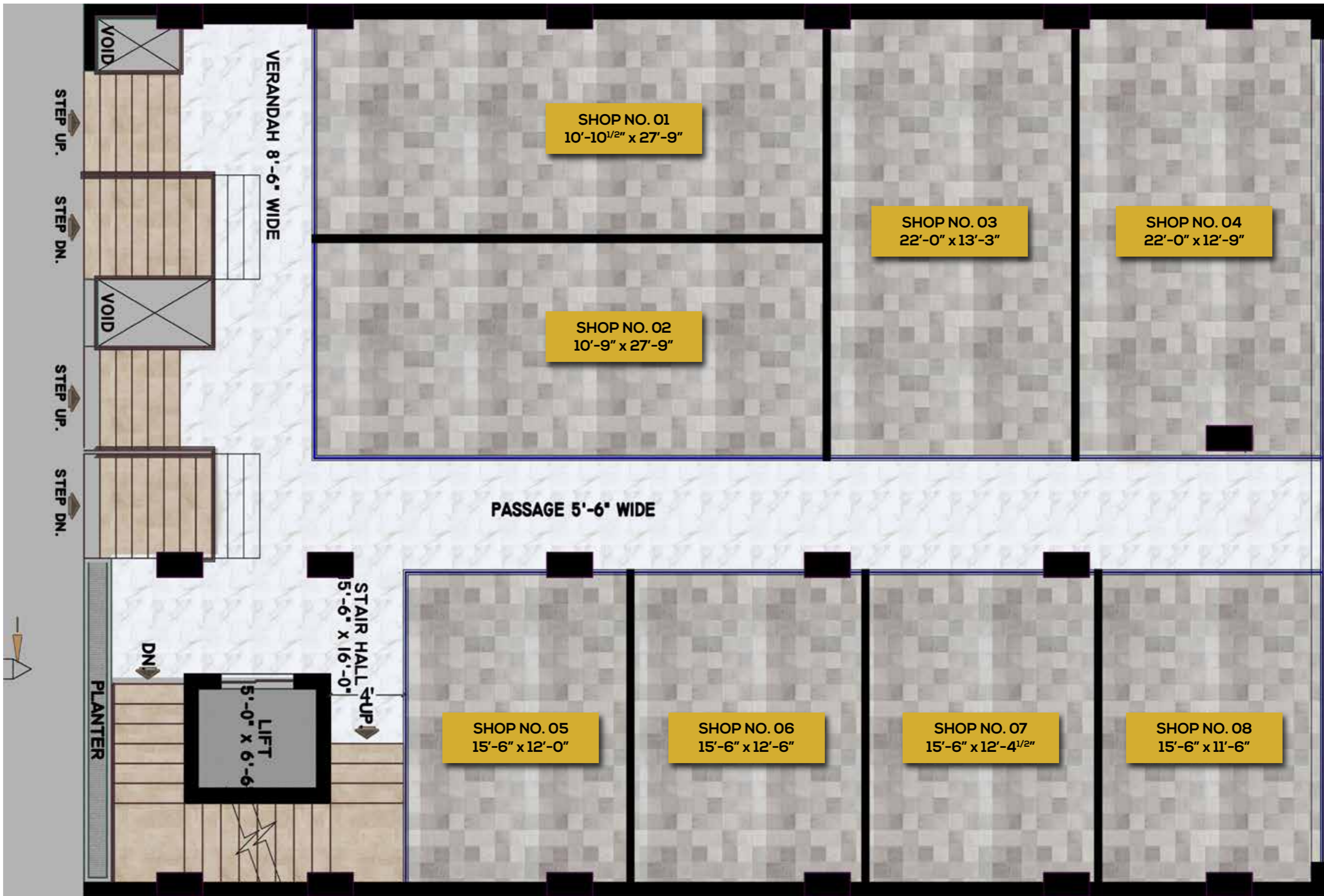


Lower Ground | Floor Plan



Ground | Floor Plan

Facing Commercial Parking



Facing Multi Club

Apartment | Floors 1,2,3,4



Facing Commercial Parking

Facing Multi Club



Type-A

Apartment Nos: 101, 201, 301, 401
Gross Covered Area: 632 square feet

Sizes:		
Bedroom	=	15'-10 1/2" x 11'-1 1/2"
Bathroom	=	5'-3" x 11'-1 1/2"
Living	=	16'-1 1/2" x 14'-0"



Type-B

Apartment Nos: 102, 202, 302, 402
Gross Covered Area: 658 square feet

Sizes:		
Bedroom	=	13'-6" x 11'-1 1/2"
Bathroom	=	11'-3" x 6'-0"
Living	=	13'-9" x 12'-7 1/2"
Kitchen	=	10'-0" x 6'-0"



Type-C

Type C - Apartment Nos: 103, 203, 303, 403
Gross Covered Area: 651 square feet

Sizes:		
Bedroom	=	12'-9" x 11'-0"
Bathroom	=	8'-6" x 6'-6"
Living	=	21'-7 1/2" x 12'-0"



Type-D

Type D- Apartment Nos: 104, 204, 304, 404
Gross Covered Area: 644 square feet

Sizes:		
Bedroom	=	14'-6" x 11'-0"
Bathroom	=	6'-9" x 11'-0"
Living	=	21'-7 1/2" x 12'-0"



Type-E

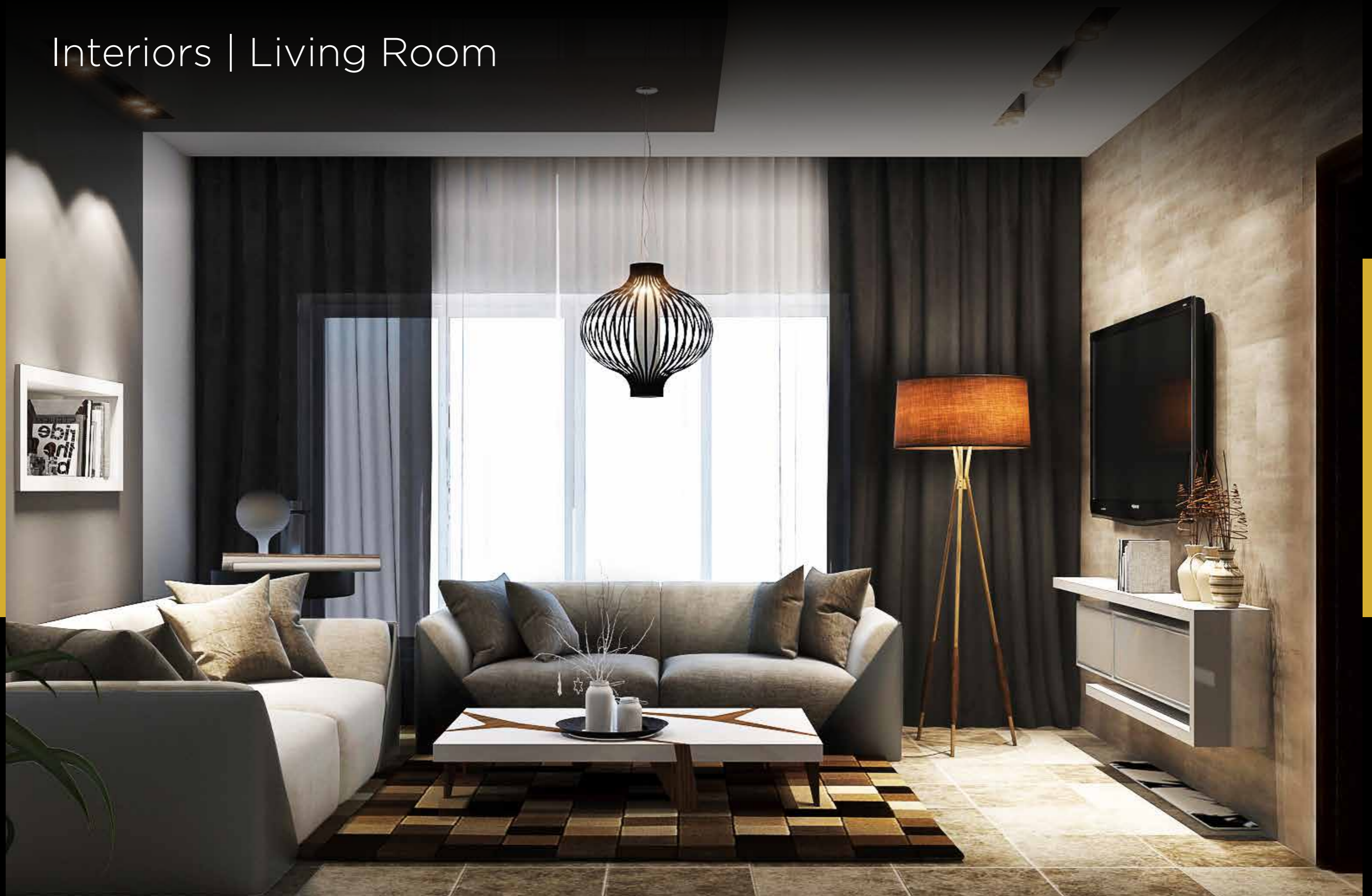
Type E - Apartment Nos: 105, 205, 305, 405
Gross Covered Area: 476 square feet

Sizes:	
Bedroom/Living=	16'-1 1/2" x 15'-1 1/2"
Bathroom =	9'-6" x 6'-0"
Dressing =	6'-0" x 6'-3"

Interiors | Bedroom



Interiors | Living Room



Interiors | Kitchen



Interiors | Bathroom



THE HEIGHT OF FINE LIVING

A Lavish Lifestyle

Expertly created and perfectly finished apartments (studio and one bed) Turning Dreams into Realities

The WOW Factor in Our Apartments

- Well Designed Spacious and Appropriately Ventilated Apartments
- Graceful interior walls finish in Nippon, Berger with Malaysian/Chinese flooring
- Classy Interwood doors, fixtures and premium quality veneer finishes
- Aesthetically designed Bathrooms with Grohe, Clever Accessories and Ceramics
- Convenience delivered in Kitchens using Schneider and Terasaki electrical appliances



About Alif Holdings

Incorporated under partnership laws, Alif Holdings (formerly Design Essence and SS & Co.), was founded by professionals having more than 25 years of combined experience in the fields of project management, construction and architectural services.

Alif Holdings Group has a rich experience in delivering contemporary designed socially responsible projects on turnkey basis within the construction industry. It has distinguished its brand by committing to the development of culture based on Excellence plus Performance.

The group sets stretching targets in all its operations in many cities and by applying four elements of Excellence plus Performance – Client Focus, Innovation, Responsible Behavior, and People Development. The Group aspires to be the company of first choice of all its customers, able to challenge and change the traditional practices synonymous with the construction industry, and dignify its competition alongside other businesses.

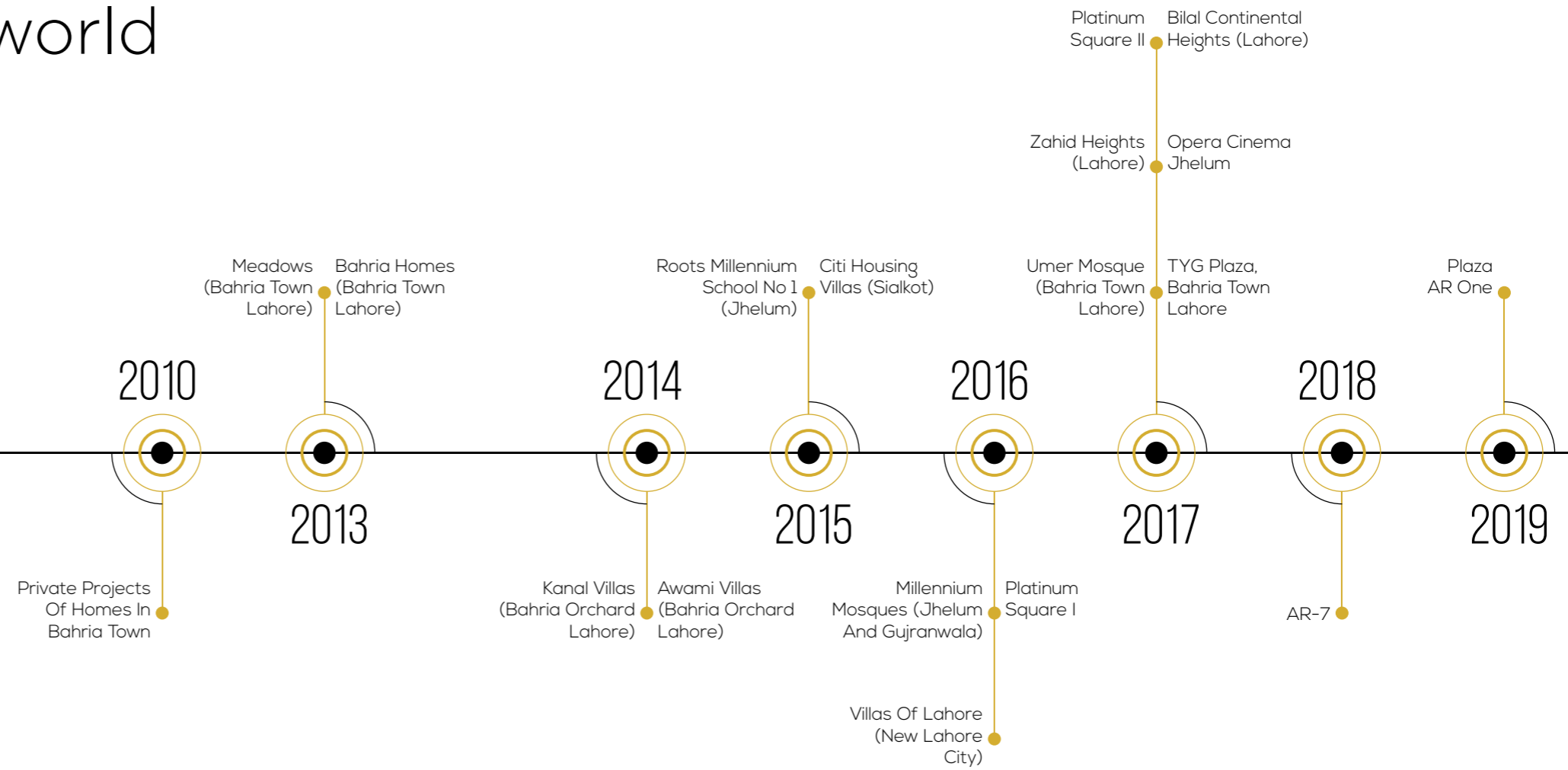


ALIF HOLDINGS

Delivering Quality
with Par Excellence

Journey into the world of exquisiteness

Since, our reputation is of primary importance for us, therefore we never compromise on the quality of our work. Alif holdings share a rich experience and splendid success history in the construction market of major cities of Punjab.



Compliance & Guarantees

Alif Holdings is a registered developer with MPCHS and all projects of are built strictly according to the quality standards set by MPCHS. AR ONE is built in compliance with MPCHS regulations. Performance guarantees are submitted to MPCHS by the developer.

All fixtures like sanitary fittings, carry manufacturers guarantees (if provided) and are claimable directly with the supplier.

All pictures shown are indicative views of project, being professionally developed by multiple interior designers and while every effort will be made by the developer to ensure the same designs but subject to availability of materials at the time of completion. Developer is not liable to any claim on compliance of the designs and materials shown in this booklet.

- The whole building shall have wall to wall POP ceiling designs for which will be furnished at a later date.
- The building shall have fire fighting equipment , CCTV coverage in lobbies for security.
- The building shall be maintained and serviced by an experienced team especially designated for this purpose.
- Service charges will be charged per unit for this purpose.
- A timeline guarantee will be provided to our clients in the form of rent assurance ...i.e for every month we are over our allotted time (18 months) we will pay them rent according to market values.
- The building shall have a Japanese lift system which will be serviced (have a uniformed chauffeur) and maintained periodically.
- Clients shall have the option of merging units (shops and apartments) free of cost.
- Clients shall have the option to avail the expertise of the interior design team at Alif Holdings to furnish their units.

