

Hayderali and Co: pioneers in real estate marketing

PROLOGUE
Hayderali & Co. is one of Pakistan's leading and pioneer real estate and marketing companies of long standing with a vast and versatile portfolio. Reputation built on selfless dedication, endless-labor and honesty goes hand in hand with the name Hayderali & Co.
The company markets projects for an extensive and varied range of builders and developers in the country. It offers comprehensive one-roof solutions from preliminary assessment of the project to its definitive phase via phenomenal planning, marketing and unmatched selling ideas.
1974, is a memorable year for Hayderali & Co. as its foundation was laid then. For all these three decades it has stood in Karachi with pride and glory.
It is not only serving locally but offering its services nation-wide with

growing numbers of successfully completed and marketed real estate projects.
THE PIONEER & CEO OF THE COMPANY MR. HAYDER ALI
The Chief Executive of Hayderali & Co., Mr. Hayder Ali is widely known for his deep understanding of marketing skills and his inborn flair to market and launch real estate projects lucratively.
His apparition and forethought with his untiring efforts and selfless devotion to the Company has made it the best real estate and property marketing partner for the builders and developers. It has witnessed tremendous growth since its inception.
Mr. Hayder Ali strongly believes that success comes to those, who burn midnight and turn their blood into sweat. The key factors for the count-

The Company makes sure that the workflow follows the stages strictly in full compliance of the specific package agreed with the clients. Flexibility with responsibility is the main attributes of the company which allows it to enter the marketing cycle at the stage which is most beneficial for its clients

less blessings and his path to victory are the result of faith in God, honesty, integrity and hard work.
COMPANY'S VISION
Hayderali & Co. holds the perspective, "To grow and succeed in today's fast paced and ultra-cluttered business environment, one must do an excellent job at strategizing, leveraging and synchronizing every business opportunity".
We have a commitment to serve our valued clients and the community in a dignified manner and continue to enhance our professional expertise.
The core services under the banner of Hayderali & Co. comprise value

assessment and feasibility studies at project conception stage, conceiving marketing strategies, and launch management, booking and recovery of construction or land-development projects together with promoting and advertising activities and sales services of highest standards.
Our approach is informal and collaborative but professional at the same time.
We keep the work process enjoyable and energized and never lose focus on delivering exceptional, remarkable and quality output on time and beyond comprehension.
Our Client, Our Asset
Market demands, buyers' preferences, selection of the location, appropriate price scheduling, etc. are the core areas for planning a housing project.
We consider every aspect prior to taking responsibility for marketing

any real estate project to make it a triumphant venture. We trust that our clients, the buyers and the investors, do appreciate our endeavors.
With their support our services will culminate in successful accomplishment of targets of marketing and housing projects in the days to come.
The Company makes sure that the workflow follows the stages strictly in full compliance of the specific package agreed with the clients.
Flexibility with responsibility is the main attributes of the company which allows it to enter the marketing cycle at the stage which is most beneficial for its clients.
With proprietary and experience, we're able to add value through handling work in any one or more of the diversified phases.
By carefully synchronized strategy, vigilant orchestrating tactics and appropriate deployment, we create high impact campaigns which gener-

ate interest for the potential customers, while maximizing the loyalty and profitability of existing clientele.
Our Passion Is Creativity
Following this obsession to achieve the goal, the Company employs creatively designed solutions.
At Hayderali Communications, a sister concern of Hayderali & Co., we identify superior ideas to generate big sales, and that's the minimal anticipated outcome we aim to generate for our valued and inestimable clients in each project.
Established in 2004 by a committed team of creative and marketing professionals, Hayderali Communications has progressed into a leading full-service advertising agency that offers a diversified range of advertising services and result-oriented communication solutions to its clients with an innovative and tested approach.



Grey Noor Towers

Project Detail
Welcome to Grey's Noor Towers, where a secure residential community combining well-crafted apartments, designed with the richness of innovative planning, environmental friendly green spaces, family oriented amenities and many attractions are wait-

ing for you.
It's an aesthetically different experience to indulge in. It is a project of multilevel high-rise building, offering you to enjoy your family life with extreme luxury, complete privacy and sense of security.
It comprises of apartments with 5 & 6



rooms accommodation with all the luxuries of modern-day life.
It has been meticulously planned by highly consultants of international repute to provide convenience, that western conceptualists put on a higher pedestal. Grey's Noor Towers gets eastern values of ideal family residences with them.
You will love the flowing layout supplemented by high quality fittings and finish. It is our aim to provide specifications that exceed your expectations, ensuring good taste, practicality, elegance and functionality.
Every apartment has a direct individual terrace with beautiful views of the surrounding.
Location
The prestigious project of Grey Noor Towers is ideally located on the main road near chapal bungalows and Al-Azhar Garden, adjacent to chapal Sun City. All other residential projects which are situated nearby are: *Riviera Society II, Invasor Garden, Noor Towers*. The project is easy to reach from Main University Road, Malir Cantonment as well as Super Highway.

Basera Towers: peaceful environment

Project Detail

Basera Towers has been elegantly designed having 3 bedroom Executive Apartment and 4 bedroom 1 Unit Penthouses attached bathroom with quality fittings. Drawing, T.V. Lounge, Spacious Terrace, 6 Elevators with stand by generator, each apartment connected with intercom and guard room, full mazzanine floor car parking for residents only thus a perfect and peaceful environment.

Vision

The LEJ Group intends to play a leading role in the development of Karachi and will soon be launching a mega project to contributing towards the development of the city of Karachi.
The project envisioned will provide the best of facilities, services and the amenities for its valued buyers.

The Group

AR Builders is a concerned of Latif Ebrahim Jamal(LEJ) Group



of Companies, which has extensive experience of Real Estate Development, Industry and Trade.
LEJ Group has also immensely contributed socially over the last 60 years in the field of Education, Healthcare and Housing for the underprivileged members of the society.

Location
Basera Towers is situated at prime location in Gulistan-e-Johar VIP Block-17, on Johar Chowrangi.

After the spellbound success of Grey Heights, Grey Garden, Grey River Side and Grey Sky Line Grey Developers Now Presents

GREY Noor Towers & Shopping Mall

5 & 6 Room Apartments on 440ft wide road

- generator connection to each apartment
- each apartment, corner apartment
- reserved car parking for each apartment
- latest security system with video intercom
- imported passenger and cargo lifts
- fire fighting system
- fitness centre / indoor games
- complete and modern shopping mall on ground floor
- each shop with 17ft height
- wide and open passages, peaceful environment
- food court and children play area

Model Apartment Ready for Inspection

Booking of Shops starts from **Rs. 8,95,000/-**

Site Office: Com-2, Sector 29 Scheme 33, Karachi
Ph: (021) 111 - 425 - 426
website: www.gntower.com.pk

Builders
GREY DEVELOPERS

Marketing Consultants
HAYDERALI & CO.

Map showing location near Super Highway, Riviera Society, and Shopping Mall.

LEJ Group Present another Completed Project

Unique Planning, Ideal Location

BASERA TOWERS

3 Bedrooms Apartment & 4 Bedrooms Penthouses
in Gulistan-e-Johar Block 17, on main Johar Chowrangi

Risk Free Profitable Investment فوری قبضہ، فوری رہائش

تمایاں خصوصیات

A Project of Marketing Consultants

ہر اپارٹمنٹ 4 سائیز کا راز، 25 گنتے پانی کی کھلیت
کورڈ کار پارکنگ، ہر اپارٹمنٹ کا اسٹینڈ پانی تزیں سے نکاشن
فول پروف سیکورٹی نظام، انٹرکام بمبر C.C.TV، بچوں کیلئے پلے ایریا

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