

Goodz

MARKETING & DEVELOPERS

WELCOME TO GOODZ MARKETING & DEVELOPERS

MEET OUR C.E.O

MR. KALEEM GILANI



A JOURNEY BUILT ON VISION, EXPERIENCE AND ENTREPRENEURSHIP.

Mr. Kaleem Gilani is a seasoned corporate professional, entrepreneur, and real estate developer with a diversified professional background spanning over 25 years. His expertise extends across corporate leadership, international financial services, digital and strategic marketing, sales, business planning, real estate development and project management.

His professional journey includes ACE Money Transfer, UK (Former Director), Liberty Gujrat (PVT.) Ltd. (CEO), and Goodz Marketing & Developers (PVT.) Ltd. (Director & CEO).
Through these leadership roles, Mr. Gilani has built a strong track record of business transformation, strategic growth, and entrepreneurial leadership across diverse sectors.

LEADING THE VISION BEHIND LIBERTY MALL GUJRAT

At present, Mr. Kaleem Ullah Gilani is most prominently associated with Liberty Mall Gujrat (PVT.) Ltd.
As CEO Liberty Gujrat Pakistan's first shopping park modern commercial development.
The vision behind Liberty Gujrat is cantered around creating a destination where business, retail, lifestyle, technology, entertainment, Tourism and new opportunities can come together.

AN ENTREPRENEUR WITH A MARKETING & MINDSET

A significant part of Mr. Gilani's professional identity has been shaped by his extensive experience in marketing, branding, sales, and business development . As CEO of Goodz Marketing & Developers (PVT.) Ltd.
He is successfully transformed five underperforming "sick" projects, including both commercial and residential developments, into remarkable success stories through strategic planning, innovative marketing, and effective sales strategies.Goodz Marketing & Developers follows a 360-degree real estate marketing approach, covering product designing, planning, development, sales, marketing, rental, and leasing.
The company manages multiple projects and specializes in exclusive sales and marketing, delivering tailored strategies that drive visibility, sales, and project growth.

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LEADING
REAL ESTATE
TOWARDS
GLOBAL
STANDARDS

EXPERIENCE BEYOND BORDERS THE FINANCIAL & REMITTANCE SECTOR

Before establishing his prominence in commercial and real-estate development, Mr. Gilani made a significant mark in the international financial and remittance sector through his association with Aftab Currency and ACE Money Transfer AS A Director .
One of his notable achievements was being part of the transformation journey that began around 2010,
Helping move Aftab Currency from a conventional to model toward a moder, technology-driven digital platform.
His vision for modernization, technology adoption, and evolving customer needs contributed to a journey that helped shape the transition from traditional currency services to the new era of digital remittance, marking an important chapter in the evolution of the business toward ACE Money Transfer.

WHERE THE JOURNEY BEGAN MEDIA, ADVERTISING AND COMMUNICATION

Long before Liberty Gujrat and large-scale commercial projects, Mr. Gilani's journey began in the world of media and communication. These early years played an important role in building the foundation of the entrepreneur he would later become. Media and advertising taught him the importance of communication, branding, audience understanding, and staying relevant in a constantly changing world.

IN HIS OWN PROFESSIONAL & SUCCESSFUL JOURNEY, THE STORY IS SIMPLE:

Start with experience. Learn from every opportunity. Adapt with time. And continue building something bigger. That journey from media and marketing to international business and large-scale commercial development is what defines the professional story of Mr. Kaleem Ullah Gilani today.

The Beginning Of A New Era!

In 2016, ACE Group expanded its business to the real estate sector started with Grand City Kharian which at the t ime was a dumping project with differences among its management. After the joint venture between ACE group and Grand City Kharian was done, the sale of society plot saw a massive increase from 8 plots in 2017 to over 800 plots in 2018. ACE Group, later on, took over another dumb project by the name of Canal City Sarai Alamgir in 2020. The project was closed for the last 10 years but its joint venture with the ACE group resulted in 70% of the project being sold up till now.



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DELIVERED **PROJECTS**

GRAND CITY
DEVELOPING PAKISTAN

MALL OF KHARIAN
EVERYTHING FOR EVERYONE

LIBERTY
GUJRAT

AL RASHEED
GARDENS
WAZIRABAD

BURAQ CITY
KHARIAN

PROJECT BY

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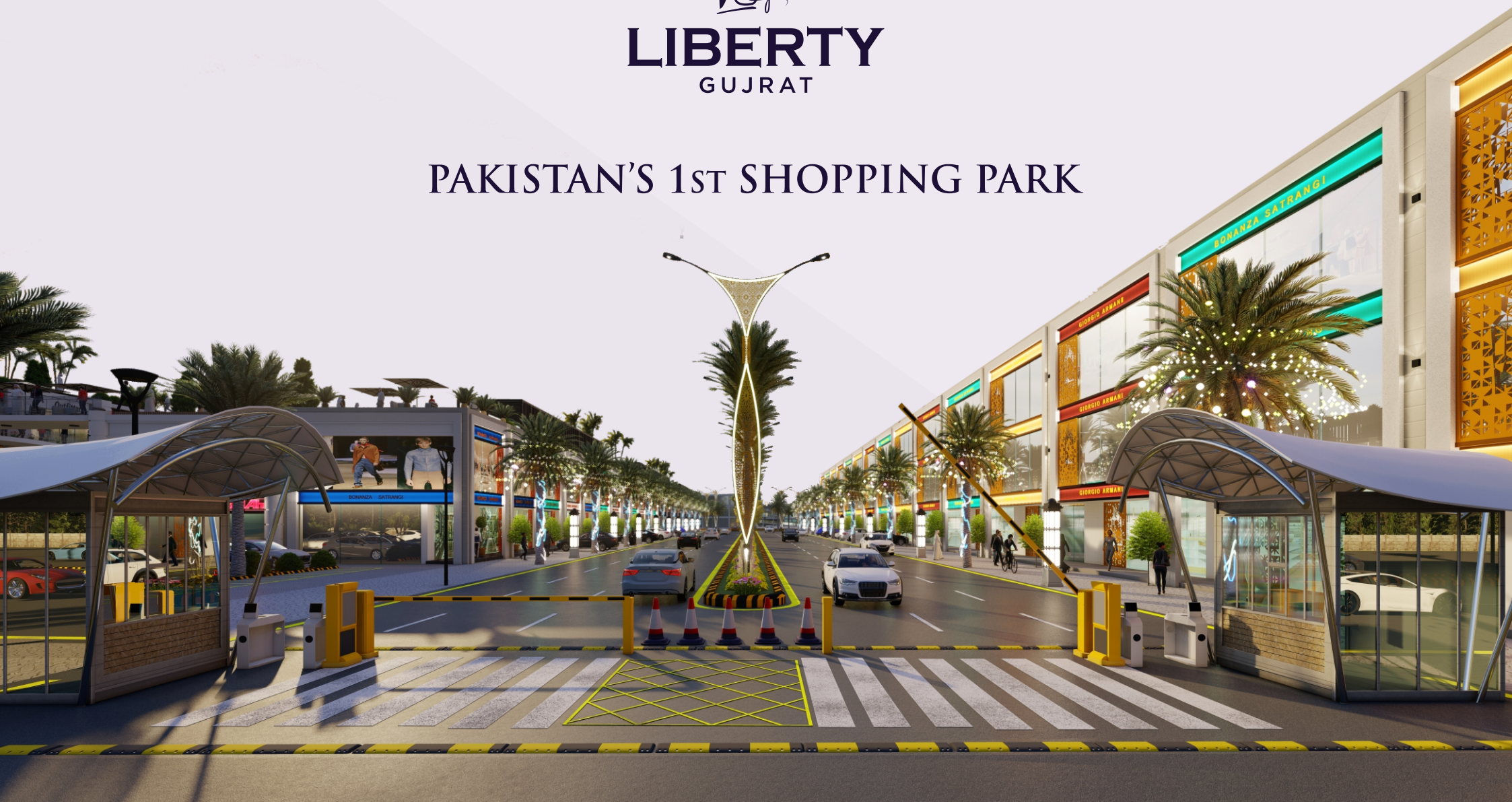
MARKETING & DEVELOPERS

LIBERTY
GUJRAT

PAKISTAN'S 1ST SHOPPING PARK



LIBERTY GUJRAT

PROJECT BY Goodz MARKETING & DEVELOPERS

INTRODUCTION

Liberty Mall Gujrat Project Overview

Liberty Mall Gujrat is a landmark retail shopping park designed to offer a secure, centralized, and modern shopping experience.

- **First purpose-built shopping mall within Gujrat city**
- **Largest & first shopping mall developed in Gujrat District**

Project USP's

- Electric Carts & Free Wi-Fi
- Climate Control Street
- More than 1000 car parking
- Round The Clock Security
- Power Backup
- Shopping Arcade
- Mobile Market
- Cash & Carry

Retail Space Availability Phase-1

A, B, C & D Blocks

- Grey structure completed
- Approximately 200,000 sqft ready for possession
- Dedicated for retail outlets only

JUMP DUMP PARK

- **Jump Dump Park fully operational**
  - Average daily footfall of 3,000 to 5,000 visitors

Risen Mega/Supermarket

- Opening Dec 2026

LIBERTY GUJRAT

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WHY LIBERTY GUJRAT ?

a new retail destination for leading brands

First Mover Opportunity in Gujrat's Premier Retail Destination

Liberty Mall Gujrat (Pvt.) Limited
G.T. Road Gujrat City.
Gujrat, Pakistan
Email: info.libertygujrat.com

About the Market of Gujrat Division

Gujrat serves as a Divisional Headquarters, administratively overseeing the districts of Gujrat, Mandi Baha Uddin, Hafizabad and Wazirabad etc Gujrat city has an estimated population of more then 0.7 M, while Gujrat District has a population of approximately 4 M, positioning it as a major part of Golden Triangle Becauseof Gujrat, Gujranwala and Sialkot. Gujrat is widely recognized as one of Pakistan's most affluent districts, with an economy strongly supported by overseas residents living at international standards. This has resulted in high disposable incomes, strong brand awareness, and growing demand for organized and branded retail environments

Major Industries

- Electric fan manufacturing
- Furniture production
- Pottery and ceramics

Key challenges faced by brands in Gujrat City:

- Lack of parking facilities
- Collapsed sewerage and weak civic infrastructure
- Severe traffic congestion
- Beggars and street crime negatively impacting customer experience

Market Gap

Despite its strong economic fundamentals and purchasing power, Gujrat currently lacks a properly planned and professionally managed shopping mall.

- Over 40 national and international brands operate across the city
- Brands are scattered within congested traditional Bazaars.

Liberty Mall Gujrat is purpose built to address and eliminate these market gap

LIBERTY GUJRAT

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WHY LIBERTY GUJRAT ?

a new retail destination for leading brands

- Untapped premium retail market
- Strong purchasing power
- Proven daily footfall
- Modern infrastructure and secure environment
- Long term growth and scalability

Brand Engagement & Leasing Opportunities

Brand engagement for **Liberty Mall Gujrat Phase 1** has officially commenced. Leasing opportunities are currently available for:

- National and international retail brands
- Renowned food chains and cafés
- Rooftop fine dining restaurants

Early Entry Advantage: Brands committing at this stage will benefit from:

- **First mover advantage** in Gujrat's first purpose-built shopping mall
- Preferred retail positioning
- Early market penetration
- Long-term brand visibility within a high potential catchment area

Now Leasing Phase 1

Secure your presence in Gujrat's most prominent upcoming retail and lifestyle destination.

AL - MUSADDIQ GROUP

MALL OF KHARIAN

EVERYTHING FOR EVERYONE

Goodz MARKETING

It Is Located On Main G.T Road Kharian. It's A Military Land Project, Consist Of 5 Story Commercial Project On Land Of 152 Kanal Complex Which Is Consist Of Mall, Stadium Food Court, University & A Huge Parking For Visitors With The Passage Of Time Hospital Will Be Started Soon.

OPERATIONAL NOW



AL RASHEED GARDENS
WAZIRABAD

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Al Rasheed Garden, a voyage to experience the gigantic wonders of nature . whose Phase One has been successfully completed with more than 30 houses under construction, is set to embark on the next phase with great success. The upcoming phase, now under the management of Goodz Marketing and Developers, is a highly professional and credible company with a joint venture with Al Rasheed is planned to be developed with an Arabian theme. In this venture, you can expect an environment that meets both Arabian and international standards, reminiscent of Dubai's iconic landmarks such as the Burj Al Arab Palm Island, Boat Club ,Pool side Dinning and many more .The Dubai Enclave within Al Rasheed is designed to offer a lifestyle in line with the high standards set by Dubai, making it a truly exceptional project.



BURAQ CITY
KHARIAN

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Buraq City's Networking Segment during the Pre-Launch Ceremony was a true delight filed with special treats.
We welcome you to contact us now & amp learn more about our sweet offers before they are all gone!
Collectively Buraq City has been the voice of residential construction industry. Representing one of the largest industry sectors in Punjab, our directorship is made up of home builders, renovators, land developers, trade contractors, product and material manufacturers, building product suppliers and service professionals



SALES STRATEGY

. Sales Network . Authorized Dealers

. Overseas Dealers . Sales Team . Investor Portfolio




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