

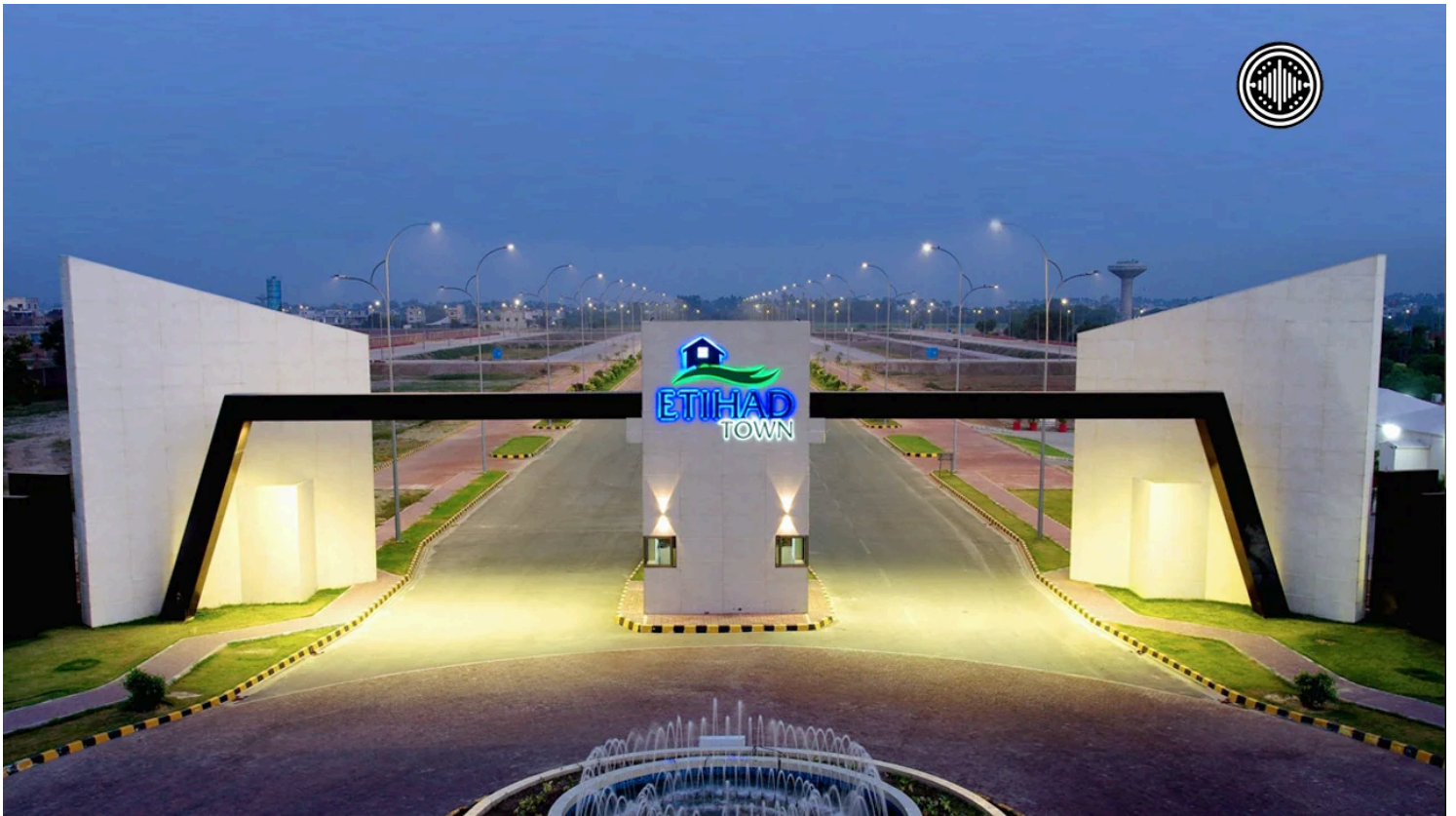
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Etihad Town Unveils Ambitious Plans for Next Phase of Development in Lahore

July 25, 2025

— Categories: Real Estate



Etihad Town, a leading name in Pakistan's private real estate sector, held an exclusive event to unveil the pre-launch payment plan for its much-anticipated Phase III. The announcement was made at a grand ceremony hosted at The Palace, Etihad Town, located on Raiwind Road, Lahore. The gathering attracted some of the city's most recognized real estate professionals and sales partners, signaling high confidence in the brand's continued growth and credibility.

The event was headlined by Etihad Group's Chief Executive Officer (CEO), Mr. Sheikh Shujaullah Khan, who described Phase III as a hallmark of progress and innovation. In his remarks, Mr. Khan emphasized that this latest phase is not merely a housing development, but a comprehensive model of modern urban living, complete with luxury, sustainability, and smart planning. He confidently stated that, as with previous projects, Phase III will be delivered ahead of schedule.

All Senior Sales Partners (SSPs) of Etihad Town were in attendance and collectively praised the prime location, smart design, and visionary scope of the project. The company's commitment to quality and consistency was evident throughout the evening, drawing particular attention to several unique features that set this phase apart.

Phase III of Etihad Town will introduce a number of firsts to the Pakistani real estate landscape. The project boasts the country's first privately developed water park, an eco-conscious urban forest, a dedicated bird park, and a modern sports arena. Perhaps most notably, the commercial district is designed to reflect the elegance of the Champs-Élysées Avenue in Paris, an ambitious yet calculated move to raise the standard of commercial real estate in the region.

The unveiling of the pre-launch payment plan received an enthusiastic response. Sales partners expressed strong confidence in the brand's transparency and timely project delivery, which has become a hallmark of the Etihad Group's development model. This level of trust is particularly rare in a market often plagued by delays and under-delivery.

In an era where property buyers are increasingly demanding both innovation and reliability, Etihad Town Phase III is being positioned as a benchmark for future development. Its blend of eco-friendly infrastructure, international inspiration, and premium amenities underscores a forward-looking approach to community living in Pakistan.

With investor sentiment visibly strong and sales interest accelerating, Etihad Town Phase III appears poised to be more than just another project; it may well become a flagship example of how private-sector initiative can shape modern urban Pakistan.