



THE SOUK

WHERE BUSINESS MEETS LIFESTYLE

AL SADAT GROUP



ISLAMABAD WEST,
NEAR AIRPORT ROAD,
ADJACENT TO MUMTAZ
CITY.



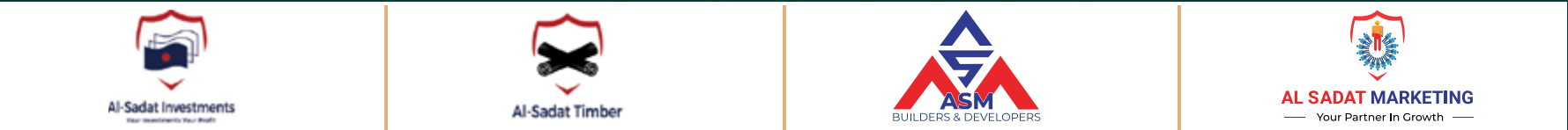
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PROJECT BY AL SADAT GROUP

Al Sadat Group is a diversified Pakistani business house with roots in timber trading dating back to 1975, now spanning real estate development and marketing, hospitality, and community-focused residential projects across Islamabad and beyond. The Souk is the Group’s latest landmark. A mixed-use address built on the same values of trust, integrity and long-term commitment that shaped Lakeshore City and Seventeen Villas before it.



MESSAGE FROM FOUNDER AL SADAT GROUP

SYED SULEMAN SHAH Founder of Al Sadat Group



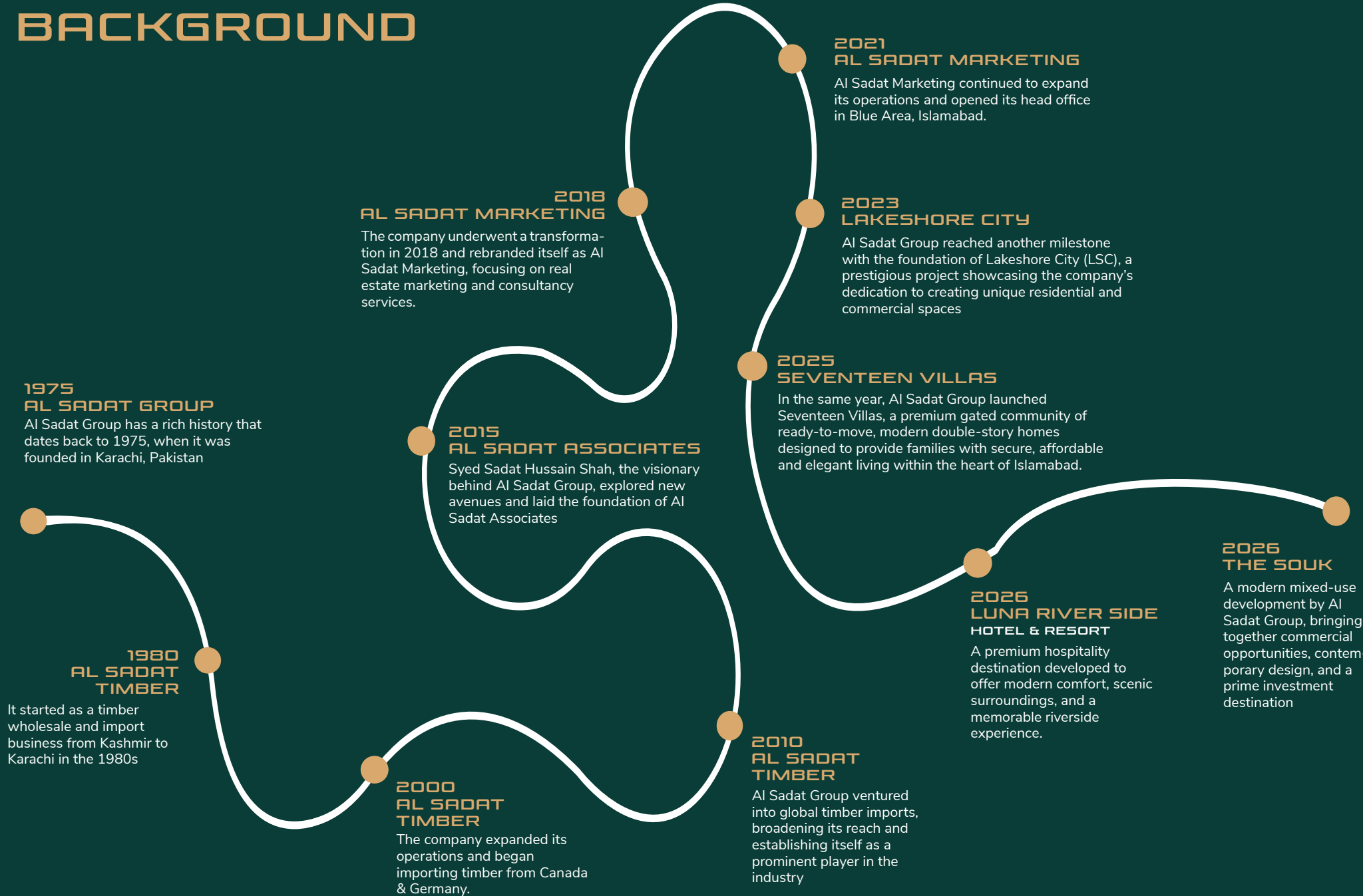
Syed Suleman Shah is a renowned business personality and a respected figure in Pakistan’s timber industry. As the visionary founder of Al Sadat Group, he laid the foundation of what has now become a diversified business legacy. His entrepreneurial journey began with Al Sadat Timber in Karachi, which rapidly expanded to serve major cities across the country.

With decades of experience across multiple industries, including the timber trade and the lesser-known ship-breaking sector, Syed Suleman Shah built a reputation for resilience, foresight, and deep market understanding. His leadership and determination established the strong values of trust, integrity, and ambition that continue to guide Al Sadat Group today.

“The Souk was never just about height. It’s a gateway where life and business meet under one skyline. At Al Sadat Group, we build addresses we stay proud of long after handover, and this one is no different.”

Message from Syed Suleman Shah

BACKGROUND



SYED SADAT HUSSAIN SHAH

Chairman of Al Sadat Group

- ▶ Chairman Al Sadat Group
- ▶ Chairman Lakeshore City
- ▶ Chairman Seventeen Villa
- ▶ Chairman Al Sadat Marketing
- ▶ President Youth Excellence Solidarity (Yes Pakistan)
- ▶ President Tourism For Interfaith Peace (TIP)
- ▶ Chairman Hospitality Committee ICCI
- ▶ Chairman Youth Committee FPCCI
- ▶ Entrepreneur | Philanthropist
- ▶ Shapeshifting | Tourism
- ▶ Leading Real Estate | 10+ National & Global Awards | Global Leader |
- ▶ Public Policy Expert | International Advisor

Life Lesson

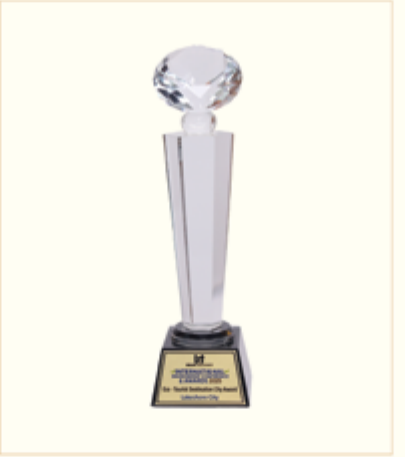
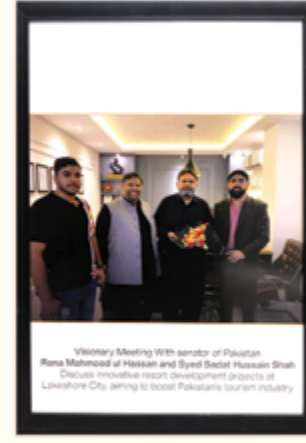
Fall Seven Times, Stand Up Eight



Message from the Chairman

“After the success of our past projects, Lakeshore City above all. I am proud to launch The Souk, on the west of Islamabad, near Airport Road and adjacent to Mumtaz City. The Souk is a complete address, built for the way this city actually does business and lives. At street level, it is designed for small business owners, retailers and cash-and-carry traders who need footfall and visibility. Above that, it offers tailored residential apartments, studios, courtyard homes and penthouses and for those who want to live where the city's commerce happens, not apart from it. This is the same conviction that guided Lakeshore City and Seventeen Villas before it: build for the long term, and build something the community will actually use every day. I look forward to welcoming our retailers, business owners and residents to The Souk.”

Awards



ABOUT

THE SOUK

The Souk is rising near Islamabad Airport Road adjacent to Mumtaz City. A mixed-use gateway address, homes to live in, floors to build a business from, and a marketplace to gather in, all arriving through the same arch. Developed by Al Sadat Group.

	Plot Area	35,865 Sq ft
	Basement (2 levels)	Parking — 140 Cars
	Lower Ground	Cash & Carry
	Ground, Mezzanine, 1st Floor	Retail Arcade (The Souk Mall)
	2nd Floor	Food Court & Kids' Area
	3rd–7th Floor	Courtyard & Dam View Residences
	8th Floor	Penthouses + The Souk Club
	Rooftop	Sky Garden, Café, Event Lawn, Outdoor Cinema

 Islamabad West, Near Airport Road, Adjacent to Mumtaz City



A MARKET PLACE REIMAGINED

The Souk is a single tower where residences, Grade-A office floors, and a ground-level retail souk all arrive through the same arch. It isn't three separate products sharing a plot; it's one address built on the idea that where you live, where you work, and where you gather shouldn't require three different postcodes.

The souk has always been more than a market, it's where a city meets itself, where trade; conversation, and daily life happen in the same breath. The Souk takes that idea and builds it vertically: an arch at street level as a literal threshold, a landscaped ground plane that behaves like a real a market place, and a skyline rising above it that signals ambition. Step through the arch, and the building's own chapter of business and lifestyle begins.



The Symbol —————>

**READ THE LOGO, &
YOU'VE READ THE BUILDING.**

The Arch

The gateway itself. The threshold you pass through, carrying the old souk's spirit of trade and gathering into a new vertical skyline.

The Palm

The oasis note. A reminder that ambition and ease aren't opposites here.

The Skyline

The promise above both: business and lifestyle, rising together, under one address.

THE THREE PILLARS

Live.

Light, air, privacy, and skyline views. Floor-to-ceiling glazing, cross-ventilated layouts.

Work.

Grade-A office floors, flexible from single desks to full floors.

Gather.

A ground-level souk with retail, dining, and public space that draws daily foot traffic.



LOCATION

NEARBY LAND MARKS

- Islamabad International Airport (6 mins away)
- Kashmir highway/Airport road (2 mins away)
- M-1/M2 motorway (2 mins away)
- G.T. Road (6 mins away)
- G-14/Golra Road (10 mins away)
- Zero Point/Blue Area Islamabad (15 mins away)
- Metro Bus Station (2 mins away)
- Radisson Blu 5-star Apartment/Hotel (900 meters away)
- Chaaye Khana (1.2 KM away)
- Shaheen Chemists & Groceries (1.3 KM away)
- Flatties 5-star Apartments (1.7 KM away)
- DoubleTree by Hilton Nathiagali

And many more



Islamabad West, Near Airport Road,
Adjacent to Mumtaz City



◆ FIVE LAYERS, ONE ADDRESS ◆

FIVE SIGNATURE CONCEPTS

MALL · ENTERTAINMENT ZONE · RESIDENCES
· THE SOUK CLUB · SKY GARDEN



MALL

Lower Ground To First Floor, 294 Retail Units, 2nd Floor, A Food & Kids Area, Built Around A 54' × 28' Atrium.



RESIDENCES

3rd & 7th Floors, Family Homes Arranged Around An 81' × 44' Open Courtyard.



ENTERTAINMENT ZONE

Food Court And Kids Playing Area On 2nd Floor



THE SOUK CLUB

8th Floor, Gym, Spa, Swimming Pool, Snooker



Sky Garden

Rooftop, events Area plus café and outdoor-cinema lawn.

◆———— LOWER GROUND TO FIRST FLOOR ———◆

THE SOUK MALL

294 Retail Units Across Four Floors

THE RETAIL CONCOURSE

THE SOUK MALL

Four commercial floors step up from the Lower Ground (Cash and Carry) through to the Second Floor (Food Court & Kids Playing Area) wrapped around a 54' x 28' atrium that carries daylight down through the concourse. Passages between 6' and 9' wide keep the retail floors easy to navigate at scale.

Floor	Covered Area	Shops	Saleable Area	Circulation
Lower Ground	21,090 sq ft	Cash & Carry	—	—
Ground Floor	21,090 sq ft	86	11,207.70 sq ft	9,882.30 sq ft
Mezzanine	21,090 sq ft	104	12,619.00 sq ft	8,471.00 sq ft
First Floor	21,090 sq ft	104	12,619.00 sq ft	8,471.00 sq ft
Total	84,360 sq ft	294	—	—

ENTERTAINMENT ZONE

2nd Floor, Food Court & Kids Playing Area
22,292 sq ft



3RD TO 8TH FLOOR

THE RESIDENTIAL COLLECTION

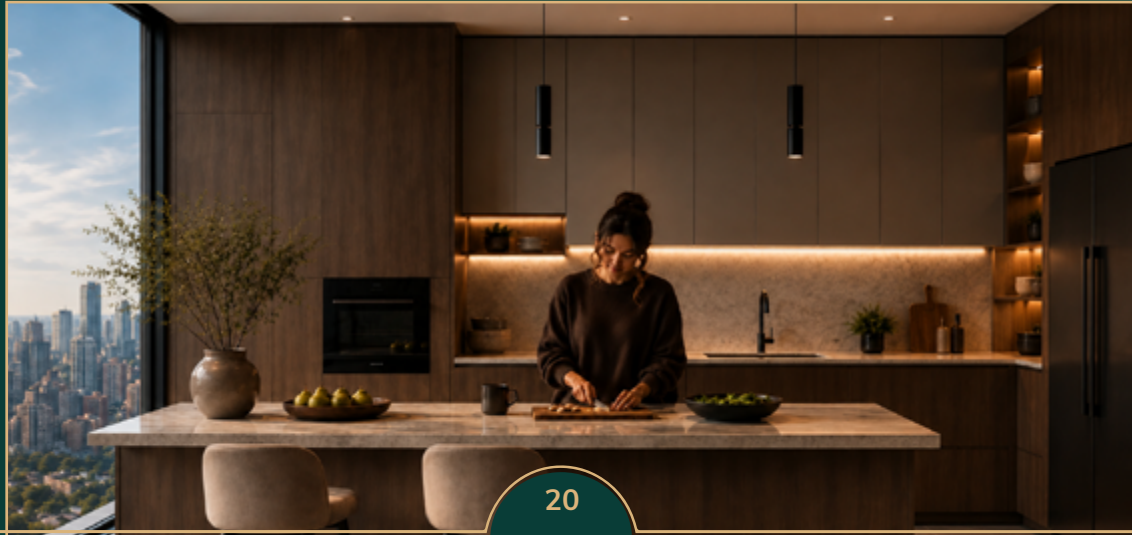
Courtyard, Dam View, Penthouse Residences
140 Residences Across Three Living Concepts

WAKE UP TO THE BEAUTIFUL **DAM VIEWS**

THE QUIETER SIDE OF THE SOUK,
SAME ADDRESS, **DIFFERENT HORIZON**

At The Souk, not every view looks the same, and Dam View residences are for those who want their skyline softened by open water, not just buildings.

Reserve Your Dam View Residence



3RD & 4TH FLOOR

COURTYARD
RESIDENCES

Unit Type	Per Floor	Total (2 floors)
2-Bedroom	15	30
1-Bedroom	3	6
Studio	4	8
Total	22	44

3rd and 4th floors are arranged around an open 81’ × 44’ courtyard

5TH, 6TH & 7TH FLOOR

1 BED/STUDIO
SERVICE APARTMENT

Unit Type	Per Floor	Total (3 floors)
1-Bedroom	23	69
Studio	9	27
Total	32	96



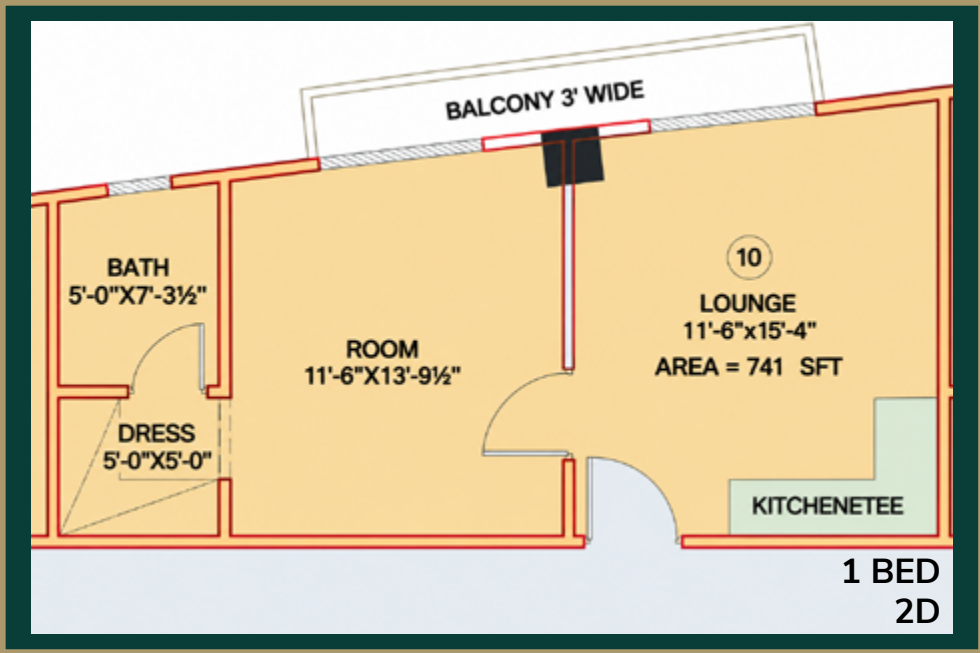
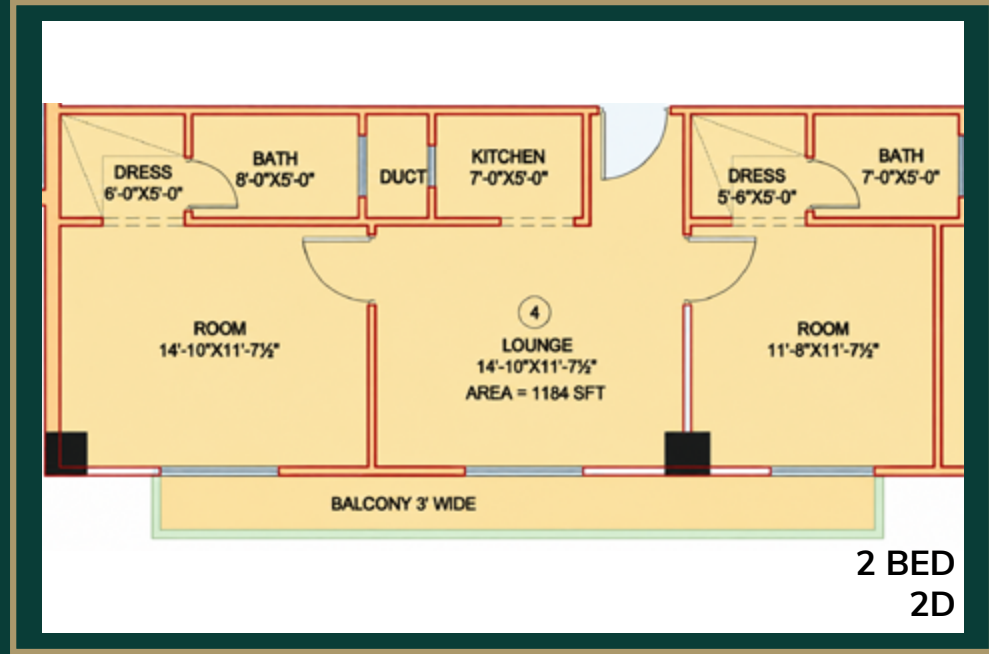
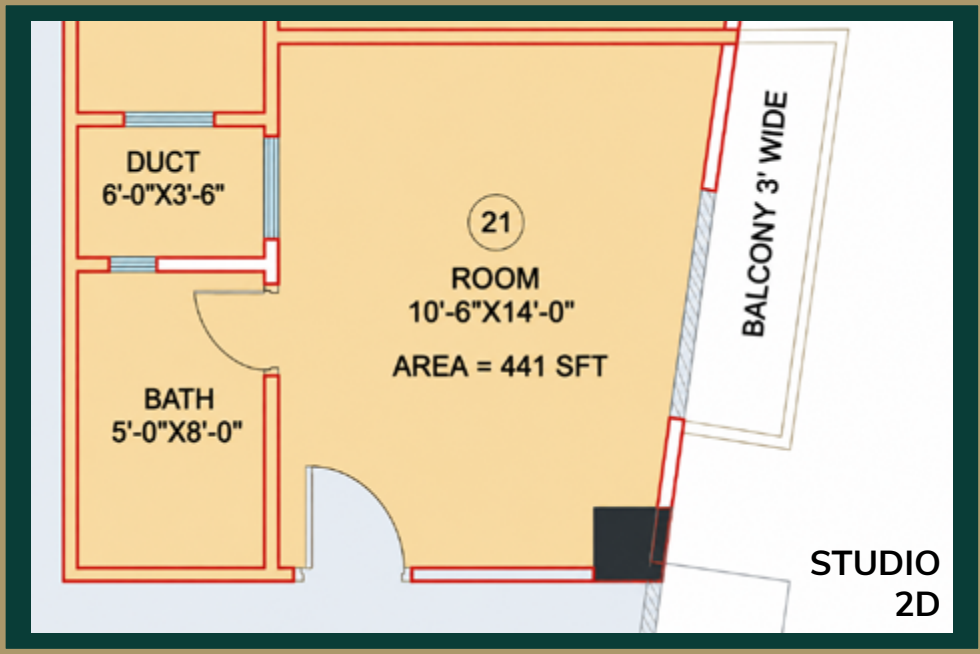
8TH FLOOR & ROOFTOP

PENTHOUSES, THE SOUK
CLUB & SKY GARDEN

Level	Detail	Area
8th Floor	6 two-bedroom penthouses	-
8th Floor	The Souk Club	-
Rooftop	Sky Garden	5,517 sq ft

The 8th floor holds six exclusive two-bedroom penthouses, each opening onto private terraces totalling 4,685 sq ft of saleable outdoor space.





THE SOUK CLUB & SKY GARDEN

WHERE THE BUILDING STOPS BEING AN ADDRESS AND STARTS BEING SOMEWHERE YOU BELONG.



The Majlis
The club's living room, low seating, long light, a skyline through the glass.



The Sky Lounge
Cafe & Restaurant & Cigar Area



The Event Lawn & Open-Air Screen
Match nights under the sky, films in the open, functions with a horizon behind them.



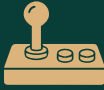
The Souk Wellness
A fully equipped gym, and The Hammam behind it: steam, sauna, jacuzzi.



The Hall
Community halls for private functions.



The Helipad
Provision for a rooftop helipad.



The Arcade
Snooker & different games



The Infinity Pool & Sun Bath
A swimming pool & sun bath area



The Boardroom
Meeting Area



The BBQ Pods & Private Cabanas
For the evenings you would rather host up here.

THE SOUK CLUB

The Majlis	The Souk Wellness	The Arcade	The Boardroom
The Sky Lounge	The Hall	The Infinity Pool & Sun Bath	The Bbq Pods & Private Cabanas
Cafe & Restaurant	High-Speed Internet	The Event Lawn & Open-Air Screen	The Helipad

AMENITIES



The Sanctuary Walk



Botanical Garden



Central Wide Atrium



Children's Play Area



24/7 Security, CCTV



Basement parking



Fire Safety & Emergency



Wide Corridor



Elevator Lobbies



Cash & Carry



Water Storage & Supply



Prayer Area



Laundry



EV Charging Points



Servant Quarters



Escalator For Mall



Capsule Lift For Mall



Backup Power (Generator)



Garbage Chute



Waste Management



THE SOUK



PAYMENT PLAN - 5 YEARS

	Studio	1-Bed	2-Bed	LG-Shops	G-Shops	M-Shops	1st-Shops	2nd-Shops
Area SQFT	408	664	931	100	80	70	70	100
Rate / SQFT	17,000	17,000	17,000	50,000	55,000	50,000	45,000	55,000
Total Price	6,936,000	11,288,000	15,827,000	5,000,000	4,400,000	3,500,000	3,150,000	5,500,000
Booking 10%	693,600	1,128,800	1,582,700	500,000	440,000	350,000	315,000	550,000
Confirmation 10%	693,600	1,128,800	1,582,700	500,000	440,000	350,000	315,000	550,000
Bi-Annual 4% (10 Bi-Annual)	277,440	451,520	633,080	200,000	176,000	140,000	126,000	220,000
Possession 10%	693,600	1,128,800	1,582,700	500,000	440,000	350,000	315,000	550,000
Monthly 0.6% (50 Monthly)	41,616	67,728	94,962	30,000	26,400	21,000	18,900	33,000

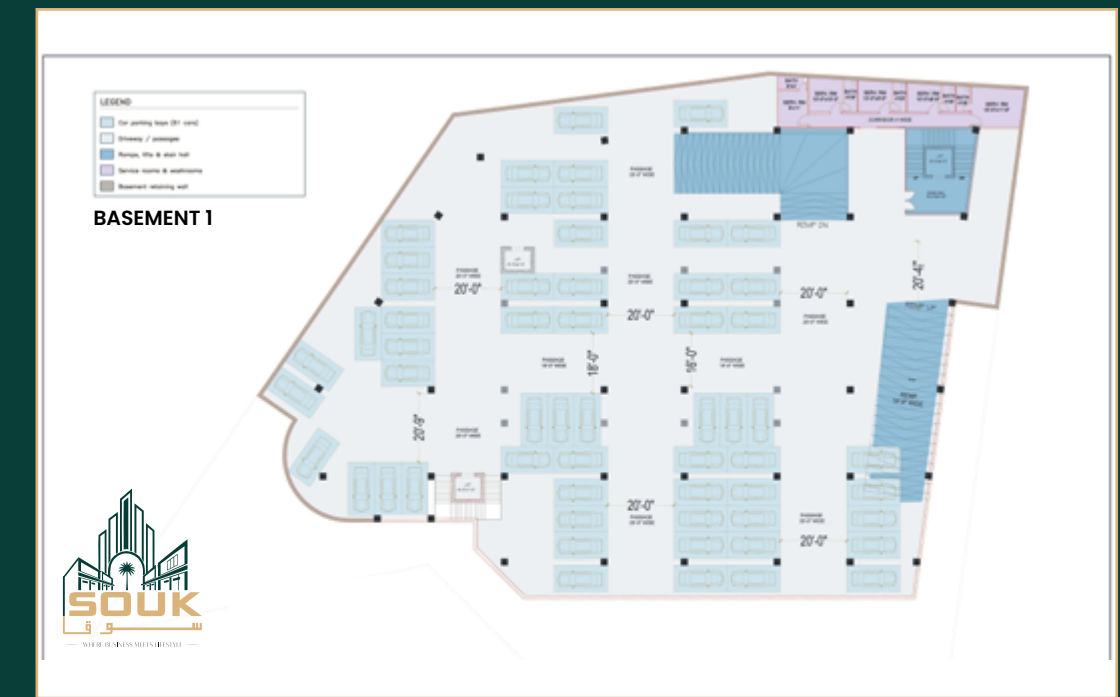
THE COMPLETE PICTURE

FLOOR PLANS & AREAS

Every Level, Measured

BASEMENT 1 FLOOR PLAN

NO. OF CARS = 70



BASEMENT 2 FLOOR PLAN

NO. OF CARS = 70





LOWER GROUND FLOOR PLAN
CASH & CARRY



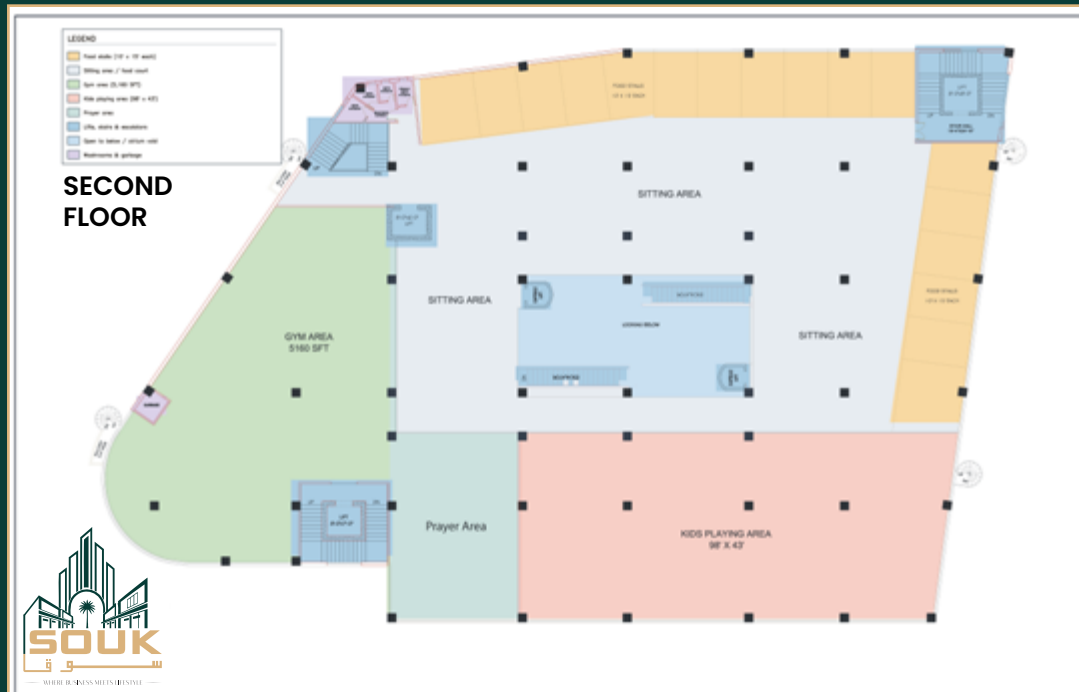
GROUND FLOOR PLAN
NO. OF SHOPS = 86
SHOPS AREA (SALEABLE) = 11167.38 Sq ft

MEZZANINE FLOOR PLAN
NO. OF SHOPS = 104



FIRST FLOOR PLAN
NO. OF SHOPS = 104





SECOND FLOOR PLAN

FOOD COURT & KIDS AREA



3RD, 4TH FLOOR PLAN

TOTAL NO. OF APARTMENTS = 22
 NO. OF 2 BED APARTMENTS = 15
 NO. OF 1 BED APARTMENTS = 3
 NO. OF STUDIO APARTMENTS = 4

5TH, 6TH AND 7TH FLOOR PLAN

TOTAL NO. OF APARTMENTS = 32
 NO. OF 1 BED APARTMENTS = 23
 NO. OF STUDIO APARTMENTS = 09



8TH FLOOR PLAN

TOTAL NO. OF 2 BED APARTMENTS = 6
 APARTMENTS (SALEABLE) AREA = 5615.00 Sq ft
 APARTMENTS TERRACES (SALEABLE) AREA = 4685.00 Sq ft
 SKY GARDEN (CANOPY) AREA = 5517.00 Sq ft



FLOOR-BY-FLOOR SUMMARY

Floor	Category	Units
Basement 1	Parking	70 Cars
Basement 2	Parking	70 Cars
Lower Ground	Cash & Carry	Cash & Carry
Ground Floor	Retail	86 Shops
Mezzanine	Retail	104 Shops
First Floor	Retail	104 Shops
Second Floor	Food Court & Kids Area	Entertainment Zone
3rd Floor	2 Bed Courtyard Residences	22 Apartments - With Dam View
4th Floor	2 Bed Courtyard Residences	22 Apartments - With Dam View
5th Floor	1 Bed / Studio - Service Apt	32 Apartments
6th Floor	1 Bed / Studio - Service Apt	32 Apartments
7th Floor	1 Bed / Studio - Service Apt	32 Apartments
8th Floor	Penthouses - The Souk Club	6 Apartments
Rooftop	The Souk Club & Sky Garden	Café, Event Lawn, Outdoor Cinema

Plot area: 35,865 sq ft · Total covered area allowed (excl. basements): 209,600 sq ft





— WHERE BUSINESS MEETS LIFESTYLE —

PROJECT BY



www.thesoukpk.com



NEW ISLAMABAD