SOUK
سوق
WHERE BUSINESS MEETS LIFESTYLE

THE SOUK

WHERE BUSINESS MEETS LIFESTYLE



AL SADAT GROUP

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


The Souk






The Souk



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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.

LAKESHORE CITY
PAKISTAN'S MOST PREMIUM LAKESIDE MARVEL

SEVENTEEN VILLAS

LUNA RIVERSIDE
HOTEL & RESORT

SOUK









Al-Sadat Investments

Al-Sadat Timber

ASM
BUILDERS & DEVELOPERS

AL SADAT MARKETING
Your Partner In Growth

MESSAGE FROM THE 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 remain proud of long after handover, and this one is no different."

Message from Syed Suleman Shah

BACKGROUND

1975
AL SADAT GROUP
Al Sadat Group has a rich history that dates back to 1975, when it was founded in Karachi, Pakistan.

1980
AL SADAT TIMBER
It started as a timber wholesale and import business from Kashmir to Karachi in the 1980s.

2000
AL SADAT TIMBER
The company expanded its operations and began importing timber from Canada & Germany.

2010
AL SADAT TIMBER
Al Sadat Group ventured into global timber imports, broadening its reach and establishing itself as a prominent player in the industry.

2015
AL SADAT ASSOCIATES
Syed Sadat Hussain Shah, the visionary behind Al Sadat Group, explored new avenues and laid the foundation of Al Sadat Associates.

2018
AL SADAT MARKETING
The company underwent a transformation in 2018 and rebranded itself as Al Sadat Marketing, focusing on real estate marketing and consultancy services.

2021
AL SADAT MARKETING
Al Sadat Marketing continued to expand its operations and opened its head office in Blue Area, Islamabad.

2023
LAKESHORE CITY
Al Sadat Group reached another milestone with the foundation of Lakeshore City (LSC), a prestigious project showcasing the company's dedication to creating unique residential and commercial spaces.

2025
SEVENTEEN VILLAS
In the same year, Al Sadat Group launched Seventeen Villas, a premium gated community featuring ready-to-move-in, modern double-storey homes designed to provide families with secure, affordable, and elegant living in the heart of Islamabad.

2026
LUNA RIVERSIDE
HOTEL & RESORT
A premium hospitality destination developed to offer modern comfort, scenic surroundings, and a memorable riverside experience.

2026
THE SOUK
A modern mixed-use development by Al Sadat Group, bringing together commercial opportunities, contemporary design, and a prime investment destination.

SYED SADAT HUSSAIN SHAH

Chairman, Al Sadat Group

- Chairman, Al Sadat Group
- Chairman, Lakeshore City
- Chairman, Seventeen Villas
- 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 | Cultural Expert & Tourism Advocate
- 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, especially Lakeshore City, I am proud to launch The Souk in Islamabad West, near Airport Road and adjacent to Mumtaz City.

The Souk is a complete address, built for the way this city truly does business and lives. At street level, it is designed for small business owners, retailers, and cash-and-carry traders who rely on footfall and visibility. Above, it offers tailored residential options, including apartments, studios, courtyard homes, and penthouses, for those who want to live where the city's commerce happens, not apart from it. This project is guided by the same conviction that shaped Lakeshore City and Seventeen Villas: to build for the long term and to create spaces the community will use every day.

I look forward to welcoming our retailers, business owners, and residents to The Souk."

Awards





PAK USA
PAK-USA JOINT BUSINESS
CONFERENCE & EXPO 2025
Ambassador Rizwan Saeed Sheikh Showcases
Investment potential in Pakistan,s Lakeshore










Awards Ceremony
Dubai - UAE










Property Conference & Realtors Award 2025
Gold
Lakeshore City

Pakistan Independence Day Celebrations
Syed Sadat Hussain Shah
Chairman Lakeshore City

FIDEL FOREVER

Guest of Honor

Visionary Award
Visionary Leader
LAKESHORE
Syed Sadat Hussain Shah


ZAMEEN EXPO 2019
SILVER PLUS SPONSOR

ABOUT

THE SOUK

The Souk is a landmark mixed-use development in Islamabad West, where luxury residences, a vibrant retail mall, and entertainment all come together under one address. Built on the idea that business and lifestyle belong together, it offers a strong opportunity to live, shop, and invest in one of the city's fastest-growing areas. The Souk has contemporary architecture and thoughtfully planned homes, from studios to penthouses, all topped by The Souk Club and a rooftop Sky Garden. Residents enjoy a ground-level retail arcade, an entertainment zone, landscaped walkways, and round-the-clock security and concierge services with easy access to major roads, schools, and healthcare nearby.

The Souk — Where Business Meets Lifestyle.

BASEMENT (2 LEVELS)	Parking — 140 Cars
LOWER GROUND	Cash & Carry
GROUND, MEZZANINE, 1ST FLOOR	Retail Shops (Local & International Brands)
2ND FLOOR	Food Court & Kids' Play Area
3RD & 4TH FLOOR	Courtyard & Dam View Apartments
5TH FLOOR	Service Apartments with Dam View
6TH & 7TH FLOOR	Sky View & Dam View Apartments
8TH FLOOR	Penthouses & The Souk Club
ROOFTOP	Sky Garden, The Souk Club, Café, Event Lawn, Outdoor Cinema

13	140	294
TOTAL LEVELS	RESIDENCES	RETAIL UNITS

Plot Area:
35,865 sq ft















A MARKETPLACE REIMAGINED

The Souk is a single tower where residences and ground-level retail come together through a shared arch. It isn't 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 addresses.

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 serving as a literal threshold, a landscaped ground plane that behaves like a real marketplace, 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 SOUK
LOCAL GOODS
GOOD FOOD



LOCATION

The Souk is rising on Islamabad International Airport Road, adjacent to Mumtaz City — one of the twin cities' fastest-developing commercial and residential corridors.

NEARBY LANDMARKS

- Islamabad International Airport (6 mins away)
- Kashmir Highway / Airport Road (2 mins away)
- M-1 / M-2 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 m 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

And many more...

Islamabad West, Near Airport Road,
Adjacent to Mumtaz City





THE SOUK, LAYER BY LAYER

3 SIGNATURE CONCEPTS

THE SOUK MALL

COURTYARD & SERVICE APARTMENTS WITH DAM VIEW

THE SOUK CLUB



The Souk Mall

Cash & Carry | Retail Shops (Local & International Brands) | Food Court & Kids' Play Area



Courtyard & Service Apartments with Dam View

Courtyard Apartments | Penthouses | Service Apartments





The Souk Club

Gym, Pool, Snooker | Sky Garden, Café, Event Lawn, Outdoor Cinema

LOWER GROUND TO 2ND FLOOR

THE SOUK MALL

Cash & Carry | Retail Shops (Local & International Brands)

Food Court & Kids' Play Area

THE RETAIL CONCOURSE

THE SOUK MALL

Four commercial floors rise above the Lower Ground (Cash & Carry), wrapped around a 54' × 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	SIZE (MIN TO MAX)	SHOPS	RATE - PER SQ FT
LOWER GROUND	Min 50 SQ FT	Cash & Carry	50,000 / PKR
GROUND FLOOR	80 - 235 SQ FT	86	55,000 / PKR
MEZZANINE	69.6 - 212 SQ FT	104	50,000 / PKR
FIRST FLOOR	69.6 - 212 SQ FT	104	45,000 / PKR
2ND FLOOR	22,292 SQ FT	FOOD COURT & KIDS' PLAY AREA	55,000 / PKR







3RD TO 8TH FLOOR

COURTYARD & SERVICE APARTMENTS WITH DAM VIEW

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



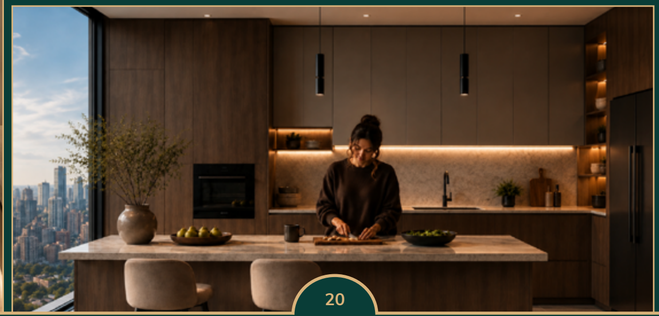














3RD & 4TH FLOOR

COURTYARD APARTMENTS

Floors are arranged around an open 81’ × 44’ courtyard

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

RATE (PER SQ FT) PKR 17,000

5TH FLOOR

SERVICE APARTMENTS

1-Bed / Studio Apartments: 32 Units

Only the **5th floor** has service apartments. The rate for service apartments is PKR 25,000 per sq ft.

6TH & 7TH FLOOR

1 BED/STUDIO APARTMENTS

Unit Type	Per Floor	Total (2 floors)
1-Bedroom	23	46
Studio	9	18
Total	32	64

6TH & 7TH FLOOR RATE (PER SQ FT) PKR 17,000



8TH FLOOR & ROOFTOP

PENTHOUSES, THE SOUK CLUB & SKY GARDEN

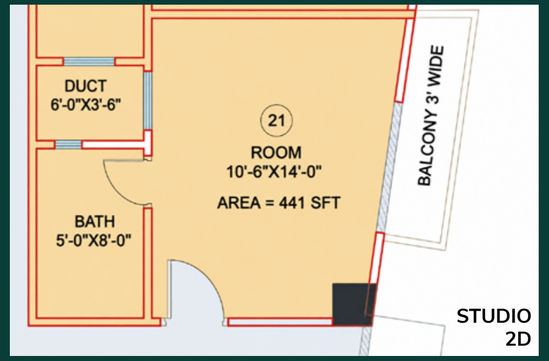
Level	Detail	Area
8th Floor	6 Penthouses	5,615 sq ft
8th Floor	Private Terraces	4,685 sq ft
Rooftop	Event Lawn	5,517 sq ft

The 8th floor holds 6 exclusive two-bedroom penthouses, each opening onto private terraces totalling 4,685 sq ft of saleable outdoor space.





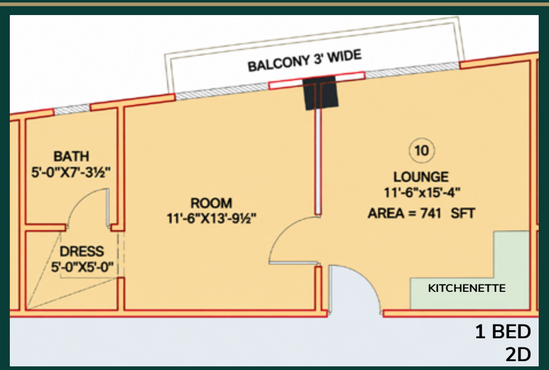
APARTMENTS 2D & 3D PLANS



STUDIO
2D



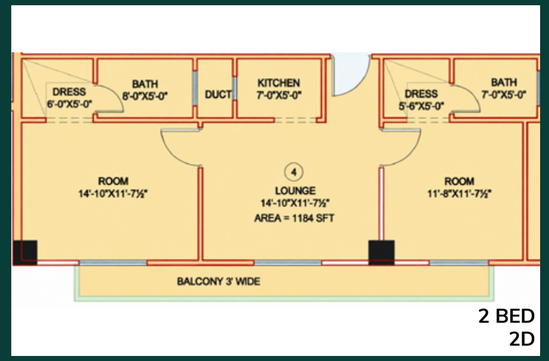
STUDIO
3D



1 BED
2D



1 BED
3D



2 BED
2D



2 BED
3D



PENTHOUSE
2D



PENTHOUSE
3D

Disclaimer: Renders and plans are for illustration purposes only

8TH FLOOR & ROOFTOP

THE SOUK CLUB & SKY GARDEN

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

The Majlis
Lounge With Skyline Views

The Souk Wellness
Gym & Hammam (Steam, Sauna & Jacuzzi)

The Arcade
Snooker & Games

The Boardroom
Meeting Space

The Sky Lounge
Café, Restaurant & Cigar Lounge

The Hall
Private Function

The Infinity Pool & Sunbathing Area
A Swimming Pool & Sunbathing Area

The BBQ Pods & Private Cabanas

The Event Lawn & Open-Air Screen

Helipad Provision

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


Café & Restaurant


High-Speed Internet


The Event Lawn & Open-Air Screen


The Helipad

AMENITIES


Sanctuary Walk


Botanical Garden


Central Wide Atrium


Kids' Play Area


24/7 CCTV Security


Basement Parking


Fire Safety & Emergency System


Wide Corridors


Elevator Lobbies


Cash & Carry


Water Storage & Supply


Prayer Area


Laundry


EV Charging Points


Servants Quarters


Mall Escalator


Capsule Lift For Mall


Backup Power (Generator)


Garbage Chute



Pharmacy

THE SOUK PAYMENT PLAN

5-Year Easy Payment Plan

50 MONTHLY + 10 BI-ANNUAL INSTALLMENTS

RESIDENTIAL & COMMERCIAL

ALL PRICES IN PKR

	Studio	1-Bed	2-Bed	LG-Shops	G-Shops	M-Shops	1st-Shops	2nd-Shops	5th Floor Service Apt
Area sq ft.	408	664	931	50	80	70	70	50	408
Rate / sq ft.	17,000	17,000	17,000	50,000	55,000	50,000	45,000	55,000	25,000
Total Price	6,936,000	11,288,000	15,827,000	2,500,000	4,400,000	3,500,000	3,150,000	2,750,000	10,200,000
Booking 10%	693,600	1,128,800	1,582,700	250,000	440,000	350,000	315,000	275,000	1,020,000
Confirmation 10%	693,600	1,128,800	1,582,700	250,000	440,000	350,000	315,000	275,000	1,020,000
Bi-Annual 4% (10 Bi-Annual)	277,440	451,520	633,080	100,000	176,000	140,000	126,000	110,000	408,000
Possession 10%	693,600	1,128,800	1,582,700	250,000	440,000	350,000	315,000	275,000	1,020,000
Monthly 0.6% (50 Monthly)	41,616	67,728	94,962	15,000	26,400	21,000	18,900	16,500	61,200

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

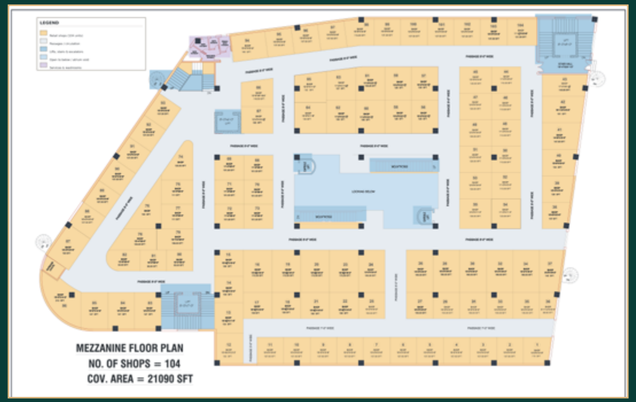
NO. OF SHOPS = 86

SHOPS AREA (SALEABLE) = 11,167.38 sq ft



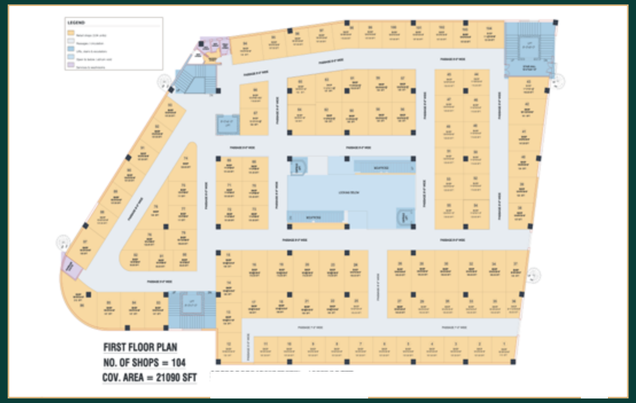
MEZZANINE FLOOR PLAN

NO. OF SHOPS = 104



FIRST FLOOR PLAN

NO. OF SHOPS = 104



SECOND FLOOR PLAN

FOOD COURT & KIDS' PLAY AREA



3RD, 4TH FLOOR PLAN

TOTAL NO. OF APARTMENTS (EACH FLOOR) = 22

NO. OF 2 BED APARTMENTS (EACH FLOOR) = 15

NO. OF 1 BED APARTMENTS (EACH FLOOR) = 3

NO. OF STUDIO APARTMENTS (EACH FLOOR) = 4



5TH, 6TH AND 7TH FLOOR PLAN

TOTAL NO. OF APARTMENTS (EACH FLOOR) = 32

NO. OF 1 BED APARTMENTS (EACH FLOOR) = 23

NO. OF STUDIO APARTMENTS (EACH FLOOR) = 9



8TH FLOOR PLAN

TOTAL NO. OF 2 BED APARTMENTS = 6

APARTMENTS (SALEABLE) AREA = 5,615 sq ft

APARTMENT TERRACES (SALEABLE) AREA = 4,685 sq ft

SKY GARDEN (EVENT LAWN) AREA = 5,517 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' Play Area	Entertainment Zone
3rd Floor	Courtyard Apartments	22 Apartments with Dam View
4th Floor	Courtyard Apartments	22 Apartments with Dam View
5th Floor	Service Apartments	32 Apartments
6th Floor	1-Bedroom / Studio	32 Apartments
7th Floor	1-Bedroom / Studio	32 Apartments
8th Floor	Penthouses & The Souk Club	6 Penthouses
Rooftop	The Souk Club & Sky Garden	Café, Event Lawn, Outdoor Cinema

Plot area: 35,865 sq ft · Total covered area (all floors, B2 to 8th): 282,352.70 sq ft





SOUK

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www.thesoukpk.com

