

# MESSAGE FROM THE ADMINISTRATOR



DHA offers a progressive, cohesive and dynamic community living. Our endeavors have been focused on delivering excellence, exceeding client's expectations and innovating our business. We have been able to upgrade our processes and services as per prevailing market best practices.

Our major achievements in the past months have been our ability to start DHA Fast Track Executive Services, Sub Division of Plazas, Mobile App, Improved Bye-laws, Enhanced Value of Property, Ballot 2020, Overseas Enclave and attaining trusted authority status through updated social media presence. We are working to stabilize and strengthen our existing client relationships and start building connections with prospective clients as new opportunities pour in the organization.

Looking forward to serve our residents with enhanced facilities.

Brigadier Waheed Gul Satti



# BULLETIN

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## DIGITAL DOORWAY

**DHA** has introduced a simpler and more efficient process of services for the convenience of its clients & customers by launching Mobile App which makes the users able to directly interact with the organization for all DHA related information, queries and concerns

Digital transformation in real estate is something recent and novel as the industry is based on hospitality and construction. However, real estate software solutions and technology integration into practices are already making their way into the sphere. DHA being the significant authority in real estate has revolutionized its customer experience with state of the art Mobile App, being a roadmap for digital transformation which will

give seamless experience to user/ residents to connect & facilitate with the best lifestyle experience.

DHA Mobile App includes multiple features and tools from procedure & policies to complaint management. One of the salient features is Online Payments, one click solution for all your banking/financial needs related to DHA, it provides with ease of solution, stress-free access, multiple payment methods and enhanced security for your hard-earned capital. The idea is to integrate all the possible payment methods/modes/ options of DHA Lahore (water and sewerage bill, dues etc.) and others (LESCO, SNGPL, Mobile Companies, Internet etc.) together.

In DHA's efforts to be more engaging

and transparent with its residents, a complaint management system has been instated within the Application with prompt feedback mechanism to effortlessly facilitate the users/ residents. Among its abundant dossier of features DHA Mobile application also include GIS Maps to provide guidance and direction to the user about his/her vicinity from local eateries to emergency services. Moreover all procedures, policies including forms will be available on the DHA Mobile Application to provide state of the art user experience. DHA Mobile Application will also include industry's first mobile directory under the head of Digital Pages, which will provide convenience and quick access to the entire Commercial Area shops to mobile application users.

## MOBILE APP



## PROGRESS LADDER

**Development Works Started**  
at Sector -IV, Phase XI (Rahbar)

The lucrative location and amenities of DHA Phase XI (Rahbar) make it a high demand area. With 10 minutes drive to motorway, linked with Lahore ring road, educational institutions, commercial area, community club, underground electrification, state of the art hospital, mosques, parks and

green belts makes it a complete living package.

The speedy progress of Rahbar is worth appreciating and speaks volume of efforts that are being put in. Sector -IV offers 4456 residential and 579 commercial plots covering total area

of 3600 Kanal, alongside underground wiring with expected completion by 2023. The entire area is walled and gated for safety & security.



"Progress is not in enhancing what is, but in advancing toward what will be." -Khalil Gibran-

# Fixed Grimace of Pain, Sufferers Have....

## DHA Community Actions

The impact of Covid-19 on life around the world has shown deserted roads and empty streets. Its spread has left businesses around the world counting costs and wondering what recovery could look like. During this pandemic, many people have lost their jobs or seen their incomes cut.

In this time of economic recession, DHA Lahore started campaign under the tag line of Healing hands, Caring hearts. This effort of DHA Lahore expresses solidarity with the needy and poor people of the society who are real sufferers sitting on the road side, silently, with fixed grimace of pain on their faces, looking around for help, indeed are not getting food of any kind.

DHA Lahore has offered it's deeply embedded care and compassion by standing together with needy families to combat the crises of novel Covid-19. The organization arranged food parcels in shape of ration packs and distributed them among the real sufferers. DHA strictly follows the SOPs of Government in the public interest and appreciates these directions, regulations and necessary measures to be observed and adopted by all the concerned businesses and general public.

DHA Security with the help of Army and Police is doing all possible measures to control the deadly pandemic. Most of the smaller entry points into DHA have been closed temporarily. However, the main entry points are being regulated for restricted entry.

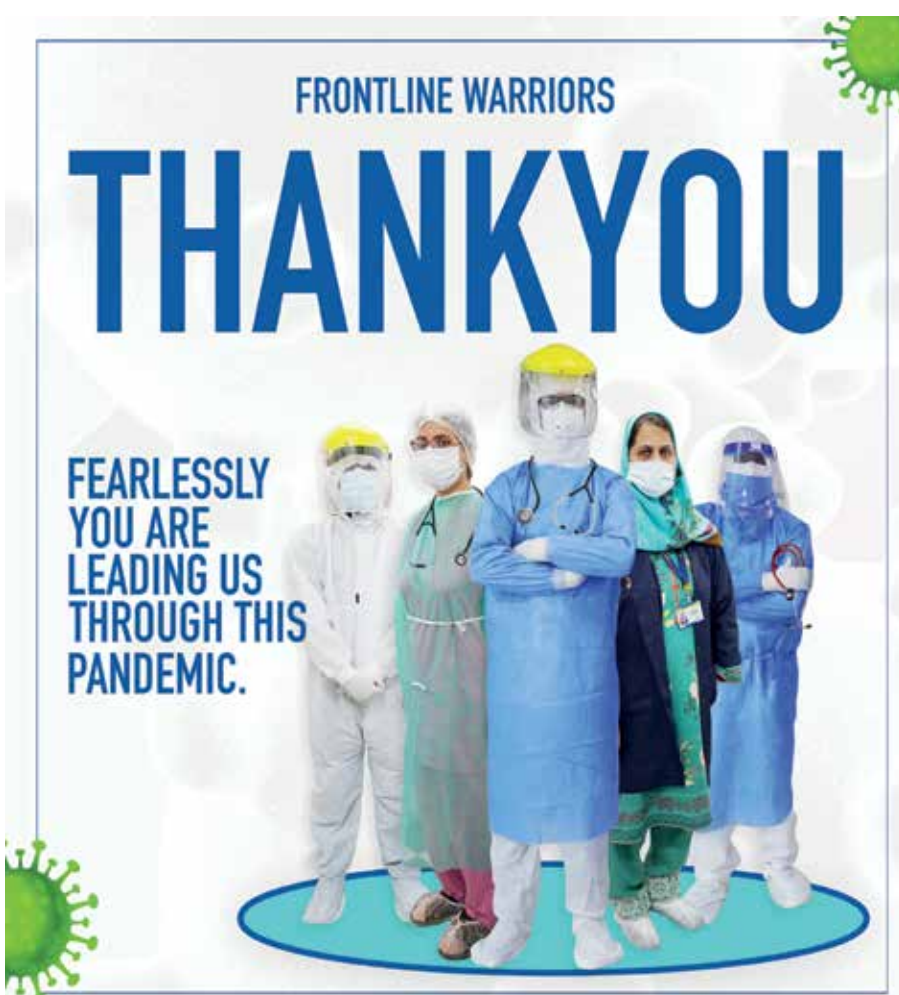
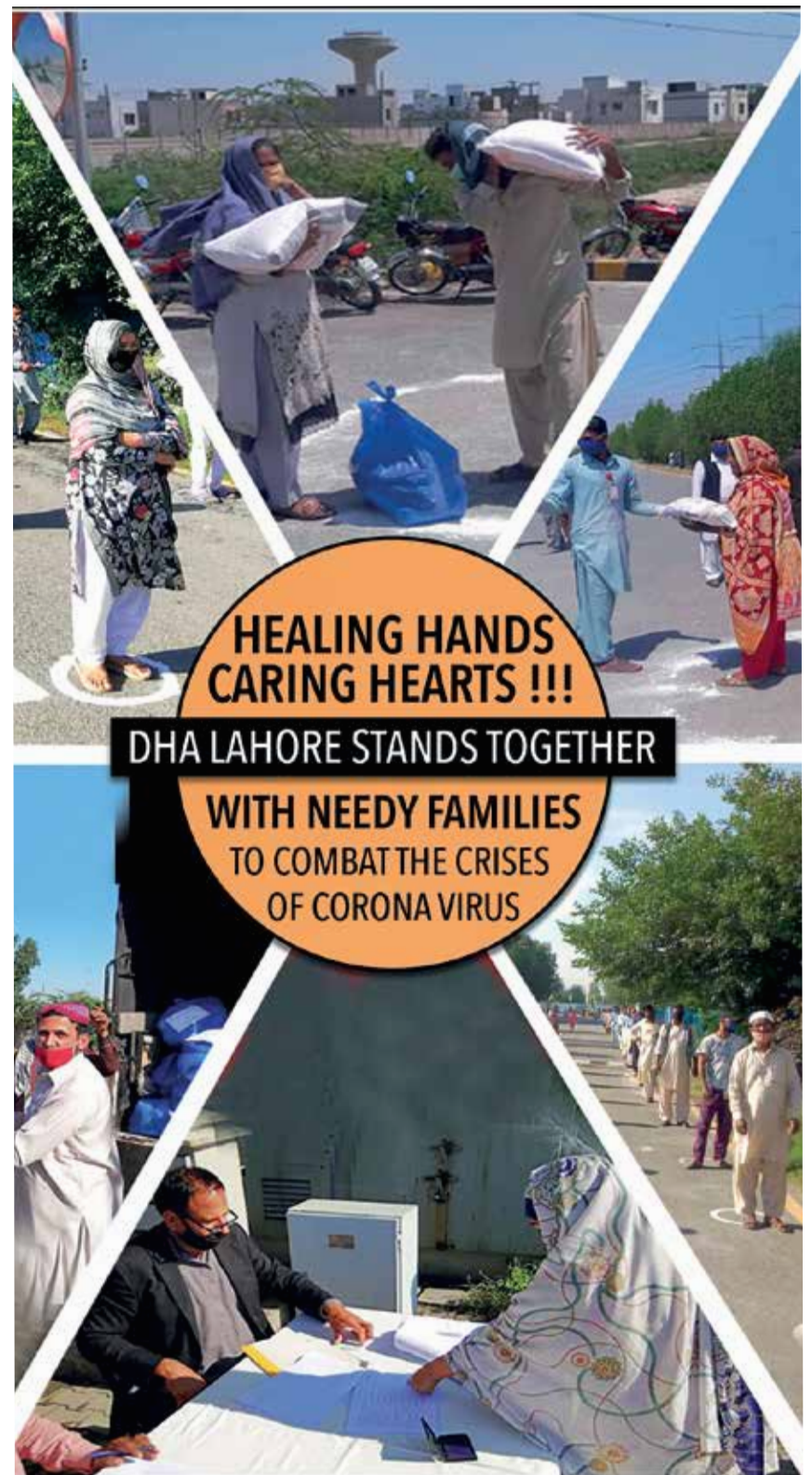
Residents of villages and colonies surrounding DHA are being educated and selectively provided with essential items.

*"We are still in the middle days of this, and we don't really know for sure."*

It is comforting to know the organization is well informed about the victimised residents of corona virus and practicing the gesture of enquiring well-being of corona patients at their residences.

Routine operations on daily basis are being carried out at DHA with great concerns and care for all walk-in customers and visitors.

The residents are extremely pleased and obliged to the DHA Management for being hand in hand in this trying time.



## COVID PREVENTIVE MEASURES

COVID-19 has been a serious threat for life and safety of the people around the globe. Although hospitalization and mortality rates have declined significantly but strong precautionary measures are still essential to overcome this disease. Following measures are advisable during our daily routines:

- 1 Maintain a safe distance from anyone who is coughing or sneezing
- 2 Always wear a mask in public gatherings
- 3 Wash your hands with soap frequently
- 4 If you have symptoms like fever, cough and difficulty in breathing, consult your doctor immediately

**DHA has been very focused towards its customer safety during COVID-19, by strictly following SOP's and maintaining social distancing during office hours.**



# DHA Owned Corporate Tower

Developing Our People, Growing Our Business

Strategically placed Business Hub is a state of the art corporate tower. The emergence of this supernova in DHA is promoting further trade and commerce culture.

Situated at close vicinity of Allama Iqbal International Airport with access to Ring Road and key commercial localities, this mansion of businesses is gripping the attention of business tycoons.

Business Hub has a dedicated 15,000 sqft area covered with grass

and landscaping offering a serene, scenic and picturesque setting, with dedicated energy centre providing 24/7 uninterrupted power supply.

Its strategic location makes it free from traffic clogging and shutdowns with parking space for more than 700 vehicles. The infrastructure has been integrated with building management system (BMS) which controls all emergency and utility features of the project like fire alarm, smoke detection, entry & exit controls, HVAC & CCTV all matters

pertaining to building's internal ecosystem.

Providing healthy lifestyle and corporate environment under one roof is DHA's vision of transforming expectations into reality. This House of Businesses offers a congregation of amenities like prayer hall, day care centre, gymnasium, food court, seminar hall, terrace garden and medical support services.

Over-looking DHA's commercial Broadway skyline, Business HUB is

within an earshot of commercial banks, malls, restaurants, departmental and groceries stores providing simplicity and comfort to all around.



## KICK INTO HIGH GEAR! PHASE - VII

DHA being a pioneer in bringing latest trends and highest quality living standards has tremendously fulfilled its commitment of developing phases over the period of time. DHA Phase - VII is another milestone which was contrived in the year 2007, encompassing an area of 21068 Kanal. This phase shares border with BRB canal at east and Defence Raya at North. The additional area of 9281 Kanal was later conjoined in the years 2011 & 2012, covered with parks, green belts, and recreational spots. Phase VII has emerged

as a new attraction amongst people with lucrative amenities like McDonalds, Kolachi Food Chain as well as traditional Marquee Cuisines. A huge chunk of land is designated to the construction of state-of-the-art hospital which will match international medical standards. Other value additions include the construction of 2 Fuel Stations with highest car capacity, dedicated grid station, and establishment of Punjab Govt Knowledge Park which promises to be a huge success in future being a Government Venture.



# BOOM TIME !

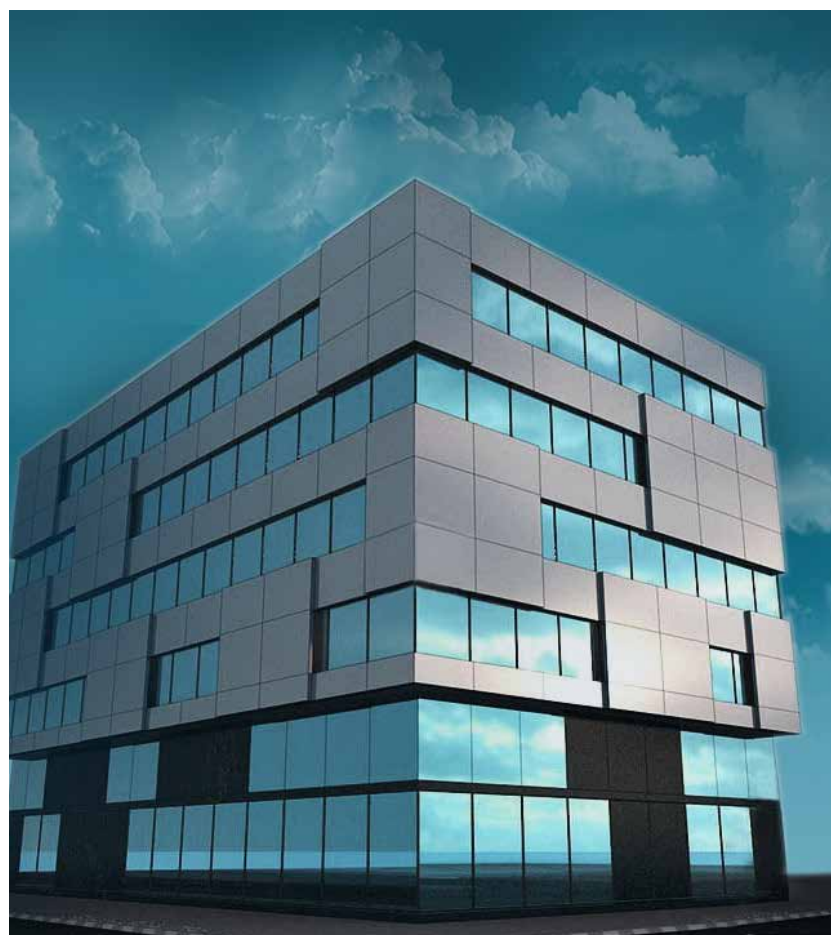
## Consumer | Investment | Property DHA Property Sees Surge

Becoming the Commercial Plaza Owner in DHA is even easier after the start of pilot project SUB DIVISION OF PLAZAS. Raising tremendous opportunity for the investors and revitalising the real estate business, this facility by DHA aims to benefit all stakeholders equally.

Owners can sell their plazas as one unit or floor to floor after Sub Division. The desirous Owner for Sub Division applies at front desk of Building Control Branch of DHA which carries out the ground check and approve feasibility. After

receiving the clearance, owner pays the Sub Division charges and submits the necessary documents along with new floor drawings. Transfer & Record Branch creates separate files for each floor and pleasingly makes sure the completion of allotment process.

This well-liked step envisages two phases for implementation, initially it is implemented as pilot project in Phase VI and VIII for period of six months and thereafter will be executed in entire DHA.



**Penta Square's own Power Plant Installation:**

To meet the ever growing energy challenges, Penta Square has built-in power supply to provide maximum support. Equipped with latest technology and skill, it has adopted the conventional balance to meet the demand.

Successful process of power plant installation has been started which is a milestone achieved in a short time to ensure convenience, safety and clean environment for the residents.



## PRODIGIOUS LEAP

Penta Square



Penta Square in the heart of DHA Phase V cultivates an air of exclusivity, this project needs no introduction, its towering building is visibly stupendous. Penta Square offers the best of facilities for an enriched lifestyle from residential to corporate and retail.

Penta Square encompasses a Mall, a Corporate Tower and Residential Apartment Complex with studio, 2 and 3 bed apartments. This project offers contemporary living with a total of 302 residential apartments with 4 Pent

Houses that gives you a birds-eye view of Phase-V scenery. With 100 one bed apartments and more than 150 three bed apartments it is suitable for diverse audience.

Penta Square offers a swarm of facilities and amenities for its residential partners like indoor & outdoor sports arena, squash, tennis & basketball courts, indoor swimming pool, state of the art gym, day care facility, multi-purpose hall, drivers & servants accommodations and much more.



# Play Like a Champion Today

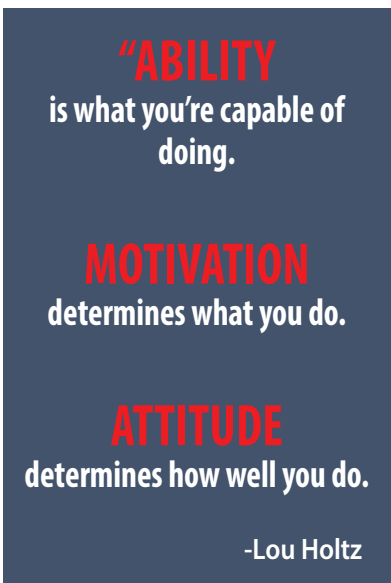
## Captain Fasih Babar Amin Shaheed Sports Complex Phase - VI

DHA places major focus on its resident's health and promotes importance of border line activity for all. Being a green and environmental friendly society, parks and sports complexes are major attraction for all the phases in DHA.

Sports and exercise are essential for healthy lifestyle and active routine. Being lucky enough to reach out to the fitness goal within the comfort zone of its living is commendable and DHA makes such amenities its focal point for development. To provide amusement, entertainment, exercise and recreation to its residents, DHA has ensured to create a healthy atmosphere by building sports complex

Sector A, phase VI. A multipurpose gymnasium, café, and a climbing wall are its core attractions with a parking space of 310 vehicles. A healthy mind builds a positive society and help making its way into a progressive future.

The Vision of DHA is to provide comfort, facilities, ease and satisfaction to its residents. Facilitating residents on account of health and fitness by incorporating state of the art sports stadium in loving memory of Capt. Fasih Babar Amin Shaheed, who embraced shahadat on 21st June, 2012 while combating terrorism. The zeal and enthusiasm of such stories must be remembered and learnt from.



## A Hub For Connected Learning Defence Public Library

Libraries are important cornerstones of a healthy community as they are source of new ideas, learning and exploration, while at the same time providing a sense of place for gathering. Defence Public Library has been recently renovated with additional features and facilities which makes it compatible to any modern library of the city. Defence Public Library is registered with Higher Education Commission and National Digital Library, equipped with magazines, periodicals, books, and digital literature related to

different fields of life.

The library has recently added E-Lab facility which provides computers with internet connection to get benefit from the information available online. A dedicated section for senior citizens has been made which provide calm and peaceful environment with relevant literature and books in regard with their preferences. Other features include Kids Section, Locker Room, Public Address System, CCTV & HVAC System.



# Together We Can Do So Much

Community clubs play a significant role in building and transforming the natural aura. DHA is the organization which understands the importance of life amenities to enhance and cater the community life style. At our clubs, we provide, top class facilities at reasonable cost and giving the residents a chance to become members of the places of comfort and style. Defence Revelation has completed 80% of the construction work covering an area of 171 kanal, whereas the door to coffee shop and BBQ garden are open for public. Sector K club is a state of the art edifice, which inculcates luxury bed room suites, executive guest rooms, meeting rooms, conference rooms, auditoriums, restaurants, BBQ area, banquet halls, game rooms, badminton, tennis and squash courts, jogging track, bowling alley, ladies and gents gym, spa and Jacuzzi, dedicated swimming pool, party halls, kids playing area, bakery and coffee shop, laundry area and many more. The crème of the crop project was commenced on 1st June 2015 with progressive work in phases and multiple extensions and is more likely to be completed by the end of 2020.

DHA has taken the responsibility of knitting the fabric of society stronger by providing its residents with a number of lavish clubs that promote interaction and social exchange among the residents.



# DHA EXECUTIVE SERVICES

## FAST TRACK PROCESSING

To meet the ever growing demand and provide maximum benefit to its clients, the organization has started a premium service program which will enable customers to engage in a smooth and fast processing of their desired task for a certain amount.

DHA Executive Services program encapsulates all possible features for fast track delivery of services and

proffered a unique experience to our worthy members i.e Dedicated Entry Gate : Our esteemed members take the vehicle entry at Gate No.4. The eye-pleasing aesthetics of executive entrance area and presence of dedicated welcoming staff is convincing for a stress free, calm and gentle experience of services.

## Executive Lounge:

We offer uninterrupted hours of services at executive lounge where dedicated staff is present to welcome our executive customers and help them in completion of desired executive services. Serene environment of the lounge, comfortable plushy seating, available hospitality offering unlimited bottled waters, sodas, tea, coffee, available reading material and free Wi-Fi service

help make the executive members experience memorable with us.

Executive services will be provided for Non-Possession plots transfer, Possession plots/ Houses /Plazas Transfer, Collection of Allotment/Intimation/Allocation/ Transfer Letter/Special Power of Attorney, Collection of Site Plan and Collection of Completion Certificate.

## Executive Parking:

We offer a hassle free secure Executive Valet parking service. Our professional drivers for valet services are ready to meet our executive members at the drop off zone to park the cars while they are at business.

### Dedicated Staff:

Our dedicated staff is professionally trained to offer appropriate help from start to end well in a timely manner.



# REACHING FOR THE SKIES

## EDUCATION IS ABOUT ACADEMIC EXCELLENCE AND CULTURAL DIVERSITY

SOAR STEM SCHOOLS is an initiative to provide premium education experience at an affordable price. It follows Cambridge based curriculum and aims on providing the students with Science, Technology, Engineering and Mathematics as coordinated disciplines which will enable the students to learn and understand the collective integration of basic principles on a very early stage. The

school with a student capacity of 2000 is fully operational to provide concept based learning. With the vision of educating next generation better than the previous and contributing to the prosperous future of Pakistan, SOAR has joined hands with DHA to serve for the greater cause. It has opened doors to a bright future in Phase XII (EME) with a surface area of 18 kanal.



# CARE FOR EXPATS

## OVERSEAS ENCLAVE

### Phase - VII

Overseas Pakistanis are by and large, effervescent societies in many countries located in the US, Europe, Canada, Australia, etc. They have a valuable contribution in the economic, social and political uplift of Pakistan by generating significant amount of foreign remittances. To fulfill the dream of having own house in our country, DHA Lahore has planned to develop Overseas

Enclave in Sec-T, Phase-VII which is going to be a trend setter in housing sector. The enclave has total area of 692 acres which consists of 1 kanal residential plots. Huge Commercial Area, Equipped Educational Institutions, Mosques, Parks & other amenities will offer complete living experience to our expats.



## A Spur to Convenience McDonald's

DHA being a successful organization is on quest to bring enhancements and prosperity. To provide the community with modern amenities where they can seek leisure and recreation with their family and loved ones without commuting for long distances. DHA is bringing all the famous outlets and franchises to its developed phases for maximum consumer

outreach. McDonald's being famous fast food chain, is opening its door in Phase XI (Rahbar) and in Y block phase VII with a surface area of 6 kanal. The prospective time frame for the completion of the project is approximately 1 year. Play place and lucrative location will make it an attractive spot for all ages.

"Keep your face always toward the sunshine - and shadows will fall behind you".

- Walt Whitman