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## Etihad Town Phase III Launches with Grand Vision for Modern Urban Living

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Etihad Town, a leading real estate brand in Pakistan, has officially launched its **Phase III** project during a high-profile ceremony at Lahore's historic Faletti's Hotel. The event drew prominent real estate dealers and key stakeholders from across the city, signalling the strong interest and credibility that Etihad Town commands in the market. The newly announced phase is positioned as a forward-looking development aimed at redefining urban residential living in Lahore.

Present at the event were senior figures from Etihad Group, including **Chairman Chaudhry Muhammad Munir** and Executive Directors **Chaudhry Raheel Munir, Faisal Munir, Suhail Munir, Malik Mudasir Khokhar, and Malik Muneeb Khokar**, who voiced confidence in the success of Phase III. Speaking at the launch, **CEO Sheikh Shujaullah Khan** emphasized that Phase III is not just another housing scheme, but a complete lifestyle destination that reflects the group's longstanding commitment to excellence, timely delivery, and innovative urban planning. The project has already broken ground, with development work commencing ahead of schedule.

The launch event also featured popular media hosts **Mikaal Zulfiqar and Wasay Chaudhry**, who introduced the project's key features and highlighted its strategic location, smart infrastructure, and modern amenities. Etihad Town's Phase III aims to provide not only premium housing options but also integrated community services that appeal to today's discerning buyers. The brand's past record of timely delivery has contributed to investor trust and market credibility qualities that are rare in Pakistan's real estate environment, where delays and vague promises are all too common.



In a country where housing demand continues to outstrip supply, particularly in urban hubs like Lahore, Phase III is a welcome development. It reflects a growing trend toward master-planned communities that prioritize security, aesthetics, and infrastructure. Etihad Town's approach stands in contrast to the piecemeal and politically-driven real estate projects that often dominate the landscape. With a clear roadmap, strong leadership, and market-tested reputation, Phase III sets a new benchmark for reliable, investor-friendly urban development. As Pakistan looks to modernize its cities and accommodate a growing urban population, private sector players like Etihad Town are showing that it can be done with integrity, quality, and vision.