



SAHAR

ADVERTISING SERVICES (PVT) LTD

Established in 1999

**BUILDING
BRANDS
NATIONWIDE**

We have been at the forefront of the outdoor media for over a quarter-century.

ABOUT US

Sahar Advertising Services Pvt. Ltd is a specialized Outdoor Advertising Solutions provider with over 300+ Outdoor Premium Hoardings, Digital Billboards, LED Pole Streamers, Floats and City Beautification Solutions. Sites are spread across Pakistan's most strategic locations, making us the preferable choice for outdoor advertising of top local and international brands **since 1999.**

CORE PRINCIPLES

Our Values, Mission, and Vision

VALUES

- Boost the clients sales performance significantly.
- Adhere to the usage of revolutionary technology in the systems to give the best, exceeding the possible and unknown. Simply using the best available resources to deliver what is called exceptional.
- Adhere to the highest professional standards.

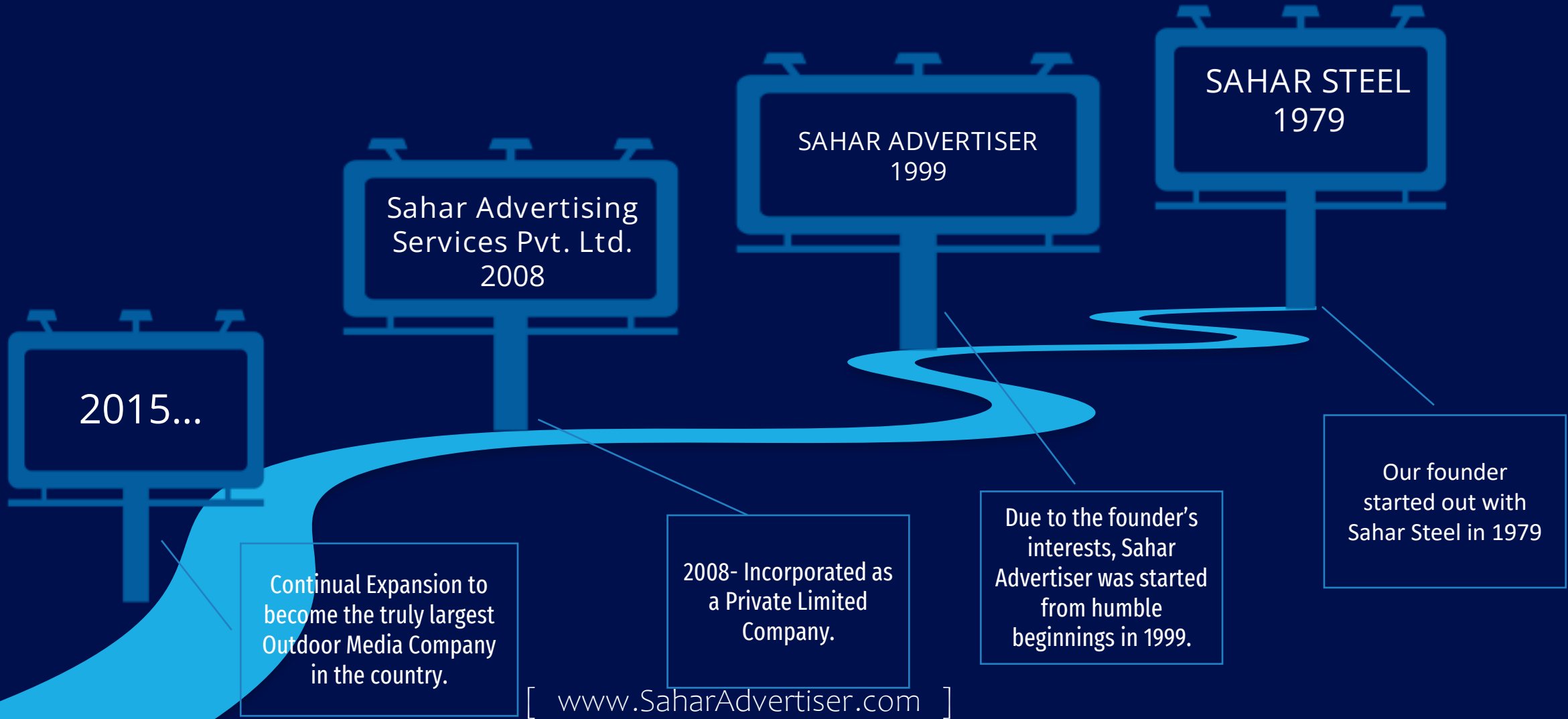
MISSION

- Become known worldwide for its campaign building and professionalism and as the go-to place for the best campaigns in the industry.
- Employ cutting-edge technology not only where it is deemed a prerequisite but in every part of the process.
- Build on our workers to become leaders in the industry wherever they go
- To offer world-class, unmatched service to our stakeholders, going far and above what is required and presumed as a benchmark, leaving an imminent impression.

VISION

- To be a company that delivers an unimaginable campaign experience for both inbound and outbound markets.
- To be the change in the industry.

COMPANY HISTORY





Mr. JAMSHAID IQBAL

Chairman's Message

“At our company, we believe that our clients deserve a strategic creative and media partner who delivers high-quality work with efficiency. That's why we offer a comprehensive range of services, all under one roof, from ideation and design to media strategy, planning, and execution. Our team of experts will work closely with you to understand your business needs and objectives, providing you with creative ideas and solutions that meet your unique requirements. Partner with us and experience the difference of having a reliable and dedicated strategic creative and media partner by your side.”

DID YOU KNOW?



74%

is exposed to

OOH

media

EVERY MONTH



58%

Obtain relevant
information from

OOH

Advertisements



56%

Plan a purchase

influenced by **OOH**

Advertisements

EVERY MONTH



39%

Thinks that **DOOH**

Ads are more engaging &
attention grabbing



Where we are...

Each month, our inventory reaches over **130 MILLION** people on PAKISTAN roadways. With a network of **300+** billboard displays and other advertising opportunities in **52** cities nationwide, we have you covered.

OUR PRESENCE

—
300+

OOH TOUCH POINTS

—
196

DIGITAL SCREENS IN
LAHORE

—
130 Million

REACH EVERY MONTH

—
52

CITIES ACROSS
PAKISTAN

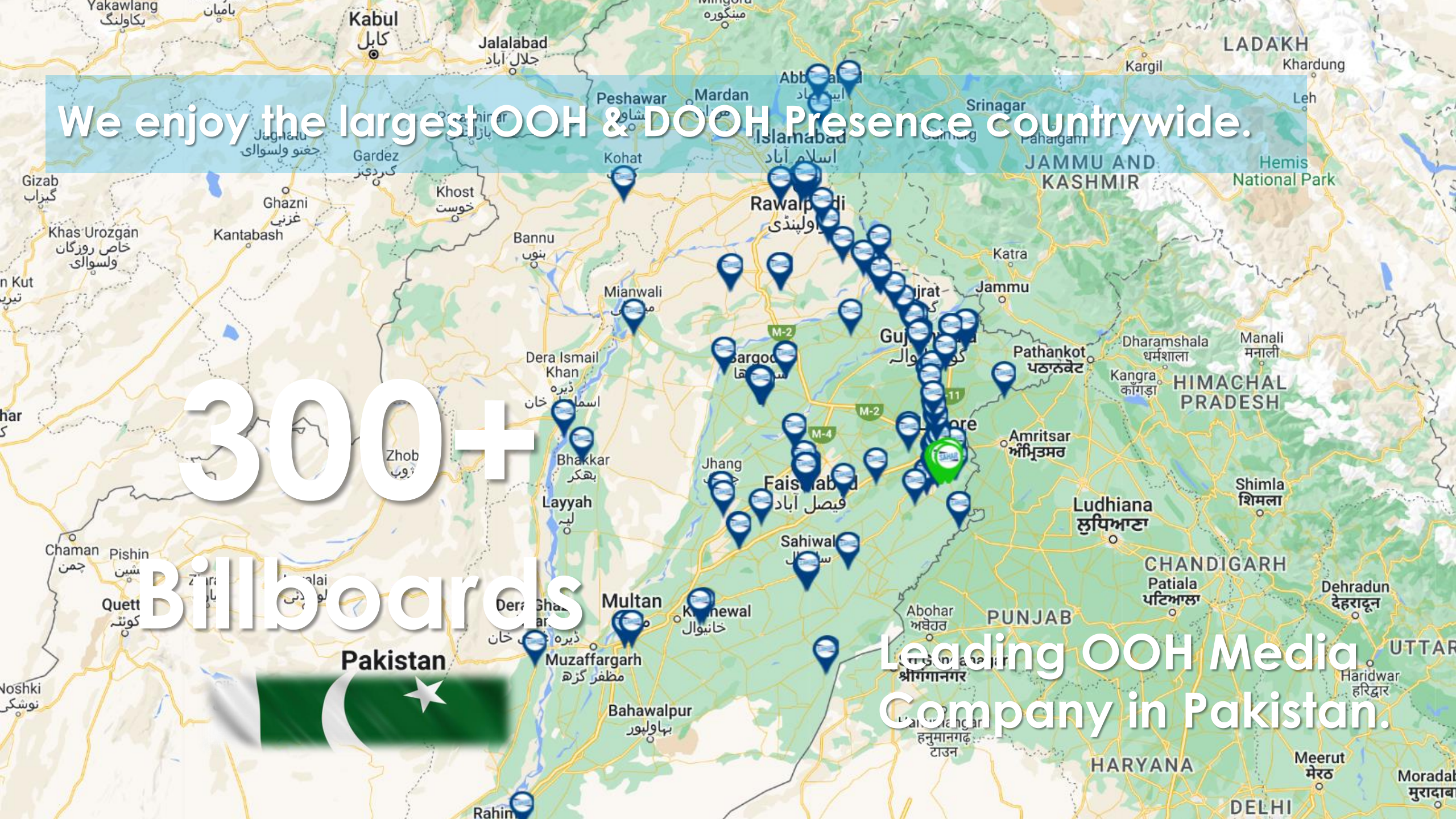
We enjoy the largest OOH & DOOH Presence countrywide.

300+

Billboards



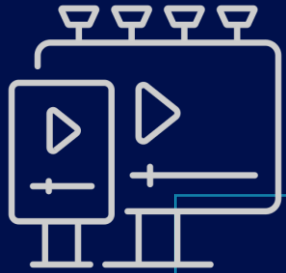
Leading OOH Media Company in Pakistan.





375,000⁺

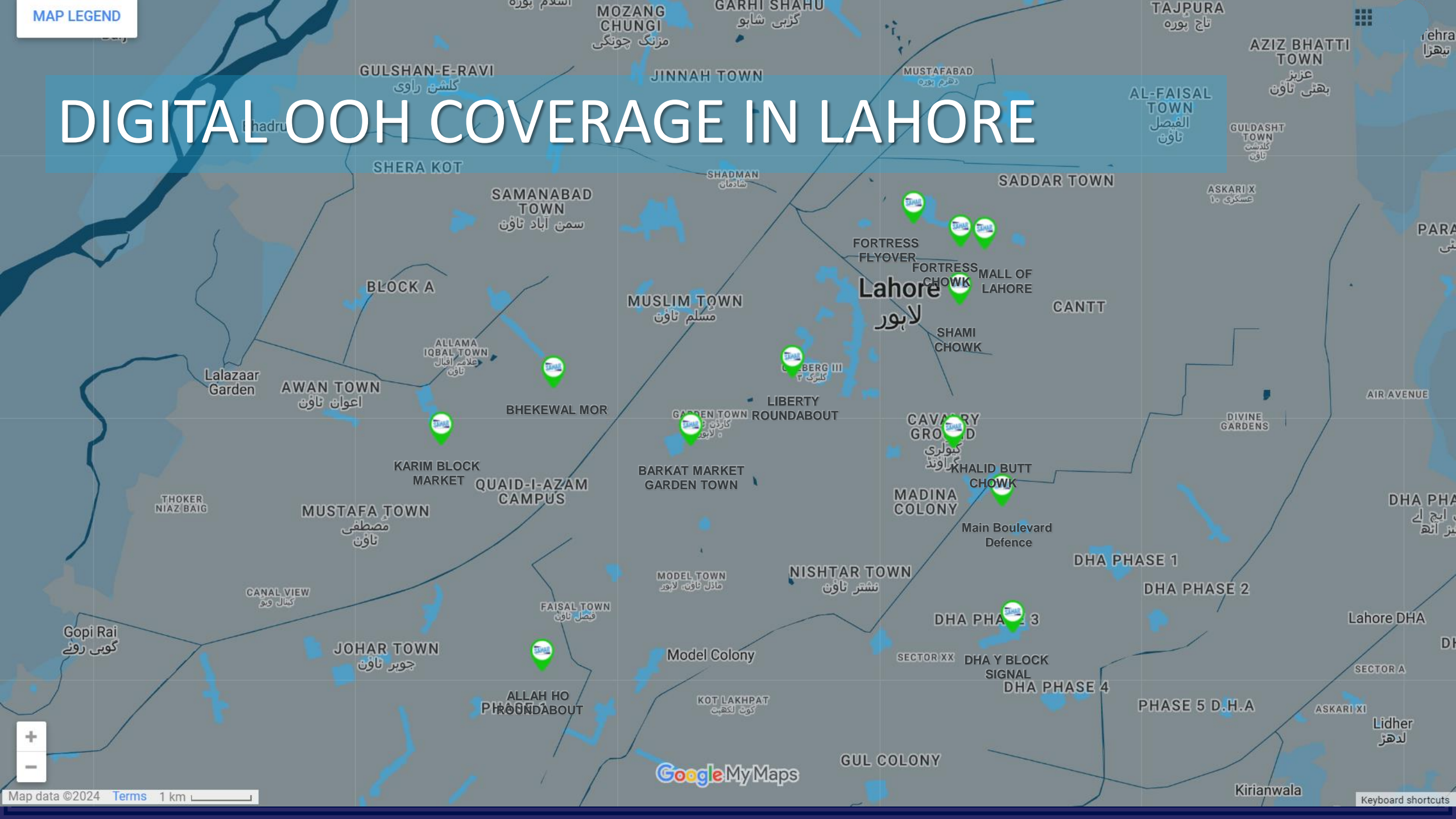
SQFT OF OOH
VISIBILITY
ACROSS 52 CITIES OF
PAKISTAN



8 DIGITAL SCREENS & 188 DIGITAL STREAMERS

Installed at 11 strategic & high reach areas
of LAHORE.

DIGITAL OOH COVERAGE IN LAHORE



HEAD OFFICE & REGIONAL OFFICES

HEAD OFFICE

Sahar Advertising Services Pvt. Ltd.

Address: Office 304-305, 3rd Floor, Century Tower,
Kalma Chowk Gulberg III Lahore - Pakistan

REGIONAL OFFICE

Karachi: Flat#301, 3rd Floor, Plot 22-C, 12th Commercial Street, DHA
Phase II Ext. KHI.

Rawalpindi A-539, BB Street#32, Near Akbari Masjid, Mohan Pura, RWP

REPRESENTATIVE OFFICE

Appointed permanent staff to manage operations

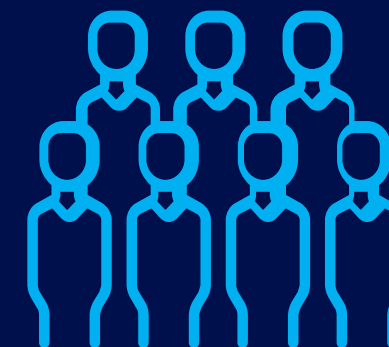
Karachi, Islamabad, Faisalabad, Multan, Gujranwala,
Sargodha, Jehlum, Sialkot, Rahim Yar Khan, Sahiwal,
Chakwal

FACTORY

Sahar Steel: 341-G.T.Road Daroghawala, Lahore - Pakistan

60

EMPLOYEES



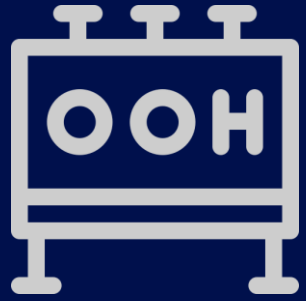
Ensuring Safety and Precision

Health, Safety, and Environment (HSE): Prioritize the well-being of all personnel involved in Out-of-Home (OOH) execution. Strict adherence to safety protocols and continuous monitoring of environmental impact underscore our commitment to a secure and sustainable workplace.

Standard Operating Procedures (SOP): Our meticulously crafted SOP guarantees a seamless OOH execution process. From installation to dismantling, each step is calibrated for precision, efficiency, and compliance. Our commitment to SOP ensures consistent, reliable, and top-tier execution in the industry.



OUR SERVICES



TRADITIONAL OOH Static



Sahar Advertising Services possesses prime assets in various cities throughout Pakistan, including prestigious sites such as Chand Mari Chowk and Liberty Roundabout. With extensive coverage across every area, we offer unparalleled opportunities for brand exposure and advertising campaigns. You can trust us to elevate your product's success with our expertise and reach.



DIGITAL OOH^{DOOH}



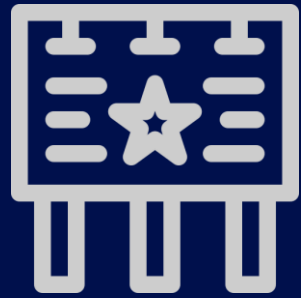
Renowned for its strategic presence on digital media platforms, Sahar's Digital Division dominates SMDs and streamers in key areas of Lahore. Having executed thousands of campaigns across our digital mediums, which include prominent locations like Shami Chowk, Liberty Roundabout, and Y Block, Sahar continues to make a significant impact in the realm of outdoor digital advertising.



Programmatic DIGITAL OOH PrDOOH



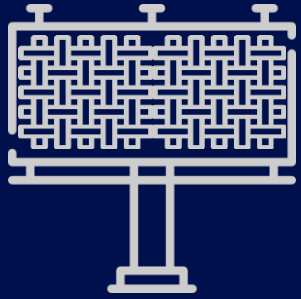
Elevate your brand with our Programmatic Digital Out-of-Home (PrDOOH) solutions across 11 strategic locations in **Lahore**. Benefit from prime visibility on 8 digital screens and 3 patches of digital streamers strategically placed for maximum impact. Targeted engagement, real-time optimization, and dynamic creatives await you in this immersive advertising experience.



CREATIVE OOH INNOVATIVE



Transforming outdoor advertising norms nationwide, Sahar Advertising Services delivers unique value propositions and executes creative artworks across the industry. Recently, the firm showcased its prowess with the 'New Metro City' and 'Zaitoon Smart Living' campaigns, featuring magnificent creative implementations. Offering artistic excellence in diverse domains such as Roundabouts, Billboards, and 3D Advertising, Sahar Advertising Services continues to set new standards in the field.

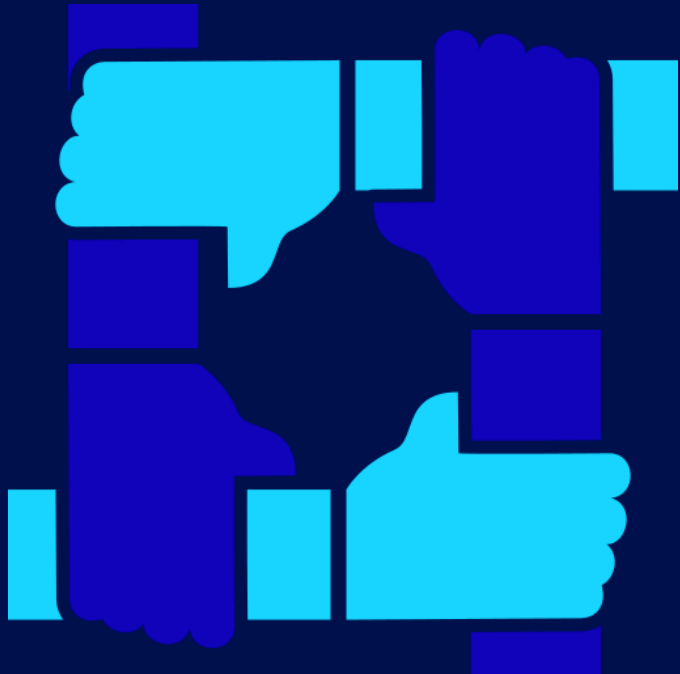


FABRICATION STEEL



Sahar Steel, our esteemed fabrication partner, has been a master in their craft since 1979, consistently delivering top-notch steel fabrication solutions to meet the diverse needs of our clients. With a rich history of successful projects, Sahar Steel continues to be the cornerstone of our fabrication endeavors, embodying the principles of quality, reliability, and innovation in every component provided to our valued clients.

MEET OUR TEAM



Meet the powerhouse team at Sahar Advertising Services Pvt. Ltd. Our experienced management ensures strategic vision, while our creative design and marketing team drives impactful campaigns. Operations guarantee precise execution, finance manages resources, and our adept taxation team ensures compliance. Together, we propel Sahar Advertising Services to new heights in the advertising industry.

Meet Our Team



M. Ahmad Jamshaid
•Director



Nimra Jamshaid
•Director



Mubashra Jamshaid
•Director



Shabir Ahmad
COO



Hassan Mustafa
General Manager



Sajjad Hussain
Marketing Manager



Syed Babar Hussain
Marketing Manager



Mehboob Alam
Marketing Manager



Waqas Zaki
Marketing Manager



Hassaan Rana
Digital Marketing Manager



M. Saleem Yousaf
Marketing Manager



Muhammad Umair
Design Lead



Yasir Abbas
Client Services Manager



Muhammad Adil
Operations Head



Sheraz Butt
Taxation Department



Muhammad Riaz
Taxation Department



Hamza Sarwar
Execution Head



Jamshaid Ikram
Execution Executive



Muhammad Mustafa
Execution Executive



Nughman Anjum
Digital Executive



Sher Afzal
CFO



Ahsan Abbas
Finance Manager



Shahbaz Mirza
Finance Executive



Muhammad Dilawer
Tax Consultant



CAMPAIGN MANAGEMENT

PLAN

- Strategic Planning
- Insightful Mapping
- Comparative Coverage

BUYING

- Optimizing Rupee Value
- Productivity Focused
- Informed negotiations
- Multiple Occupancy Reports

TRACKING

- Real-time Reporting
- Client Tracking
- Competition tracking

ONE-CLICK REPORTS

- Bespoke Analysis
- Data Keeping & Management
- Accountability & Transparency



Sahar Ad Planning System

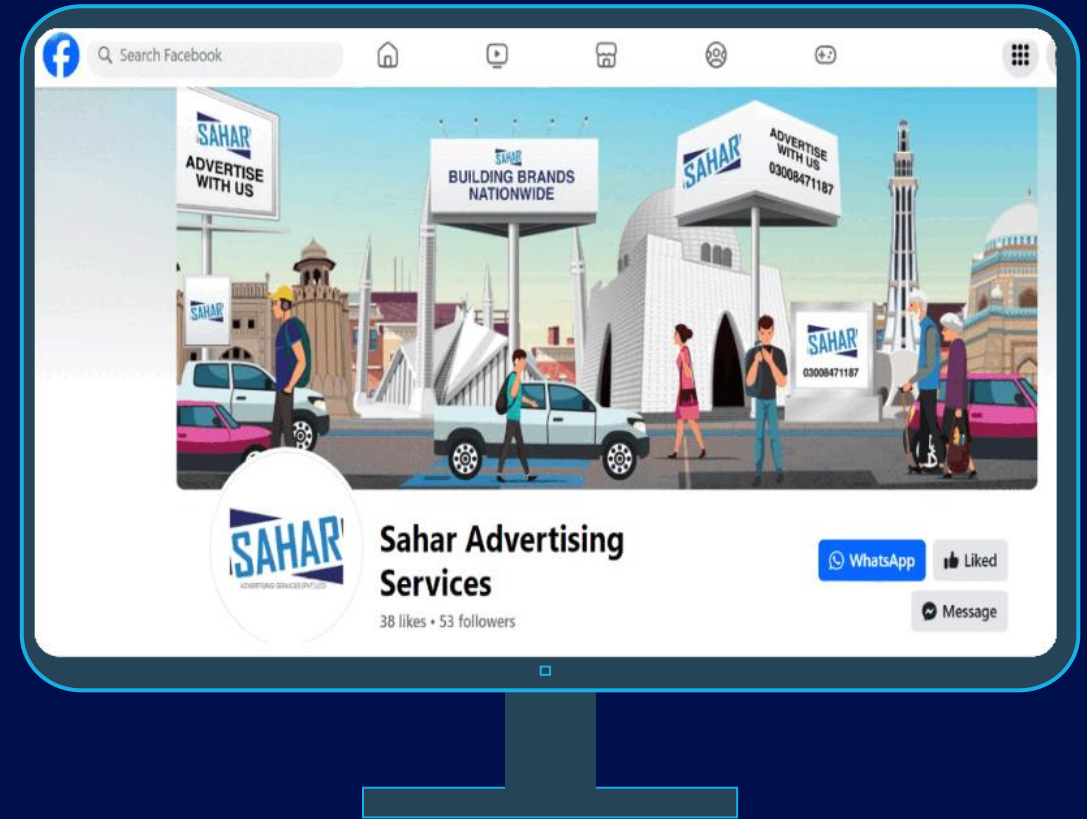
OUR CLIENTS





We're Socially Active!

www.SaharAdvertiser.com





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/saharadvertisingpvt



/saharadvertisingservices



/company/sahar-ad/



/@saharadvertisingservices



www.saharadvertiser.com

{SCAN TO VIEW
SITES LOCATION
ON GOOGLE MAPS}



Static Media



Digital Media



Creative Execution





H.O.: Office 304-305, 3rd Floor, Century Tower, Kalma Chowk Gulberg III Lahore - Pakistan.

Let's make it happen!

Questions?

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CEO@saharadvertiser.com

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