



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 – WHO WE ARE

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.

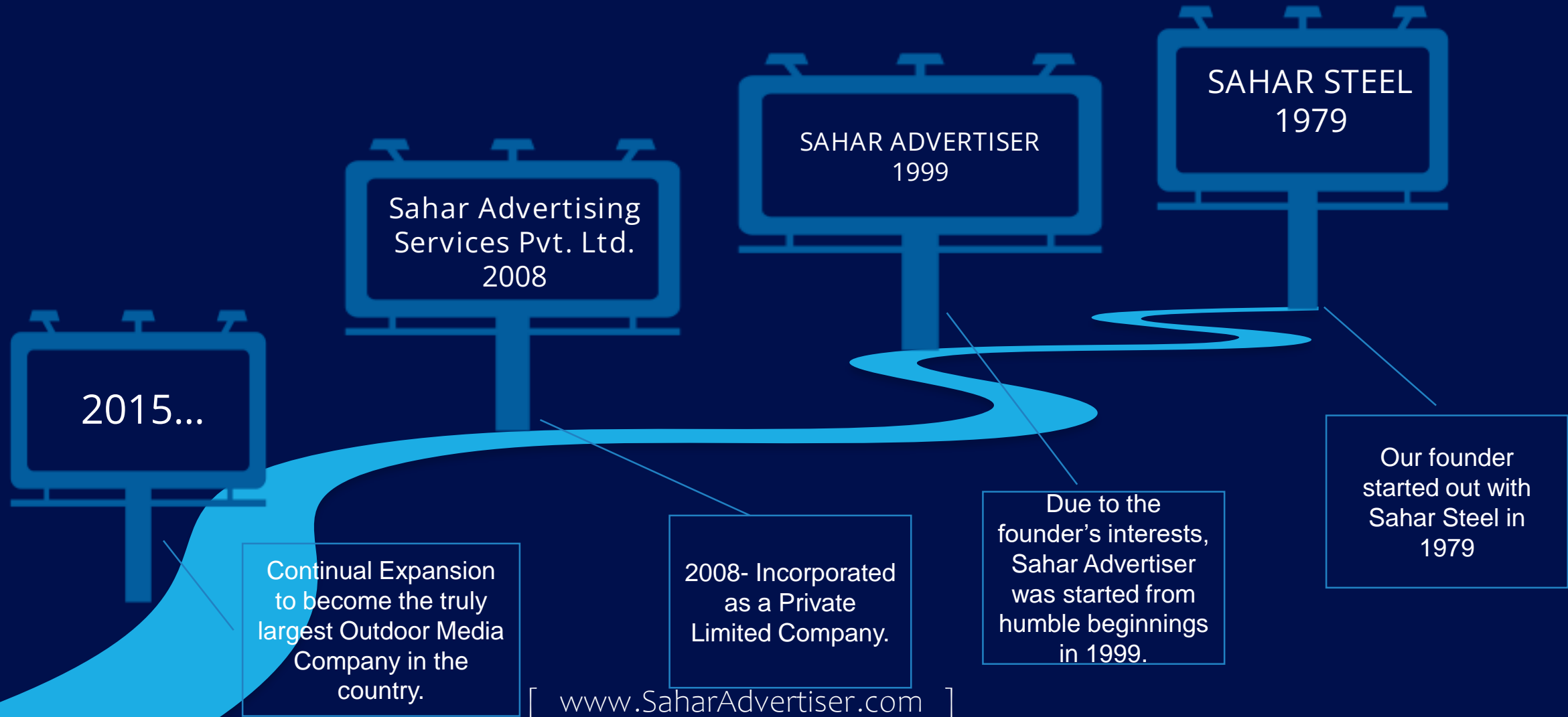
MISSION

- 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



2015...

Continual Expansion
to become the truly
largest Outdoor Media
Company in the
country.

Sahar Advertising
Services Pvt. Ltd.
2008

2008- Incorporated
as a Private
Limited Company.

SAHAR ADVERTISER
1999

Due to the
founder's interests,
Sahar Advertiser
was started from
humble beginnings
in 1999.

SAHAR STEEL
1979

Our founder
started out with
Sahar Steel in
1979

[www.SaharAdvertiser.com]

Chairman's Message



Mr. JAMSHAID IQBAL

“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, providing under one roof, from generating different ideas and design related 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. Partners with us and experiences the difference of having a reliable and dedicated strategic creative designs 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 **50** cities nationwide, we have you covered.

OUR PRESENCE

300+

OOH TOUCH POINTS

500+

DIGITAL SCREENS IN
LAHORE

130 Million

REACH EVERY MONTH

50

CITIES ACROSS
PAKISTAN

We enjoy the largest OOH & DOOH Presence countrywide.

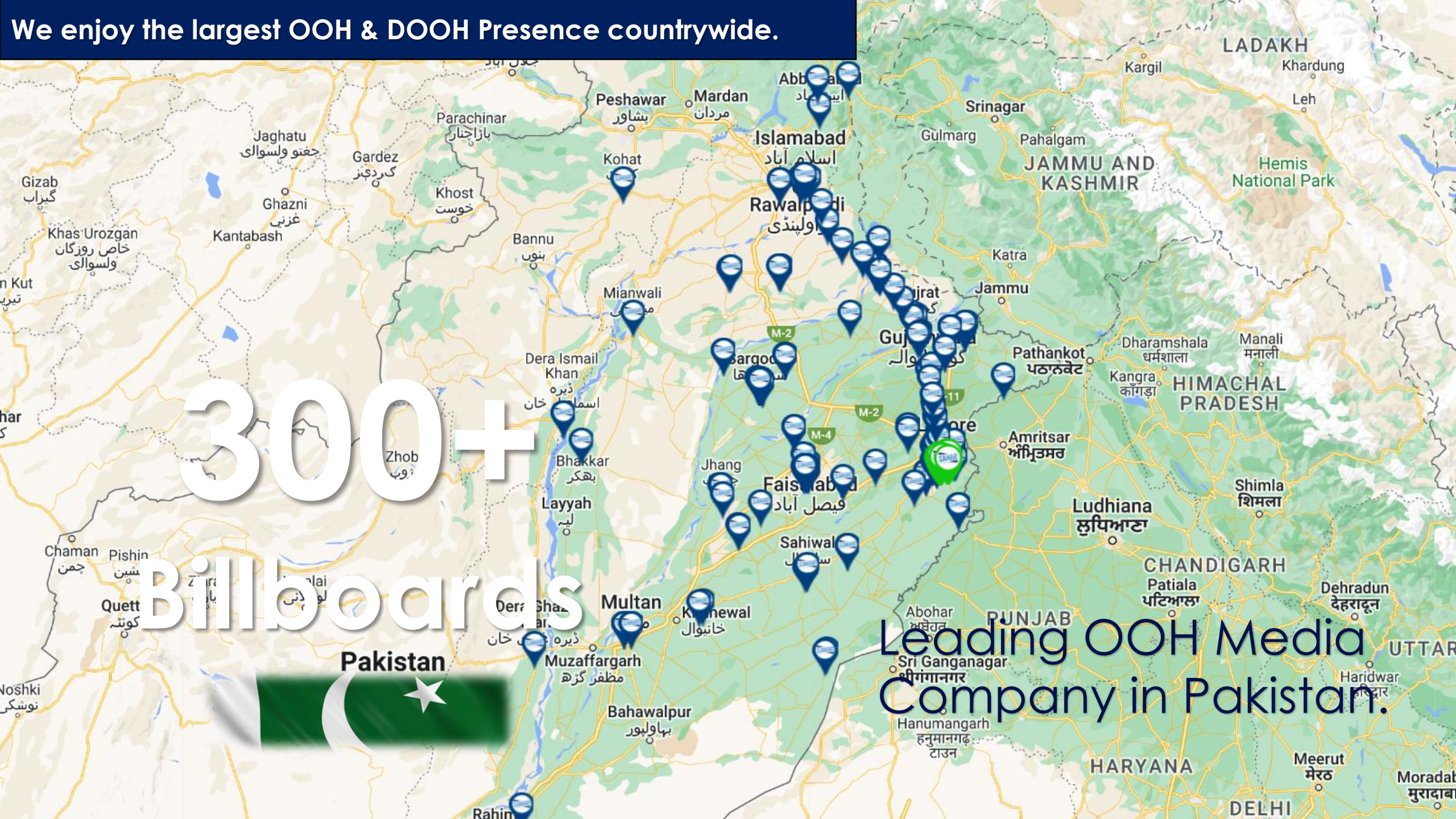
300+

Billboards

Pakistan



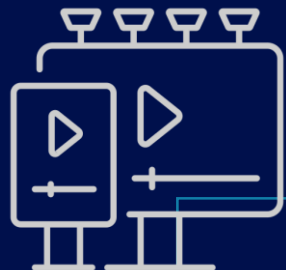
Leading OOH Media
Company in Pakistan.





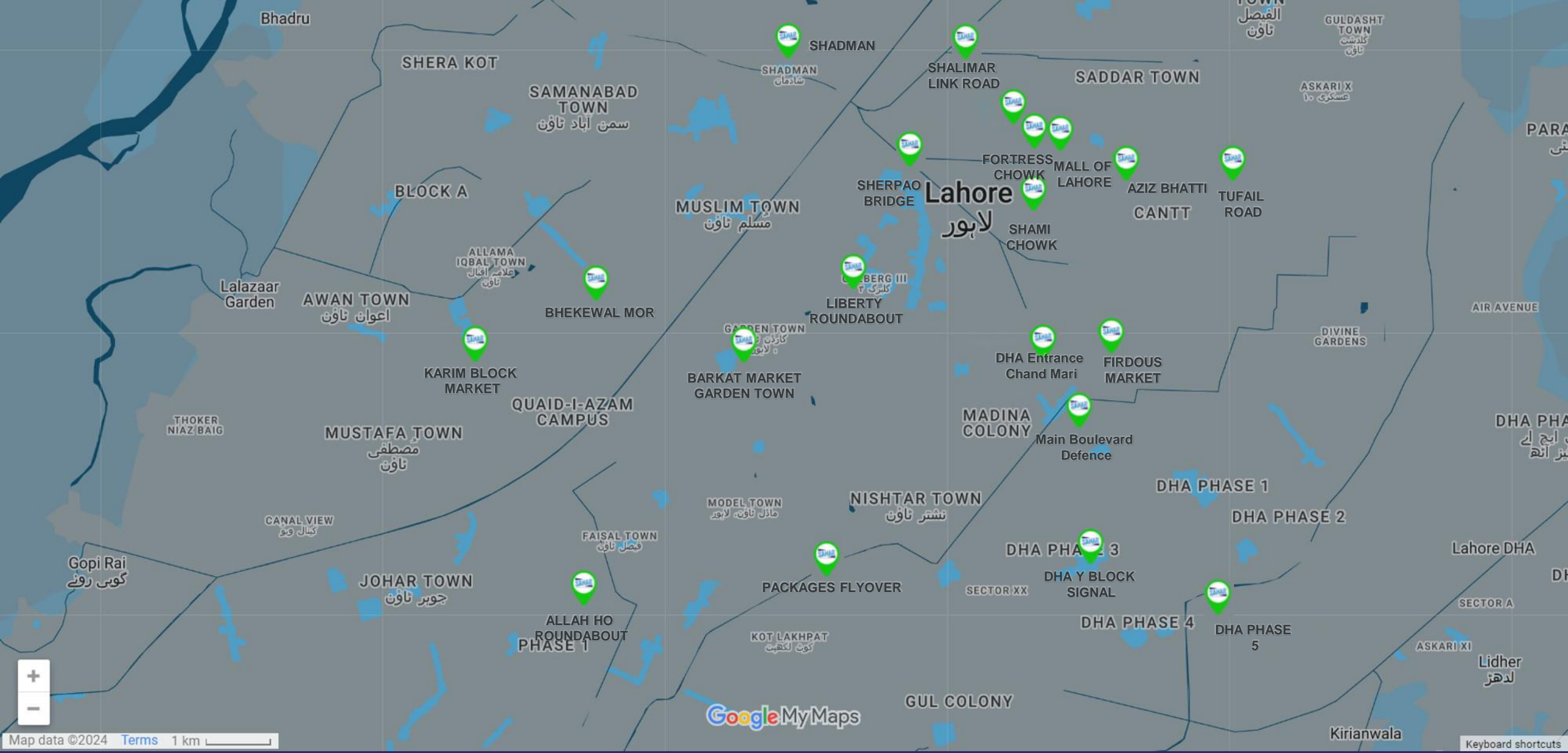
400,000⁺

SQFT OF OOH
VISIBILITY
ACROSS 50 CITIES OF
PAKISTAN



9 DIGITAL SMD & 11 DIGITAL STREAMERS

Installed at 20 strategic points & high reach areas of LAHORE.



HEAD OFFICE & REGIONAL OFFICES

HEAD OFFICE

Sahar Advertising Services Pvt. Ltd.

Address: Office 304-305 & 323, 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

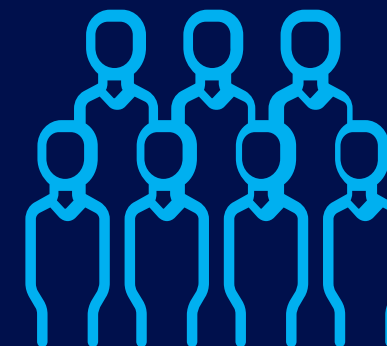
Karachi, Islamabad, Faisalabad, Multan, Gujranwala,
Sargodha, Jehlum, Sialkot, Rahim Yar Khan, Sahiwal,
Chakwal

FACTORY

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

70

EMPLOYEES



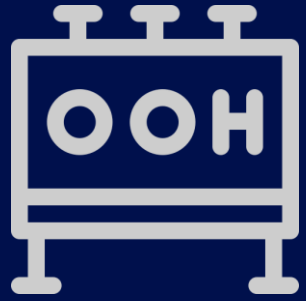
Ensuring Safety and Precision

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.



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}



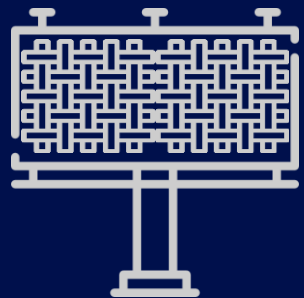
Elevate your brand with our Programmatic Digital Out-of-Home (PrDOOH) solutions across 20 strategic locations in **Lahore**. Benefit from prime visibility on 9 digital screens and 11 patches of digital streamers strategically placed for maximum impact. Targeted engagement, real-time optimization, and dynamic creatives await you in this immersive advertising experience.



CREATIVE OOH INNOVATIVE



Challenging 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.

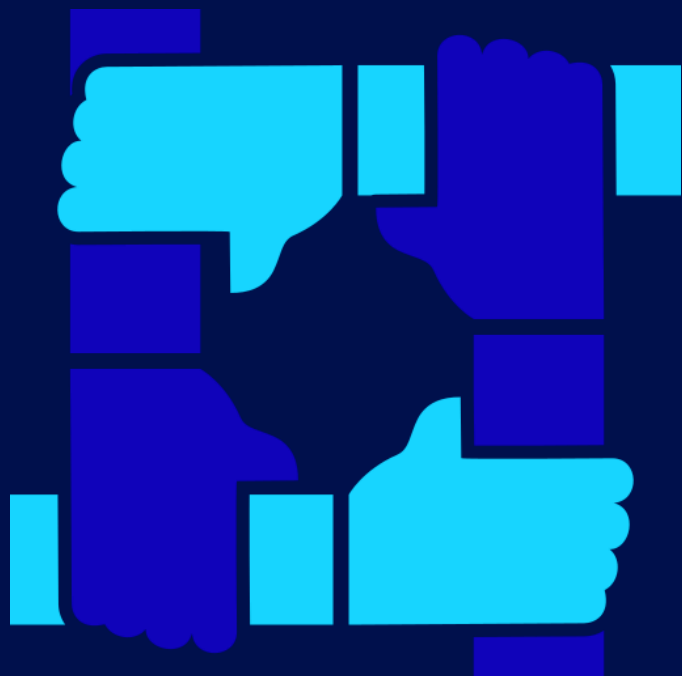


FABRICATION STEEL



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. Ahmed Jamshaid
Director



Nimra Jamshaid
Director



Mubashra Jamshaid
Director



M. Tafazzal Awais Amin
Director Media Planning



Sher Afzal
CFO



Babar Mahmood Rao
GM Business Development



Muhammad Adil
Head of Regulatory Affairs



Farhan Zahid
HR Analyst



Sajjad Hussain Bukhari
Senior Agency & Media Sales
Manager



Mehboob Alam
Business Development
Manager



M. Saleem Yousuf
Business Development
Manager



M. Hassaan Rana
Business Development
Manager



Miss. Sumbal
Finance Manager



Ahsan Abbas
Head of Finance



Yasir Abbas
Recovery Manager



Muhammad Dilawar
Tax Manager



Uman Imran
Accounts Executive



Sheraz Butt
Manager Regulatory Affairs



Muhammad Riaz
Asst. Manager Regulatory
Affairs



Muhammad Umair
Design Lead



Hamza Sarwar
Execution Head



Jamshaid Ikram
Execution Executive



Nughman Anjum
Digital Execution Executive



Dua Iqbal
Accounts Officer



Imran Bhatti
Accounts Officer



Zubair Malik
Field Operations Executive



Mazhar Iqbal
Digital Accounts Manger



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



P&G



Coca-Cola

SAHAR
ADVERTISING SERVICES (PVT) LTD



SUFI

stylo®



JETOUR
— Drive Your Future —



SAMSUNG

ideas®

LIMELIGHT

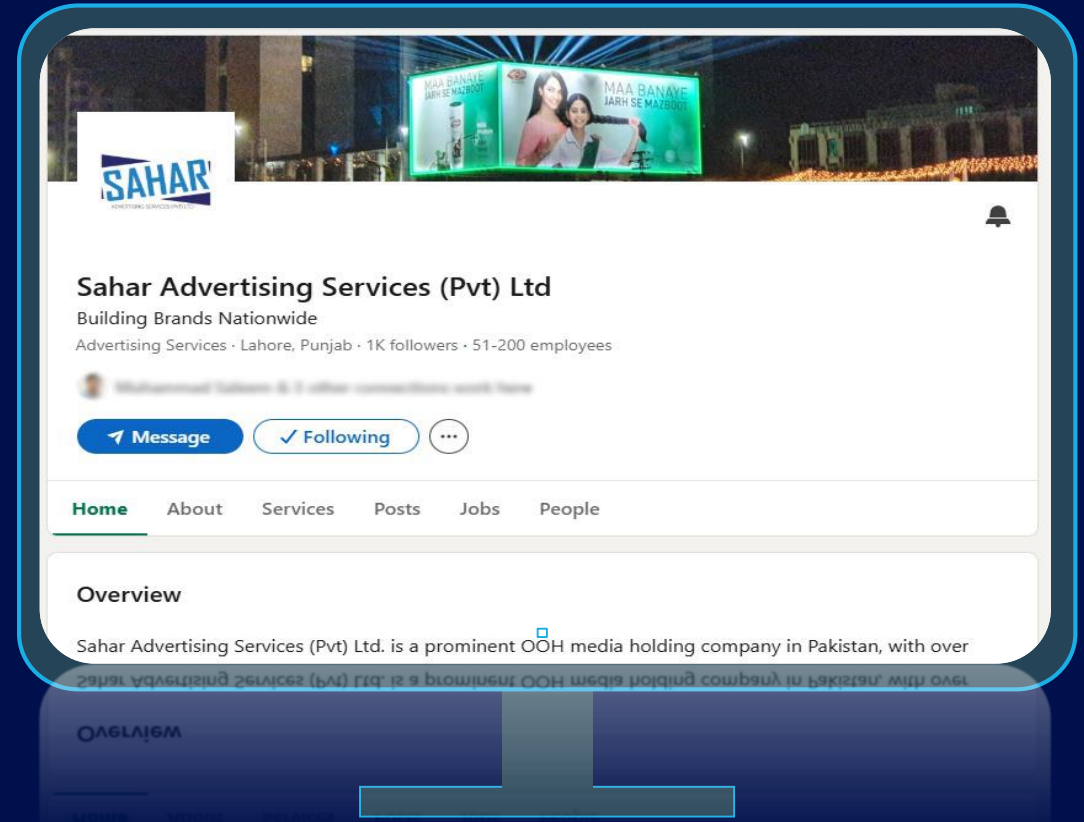


ETHNC



We're Socially Active!

www.SaharAdvertiser.com





0300 8461187 - 0300 8471187



/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!

Any Queries??

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