



PUT UP YOUR LUXURY SHOWROOM

for Automotive, Banks & Opulent Lifestyle
at the address where high-end truly belongs



Punjab Central Business District
Development Authority

UAN: 042 111 722 332 (EXT. 300)
www.cbdpunjab.gov.pk





Luxury Showrooms

CBD Lake

CBD Walk

The Second Walk

**Lahore's New Address for
Opulent Lifestyle at
CBD Route 47**



YOUR NEW
BUSINESS ADDRESS
IN THE HEART
OF LAHORE

QUAID'S MESSAGE

"The foundations of your State have been
laid, and it is now for you to build, and
build as quickly and as well as you can."

MUHAMMAD ALI JINNAH



MESSAGE BY CEO

CBD Punjab stands committed to reshaping the commercial landscape of Lahore with developments that elevate the standards of urban growth, investment value, and economic opportunity. The luxury showroom is another step forward in this mission, an exclusive frontage crafted for premium automotive, banks, and opulent lifestyle brands.

With its strategic placement opposite CBD Walk and its purpose-built layout, the luxury showroom reflects our vision of creating commercially vibrant, future-forward districts that empower businesses to thrive. As we continue to develop Pakistan's first Central Business District, we take pride in delivering projects that combine thoughtful planning with long-term commercial potential.

Luxury showroom by CBD Punjab embodies that promise, offering investors a rare opportunity to anchor their presence in a district that is fast emerging as the new center of gravity for high-value commerce and brand expression.

IMRAN AMIN



MESSAGE BY COO

The luxury showroom has been designed with a clear ambition: to create a specialized, high-visibility commercial corridor where premium showrooms can flourish. Our team has ensured that every aspect, from plot sizing and accessibility to parking and frontage, supports operational excellence for high-end automotive, banks, and opulent lifestyle brands.

As part of CBD Quaid District, this development benefits that luxury showroom will not only meet investor expectations but exceed them by delivering the kind of visibility, customer flow, and brand presence that modern businesses require.

With this launch, we look forward to welcoming distinguished brands to an address built for prominence, performance, and long-term success.

**BRIG (RETD.)
MANSOOR AHMED JANJUA**



LUXURY SHOWROOM

A SHOWCASE FOR THE EXTRAORDINARY

Luxury showroom is the newest commercial frontage in the heart of CBD Quaid District, a curated address designed exclusively for premium automotive, banks, and opulent lifestyle showrooms. Positioned at a vantage point opposite the vibrant CBD Walk, this strip is crafted to give brands a commanding presence in Lahore's most aspirational commercial district.

Located along a high-visibility corridor, luxury showroom offers brands the one thing they seek the most: front-row attention. This is where every passing glance becomes a potential lead, and every brand finds the exposure it deserves. With controlled access, planned footfall, and a premium commercial ecosystem unfolding around it, luxury showroom naturally attracts the audience that matches its stature.

Whether you're building a flagship showroom, a luxury dealership, or a high-end display space, luxury showroom brings together scale, visibility, and prestige. The generous plot sizes, clean architectural envelope, and controlled elevation guidelines allow brands to craft facades that stand out without visual noise, a stage built for automotive, banks, and opulent lifestyle excellence.

As Lahore's commercial skyline evolves, luxury showroom is set to become the city's definitive luxury destination – an address that elevates brand perception the moment customers pull in.



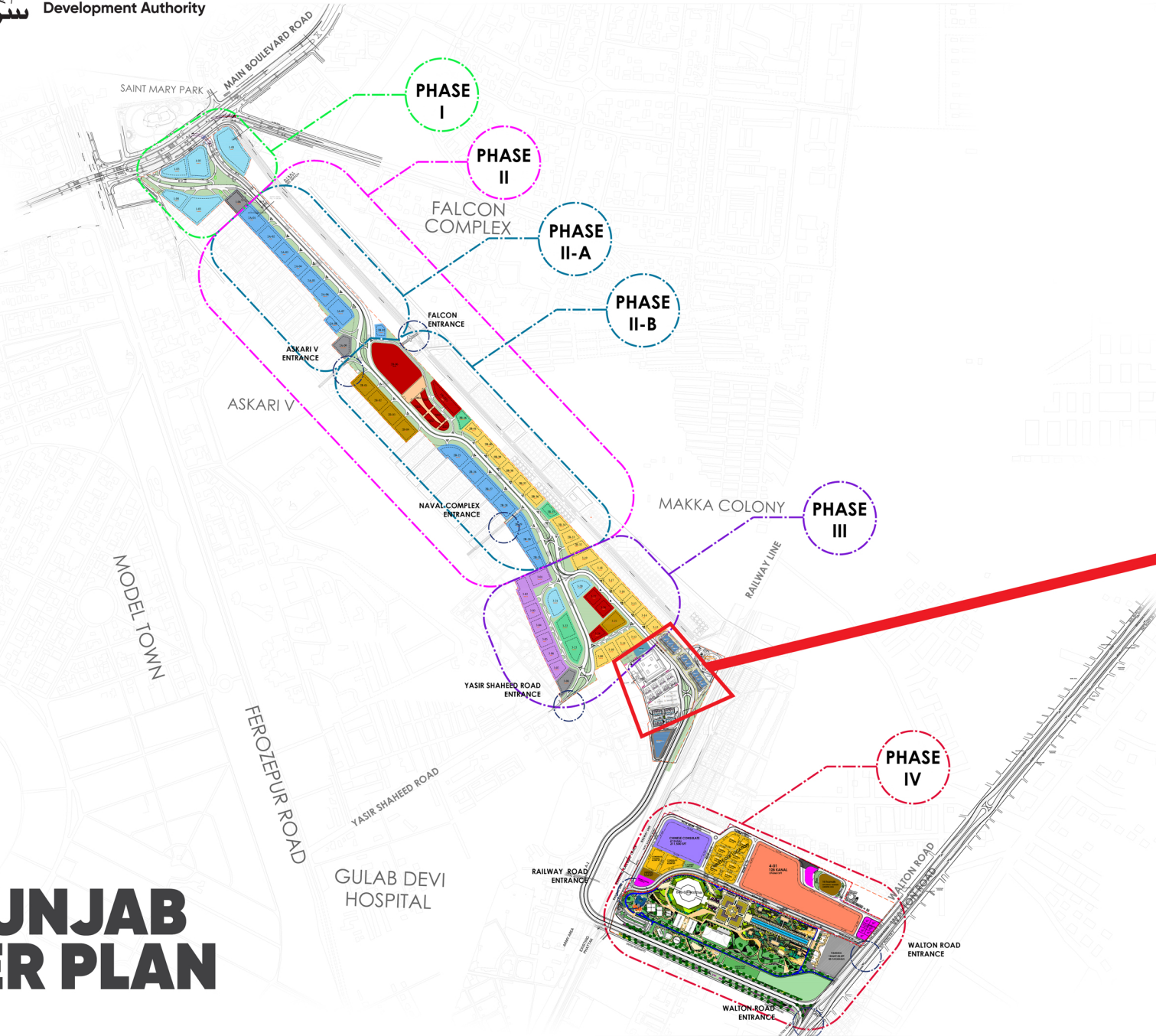
WHY INVEST IN LUXURY SHOWROOM?

Designed for modern automotive, banks, and opulent lifestyle excellence, luxury showroom brings together scale, visibility, and prestige in one limited-edition commercial frontage.

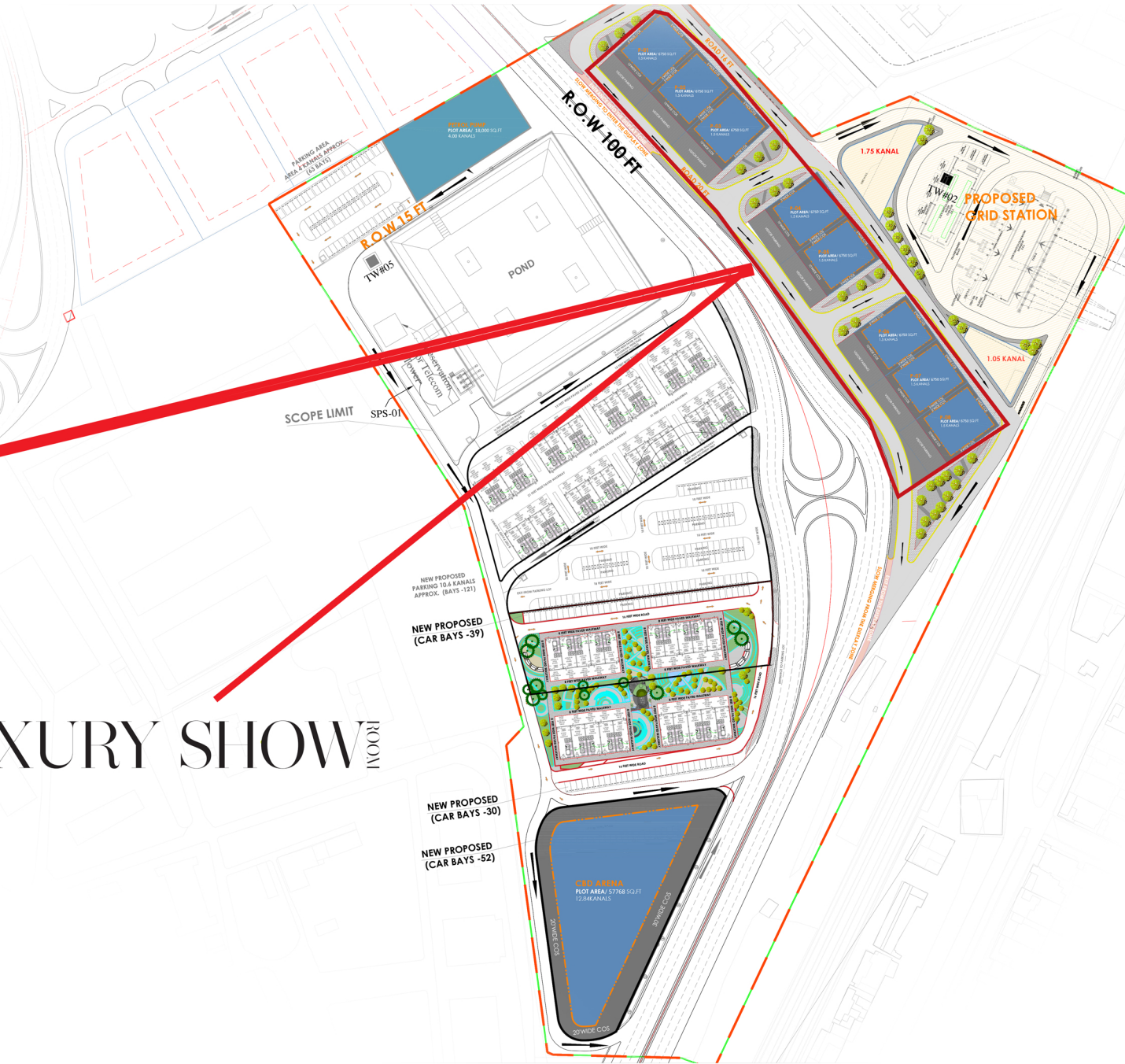
- > 8 exclusive commercial plots, fully developed for signature showrooms
- > Each plot sized at 1.5 kanal
- > Price per plot: PKR 33 crore
- > Payment Timeline: 10% down-payment at the time of ballot, 20% within 30 days of ballot, remaining 70% in three quarterly installments
- > Possession after 30% payment and approvals of building plans
- > PKR 30 million discount for upfront payment with instant possession
- > Prime location directly adjacent to CBD Walk, Quaid District
- > Purpose-planned layout ensuring efficient display
- > Dedicated parking for frictionless customer experience
- > Long-term value, credibility, and commercial momentum
- > Exclusive e-balloting process to secure your space



CBD PUNJAB MASTER PLAN



LUXURY SHOW ROOM



PAYMENT PLAN (1-YEAR INSTALLMENT)

PAYMENT PLAN (1 - YEAR)				
TOTAL PRICE PER PLOT (1.5 KANAL):		PKR 330,000,000/-		
CATEGORY	PAYMENT SCHEDULE	PERCENTAGE (%)	FREQUENCY	AMOUNT (PKR)
PLOT INSTALLMENT / PAYMENT	DOWN PAYMENT	10%	BEFORE BALLOT	33,000,000
	1ST INSTALLMENT (30 DAYS OF ISSUANCE OF ALLOCATION LETTER)	20%	1 ST QUARTER	66,000,000
	2ND INSTALLMENT	25%	2 ND QUARTER	82,500,000
	3RD INSTALLMENT	25%	3 RD QUARTER	82,500,000
	4TH INSTALLMENT	20%	4 TH QUARTER	66,000,000
	TOTAL PAYMENT (PKR)			330,000,000

PAYMENT PLAN (UPFRONT)

PAYMENT PLAN (UP-FRONT)			
TOTAL PRICE PER PLOT (1.5 KANAL):		PKR 300,000,000/-	
CATEGORY	PAYMENT SCHEDULE	PERCENTAGE (%)	AMOUNT (PKR)
PLOT INSTALLMENT / PAYMENT	DOWN PAYMENT (BEFORE BALLOT)	10%	33,000,000
	IN 30 DAYS OF ISSUANCE OF ALLOCATION LETTER	81%	66,000,000
	ADVANCE PAYMENT REBATE	9%	30,000,000
	TOTAL PAYMENT (PKR)		300,000,000

TERMS & CONDITIONS

Eligibility/Qualification Criteria/T&C:

- i. This registration is open to all Pakistani nationals, residing in Pakistan or abroad.
- ii. Companies/ firms and societies registered in Pakistan under the relevant laws can also participate.
- iii. Foreign nationals and foreign companies may apply for registration subject to fulfillment of the terms and conditions provided in this form and all the applicable laws, rules and regulations of Pakistan and of PCBDA.
- iv. Applicants must be registered with the Federal and Provincial Tax Authorities as per the prevailing regulations. (Locally registered companies need a valid Income Tax Number (NTN). Foreign applicants need registration with their home country's tax authority.)

Registration Process:

- v. A one-time non-refundable booking registration fee of **PKR 150,000/- (Pak Rupees One hundred and fifty thousand only) & downpayment of PKR 33,000,000 (Pak Rupees Thirty-Three Million only)** applies per plot.
- vi. Submit the applicable booking registration fee to **BANK ALFALAH** with **ACCOUNT DETAILS: IBAN: PK90 ALFH 0137 0010 0787 0446 TITLE: PUNJAB CENTRAL BUSINESS DISTRICT DEVELOPMENT AUTHORITY, BRANCH CODE: 013, MODEL TOWN LAHORE BRANCH"**
- vii. Upload the payment proof and email it to **bd.team@cbddpunjab.gov.pk**. You can also submit the hardcopy proof at Center of Excellence, Punjab Central Business District Development Authority (PCBDA), CBD Complex (Ex Walton Airport) Lt (Navy), Yasir Shaheed Road, Lahore.
- viii. Applicant must retain a copy of his/her receipt/ deposit-slip/payment-proof for booking purposes.

Applicant Responsibilities:

- ix. Applicant(s) shall be solely responsible for the accuracy of the information provided in the ballot application form
- x. Providing false, incorrect or incomplete information may lead to penalties including cancellation of booking and allocation letter, without any claim or liability on the part of PCBDA.

- ☐ 1 x CNIC photocopy of the applicant (front and back) / 1 x CNIC photocopy of the authorized representative (front and back) along with proof of authority, in case of company/firm/AOP
- ☐ Proof of payment/ deposit-slip of booking registration fee & downpayment per plot
- ☐ Duly filled ballot application form
- ☐ NTN Copy

Applicant Signature: _____

Date: _____

Pay Order/ Demand Draft No/ Banker's Cheque: _____

Bank Name: _____

Down payment: (10 %) PKR 33,000,000/- (Pak Rupees Thirty-Three Million only)

LUXURY SHOW ROOM
BALLOT APPLICATION FORM

2025 YEAR
موسم ٢٠٢٥
موسم ٢٠٢٥



LUXURY SHOW ROOM

BALLOT APPLICATION FORM

Allocation Letter:

xi. Upon receipt of ballot application form from interested applicants, as per the laws, rules, regulations and by-laws of PCBDDA, the applications will be processed through balloting to determine successful applicant(s) for the respective plot(s). The successful applicant(s) will be notified and issued an Allocation Letter containing binding Terms and Conditions. In the event that only a single application is received for a particular plot, in such case, that single applicant will be considered as successful applicant and will be notified and issued Allocation Letter along-with Terms and Conditions, subject to PCBDDA laws, regulations, by-laws, directives and notifications issued from time to time.

General Conditions:

xii. The applicant shall promptly notify PCBDDA in writing of any change in address, CNIC, contact number, or any other relevant particulars.

xiii. PCBDDA reserves the absolute right to reject/cancel applications with incomplete or inaccurate information.

xiv. Separate deposit slip(s) are to be used for each booking registration application. For online payments, the fee for each individual application must be deposited separately.

xv. One booking form shall be used exclusively for one application/plot only.

Last date of submission of the ballot application form is 09th December 2025. The balloting is scheduled to be held on **11 December 2025**, subject to any change notified by PCBDDA.

Agreed Terms & Conditions:

xvi. The detailed terms and conditions applicable on the successful applicant(s) will be provided in the subsequent "Allocation Letter", issued to the successful applicants only.

xvii. The applicant hereby agrees to be fully bound by all applicable laws, rules, regulations, by-laws, directives, policies, notifications and instructions, etc. of PCBDDA, as may be issued, amended or updated from time to time, and undertakes to comply with the same without exception.

xviii. The Successful applicant(s) will be notified on or after 15-12-2025.

DECLARATION:

1. I acknowledge that allocation letter of the plot is subject to balloting, as and when held, and further, I undertake to accept the results of the balloting.
2. If successful through balloting, I undertake to pay the total plot sale price, development charges, government levied taxes/duties, and any other applicable dues/charges/surcharges/fee strictly in accordance with the timelines stipulated in PCBDDA's demand notices.
3. If successful through balloting, I agree to pay all payable dues demanded by PCBDDA and government-levied taxes/duties applicable from time to time.
4. I undertake to strictly abide by all applicable laws, rules, regulations, by-laws, directions and notifications, etc. of PCBDDA, Government of the Punjab and/or Federal Government of Pakistan, including any amendments or revisions made thereto from time to time, relating to property owners, tenants, leaseholders, sub-leaseholders, or members, as the case may be.
5. I agree to promptly notify PCBDDA in writing regarding any changes in the information or particulars provided in this Ballot Application Form.
6. I confirm that I have carefully read and understood the particulars, terms & conditions, and I agree to be bound by them at all times.
7. By signing the ballot application form, I affirm my commitment to comply with all PCBDDA laws, rules, regulations, by-laws, guidelines, notification and directives, etc. issued by PCBDDA from time to time pertaining to the plot applied for.
8. I am fully aware, understand and agree that non-compliance with any of the terms, conditions or declarations may result in cancellation of booking and allocation of the plot, forfeiture of any or all amounts deposited whether in whole or in part, and/or imposition of fines or any other penalties as determined by PCBDDA.

Applicant Signature: _____ **Date:** _____