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## Nova City Islamabad: A Promising Yet Cautious Investment Opportunity on the City's Edge

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Nova City Islamabad is among several real estate ventures emerging on the outskirts of Pakistan's capital. Its location near the New Islamabad International Airport and proposed infrastructure links have generated interest from investors and property buyers seeking affordable alternatives to the city's central sectors.

Situated in Zone 2, Nova City neighbors established developments such as Top City, Mumtaz City, and Eighteen. This area has become a focal point due to its proximity to transport routes and ongoing development projects. Nova City advertises a future motorway

interchange and plans to benefit from the upcoming Rawalpindi Ring Road, although official confirmations on these claims remain limited.

A key milestone was recently achieved with the granting of a No Objection Certificate (NOC), which enhances the project's legal standing. Despite this, on-site progress appears measured, with construction on approach roads still ongoing. Travel from the airport to the site currently takes around 35 to 40 minutes, raising concerns about short-term accessibility.

Nonetheless, the project is positioned along several major arteries, including GT Road, Kashmir Highway, D.I. Khan Motorway, Ring Road, and Kohat Road. If surrounding infrastructure progresses as expected, Nova City could benefit from improved logistical convenience.

Plot prices begin at PKR 2 million for a 5-Marla lot, extending up to PKR 14.5 million for larger parcels. These competitive rates are designed to attract middle-income buyers and long-term investors, though questions remain regarding the experience and track record of the developers.

While Nova City's affordability and location give it considerable upside, the development remains in early stages. Investors are advised to exercise due diligence and monitor project milestones closely before committing.

Nova City may ultimately prove a viable investment for those willing to accept a degree of uncertainty. The potential is present, but so is the need for caution.