CBD PUNJAB

ONWARD & UPWARD PUNJAB

Punjab Central Business District Development Authority
Government of the Punjab



CBD PUNJAB NEWSLETTER

SPECIAL EDITION-II

2026

A YEAR OF TRANSFORMATION

Punjab Central Business District
Development Authority
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01 A YEAR OF TRANSFORMATION

“There are moments when a city begins to change, not all at once, but through a series of ideas taking shape around it.”

Over the past year, CBD Punjab has continued that transformation across Lahore, turning plans into places, investments into opportunities, and infrastructure into experiences that are beginning to redefine the way the city moves, works and comes together.

From the evolving skyline of CBD Quaid District to the emerging landscape of CBD NSIT City, from the public realm of Route 47 to the historic significance of CBD Bab District, the year has been marked by visible progress.

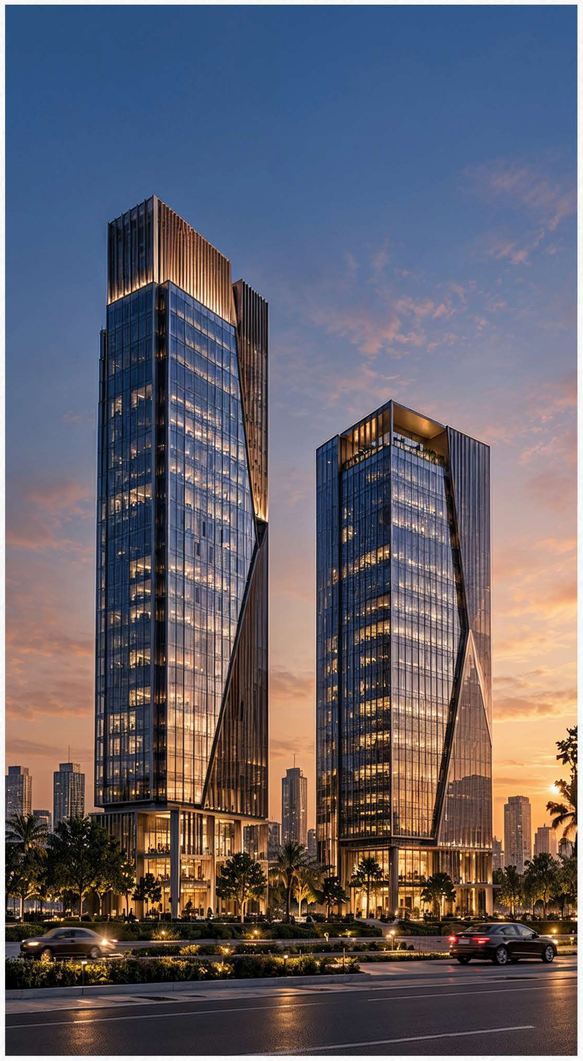
Roads have opened, structures have risen, spaces have taken shape, and new possibilities have moved closer to reality. But development is not measured only in concrete and steel.

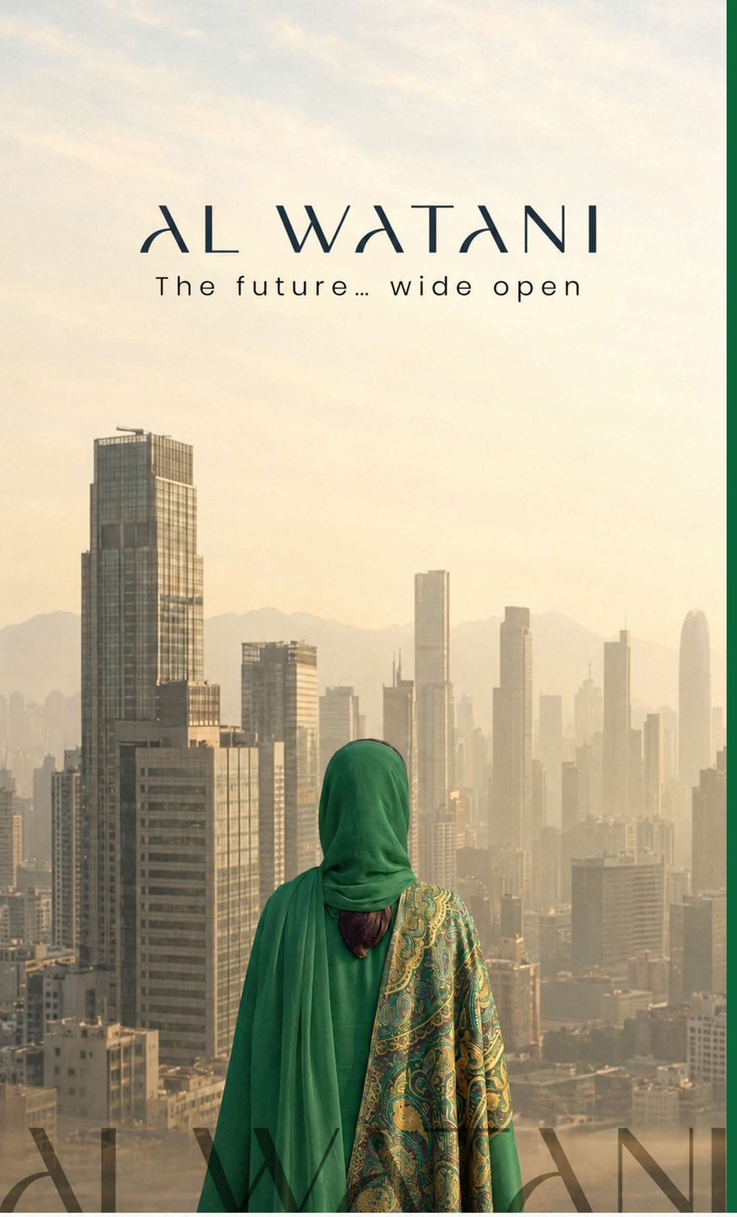
It is also found in the people who invest, the businesses that take root, the communities that use new spaces, and the ideas that shape what a city can become. It is reflected in international outreach, growing investor confidence, sustainability benchmarks, and a vision that is increasingly extending beyond Lahore.

This edition brings together that journey. Across these pages are the milestones, places, people and possibilities that defined the year from September 2025 to September 2026. Together, they offer a glimpse of a city in transition and a province looking ahead.

Because progress is not a destination. It is a direction. And CBD Punjab continues to move Onward & Upward.







02
A LANDMARK INVESTMENT INITIATIVE

Some initiatives are defined by a single development. Others are defined by the scale of opportunity they create around them.

Al Watani represents one of CBD Punjab's most significant strategic investment initiatives, structured as a Joint Venture with an estimated value of USD 2.3 billion. Envisioned as a large-scale, multi-sector development initiative, it brings together investment, commercial activity and international expertise as part of the evolving economic landscape of CBD Quaid District.

At the centre of the initiative is a 41-kanal hospitality plot, planned for a Five Star Plus hotel and integrated mixed-use development. The hospitality component forms one part of a much larger Al Watani vision, which is intended to create opportunities across multiple sectors and attract substantial private-sector participation.

A Platform for Major Investment

The scale of Al Watani reflects CBD Punjab's approach to unlocking opportunities through strategic partnerships.

Its Joint Venture structure creates a platform for international investors, development partners and established global organisations to participate in a major urban development opportunity. Rather than being defined solely by a physical footprint, Al Watani represents a broader framework for bringing capital, expertise and long-term development capabilities together.

With an estimated value of USD 2.3 billion, it also represents a significant mobilisation of investment towards Lahore's emerging commercial landscape.

Creating Activity Beyond The Development

The significance of an initiative of this scale extends beyond the projects that will eventually take shape within it. Large-scale investment has a multiplier effect across construction, engineering, retail, hospitality, technology, professional services, and corporate operations.

Al Watani is therefore envisioned not simply as an investment opportunity, but as a catalyst for wider economic activity and employment.

Its development will contribute to the growing ecosystem of CBD Quaid District, where commercial, retail, corporate, and lifestyle developments are progressively establishing a new dimension of Lahore's urban landscape.

A New Chapter in Lahore's Commercial Growth

Al Watani forms part of CBD Punjab's larger effort to create investment-ready environments capable of attracting significant private-sector participation.

Its scale and structure reflect an ambition that extends beyond individual developments: to create platforms where investment can translate into businesses, employment, commercial activity, and long-term economic value.

As CBD Punjab continues to evolve, Al Watani stands as one of the major initiatives shaping its future, connecting large-scale investment with the wider transformation of Lahore's commercial landscape.

USD 2.3 Billion:
Estimated strategic Joint Venture value

Multi-Sector Initiative:
Creating opportunities across commercial and economic sectors

Strategic Joint Venture:
Bringing together investment, expertise and development capabilities





03 BUILDING TO A HIGHER STANDARD

"CBD Punjab's LEED for Communities Gold Precertification places sustainability, resilience, and long-term urban performance at the core of CBD Quaid and CBD Bab Districts."

Some milestones mark the completion of a project. Others establish a standard for everything that follows.

In July 2026, CBD Punjab achieved one of the latter. Its flagship CBD Quaid and CBD Bab Districts became the first development in Pakistan to receive LEED for Communities Gold Precertification from the Green Business Certification Inc. (GBCI), marking a significant milestone in the evolution of large-scale urban development in the country.

What makes the achievement distinctive is the scale at which it was assessed.

LEED for Communities looks beyond individual buildings to evaluate how an entire urban environment is planned and expected to perform. The assessment considers areas including environmental stewardship, smart mobility, resource efficiency, climate resilience, and long-term economic sustainability. For CBD Quaid and CBD Bab Districts, this means sustainability is not being treated as an addition to the masterplan.

It is embedded within the way the districts are being conceived.

Planning Beyond the Building

A modern district is experienced through more than its towers and commercial spaces; it is experienced through the streets people move along, the public spaces where communities gather, the green areas that bring relief to an urban environment, and the systems that allow a district to function efficiently over time.

The LEED for Communities framework brings these elements together, assessing the wider relationship between the built environment, mobility, resources, resilience, and the people who will ultimately use these places.

For CBD Punjab, the Gold Precertification therefore represents a recognition of the integrated planning approach behind its flagship districts. Green public spaces, advanced infrastructure and considerations of long-term urban performance form part of a wider development philosophy rather than existing as isolated interventions.

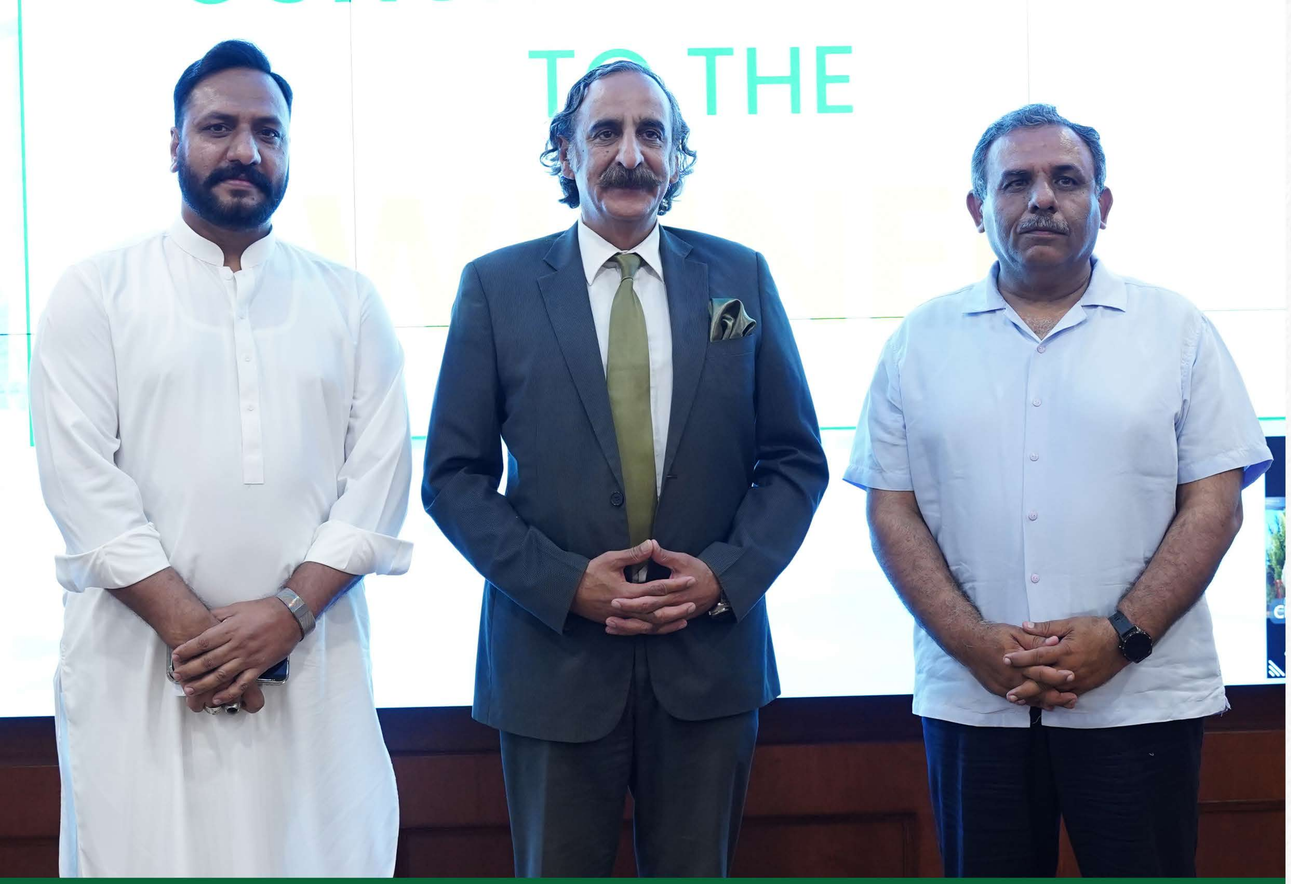
A Standard for What Comes Next

The significance of the milestone extends beyond the two districts themselves. As cities grow, the challenge is no longer simply to accommodate development, but to create urban environments that can remain functional, resilient, and relevant over generations. Resource efficiency, climate resilience, and sustainable mobility increasingly form part of that conversation. CBD Punjab's LEED Gold Precertification places CBD Quaid and CBD Bab Districts within that international framework from the planning stage, establishing sustainability as part of the foundation on which these districts are being developed.

It is a recognition of where the districts are headed, but also of the standards against which that journey is being measured. The certificate, ultimately, is only one part of the story. The more lasting achievement will be seen in the places that emerge from it:

Districts designed not only for commercial growth, but for better urban experiences, responsible resource use, and long-term value. For CBD Punjab, building for the future means building to a higher standard from the very beginning.





04 FROM OPPORTUNITY TO OWNERSHIP

"A year of sales, balloting, and competitive auctions marked by growing participation across CBD Punjab's portfolio."

Over the past year, CBD Punjab's development story has been accompanied by another story unfolding alongside it: the movement of investment opportunities from announcement to ownership.

Across CBD Quaid District and CBD NSIT City, commercial, retail, and residential opportunities moved through successive rounds of balloting, competitive bidding, and sales. Each transaction represented more than the transfer of a plot or unit. Together, they reflected the growing portfolio taking shape across CBD Punjab and the diverse opportunities emerging within it.

The year began with CBD Walk, the lakefront retail destination in CBD Quaid District, moving into its final phase of sales. In September 2025, the last 16 premium 4-marla commercial units were released following the successful balloting of earlier units. Located beside CBD Lake and connected through Route 47, CBD Walk is envisioned around open-air walkways, landscaped spaces, retail and leisure, bringing commercial activity closer to the experience of a waterfront destination. By December, the momentum extended across two distinct commercial offerings.

The first phase of The Second Walk was successfully balloted, introducing 4-marla commercial units adjacent to CBD Walk.

The project was planned across basement, ground, first and second floors, with rooftop space adding another dimension to the development. That same month, Luxury Showrooms opened another opportunity with CBD Quaid District. Eight 1.5 kanal plots along CBD Route 47 were offered through balloting, conceived for high-end lifestyle brands and automotive displays. The offering added a more sophisticated retail dimension to the district's evolving commercial landscape.

A Strong Opening to 2026

The new year brought the portfolio into the auction room. In February 2026, CBD Punjab opened the year with a competitive auction featuring CBD Arena and NSIT Residencia 2. More than 50 bids were received. The 10 kanal CBD Arena plot was awarded at PKR 70.07 million per kanal, bringing its total transaction value to approximately 700.7 million. A 4.9 kanal NSIT Residencia 2 plot was acquired for PKR 590.45 million, taking the combined value of the two transactions beyond PKR 1.2 billion.

The year continued to bring different forms of commercial participation.

In June, two sites within NSIT City were offered on lease for petrol station development, with competitive bids of PKR 35 million per year for one site and PKR 30 million per year for the second.

Rather than a sale of land, these opportunities represented another form of private-sector participation within the emerging technology district.

More Than a Transaction

What emerged through these successive offerings was a broader picture of CBD Punjab's development model.

Retail spaces, showrooms, commercial destinations, residential plots, and specialized sites were entering the market at different stages of development, allowing investment opportunities to evolve alongside the physical transformation of the districts themselves. For CBD Walk, the journey moved from balloting and construction towards a built retail environment. At CBD NSIT City, residential and commercial opportunities developed alongside roads, public realm, green spaces, and the emerging technology ecosystem. The result was not a single sales story, but a growing portfolio in which ownership and development progressed together. For CBD Punjab, the year was therefore not simply about what was sold. It was about what those sales set in motion.







05 A CITY CELEBRATES ITS RISE

A NIGHT OF PRIDE CELEBRATION, AND RISE

This Independence Day, CBD Punjab brought the spirit of Pakistan's 79th Independence Day to life across CBD Quaid District under the theme "Adding to the Rise."

The theme reflected a simple idea: that the progress of a nation is built through collective contribution. For CBD Punjab, that contribution is expressed through the roads built, districts taking shape, investment being unlocked, and spaces being created for people, businesses, and communities to move forward. On 14 August, that message moved from campaign screens onto the roads of CBD Quaid District.

A District in Green and White

As the day turned into evening, Route 47 was transformed for Independence Day. The entire corridor was illuminated and decorated, creating a festive approach towards CBD Quaid District. The lighting extended across the road, greenbelts, and pedestrian areas, while the creative installations already placed along Route 47 became part of the Independence Day visual experience.

The transformation was especially visible along the pedestrian side of the route, where the 3D light installation drew families and children throughout the evening. What had become a popular public space during the year took on a distinctly celebratory character for the occasion.

The Big One Goes Live

The celebrations also marked the launch of The Big One, CBD Punjab's landmark curved 3D digital display at Vertex.

Going live on 14 August, the massive screen became a new visual feature of CBD Quaid District, bringing large-scale digital and 3D content to Route 47.Its launch added another dimension to the evening, as the screen became part of the Independence Day celebrations and attracted significant public attention.

Musical Night and Fireworks

The event culminated outside Vertex with musical night and fireworks, beginning in the evening. With live performances by Rohma Ali and Dastoor Boys, the event brought together employees, visitors and the public for an evening of music and celebration. As the night approached its finale, the lights of Route 47 framed the gathering outside Vertex.

The sky lit up with a five-minute fireworks display, drawing public appreciation and bringing the evening to a spectacular close.

For those present, the celebration offered more than a traditional Independence Day gathering. It gave the public an opportunity to experience a part of Lahore that has itself been changing throughout the year.

Adding to The Rise

The significance of the evening lay in bringing together two expressions of the same idea. There was the celebration of Pakistan's independence, and there was the visible transformation taking place around it. The illuminated roads, public spaces, digital installations, music and fireworks created a moment of celebration within a district being built for the future. Under "Adding to the Rise," CBD Punjab marked Independence Day by celebrating both the country and the work of contributing to its continued progress.

For one night, Route 47 became more than a route through CBD Quaid District. It became a place to gather, celebrate and experience the city together. And as the fireworks lit up the sky above Vertex, the message of the evening was brought to life: Pakistan is rising, and everyone has a part to play in adding to the rise.













06 CBD ROUTE 47 WHERE THE CITY COMES ALIVE

By day, it moves people through the heart of CBD Quaid District. By evening, it begins to take on another life. Lights trace its greenbelts and pedestrian spaces. Creative installations turn the pavement into an attraction. Families stop to explore the 3D displays, children gather around the illuminated spaces, and people walk, cycle, and skate along a corridor that was designed to do more than carry traffic.

This is CBD Route 47.

Named in reference to 1947, the year of Pakistan's independence, this 4.5-kilometer corridor has become one of the defining elements of the emerging CBD Quaid District.

Its significance lies not only in the connectivity it provides, but in the way infrastructure, public spaces, and visual experience have come together along its length.

Built to Move a City

Route 47 was conceived as an important piece of CBD Punjab's wider infrastructure network, connecting the district while introducing a more considered approach to urban mobility.

The corridor includes a dedicated 2.5-kilometer cycling track, smart traffic controls and climate-resilient drainage systems, creating infrastructure designed around the movement and needs of a growing district.

But as the surrounding development has progressed, Route 47 has begun to develop an identity beyond its engineering.

A Different Kind of Street Experience

The transformation is most visible at pedestrian level. Lighting has been installed throughout the route across the greenbelts and pavements, while creative installations have been introduced at different points along the corridor. One pedestrian stretch, in particular, has become a popular attraction with its 3D lighting display, drawing families and children who come to experience the installation rather than simply pass through it. The result is a public space with its own rhythm.

People walk through it. Children explore it. Visitors stop for photographs. Others use the space for skating and leisure.

In a developing business district, these everyday moments give the infrastructure a human dimension.

When the Lights Take Over

Route 47 has also become a canvas for large-scale visual experience. The launch of The Big One at Vertex added a new landmark to the corridor. Its expansive curved digital display introduced large-format 3D content to the district, creating a striking visual presence along the route.

When the Big One went live on 14 August 2026, it became part of CBD Punjab's Independence Day celebrations, contributing to an evening in which the entire corridor was illuminated and decorated under Adding to the Rise campaign. For one night, Route 47 became a stage for celebration. The lights, installations, digital display, music, and fireworks brought together the different elements that have gradually shaped its identity.

From Route to Public Realm

What makes Route 47 distinctive is the way its function continues to expand.

It remains a major urban connection, but it is also becoming somewhere people come to spend time. Its pedestrian areas and lighting create opportunities for leisure and interaction, while its visual installations give the corridor a recognizable character. This is an important part of how CBD Quaid District is taking shape: not simply through buildings and roads, but through the spaces between them.

Route 47 is one of those spaces. A corridor built for movement is becoming a place for experience, giving Lahore a new kind of urban environment where infrastructure and public life meet.





07 FROM BLUEPRINT TO BUILT ENVIRONMENT

The Places Behind the Vision

There is a point in every major development when drawings begin to give way to something tangible.

Across CBD Punjab, that transition is increasingly visible.

Buildings are acquiring their facades, public spaces are taking shape, entrances are becoming recognizable, and the infrastructure of future districts is beginning to look less like a plan and more like a place. Three developments capture that transition particularly well:

CBD Walk, Celestia IT & Office Tower, and CBD NSIT City.

CBD Walk: Taking Shape Around the Lake

Designed as a pedestrian-oriented retail and lifestyle destination beside the CBD Lake, CBD Walk is steadily developing its architectural identity. Its façade work is now in its completion phase, bringing the external character of the development closer to completion. At roof level, steel frame installation is in progress, while landscaping works continue across the development.The overhead water tank (OHWT) works are also nearing completion, marking further progress on the supporting infrastructure required for the development.Together, these works are beginning to bring the destination's architectural and public-realm vision together, with the lakeside setting adding another dimension to the experience.



Celestia: A Skyline Taking Form

At CBD NSIT City, another landmark is rising within Punjab's emerging technology district.

Celestia IT & Office Tower is designed as a major corporate and technology address, bringing Grade-A office space into the developing Silicon Block.

Construction has progressed from its structural phase towards the elements that increasingly define its final appearance. Its façade, including mullions, ACP sheets and glazing, is taking shape across the front elevation, with ACP moulding, fabrication and curtain wall glazing progressing alongside the wider works. As the façade comes together, Celestia is beginning to establish the vertical identity of NSIT City, making the technology district increasingly visible from the surrounding urban landscape.

NSIT City: Building the Environment Around the Technology

While Celestia rises vertically, the wider CBD NSIT City is developing horizontally around it.
Spanning more than 800 acres, the technology district is being shaped through a combination of roads, public spaces, landscaping and smart urban infrastructure.
The main entrance is nearing completion, with asphalt carpeting, planter installation and cobblestone paving contributing to the emerging arrival experience.
Public-realm works are also progressing across the district, creating the physical framework for an environment designed around technology, business and future-oriented urban living. The scale of NSIT City means its transformation is measured not by a single structure, but by the gradual formation of an entire district.

From Drawings to Destinations

Together, these three developments show different stages of the same transformation.

At CBD Walk, architecture, landscape and supporting infrastructure are coming together around a destination designed for people. At Celestia, a major vertical structure is acquiring its finished identity. At NSIT City, roads, public spaces and infrastructure are establishing the framework of an entirely new urban district. The common thread is simple: the vision is becoming visible. What once existed as masterplans, renderings and development concepts is increasingly taking physical form across CBD Punjab, creating the environments in which people will eventually work, shop, invest, gather and experience the city.





08
PARTNERS WHO TURNED VISION INTO CONSTRUCTION

"A masterplan begins with an idea. A district begins to feel real when construction starts."

Over the past year, several private-sector developments within CBD Punjab's growing portfolio have moved from investment commitments to visible construction, adding new structures and activity to the emerging skyline of CBD Quaid District and CBD NSIT City.

Among them, High-Q Vertex, Zameen Vault, and One CBD represent different development propositions, but share a common milestone: the transition from plans on paper to projects taking shape on the ground.

High-Q Vertex

The progress began with High-Q Vertex, developed by High Q Developers on a 16.65 kanals commercial plot within CBD NSIT City.

Construction commenced in November 2025, marking the first private-sector development to begin construction within the technology district.

Its arrival signalled an important transition for CBD NSIT City as private investment began translating into a growing physical presence on site.

Zameen Vault

The momentum continued with Zameen Vault, a development by Zameen.com spanning 21.39 kanals. Construction began in December 2025, adding another major private-sector development to the evolving landscape.

With large-scale developments progressing alongside CBD Punjab's own infrastructure works, the district is gradually moving towards the mixed commercial and investment environment envisioned in its masterplan.

One CBD

Another major development taking shape within the wider CBD ecosystem is ONE CBD, being developed by Lake City on a 23 kanal site.

Designed in collaboration with internationally recognised architecture and urban design practice Foster + Partners, One CBD is envisioned as a major vertical development incorporating hospitality, retail, luxury residences and Grade-A offices.

With construction set to begin, it represents another significant step towards the high-rise commercial landscape planned for Lahore.

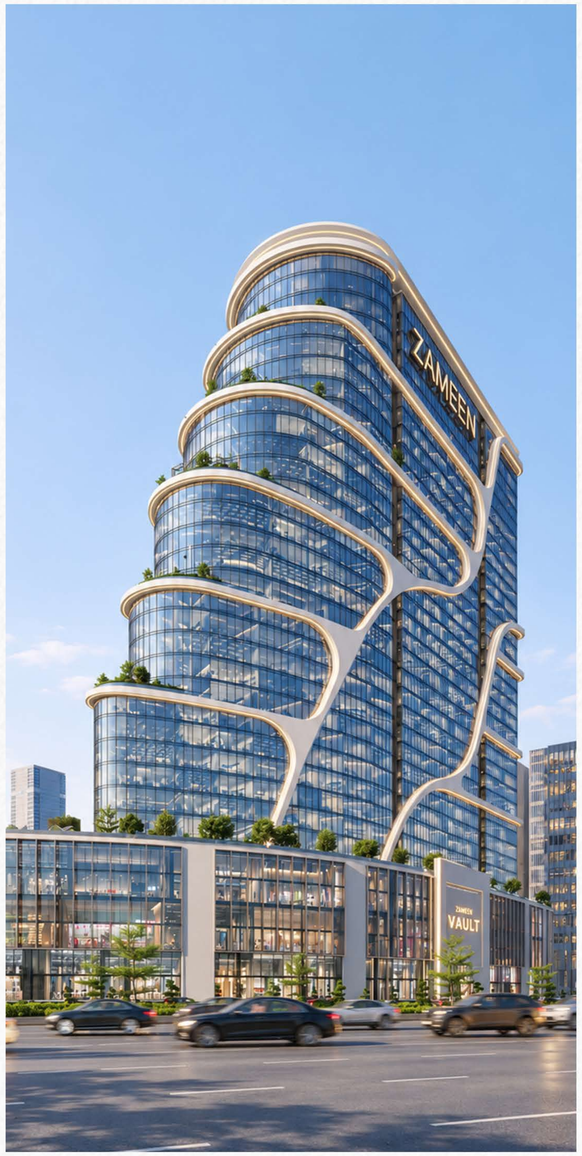
Building Beyond the Boundaries

Together, these developments reflect an important stage in CBD Punjab's growth.

The role of a development authority extends beyond constructing individual projects. By creating infrastructure, planning districts and establishing an environment for private investment, it creates the framework within which independent developers can build their own propositions.

As cranes rise and construction activity increases, the transformation becomes increasingly visible. The emerging skyline is therefore being shaped not by a single developer, but by a growing network of partners bringing different ideas, sectors and investment capabilities into the same urban framework.
The vision is becoming physical, one development at a time.







09 A NEW DESTINATION TAKES ITS PLACE

“Lahore Global Village is beginning to take on the character of a destination designed for people to discover, experience and return to.”

Spread across 130 kanals, with 25 kanals of covered area and 84 double-storey commercial units, Lahore Global Village brings together retail, dining, recreation and lifestyle experiences within a purpose-built environment. What was once part of the larger vision for CBD Quaid District is now moving into its next phase, with businesses beginning to find their place within the destination.

With the development now open for business, applications from prospective brands and businesses are underway.

Among the first names to establiɔh a presence are Karak Khel and Padel Nation, signalling the beginning of a growing mix of food, leisure and lifestyle offerings.

The ambition for Lahore Global Village extends beyond simply creating another commercial address. Its setting is designed to encourage people to spend time, explore different experiences and engage with the space beyond a conventional shopping environment.

As more businesses come on board, the character of the destination will continue to evolve. Each new storefront, experience and gathering place adds another layer to the larger vision, gradually transforming Lahore Global Village into a lively part of the city's emerging commercial landscape.

For CBD Punjab, this marks an important transition: from developing the destination to seeing it come alive through the businesses and people who occupy it.

130 Kanals
Total Development Area

25 Kanals
Covered Area

84
Double-Storey Commercial Units

Now Open For Business
Applications From Businesses and Brands are Underway





10
ALI DAR REVIEWS CBD PUNJAB'S FLAGSHIP DEVELOPMANTS

In April 2026, Ali Dar, Advisor to the Chief Minister Punjab for Artificial Intelligence and Special Initiatives, visited CBD Punjab to review the progress of its flagship developments.

Following a briefing at CBD Quaid District, Ali Dar visited CBD Quaid District, CBD Bab District, and CBD NSIT City, where he reviewed ongoing development and infrastructure works.

The visit offered a closer look at three distinct dimensions of CBD Punjab's development vision:

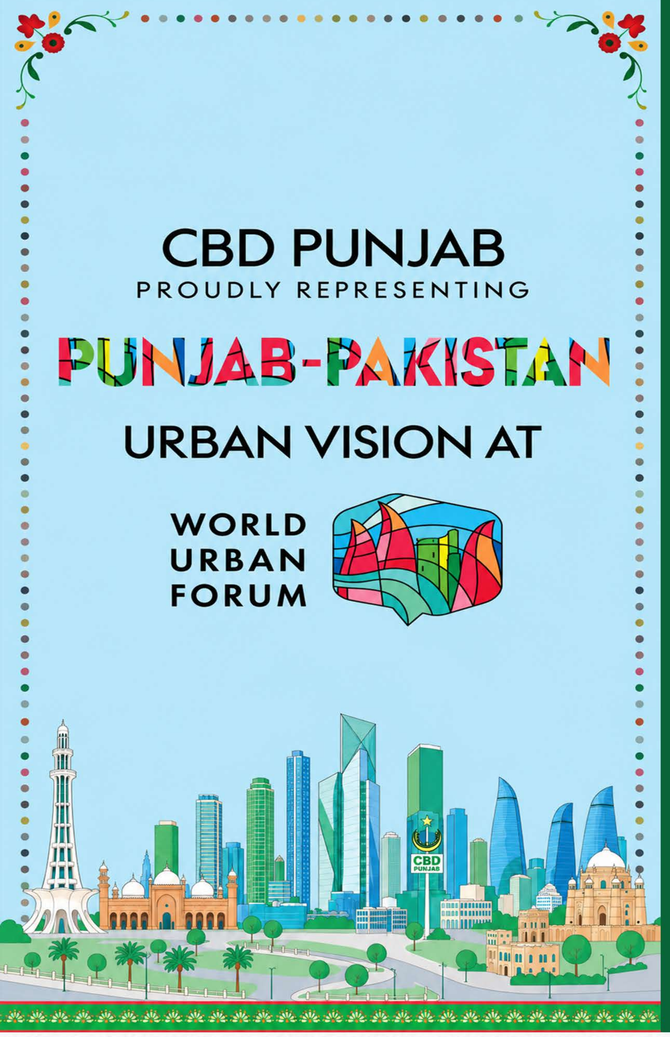
A modern commercial district taking shape at Quaid District, the integration of development and heritage at Bab District, and the technology-led future envisioned for NSIT City.

Ali Dar highlighted the importance of modern urban planning, smart infrastructure, advanced technology, and public-private partnerships in driving investment, economic activity and employment across Punjab.

His visit came at a time when CBD Punjab's projects were increasingly moving from plans and masterplans into visible, on-ground development, offering a snapshot of a province building towards its next phase of urban and economic growth.

A Visit to Punjab's Emerging Urban Landscape.





11
TAKING PUNJAB TO THE WORLD

"Over the past year, CBD Punjab took its vision for the province's future to international platforms, building global visibility and engaging with conversations around investment, urban development, and sustainable growth."

A city's story does not end at its boundaries. As Punjab continues to develop new commercial, technological, and urban destinations, CBD Punjab has increasingly taken that story beyond Pakistan, using international platforms to introduce its projects, present its vision and connect with a wider community of investors, policymakers, and urban development leaders. Over the past year, this outreach extended across COP30, Uzbekistan, China, and the 13th World Urban Forum (WUF13), creating opportunities to represent CBD Punjab and place Punjab's evolving development landscape within a broader international conversation.

Taking the Vision Beyond Borders

Each international engagement offered a different setting to present the work underway across CBD Punjab.

At COP30, the global conversation around climate and sustainable development provided a platform to engage with the wider direction of resilient and responsible urban growth. The participation connected CBD Punjab's development vision with international discussions increasingly shaping the future of cities.

In Uzbekistan, and through engagement in China, the focus extended towards international exposure, relationships, and opportunities for collaboration and investment.

These platforms provided CBD Punjab with an opportunity to present its evolving portfolio and communicate the scale of Punjab's development ambitions to audiences beyond the domestic market.

The objective was consistent across these engagements: to increase visibility, build international connections, and create greater awareness of the opportunities emerging across Punjab.

Punjab on the Global Urban Stage

One of the year's most significant international appearances came at WUF13, the 13th World Urban Forum held in Baku, Azerbaijan.

CBD Punjab presented the Punjab-Pakistan Urban Vision, showcasing three dimensions of Punjab's emerging urban landscape, from the LEED Gold- pre certified Quaid District, to the future-oriented CBD Potohar, and the technology-driven NSIT City.

The participation placed CBD Punjab's projects within a global forum focused on the future of cities, allowing its approach to urban development to be presented alongside international perspectives on sustainable, resilient, and future-ready urban environments.

It also reflected the expanding geographical scope of CBD Punjab's vision. Quaid District represents a transformation already taking shape in Lahore. NSIT City is being developed around technology, innovation, and the digital economy. CBD Potohar carries that development vision towards Potohar.

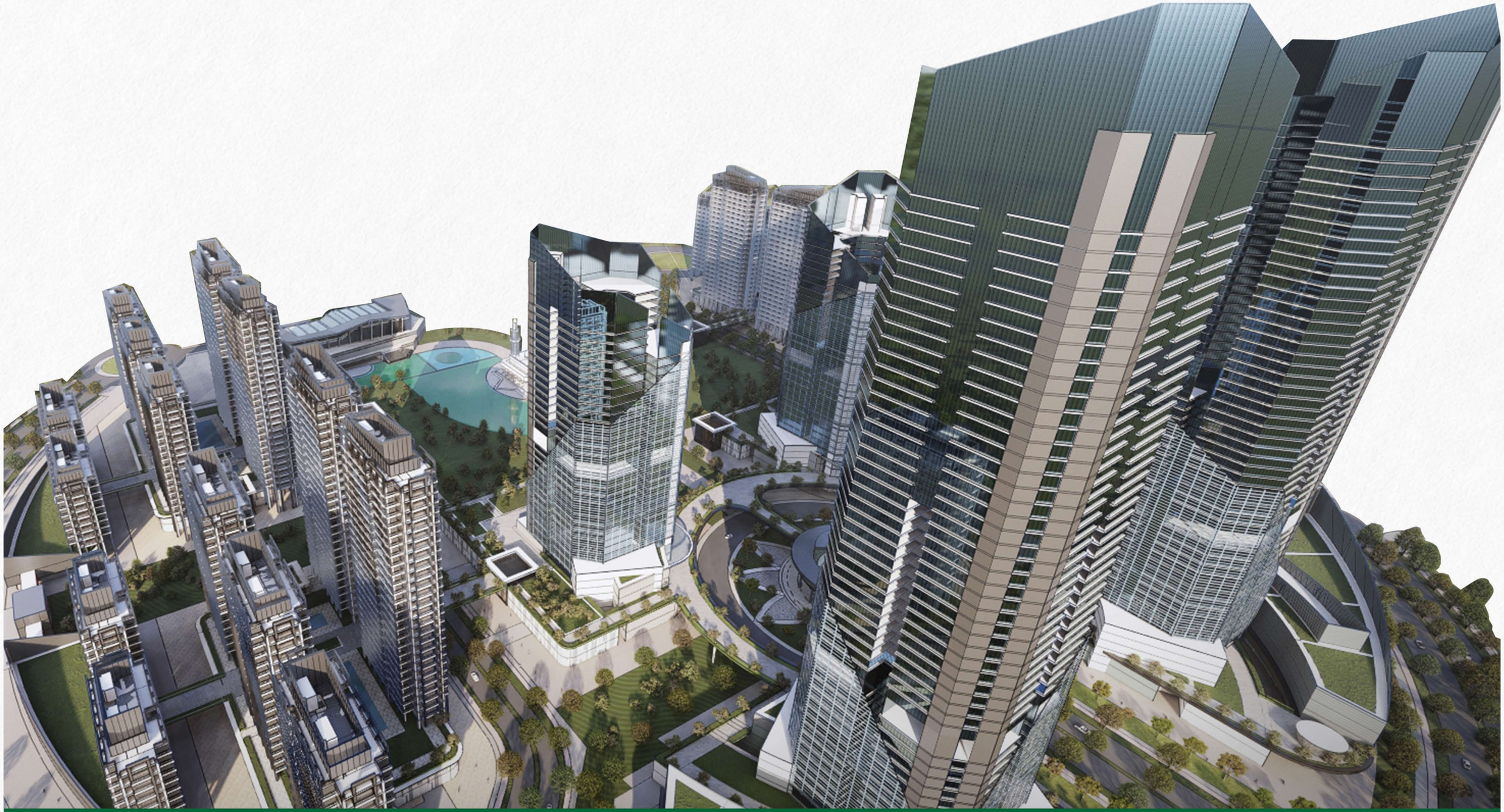
Presented together, they communicate a broader idea: Punjab's future growth is being planned across multiple dimensions and locations, with each district contributing to a larger economic

Building International Visibility

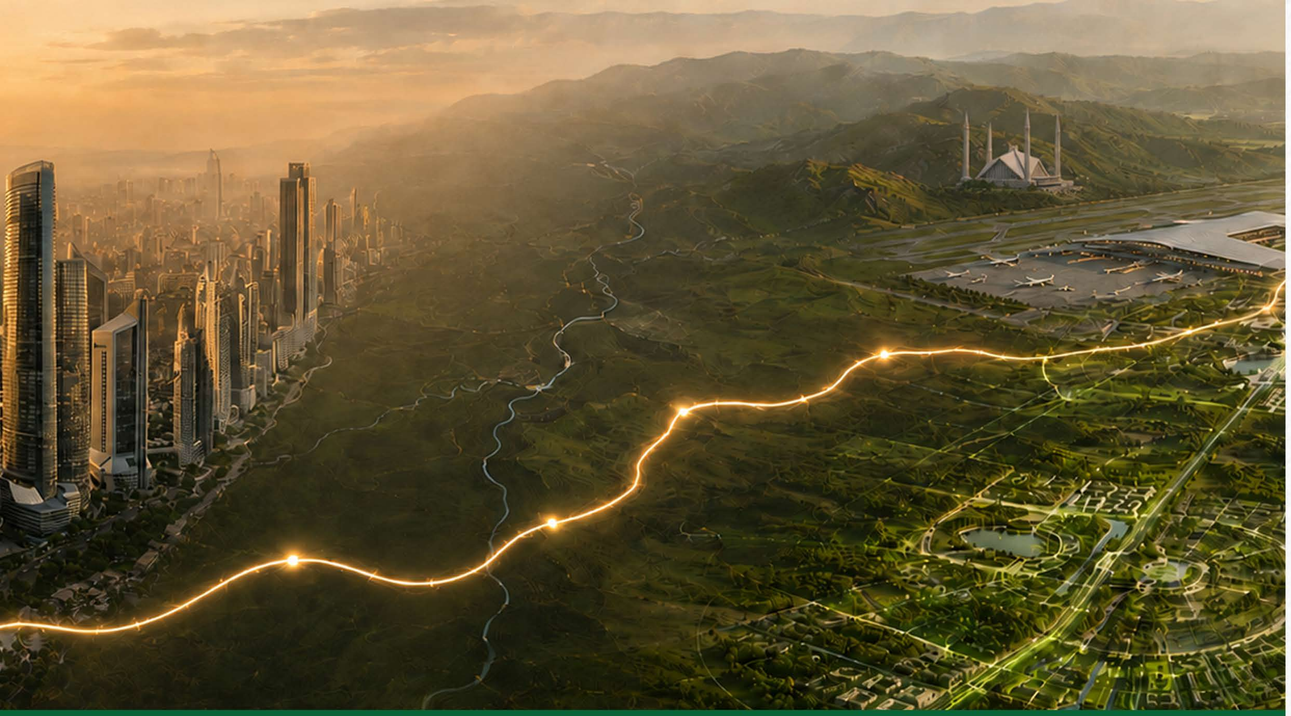
International outreach is ultimately about more than presence. Every platform creates an opportunity to introduce CBD Punjab to new audiences, communicate the progress taking place on the ground and establish relationships that can develop into future conversations. For an organization working at the intersection of urban development, investment and economic growth, international visibility creates another avenue through which Punjab's potential can be understood and explored. The past year therefore marked a deliberate expansion of CBD Punjab's outward engagement. From climate and urban development forums to international markets and investment conversations, CBD Punjab continued taking its projects and its vision beyond borders, presenting a province that is developing with ambition and positioning itself for greater participation in the global economy.

The story of Punjab is being built here. But increasingly, it is being told to the world.





WHAT FUTURE HOLDS



12 CBD POTOHAR READY FOR TOMORROW, BUILT FOR THE FUTURE

"The next chapter of CBD Punjab's vision begins beyond Lahore."

From transforming Lahore's urban landscape to shaping new centres of economic activity across Punjab, CBD Punjab is taking its vision of future-ready development into the Potohar region with CBD Potohar.

Envisioned as a modern economic and lifestyle destination, CBD Potohar is built around a simple idea: a place where people can live, work, grow and play, all within an environment designed for what comes next.

A New Direction for Urban Growth

The initiative brings together the elements that define a new generation of urban development: smart infrastructure, mixed-use environments, sustainable mobility and responsible planning.

Future-focused commercial zones are envisioned to support innovation and emerging industries, while its strategic location positions Potohar as a high-potential growth corridor with opportunities for investment, connectivity and commerce.

It is an approach that looks beyond individual developments towards a broader urban ecosystem, one where infrastructure, commerce, community and sustainability work together.

Beyond Lahore

CBD Potohar builds on the experience of CBD Punjab's developments in Lahore, including CBD Quaid District, CBD Bab District and CBD NSIT City.

Together, these initiatives reflect an evolving approach to urban development centred on innovation, timely delivery and sustainable growth. Now, that vision is moving into a new region.

Potohar represents not simply an expansion of footprint, but an opportunity to carry forward the principles that are shaping CBD Punjab's work: building for investment, designing for people and planning with the future in mind.

Designed for What's Next

As Punjab enters a new era of modernization and economic growth, CBD Potohar is positioned as a forward-looking destination for opportunity, innovation and sustainable urban development.

The story is only beginning. With the framework, master planning and investment opportunities to be unveiled in due course, CBD Potohar sets the stage for the next generation of growth across the region.

Ready for tomorrow. Built for the future.





13 CBD BAB DISTRICT WHERE HISTORY MEETS THE FUTURE

"A new district taking shape around heritage, diplomacy and the changing face of Lahore."

Some places carry more than a location. They carry memory. At the heart of CBD Bab District stands Bab-e-Pakistan, a landmark deeply connected to the story of the nation and the people who passed through Lahore at one of the defining moments in Pakistan's history. Around this historic site, CBD Punjab is shaping a district that looks firmly towards the future while preserving the significance of what came before. The vision is one of contrast and continuity.

Heritage alongside contemporary infrastructure, national history alongside international diplomacy, and a historic landmark at the centre of a modern urban district.

Preserving a Place of Memory

Bab-e-Pakistan remains central to the identity of the district.
As development progresses, preservation of the site's historical character remains an important consideration. During a recent inspection, CBD Punjab leadership reviewed the design and structural framework of the landmark and directed that site clearance and development proceed while ensuring the heritage value of the area is fully protected.

The intention is not simply to build around history, but to allow history to remain part of the experience of the district.

A Diplomatic Address for a Growing City

The district's significance extends beyond its physical development. With the planned Diplomatic Enclave, CBD Bab District is emerging as a potential address for Lahore's expanding international presence. Interest from diplomatic missions is already taking shape. The Embassy of the People's Republic of China and the US Consulate have shown interest in the site and have visited the location multiple times as discussions and evaluation continue.

These engagements remain in process, but they point towards the broader role envisioned for Bab District: a place capable of bringing diplomatic, institutional and commercial activity into a contemporary urban setting.

More Than a Commercial District

The district is also being planned around essential urban needs.

A 40-kanal healthcare plot was offered by CBD Punjab for the establishment of a state-of-the-art hospital, with the opportunity structured through a transparent sealed-bid process.

The initiative reflects a wider approach to development in which commercial growth is accompanied by facilities that serve the needs of a growing urban population.

This combination of institutional, diplomatic, healthcare and commercial functions gives Bab District a character that goes beyond conventional real estate development.

A New Chapter for Lahore

The story of Bab District is still unfolding.

As infrastructure advances and the district takes shape, its identity is becoming increasingly defined by the relationship between place and purpose. Bab-e-Pakistan anchors it in history.

The planned Diplomatic Enclave gives it an international dimension. New institutional and commercial opportunities create a foundation for its future.

Together, these elements position CBD Bab District as a distinctive part of Lahore's evolving urban landscape.

A district rooted in the past, designed for the present, and preparing Lahore for what comes next.



14 IN THE HIGHLIGHTS

Pakistan OBSERVER

CBD Punjab starts development of Route 47 Phase-2

OBSERVER REPORT

LAHORE

The Punjab Central Business District Development Authority, commonly known as Central Business District Punjab (CBD Punjab), has announced the commencement of Route 47 Phase 2 development works, marking another milestone in its commitment to sustainable and modern urban growth.

Building on the achievements of Phase 1, CBD Punjab successfully linked Route 47 from Centre Point to Walton Road, established a rainwater harvesting lake, inaugurated a dedicated cycling lane, carried out extensive urban beautification, and planted thousands of trees. Alongside these developments, structures for the installation of solar panels were also completed, reflecting CBD Punjab's vision for renewable and eco-friendly infrastructure.

Speaking on the occasion, CEO CBD Punjab, Imran Amin, said:

"Route 47 is not just a road project – it is a symbol of sustainable urban growth. Our vision is to transform this corridor into a model of eco-friendly, modern infrastructure.

CBD Punjab Initiates Development of Route 47 Phase 2

TRIBUNE THE EXPRESS

CBD Punjab offers hotel opportunity

NEWS DESK. The Punjab Central Business District Development Authourity (PCBDDA), also known as CBD Punjab, has launched the international bidding process for a world-class five-star hotel and integrated mixed-use complex in CBD Punjab Quaid District. The project is a key feature of the authority's flagship $1.8 billion Al-Watani Joint Venture & PPP Initiative, designed to attract premium international investors and development partners to Pakistan. To be developed on 41 kanals of prime commercial land, the project is the country's most significant integrated hospitality and commercial development to date. It will be executed under a Design, Build, Finance, Operate & Maintain (DBFOM) Joint Venture model inviting participation from renowned international hotel brands foreign investment groups and leading international developers.

CBD PUNJAB UNVEILS PAKISTAN'S FIRST FIVE-STAR HOTEL OPPORTUNITY

دنیا

سی بی ڈی واک فیز 2 کی 2.3 ارب روپے میں نیلامی

واک فیز ٹو کی کامیاب نیلامی سرمایہ کاروں کے اعتماد کا مظہر، عمران امین

لاہور (اسٹیف رپورٹر) پنجاب سنٹرل بزنس ڈسٹرکٹ ڈویلپمنٹ اتھارٹی (پی بی ڈی ڈی اے)، جو سی بی ڈی پنجاب کے نام سے جانی جاتی ہے، نے سی بی ڈی واک فیز ٹو کی نیلامی کامیابی سے مکمل کر لی ہے۔ یہ منفرد کمرشل پراجیکٹ سی بی ڈی قائد اسٹرکٹ میں سی بی ڈی کمپل کے قریب واقع ہے اور لاہور کے مرکزی تجارتی منظرنامے میں ایک شاندار اضافہ ہے۔ اس تاریخی سیلڈ بڈ نیلامی میں 16 پرائم کمرشل پلاٹس پیش کیے گئے جن میں سے آٹھ سی بی ڈی کیک کے سامنے اور آٹھ پلاٹس پارک کے سامنے واقع ہیں۔ ان میں سے 15 پلاٹس کامیابی کے ساتھ فروخت ہوئے جبکہ ایک یونٹ کی نیلامی بولی دہندہ کی جانب سے دستاویزات تاخیر سے جمع کرانے کی وجہ سے منسوخ کر دی گئی۔ اس موقع پر مجموعی طور پر 2.3 ارب روپے سے زائد کی آمدن حاصل ہوئی، جبکہ فی یونٹ اوسط قیمت 154 ملین روپے رہی جو پچھلی نیلامی کے مقابلے میں 24 ملین روپے زیادہ ہے۔ سرمایہ کاروں کے اعتماد کا اندازہ اس بات سے لگایا جا سکتا ہے کہ چار بولی دہندگان نے سہولت کے طور پر فراہم کردہ 12 ماہ کی آسان قسطوں کے بجائے پوری رقم فوری طور پر ادا کرنے کی پیشکش کی۔ 4 ایکڑ پر پھیلی ڈش لیک کے کنارے واقع سی بی ڈی واک کو ہیڈ ٹیل اینڈ کور مارکل کے تحت ڈیزائن کیا گیا ہے۔ سی بی ڈی پنجاب کے چیف ایگزیکٹو آفیسر عمران امین اور چیف آپریٹنگ آفیسر بریگیڈیئر (ر) منصور جنجوعہ نے ذاتی طور پر اس نیلامی کی نگرانی کی۔ سی ای او سی بی ڈی پنجاب عمران امین نے اس موقع پر کہا کہ سی بی ڈی واک فیز ٹو کی کامیاب نیلامی ہمارے منصوبوں پر سرمایہ کاروں کے پختہ اعتماد کا مظہر ہے۔ چیف آپریٹنگ آفیسر سی بی ڈی پنجاب بریگیڈیئر (ر) منصور جنجوعہ نے کہا کہ سی بی ڈی پنجاب نے شفاف اور کامیاب نیلامیوں کی ایک مضبوط روایت قائم کی ہے۔

CBD PUNJAB CONCLUDES SUCCESSFUL AUCTION OF CBD WALK PHASE 2, GENERATING PKR 2.3 BILLION IN REVENUE

PAKISTAN TODAY

Punjab CBD marks Independence Day with grand musical spectacle



LAHORE: Punjab Central Business District Development Authority (PCBDDA), also known as CBD Punjab, organized a grand ceremony to mark Pakistan's 79th Independence Day at CBD Vertex, Lahore Prime,Quaid District, Lahore.

The event brought together thousands of citizens for a high-energy evening featuring a nationalistic Musical Night and a massive fireworks display.

To mark this milestone, CBD Punjab officially operationalized Pakistan's first and largest 3D anamorphic screen at CBD Vertex. The state-of-the-art installation lit up the skyline, adding a modern digital showcase to the traditional festivities.

A massive crowd gathered along CBD Route 47 to join the celebrations. Prominent local music bands and singers delivered spirited performances, singing iconic national songs that filled the audience with patriotic enthusiasm. The night culminated in a grand fireworks display that transformed the sky over Lahore into a vibrant canvas of light and color. STAFF REPORT

CBD PUNJAB MARKS 79TH INDEPENDENCE DAY WITH A GRAND MUSICAL SPECTACLE, FIREWORKS AND DIGITAL LANDMARK

THE Nation.

CBD Punjab makes history with Pakistan's first LEED for Communities Gold Precertification

PR
LAHORE

The Punjab Central Business District Development Authority (PCBDDA), also known as Central Business District Punjab (CBD Punjab), has achieved a historic milestone by becoming the first development in Pakistan to receive Leadership in Energy and Environmental Design (LEED) for Communities Gold Precertification for its Quaid & Bab District from the Green Building Certification Institute (GBCI). The international recognition places CBD Punjab at the forefront of sustainable urban planning and reinforces its commitment to developing environmentally responsible, resilient, and future-ready communities.

LEED for Communities is one of the world's most respected sustainability certification frameworks, assessing districts on key performance indicators including environmental stewardship, resilience, infrastructure, quality of life, mobility, governance and long-term economic sustainability. The Gold Level Precertification reflects the strength of CBD Punjab's master planning approach and its alignment with internationally recognized green development standards. Following a comprehensive technical review, the Green Building Certification Institute (GBCI) officially awarded the Gold Level Precertification after determining that the Quaid & Bab District of CBD Punjab successfully meets the rigorous sustainability criteria established under the LEED for Communities rating system. This recognition highlights CBD Punjab's integrated planning model, which emphasizes smart infrastructure, efficient resource management, sustainable mobility, green public spaces and enhanced livability.

Expressing his views on the achievement, CEO CBD Punjab, Imran Amin, said, "Receiving the LEED for Communities Gold Precertification is a defining moment for CBD Punjab and a proud achievement for Pakistan. It validates our vision of creating internationally competitive business districts that are environmentally sustainable, economically vibrant, and designed around the needs of people. Quaid & Bab District is setting a new benchmark in urban development by incorporating global best practices that will deliver lasting environmental, social, and economic benefits for generations to come."

CBD PUNJAB MAKES HISTORY WITH PAKISTAN'S FIRST LEED FOR COMMUNITIES GOLD PRECERTIFICATION

TRIBUNE THE EXPRESS

CBD Punjab installs largest 3D screen

NEWS DESK. CBD Punjab has installed Pakistan's largest 3D anamorphic screen, "The Big One," at CBD Vertex. The screen has been installed at Lahore Prime CBD Quaid District along Route 47. Measuring 122 by 70 feet, the curved digital screen will feature static visuals, videos and immersive 3D animations, offering an international-standard advertising experience inspired by the iconic Times Square. CBD Punjab CEO Imran Amin said the initiative reflects CBD Punjab's commitment to innovation and landmark urban development. He said The Big One would provide brands with a larger-than-life platform to showcase their products and stories.

CBD PUNJAB BRINGS TIMES SQUARE-STYLE 3D EXPERIENCE TO LAHORE

Pakistan OBSERVER

Punjab CBD projects to spur urban development: CM's aide

Advisor to the Chief Minister Punjab for Artificial Intelligence and Special Initiatives Ali Dar has said that ongoing mega development projects under the Punjab Central Business District Development Authority (CBD Punjab) are emerging as a strong catalyst for investment, innovation, and modern urban transformation in the province.

He expressed these views during a visit to CBD Punjab here on Tuesday, where he was received by Chief Executive Officer Imran Amin and Chief Operating Officer Brigadier (R) Mansoor Janjua. The visit included a high-level briefing session and on-site inspection of key development initiatives.



Ali Dar also chaired a detailed review meeting at CBD Quaid District, where officials briefed him on progress regarding CBD Quaid District, Bab-e-Pakistan and Nawaz Sharif IT City, along with other ongoing and planned urban development projects. The advisor was informed about infrastructure development, execution timelines, and the broader planning framework of these flagship initiatives.

On the occasion, Ali Dar said that under the leadership and vision of Chief Minister Punjab Maryam Nawaz Sharif, the province is witnessing a shift towards a technology-driven and investment-friendly urban development model. He said that the focus is not only on infrastructure expansion but also on building an ecosystem that supports innovation, business growth, and sustainable economic activity.

He emphasized that CBD Punjab is fast evolving into a modern economic hub that will redefine Lahore's urban identity and contribute significantly to job creation and private sector confidence. He added that such projects are essential for aligning Punjab with global standards of urban planning and smart development.

Later, Ali Dar visited CBD Quaid District, CBD Bab-e-Pakistan, and Nawaz Sharif IT City, where he inspected ongoing construction activities and reviewed site progress. He appreciated the scale of development and directed that quality standards must be maintained alongside timely completion. He further noted that Nawaz Sharif IT City will play a major role in strengthening Pakistan's position in the global digital economy, while Bab-e-Pakistan and CBD projects represent long-term investments in sustainable urban growth and national branding. PR

ALI MUSTAFA DAR APPLAUDS CBD PUNJAB'S PACE, EMPHASIZES AI FOR ECONOMIC GROWTH CBD PUnjab

ایکسپریس



سی ای او پی ڈی اے عمران امین سی او او پی بی ڈی پنجاب منصور جنجوعہ و دیگر جشن آزادی کا کیک کاٹ رہے ہیں

CBD پنجاب کی لاہور پرائم قائد ڈسٹرکٹ میں یوم آزادی کی تقریب

سی ای او اور سی او او پی ڈی پنجاب کے خطاب کے بعد کیک بھی کاٹا گیا

لاہور (کمرشل رپورٹر) پنجاب سینٹرل بزنس ڈسٹرکٹ ڈویلپمنٹ اتھارٹی (پی بی ڈی ڈی اے)، جسے سینٹرل بزنس ڈسٹرکٹ پنجاب (سی بی ڈی پنجاب) بھی کہا جاتا ہے، نے لاہور پرائم پی بی ڈی قائد ڈسٹرکٹ میں یوم آزادی پاکستان کا 79 واں یوم آزادی منایا۔ اس موقع پر جدید طرز تعمیر، سرسبز کاری اور پائیدار شہری ترقی کے ذریعے ملک کی اقتصادی ترقی میں اپنا کردار ادا کرنے کے عزم کا اعادہ کیا گیا۔ سی ای او سی بی ڈی پنجاب عمران امین تقریب کے مہمان خصوصی تھے۔ تقریب میں سی او او سی بی ڈی پنجاب منصور جنجوعہ، ڈائریکٹر پروجیکٹ مینجمنٹ آصف اقبال، ڈائریکٹر کنسٹرکشن اصغر بلوچ، ڈائریکٹر آرکیٹیکچر اینڈ پلاننگ سمیر آفتاب سیال، ڈائریکٹر مارکیٹنگ ہما صدیقی، ڈائریکٹر ٹریفک آپریشنز میجر (ر) شہزاد ملک، ڈائریکٹر بزنس ڈویلپمنٹ اینڈ فنانس سید شہزاد علی نقوی، ڈائریکٹر لینڈ اینڈ اسٹیٹ مظہر محمود اعوان، ڈائریکٹر پروکیورمنٹ جواد احمد اور ڈائریکٹر آپریشنز کرنل (ر) فضیل محسن سمیت سینئر مینجمنٹ، افسران اور معاونین نے شرکت کی۔ تقریب میں سی ای او اور سی او او پی ڈی پنجاب کے خطاب کے بعد 79 ویں یوم آزادی کی مناسبت سے کیک بھی کاٹا گیا۔ شرکاء سے خطاب کرتے ہوئے سی ای او سی بی ڈی پنجاب عمران امین نے کہا کہ "پاکستان اور ان کے ساتھیوں کو خراج تحسین پیش کرنے کا بہترین طریقہ یہ ہے کہ ہم ایک مضبوط، خوشحال اور ساتھی طور پر محفوظ ملک کی تعمیر کریں۔

CBD PUNJAB UNVEILS PAKISTAN'S FIRST FIVE-STAR HOTEL OPPORTUNITY

Pakistan OBSERVER

CBD route 47 where connectivity and commerce converge

WASEEM SIDDIQ
DIRECTOR MARKETING,
CBD PUNJAB

In a city where thousands of people move along the same roads every day, the most valuable locations are no longer defined only by where they take you, but by what they make you see, experience and remember. Lahore is entering a new phase of urban communication, where architecture, public spaces, digital media and brand experiences increasingly come together.

CBD Route 47 emerges within this changing landscape. Stretching approximately 4 KM Route 47 connects CBD Quaid District in Gulberg with CBD Bab District at Walton Road. The six-lane corridor includes a 912-metre flyover over the Walton Railway Crossing, a dedicated 2.5-kilometre cycle lane, landscaped areas and supporting road infrastructure. While connectivity remains its primary function, the development around the corridor gives it a broader visual and experiential identity.

One of the most distinctive additions is CBD Vertex, featuring "The Big One" Pakistan's first and largest 3D anamorphic screen in terms of size and specifications. Its significance extends beyond its scale. The screen introduces a new format for outdoor brand communication, giving advertisers a large digital canvas for creative storytelling and visually engaging campaigns.



Instead of simply displaying an advertisement, 3D anamorphic technology allows brands to design content around depth, movement and perspective. Product reveals, campaign visuals and creative concepts can be presented in ways that are difficult to achieve through conventional outdoor formats. For Lahore's advertising landscape, it represents another step towards more dynamic and visually driven

The changing character of Route 47 is also visible at CBD Walk, being developed alongside a 20-kanal lake. Planned around retail and dining, with lake-facing and park-facing commercial units, the destination brings together commercial activity with an open landscape. Such environments are increasingly becoming part of how people discover restaurants, retail brands and lifestyle experiences.

The setting itself can become part of the experience. A campaign displayed against a landmark digital installation, a restaurant overlooking a lake, or a retail destination integrated with landscaped surroundings creates a different context for how people encounter brands.

Route 47 is also supported by infrastructure that contributes to its day-to-day functionality. A petrol station is ready to serve motorists, while improvements in lighting, landscaping, horticulture and specialized landscape illumination are enhancing the corridor's overall appearance and usability, particularly during evening hours.

Less visible but equally important are the systems beneath and alongside the road. Drainage infrastructure along Route 47 and Walton Road has been developed to address rainwater and sewerage challenges. During recent monsoon rainfall, the system supported continued traffic movement and helped prevent water accumulation on Walton Road. Recharge wells and a U-turn at the Walton Road junction further contribute to the functionality of the corridor.

These elements collectively demonstrate how the identity of a modern urban destination is created. Roads provide access; landmarks provide recognition; public spaces create atmosphere; and commercial destinations give people reasons to stop and spend time.

For marketers, this changing environment creates new possibilities. Outdoor communication is increasingly moving beyond fixed billboards towards digital, location-based and experience-oriented formats. The physical environment in which a message appears can become almost as important as the message itself.



CBD Route 47 is still evolving, and its identity will ultimately be shaped by the people who travel through it, the destinations they visit and the brands that become part of its visual landscape. For Lahore, the corridor represents more than a new route across the city. It reflects an emerging urban environment where connectivity and commerce meet with design, digital media and everyday experiences.

The next chapter of outdoor marketing may not simply be about being seen, it may be about becoming part of the place people remember.

CBD ROUTE 47 WHERE CONNECTIVITY AND COMMERCE CONVERGE