



A NEW



OF BUSINESS
EXCELLENCE BEGINS

A Project By





ICON
BUILDING

NESTLÉ
NESCAFÉ
Latte

FILA

FILA

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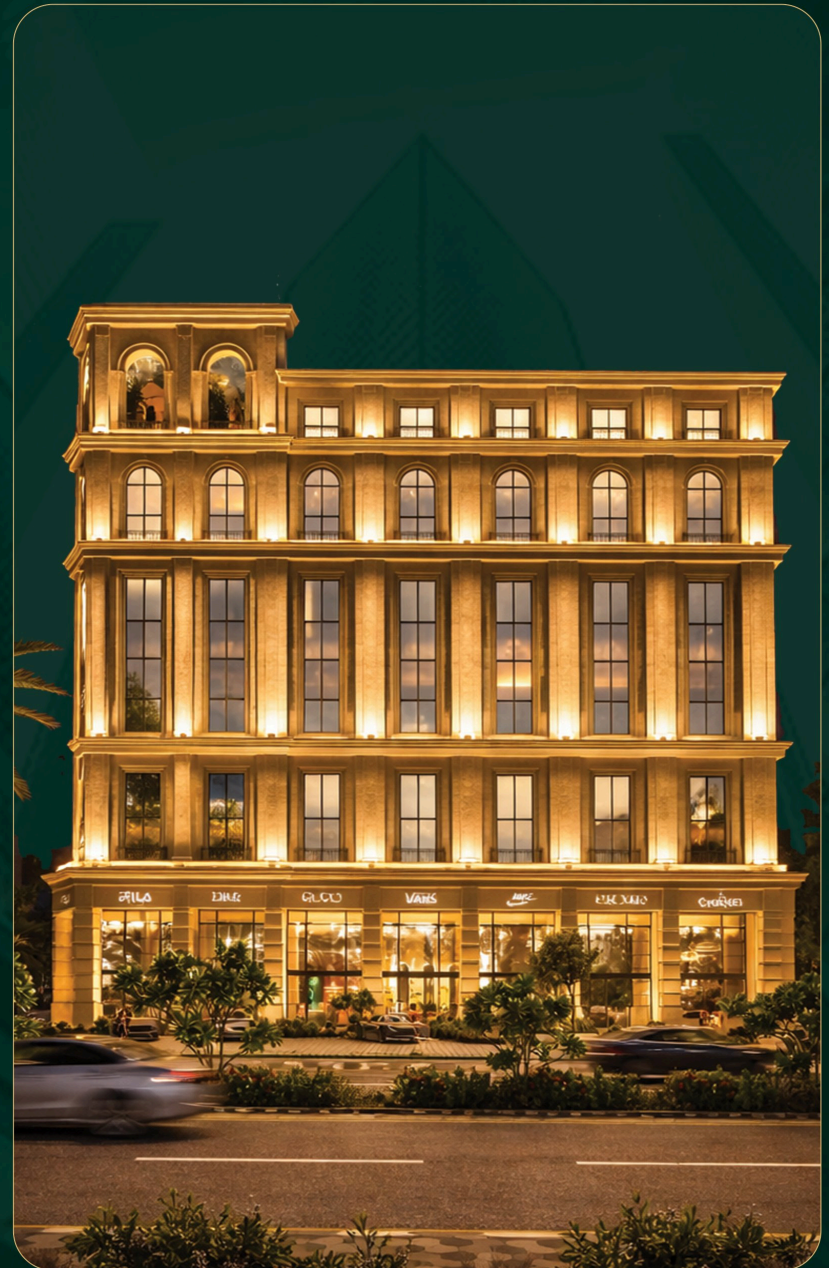
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PINE AVENUE

ICON AVENUE

Athar Associates proudly presents Icon Avenue — a next generation commercial destination designed for modern businesses, smart investors, and visionary entrepreneurs.

Strategically located on Pine Avenue, Icon Avenue is not just a project; it is a statement of progress, innovation, and premium commercial. Developed with international standards, Icon Avenue offers a perfect blend of prime location, elegant architecture, flexible investment options, and long-term value.



WHY CHOOSE ICON AVENUE?

Icon Avenue by Athar Associates offers premium construction in a future-ready commercial hub, flexible payment plans, and strong rental potential—making it the perfect investment choice for brands, entrepreneurs, and smart investors.

- 🏢 Developed by a trusted name
- 🏢 High rental and resale potential
- 🏢 Premium construction & modern design
- 🏢 Located at a future-proof commercial hub









PREMIUM SHOWROOMS

Icon Avenue presents premium showrooms designed for brands that demand visibility, style, and high-impact presence. Located on Pine Avenue Main Boulevard, these spaces offer maximum exposure, elegant frontage, a dynamic commercial environment that attracts consistent footfall.



KEY ADVANTAGES

-  Prime frontage on Pine Avenue Main Boulevard
-  Ideal for retail brands, outlets, and flagship stores
-  Designed for maximum visibility and customer attraction
-  Surrounded by high-end commercial activity

Flexible & Investor-Friendly

PAYMENT PLAN

SHOWROOMS

Icon Avenue offer a convenient and flexible payment plan designed to make ownership easy. With competitive pricing, structured installments, and transparent terms, the project is ideal for both end-users and investors. This accessibility allows buyers to secure Commercial Space without financial pressure while ensuring strong future returns.





2.5 Years Instalment Plan

UNIT	SHOWROOM AREA (SQFT)	RATE/SQFT	TOTAL PRICE	BOOKING 10%	CONFIRMATION 10% (AFTER 2 MONTHS)	25 MONTHLY INSTALMENTS	5 HALF YEARLY BALOON PAYMENTS	AT COMPLETION 20%
3	2861	50000	143,050,000	14,305,000	14,305,000	1,430,500	10,013,500	28,610,000
4	3583	50000	179,150,000	17,915,000	17,915,000	1,791,500	12,540,500	35,830,000
5	4093	50000	204,650,000	20,465,000	20,465,000	2,046,500	14,325,500	40,930,000
6	4301	50000	215,050,000	21,505,000	21,505,000	2,150,500	15,053,500	43,010,000
7	4877	50000	243,850,000	24,385,000	24,385,000	2,438,500	17,069,500	48,770,000

CORPORATE OFFICES

Icon Avenue introduces modern corporate office spaces designed for ambitious businesses and growing enterprises. Located on Pine Avenue Main Boulevard, these offices offer a professional environment with premium architecture, high visibility, excellent accessibility for clients and teams.

KEY ADVANTAGES

-  Strategically located at Pine Avenue Main Boulevard
-  Ideal for corporate setups, startups, and growing businesses
-  Modern layouts with efficient space planning
-  High footfall and strong commercial surroundings



Flexible & Investor-Friendly PAYMENT PLAN

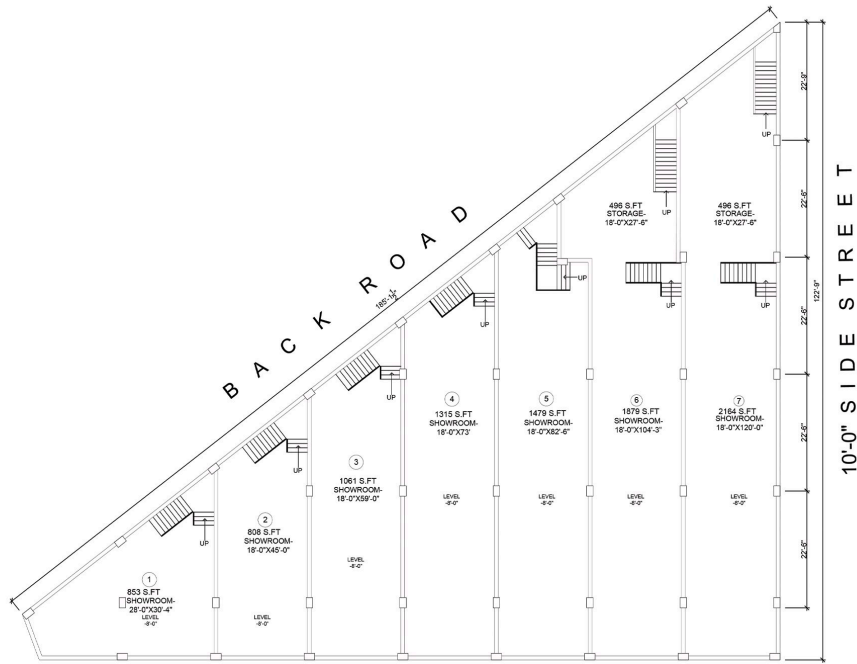
Icon Avenue offer a convenient and flexible payment plan designed to make ownership easy. With competitive pricing, structured installments, and transparent terms, the project is ideal for both end-users and investors. This accessibility allows buyers to secure Commercial Space without financial pressure while ensuring strong future returns.

2.5 Years Instalment Plan

UNIT	OFFICE AREA (SQFT)	RATE/SQFT	TOTAL PRICE	BOOKING 10%	CONFIRMATION 10% (AFTER 2 MONTHS)	25 MONTHLY INSTALMENTS	5 HALF YEARLY BALOON PAYMENTS	AT COMPLETION 20%
1	624	25000	15600000	1560000	1560000	156000	1092000	3120000
2	603	25000	15075000	1507500	1507500	150750	1055250	3015000
3	603	25000	15075000	1507500	1507500	150750	1055250	3015000
4	603	25000	15075000	1507500	1507500	150750	1055250	3015000
5	603	25000	15075000	1507500	1507500	150750	1055250	3015000
6	559	25000	13975000	1397500	1397500	139750	978250	2795000
7	908	25000	22700000	2270000	2270000	227000	1589000	4540000
8	384	25000	9600000	960000	960000	96000	672000	1920000
9	567	25000	14175000	1417500	1417500	141750	992250	2835000
10	732	25000	18300000	1830000	1830000	183000	1281000	3660000
11	658	25000	16450000	1645000	1645000	164500	1151500	3290000
12	424	25000	10600000	1060000	1060000	106000	742000	2120000

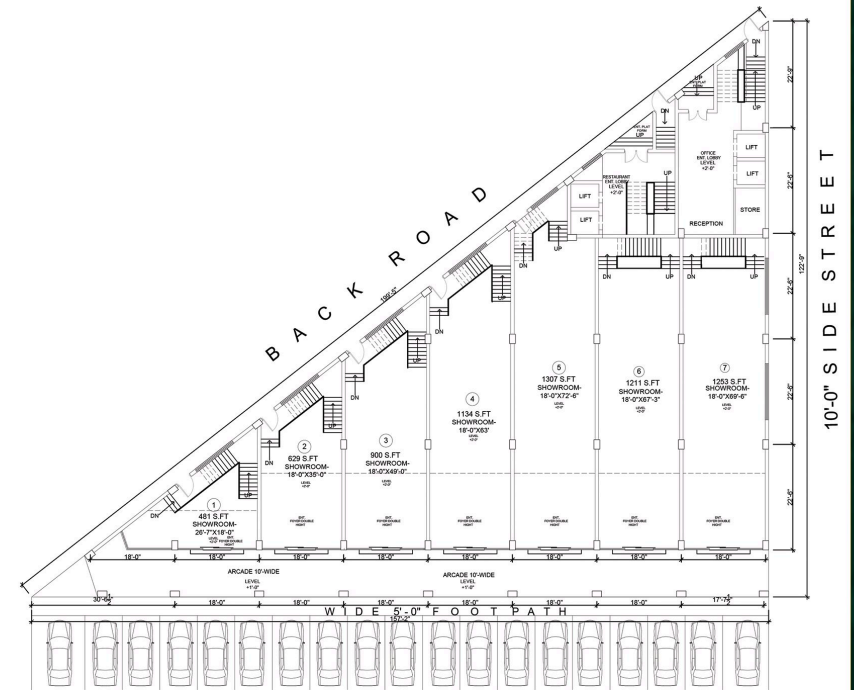
FLOOR PLANS

BASEMENT



BASEMENT FLOOR PLAN
 COVERED AREA = 9584 SFT
 SALEABLE AREA = 9559 SFT
 NUMBER OF SHOW ROOM = 07

GROUND FLOOR



GROUND FLOOR PLAN
 COVERED AREA = 9584 SFT
 NUMBER OF SHOW ROOM = 07
 SALEABLE AREA = 8334 SFT
 NUMBER OF CARS = 19

30'-0" WIDE PARKING

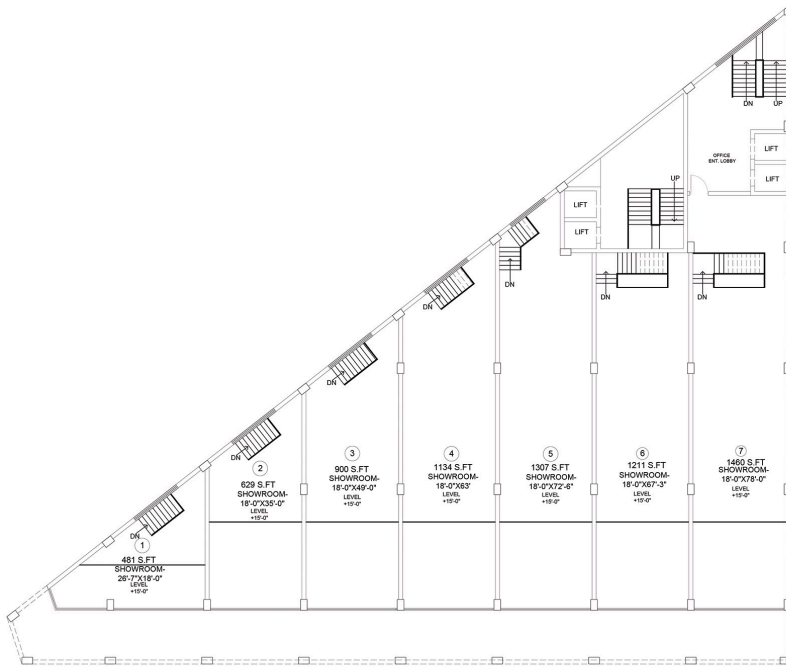
GREEN BELT

30'-0" WIDE SERVICE ROAD

MAIN PINE AVENUE ROAD

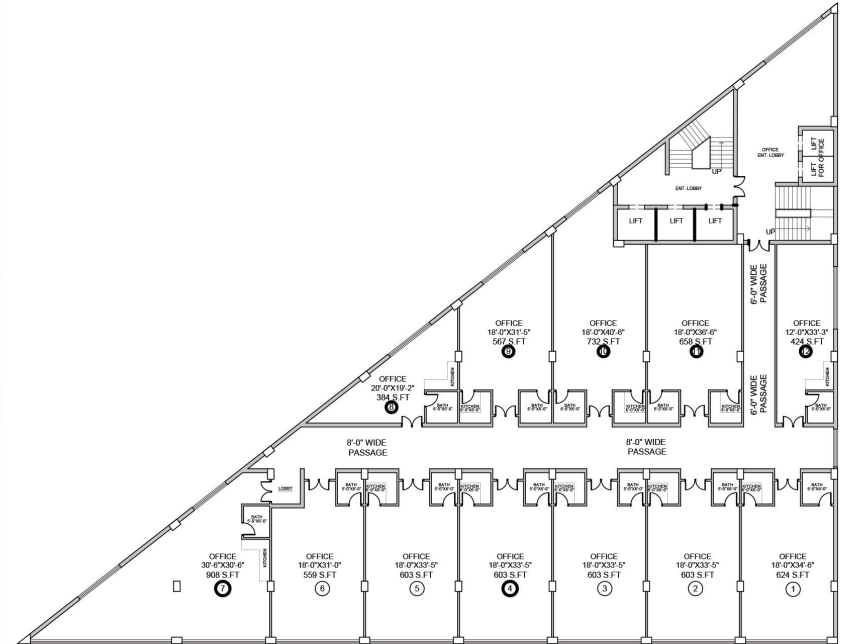
FLOOR PLANS

FIRST FLOOR



FIRST FLOOR PLAN
COVERED AREA = 9584 SFT
SALEABLE AREA = 8541 SFT
NUMBER OF SHOW ROOM = 07

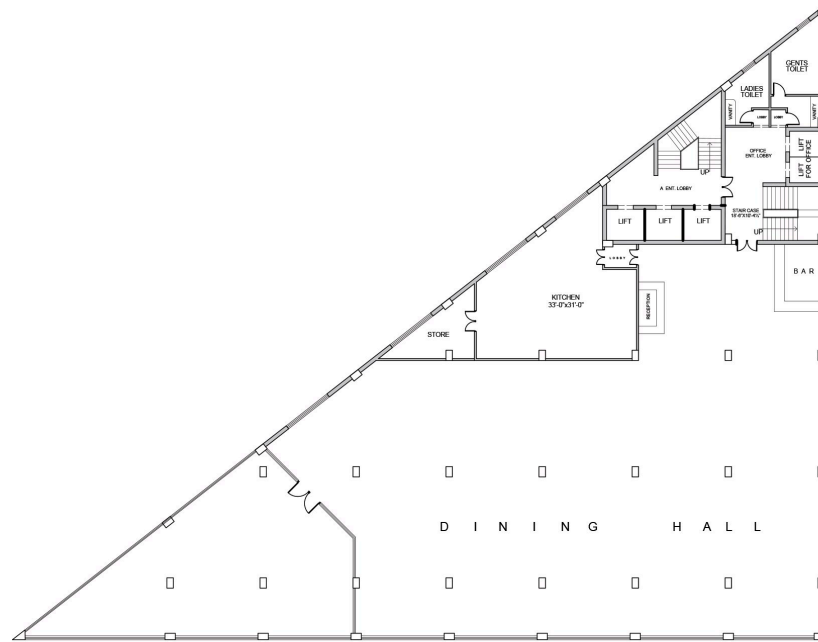
2ND TO 8TH FLOOR



2ND TO 8TH FLOOR PLAN
TOTAL COVERED AREA = 9647
SALEABLE AREA = 6392 SFT
NUMBER OF OFFICE = 12

FLOOR PLANS

RESTAURANT / ROOF TOP



10TH FLOOR PLAN
TOTAL COVERED AREA = 9647

Maximum Connectivity

PRIME ACCESS

Icon Avenue is strategically located on Pine Avenue Road, one of Lahore's most prominent and rapidly developing commercial corridors. This prime location places the project at the heart of a thriving business district, surrounded by premium residential communities, educational institutions, and lifestyle destinations. With excellent road connectivity, high daily footfall, and seamless access from major parts of the city, Icon Avenue offers unmatched visibility for businesses. Its central positioning not only enhances brand presence but also ensures strong rental demand and long-term investment growth, making it an ideal destination for retailers, offices, and investors alike.

01 MINUTE	13 MINUTE	10 MINUTE	10 MINUTE	10 MINUTE	15 MINUTE
Ring Road Lahore	Lahore Airport	DHA Lahore	M2 Motorway	Thokar Niaz Baig	Ferozpur Road



ICON
AVENUE

 www.iconavenue.com.pk

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