

HORIZON
VOLUME 18

Rafi Group
Land Development
A trusted name since 1978



LAHORE
Green Palms
HOUSING

Live beyond the ordinary



IMTIAZ RAFI BUTT

CHAIRMAN



“ My advice is simple yet based on a crucial principle: invest where your dreams take you, but ensure that your hard-earned savings are placed with a reputable developer. In the ever-changing real estate market, thorough due diligence by the customer is essential. A reputable developer not only guarantees the physical allocation of space but also upholds the commitments made, ensuring they are executed and fulfilled on time. Choose wisely and align your investments with a trustworthy entity. By doing this, you are building a future that symbolizes both success and security.

”

SHEHRIAR IMTIAZ RAFI **CHIEF EXECUTIVE OFFICER**

Rafi Group has consistently led the way in real estate innovation. The opportunity to launch a new project in Lahore, our hometown, fills us with immense pride. The Green Palms Lahore showcases our dedication to create modern and eco-friendly community. To make real estate investment accessible, we've developed affordable plans to cater to the diverse needs of Pakistanis and expatriates. Rafi Group understands the importance of strategic location, ensuring all our projects provide long-term value to investors while contributing to the overall development and well-being of the community.



SHAZIL IMTIAZ RAFI **MANAGING DIRECTOR**

We take great pride in our mature approach to structures and processes, ensuring our commitment to what we can successfully and effectively deliver. We've dedicated countless hours to make the Green Palms Gwadar a success. Over the past six years, Gwadar has seen the development of the Deep Sea Port, Free Zone 1, New Gwadar International Airport, and the East Bay Expressway. Additionally, our Green Palms Gwadar is the largest private housing project in Gwadar City, is nearing completion. Investors who have trusted Rafi Group and invested in our project are set to reap the rewards very soon, Insha'Allah. Real estate in Pakistan has proven to be a secure investment, and Rafi Group continues to offer valuable opportunities through our ongoing projects Green Palms Lahore and Gwadar.





ANNUAL Community DINNER





KHAWAJA AHMAD HASSAN

ELANTRA CAR WINNER





WELCOMING
Juggun Kazim
AS **BRAND AMBASSADOR**





FARHAN MASHHUD

GENERAL MANAGER CUSTOMER CARE

“As the most trusted real estate developer in the industry, Rafi Group has earned a reputation as a credible brand, built upon the foundation of integrity, transparency, and reliability. To demonstrate our appreciation for our valued customers, we have introduced Rafi Rewards, a program designed to recognize and reward their loyalty. Through initiatives such as Family Galas, Rafi Referrals, and complimentary built-in IGI Life insurance on investments in our ongoing projects, we aim to enhance the overall experience for our customers and their families.”

CUSTOMER INTERACTION & ONBOARDING

- In-house consultants to guide customer query
- Relationship building through competent teams & sales partners.

SALES AGREEMENT

- Agreement signing in corporate/ business centres.
- Online booking through web.
- Welcome letter to clients through customer care departments.

OWNING OUR CUSTOMERS

- Built-in free life insurance program for every customer.
- Early bird discount to all compliant customers.
- Community Events.
- Family Festivals.
- Customer Appreciation Awards.

PART OF FAMILY

- Affordable payment plan.
- Preference ballot.
- State of the art development.
- Commitment fulfillment.

PAYMENT LIFE CYCLE

- Dedicated call center teams to assist our customers throughout the payment plan.
- Reminder communication for customer's ease & payment convenience.

RAFI REWARDS

FAMILY GALA'S & EVENTS

Picture a world where excitement knows no boundaries – Rafi Group Family Gala Events offer unforgettable celebration-filled experiences i.e. lucky draws worth millions, cultural performances, electrifying live concerts, food stalls, kids play area and so much more. It's not just an event; it's a grand expression of appreciation for our valued Rafi Group customers.

LOYALTY PROGRAM

- Discounts offered on new investments in other projects.

REFERRAL REWARD

- Special incentive on personal referral bookings.

EASE OF PAYMENT

- Easy online payment through web.
- Convenient Bank transfers facility.
- Payment facility in our corporate/ business centres

DIGITIZATION

- One window solutions
- Easy online bookings
- Mobile apps

VALUE ADDITION

- Free IGI Life insurance
- Rafi Resorts
- Customer Centric Initiative

FAMILY GALAS

- Entertainment
- Lucky Draws
- Fun Activities
- Food Arenas

REHAN RASHID KHAN

GENERAL MANAGER MARKETING & SALES

“ We are excited to announce that Green Palms Lahore is set to become the new center of the city. With direct access from Ring Road and Ferozepur Road, and a prime frontage on the 300 ft structured Jhelum Road, our location offers unparalleled convenience. We are also pleased to offer yet another affordable payment plan to make your dream home a reality and we are proud to announce that the site of Green Palms Lahore is **NOW OPEN** for our valued customers and dealers. ”

NEW DEAL LAUNCHING IN SEP 2024



PLATINUM SALES PARTNER

B BRIGHT
ASSOCIATES
your real estate partner

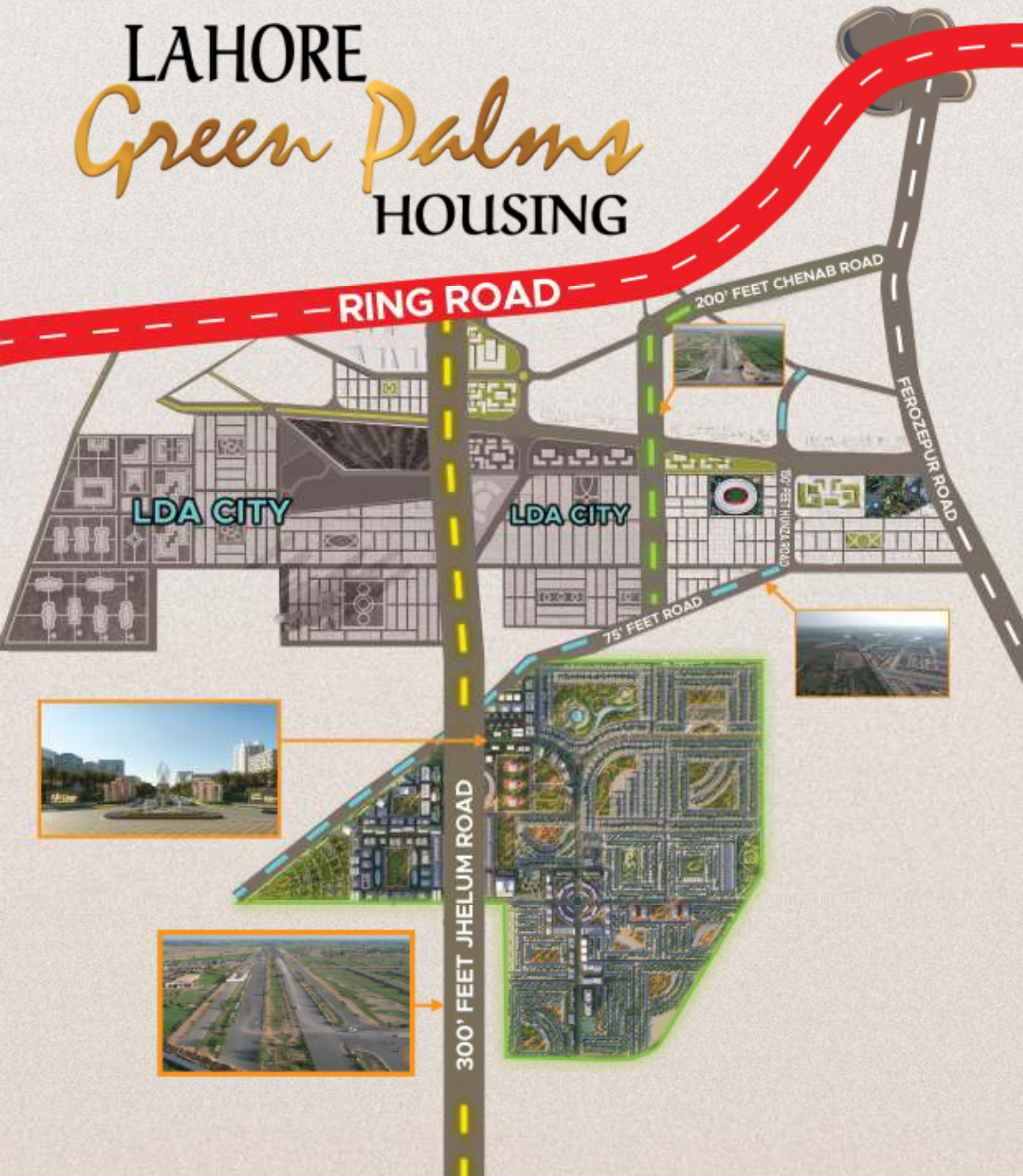
PLATINUM SALES PARTNER

ibnehashim



PERFECTLY POSITIONED

LAHORE *Green Palms* HOUSING



 **20** MINS
KALMA CHOWK

 **20** MINS
ALLAMA IQBAL INT. AIRPORT

 **05** MINS
FEROZPUR ROAD

 **05** MINS
LAHORE RING ROAD

CITY UPDATES AND

ZAHID SALEEM

CHIEF DEVELOPMENT OFFICER

“ Green Palms Lahore is committed to sustainability and environmental stewardship. Our project will incorporate state-of-the-art green technologies and practices that reduce carbon footprint and promote a healthier environment. The infrastructure development at Green Palms Lahore has been started. Our focus is on creating a community that offers unparalleled amenities and to provide a holistic living experience that caters to the diverse needs of our residents. I would like to extend my gratitude to all our partners, investors, and the local community for their unwavering support and trust in our projects. ”



GREEN PALMS LAHORE



LDA CITY POSSESSIONS

LDA City has announced the possessions of its various blocks in the Jinnah Sector which will be handed over in the coming few weeks. This significant milestone marks a new chapter for LDA City and the surrounding areas.



GREEN PALMS GWADAR



AIRCRAFT MAKES SUCCESSFUL TEST LANDING

The New Gwadar International Airport (NGIA) celebrated a major milestone when landing of a calibration aircraft was successfully tested. The runway is capable of landing biggest aircraft of the world.

NGIA POWERED UP WITH 24 Hr ELECTRICITY

In a major development, New Gwadar International Airport (NGIA) has finally been powered up with 24 hours electricity after being connected to the National Grid. Upto 12 MW capacity electrification has been provided to the Airport by **Quetta Electric Supply Company (QESCO)**.



FULLY OPERATIONAL NAVIGATION SYSTEM INSTALLED

High-tech navigation system has finally been installed at New Gwadar International Airport, ensuring fully operational sensors and signaling radars, aeronautical positioning mechanism and flight management system.



RAFI BUSINESS CENTRES

HEAD OFFICE

9-K, Empire Centre, Main
Boulevard Gulberg- II, Lahore.
Tel: +92 42 35712667-70, 35712672
UAN: +92 42 111 111 493

LAHORE

Commercial Plaza No. 8,
Block-A, Phase 8, DHA.
Tel: +92 42 37290066
+92 42 37290076-77
UAN: +92 42 111 111 493

ISLAMABAD

2nd Floor, Redco Plaza,
Jinnah Avenue, Blue Area.
Tel: +92 51 2120083-85
UAN: +92 51 111 111 493

KARACHI

14-E, 1st Floor, Street # 26,
Tauheed Commercial Area,
Phase V DHA.
Tel: +92 21 35868001-4
UAN: +92 21 111 111 493

GWADAR

Main Airport Road,
Adjacent to Coast Guard