



# Sasi Real Estate

The Property People

Kehkashan Town House No B-4,  
Plot No. FL-2, Block 5,  
Clifton, Karachi, 75600  
Pakistan

Phone: 9221 5373106-07  
Fax: 9221 5870671  
[info@sasirealestateservice.com](mailto:info@sasirealestateservice.com)  
<http://www.sasirealestateservice.com>

# About the Sasi Group

## The Sponsors & Supporter of Sasi Real Estate

The Group supports philanthropic activities to disseminate of Social EntrepreneurSHIP through Sasi Foundation to support non profits entities to become self sustaining.

A small step followed by sustained effort leading to Supreme Services that is how the seed sown by Late Sardar Muljee Shroff 130 years ago grew into a Banyan tree branching off in all directions. This man had a vision like Alexander. He also left home for conquering a new world. Instead of a huge army, he was enthused by high aspirations and hope. He visualized, he worked and he won. The year was 1877. Kathiawar was the station he left and Bombay (now Mumbai) the destination he chose. The nucleus set-up was destined to become a flourishing Enterprise at the hub of Princess Docks in Bombay.

Thus, you see that our "little" world did not start with the proverbial "big bang". The beginning in our case was modest and mum too; but soon our enterprising ancestors were providing Mercantile activities including Financial Services, Commerce, Trade and Allied Operations along with investment advice on property development opportunities.

Moved by social consciousness, our fore fathers realized that the key to the progress and well-being of the people of Sub-Continent lay in modern education and entrepreneurship. As committed as the family is the tradition continuous to preserve in the fourth generation. Encapsulating, the developing world and beyond, we are working hard to find a balance to combine entrepreneurship with social giving and philanthropy.

Subsequently, the business was diversified with emphasis on Real Estate Development, Construction, Manufacturing Industry, Long-term Investments and Consultancy. It formed into a Corporate Body from Shroff & Shroff Investment Limited to SASI GROUP in the early 70's, a dynamic link in the long chain of family enterprises picked up in terms of length and strength. To-date more than two dozen affiliates in various fields of activities have so far joined hands to work under the umbrella of Sasi Group of Companies.

Traversing the 130 years history of development the Group has developed collective foresight, experience, dedication, power of decision, ability of execution and the overall sincerity and efficiency at all levels. Within a span of 13 decades, our goodwill has already surpassed Millions mark and soon shall be touching the brink of Billions.

The Group has participated in several projects on the basis of long term planning, along with professional expertise of consultants such as Architects, Lawyers, Accountants, and experienced Bankers. The real study and case in point is the first project "SASI TOWNHOUSES" on Victoria Road now Abdullah Haroon Road, Opposite Marriott Hotel and United States Consulate were sold for 250,000 only in 1978 and current present value is in excess of 7,500,000 million. This is increase of 3750% growth in 28 years and is aiming to maintain this level for future benefits of all the customers.

The Sasi Group entered under new structure, corporate image and brand in 70's. During their teamwork and leadership, the Group diversified in various business activities including real estate development, construction, retailing,

publishing, education, healthcare, distribution, stock brokerage, corporate finance, asset management, M & A Activities and Merchant Banking.

Sasi Group with its international associates and affiliates has attained distinction for its professional know-how and expertise in various fields of real estate and building industry. The Group is considered better than the best amongst the most respected and prestigious developers in Pakistan, with a reputation for conceiving and producing major schemes of the highest quality and dependability. SASI possesses a proud track record that places it amongst the pioneers and foremost leaders in real estate development.

The Group undertakes work from acquisition of land to planning and construction of houses, corporate apartment blocks, commercial and office accommodation, factories and warehouses shopping arcades, according to individual needs and requirements with clients specifications on turn-key basis.

## Mission Statement

Our mission is to develop projects to meet people's dreams, innovate design and related services with quality, sincerity and commitment through superior value adding process with an aim to keep our customers for lifetime.

## Our Vision

We will strive to be the leading developer in each market in which we operate. We intend to lead the way in development well into the 21st century.

## Our Objective

We are fiercely determined to succeed. We intend to provide the best quality development for our customers, a superior return to our shareholders, meet our social responsibility in communities we serve and a chance for every member of our organization to make a difference and share in our success.

## Functions, Services & Capabilities

Careful Planning is the root of all successful projects. The scale and diversity of our real estate and property investment along with our Research and Development Department enable us to monitor the market on regular basis, as such it provides awareness, experience and judgment that we bring to bear on various sections of our Group's Project, Construction and Development activities.

Our Real Estate and Property Development activities involve more than just constructing and marketing. We advise on various financial, management and strategic decision making process.

Apart from constructing and selling our projects we are happy to acquire properties for exchange against our on-going Projects under construction, on mutually acceptable terms. Our specialists with experience and success in this service are used for the clients' best advantage not only limited to housing but extended to commercial, office accommodation, Leisure and retail as well.

Property Development is a complex process which needs professional expertise and judgment based on wide practical experience. SASI assess all the factors concerned providing the practical and professional advice needed from the inception of development to its completion. Market surveys and projections of supply and demand provide a sound basis for recommendation on a property's development potential.

In the sketch design stage, we draw on the practical experience of our In-House Group resources to establish the design, cost and performance standards of the building, its finishes and services and other facilities.

The feed back from experience in marketing and in building management over the years is invaluable at the stage and throughout the preparation of working drawings. Drawing on our wide experience, we assist in outlining the brief and advising on the design concept of any scheme to ensure that the most efficient building is constructed in terms of commercial appeal, internal layout, specifications and cost.

Over the past decade institutional and private investors have learnt to place an increasing importance on having a proportion of their funds in Real Estate. As an established medium for investment in long-term, Real Estate has attracted increasing funds from within the country and overseas. The merits of spreading such investment geographically and by type are acknowledged and our judgment and expertise are pointers to areas with attractive growth rates.

Our resources are geared to the needs of both National and International investors. Investment plans initiated are implemented at SASI. We are constantly aware of markets trends, return on investment and values for all types of Real Estate.

We provide a detailed assessment of investments based on our considerable knowledge in this field and evaluate commercial real estate propositions. Given an indication of the types of investment required and the size of funds available, we are immediately able to put forward propositions for consideration. We are happy to participate in joint ventures. This action certifies our confidence in the viability and success of the project.

We undertake work from acquisition of land to planning and construction according to corporate needs and requirements with client's specifications on turn-key basis. We also give our corporate customers a choice between Ready-Made properties and Custom-Tailored properties. Financial institutions interested in utilizing this service are assisted with pre-feasibility, investment guidance, finance, tax planning, legal advice and also project management facilities. Professional advice is available to individual and corporate clients in all aspects after assessing their needs.

## Our Past Projects

- Sasi Book Store - Zaibunnisa Saddar
- Sasi Book Store - Zaibunnisa Saddar
- Sasi Book Store
- Sasi Town Houses - Abdullah Haroon Road
- Sasi Town Houses - Abdullah Haroon Road
- Sasi Town Houses - Abdullah Haroon Road
- Sasi Office Plaza - I.I. Chundrigar Road
- Sasi Dimension Four Apartments - Clifton
- Sasi Dimension Four Apartments - Clifton
- Sasi Boat View Apartments - Clifton
- Sasi Boat View Apartments - Clifton
- Sasi Boat View Apartments - Clifton
- Sasi Boat View Villas - Clifton
- Sasi Boat View Villas - Clifton
- Sasi Boat View Villas - Clifton
- Sasi Centre (Begum Bazar) - Tariq Road
- Sasi Arcade - Main Clifton Road
- Sasi Arcade - Main Clifton Road
- Sasi Arcade - Main Clifton Road
- Sasi Homes - Chaudhri Khaliq-uz-Zaman Road
- Sasi Homes - Chaudhri Khaliq-uz-Zaman Road
- Sasi Towers

## Our Ongoing Projects

- Sasi Royal Residency (Luxury Apartments)
- Sasi Clifton Tower
- Sasi Tower
- Sasi Education Center
- Sasi Medical and Wellness Complex
- Sasi Clifton View (Luxury Apartments)
- Sasi Skyline Apartments
- Sasi Industrial Estate
- Sasi Highway Housing

# Landbank

We are always looking to acquire new land for our projects and request owners and brokers to contact us. At the same time we have very prime sites in our internal portfolio and in investor's portfolio for development, joint ventures and sale.

Brokers are welcome and their interest is protected.

Please contact Mr. Khurram Shroff (9221) 5832443

## Advisory Services

- Real Estate Valuation, Advisory and Consultancy
- Insurance Valuation and Survey
- Real Estate / Project Marketing Advisory
- Investment Consultancy
- Feasibility Studies And Market Research

## Investment Opportunities

Sasi Real Estate Development Services locates and manages residential and commercial real estate investment properties and raw land for investors.

The majority of our business is focused on producing substantial returns for the investors. We also partner with other builders, developers and other investment companies to provide either funds or resources to complete projects. Our widespread experience yield significant profits for both the buyers and sellers. Our investments are mainly focused creating a long-term land bank as inventory for future development. Our land bank life is an average of 13 years within the Group. We are seeking investors who are interested in profitable investments ranging from 2 to 5 year projects.

Our goal is to provide good connections in this region as to ease you to start your business in this region that is poised for growth. We will introduce you to legal specialists in different areas like commercial, residency status, investment incentives and tax planning. The region offers good infrastructure to develop a business like roads, Theme Township, Satellite Cities, Financial Districts, Technology based Educational Cities and Communities, University Township.

Our region has over 1.5 billion people with China having additional 1 billion people as next door neighbor; we are a center that will serve 2.5 billion people nearly 40% of the world population. We are a strategic location for Central Asian Republics and next door to Middle East.

SASI will focus on participating throughout this region and Pakistan as well as evaluate Global Opportunities to provide real-estate construction, development, advisory and management services with particular emphasis on

creating joint ventures, alliances and strategic partnership with land owners as either principal players or lead syndicates of a project.

We are always open for discussion and to explore new avenues for developing Real Estate business opportunities. If you are interested in any other services in Real Estate investment please do not hesitate to contact us together with any idea and proposition you may have in mind.

## Contact Us

Kehkashan Town House No B-4,  
Plot No. FL-2, Block 5, Clifton,  
Karachi-75600, Pakistan.

Phone: 9221 5373106-07

Fax: 9221 5870671

Email: [info@sasirealestateservice.com](mailto:info@sasirealestateservice.com)

Web: <http://www.sasirealestateservice.com>