



Annual REPORT

Environment, Social, & Corporate Governance



Company Overview



Company Overview

Graana.com is the topmost real estate company in Pakistan that strives with the passion to rejuvenate the nation with advanced development and real estate transformation. It aims to position Pakistan's real estate sector among the world's best to fully realize the potential of the progressive change it promises for any country's development and growth. To realize this mission, Graana.com in partnership with the Iqbal Institute of Policy Studies (IIPS) has also coined and zealously follows **Vision 2047** which aims to transform Pakistan's landscape through digital transformation and dissemination.

Graana.com together with its corporate partners (**IMARAT**, **Agency21**, and **PropSure Digital Solutions**) has grafted a holistic ecosystem aimed at flourishing our product and service delivery. IMARAT is our construction partner with a unique portfolio of 17 real estate projects; Agency21 is Pakistan's renowned estate network furthering transparent property transactions; and lastly, PropSure Digital Solutions is our prop-tech partner curating digitized land records and innovating digital solutions for Pakistan's real estate sector.

Our Services

As Pakistan's topmost real estate online marketplace, we provide an innovative and interactive BSRI (Buy, Sell, Rent, and Invest) model that not only enhances our client experience but provides them with a platform that provides property verification details, customized experience for wanted properties, and a smart user interface.



Lastly, we have a compact ecosystem of real estate services which provides a closed-loop value chain that strives to deliver excellence and transformative revolution for Pakistan's landscape. It is not only setting a precedent of true deliverance of growth and opportunity in the country but paving a futuristic pathway toward sustainable urban planning and development

Company Reach

Current Offices	70+
Offices by Mid-2023	100

Graana.com has seventy-plus offices spread across the country with 30+ offices centred in the twin cities alone. We aim to achieve a mark of 100 this year as our business covers new heights and we launch more products in different cities. Here's the list of cities where we have a professional presence currently:

- Islamabad
- Rawalpindi
- Lahore
- Karachi
- Multan
- Quetta
- Gujranwala
- Peshawar
- Faisalabad
- Gwadar
- Gilgit
- Sukkur

Human Capital

Graana.com always aims to further gender diversity and representation in its human capital, with a cohesive portfolio of HR policies, regulations, and benefits. Our employees are recruited on a competitive basis with market-competitive salary packages and employee benefits. Our Employee Well-Being Program specifically promotes employee wellness and awareness in the company by arranging therapeutic and recreational activities that bring together our employees and help them explore the outside-work dimension of collegueship.]

Our total workforce ranges around 2000, distributed across several subsidiaries and brands. Graana.com is committed to reducing the gender gap in its skills force and has launched multiple programs to incentivize women to enter the real estate careers, such as the programs Returnship and Powerful Women. Graana.com also offers real estate courses to female aspirants in Pakistan's top universities like NUST, UET, University of Central Punjab, PIDE, and so on, to train and induct them in the real estate market.

Brand Distribution

Brand	Employees
Graana.com	763
IMARAT	571
Agency21	426
PropSure	127
Artec	01
AOP	01
Brando	02
TOTAL	1891

Award Recognition

Graana.com has secured venerable ICCI Presidential Awards three times in a row from the year 2020 to 2022, setting apart its top-notch performance and business acumen. Such success reflects upon the expertise and professionalism of our business practices, the commitment and hard work of our talented teams, and our dedication to always deliver excellence.



For Pakistan, the year 2022 saw a series of ups and downs that demanded serious contribution and dedication from the private sector. From sky-high inflation to large-scale downsizing to the ravaging flash floods hitting Pakistan's core, 2022 was the year that highlighted the need for united efforts of transformation and rehabilitation of affected populations in our country. Yet despite the challenges, Graana.com thrived as the Fastest Growing Brand, created more jobs, kickstarted massive key national and international partnerships, and fully participated in community welfare as well.

Our main contributions include but are not limited to:

- First-ever "Land Information Management & Property Verification System" with the digitalization of all land parcels across Pakistan.
- Developing a unique portfolio of 17 new projects covering more than 10mn square feet of area.
- Paramount partnership with Marriott International to develop 4 new world-class hotels that will promote the tourism and hospitality industry of Pakistan.
- Launched Pakistan's first ever secure and transparent online real estate marketplace – Graana.com.
- Created more than 2000 jobs with a vision to create 1000 more in 2023.

CLASS V

Message From Our Leadership



Our corporate social responsibility (CSR) is an opportunistic gateway for us to not only serve the wider public but also substantiate fruitful public-private partnerships that aim to resolve Pakistan's urban issues. CSR for us acts as a unifier of public, private, and non-governmental sectors to advocate for the effective resolution of urgent public issues in the country. For this purpose, we have established Vision 2047 which commits to sustainable development goals to secure a prosperous future for Pakistan's future generations. Together, we can help Pakistan turn its course around towards a progressive path and fully realize its full potential.

Shafiq Akbar
CEO Graana.com



Sustainable investment is the future driven by the increasing demand for ESG-oriented development around the world. As the 8th most affected country by climate change, ESG is pivotal for revolutionizing investment and long-term domestic and international capital influx in the country. Pakistan's real estate sector needs to invest more in ESG-oriented development. Graana.com is committed to incorporating ESG values in its ecosystem and value chain to put forth sustainable business ethics and furthering sustainable investment in the country.

Farhan Javed
Group Director
Graana.com



ESG is the turning point for businesses and investors around the world. The role of ESG is simple yet revolutionary, expanding upon the environmental, social, and governance spectrums of a business for more sustainable growth and risk reduction. It is about access to information and what role the private sector plays in curating a better future for the general community. The plethora of our CSR initiatives and core values serve as our guiding compass to embrace ESG development in the country.

Arslan Javed
Group Director
Graana.com



Our Values



Our Values

The aim for 2022 was to become the topmost performing organization driven by our core values and a profound organizational culture based on them. In the year 2022, we conducted a company-wide Leadership and Personality Development Program titled "Linking Personality to Performance" that integrated three main elements of any organization – people, processes, and culture. Our unique value system has become the driving engine of our cultural transformation whereby our people continually enable an inclusive, empowered, and respectful organizational culture.



- **Integrity** comprises ethics, honesty, privacy, and confidentiality
- **Reliability** inculcates ownership, trustworthiness, consistency and discipline
- **Respect** upholds emotional intelligence, teamwork, equality, and diversity
- **Innovation** surrounds learning & adaptability, creativity, agility, & digital acumen
- **Drive** emerges from a positive attitude, result-oriented approach, & excellence in execution

Our organization's culture thrives on the profound values of Integrity, Reliability, Respect, Innovation, and Drive. The end goal is to formulate an atmosphere where our employees act with integrity, believe in mutual respect, brainstorm to innovate, channel relentless drive, and value reliability above all else. We believe that we are as strong and successful as our employees. With the secret ingredients of our value system, we aim to set apart our organizational culture and environment that fulfils our employees' expectations and job satisfaction.

Our Targeted SDGs



Our Sustainability Goals

1 NO POVERTY



Our vision is to add as much value and betterment as we can in the social and human development sector of Pakistan. With sustainable and inclusive planning, we aim to better living standards in Pakistan - a dream that is embedded deep into our Vision 2047. For each citizen in Pakistan to have basic facilities, it is important we invest more into our healthcare system, education sector, and labour empowerment via implementable and informed policies.

4 QUALITY EDUCATION



Graana.com has always been committed to advance quality education in Pakistan. Our campaign of TameerSeTaleem (education from development) aims to promote quality education by advancing infrastructural support to dilapidated school buildings in underserved areas. Moreover, our collaboration with STEAM Pakistan promotes career counseling for young girls and boys in government schools to help them plan their future better.

7 AFFORDABLE AND CLEAN ENERGY



Graana.com's major differentiator in its excellent project delivery is the use of clean and renewable energy in its projects, to add to its longevity, sustainability, and risk reduction. Our project portfolios always contain sustainable designs with ventilation and air-conditioning as per ASHRAE Standards. Moreover, we use IE-3 category motors, VFD-operated pumps, building management systems, and guest room management systems.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Graana.com undertakes multiple initiatives at professional and academic level to foster innovative cohorts amongst the young generation, set precedent in building resilient and sustainable infrastructure, and promote inclusive industrialization. The goal also forms core of the Pillar Four of our Vision 2047 that is our driving force towards a successful and progressive Pakistan. We inculcate sustainable practices and expertise in all our projects.

11 SUSTAINABLE CITIES AND COMMUNITIES



Graana.com's holistic CSR portfolio thrives with the quintessential mission of promoting sustainable cities and communities in Pakistan wherever it spreads its footprint. From filling traditional hues in the public spaces to fostering circular economy models like TameerSeTaleem that advances reuse of construction waste and leftover material for slum rehabilitation, our growth mindset is aligned towards uplifting all sectors of the community as we aim forwards.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Graana.com ensures responsible consumption and production by ensuring maximum safety of the environment, animals, and general community in its business processes from production to distribution to disposal. Our HSE department strongly adheres to the 3 R's of Reduce, Reuse, and Recycle to set a leading example in construction waste management. In fact, our waste reuse model titled TameerSeTaleem has made it to Istanbul Youth Summit 2023 to inspire the world!

13 CLIMATE ACTION



With recent flash floods and sudden changes in Pakistan's climate, there is a heightened need for private sector to invest in and promote environment-friendly initiatives that reduce the carbon footprint of businesses. From site onboarding to project delivery and its subsequent marketing, Graana.com aims to reduce its carbon footprint and utilize sustainable in-house and external equipment. We also proffer feasibility studies and analyses to promote sustainable development.

17 PARTNERSHIPS FOR THE GOALS



Over the years, we have conducted more than a hundred partnerships for furthering mutually beneficial partnerships with private, public, and non-governmental organization to further industry partnership, innovation, sustainable urban planning, human welfare, animal welfare, and the benefit of the larger community. Our partnership network involve government officials, municipal authorities, STEAM Pakistan, public and private universities, and nationwide NGOs.

VISION PAKISTAN



— OUR HOPE —

VISION PAKISTAN



Vision 2047 is our roadmap toward our aspirational journey for our esteemed nation. It is designed as a well-researched and critical guidepost to devise effective strategies to achieve national development goals and objectives. The vision with six definitive pillars aims to put forth a shared destination for different sectors of the

economy and create synergy in joint efforts to enable leap-frogging on the development pathway. To become an upper-middle-income country and achieve economic prosperity, Vision Pakistan 2047 suggests the government must work on human and social development, economic diversification and fiscal stability, integrating the public with the private sector, investment, international cooperation, a sustainable and resilient environment, and public sector modernisation.

Pillar One: Human and Social Development

Vision 2047 envisions an inclusive society for all citizens to uplift living standards by strengthening human and social development. It can only be achieved through upgrading the healthcare system by incorporating technology and innovation, developing an outclass education system in line with cultural background and international standards, and increasing labour productivity by improving skills and conducive labour market laws and policies.

Pillar Two: Economic Diversification for Fiscal

Under this pillar, Vision Pakistan 2047 aims to develop a competitive, diversified, and integrated economy based on foresight, innovation, and entrepreneurship, coupled with a renewable, flexible, up-to-date regulatory environment that ensures equal opportunities. Economic diversification refers to a move towards a more diverse structure of domestic production and trade to increase productivity, create jobs, and set the stage for sustained poverty reduction. Government should invest in building advanced IT and related infrastructure bases to empower all sectors to keep pace with innovative developments and a research and development ecosystem of the world.

Pillar Three: Private Sector, Investment, and International Cooperation

There is a need for a strong private sector backed by smart regulatory frameworks that enhance global investment and cooperation to grow the country's economy. The business-enabling environment would substantially maintain economic growth and reduce unemployment and poverty. However, the conducive business ecosystem will attract a massive portion of Foreign Direct Investment (FDI).

Pillar Four: Urban Planning Infrastructure and Sustainable Growth

This pillar focuses on the strategies to make cities sustainable, citizen-centric, economically vibrant, accessible, resilient, well-governed and responsive. Utilising land wisely, bringing capital into the country, making good investments, increasing labour productivity, encouraging entrepreneurship, and generating revenue through industry, trade, and tourism will enable the country to compete effectively in the global economy.

Pillar Five: Water and Energy Security

Vision 2047 aims to promote sustainable consumption and production patterns in the water sector to improve freshwater resources' availability, reliability, and quality to meet the country's needs and help the nation achieve water security. Vision 2047 also aims to provide affordable electricity to everyone through a self-sustainable power sector developed through maximum utilisation of intra-country resources, an integrated planning approach, flexible and competitive market design & have environment-friendly outcomes for the consumers.

Pillar Six: Institutional Reform and Modernisation of the Public Sector

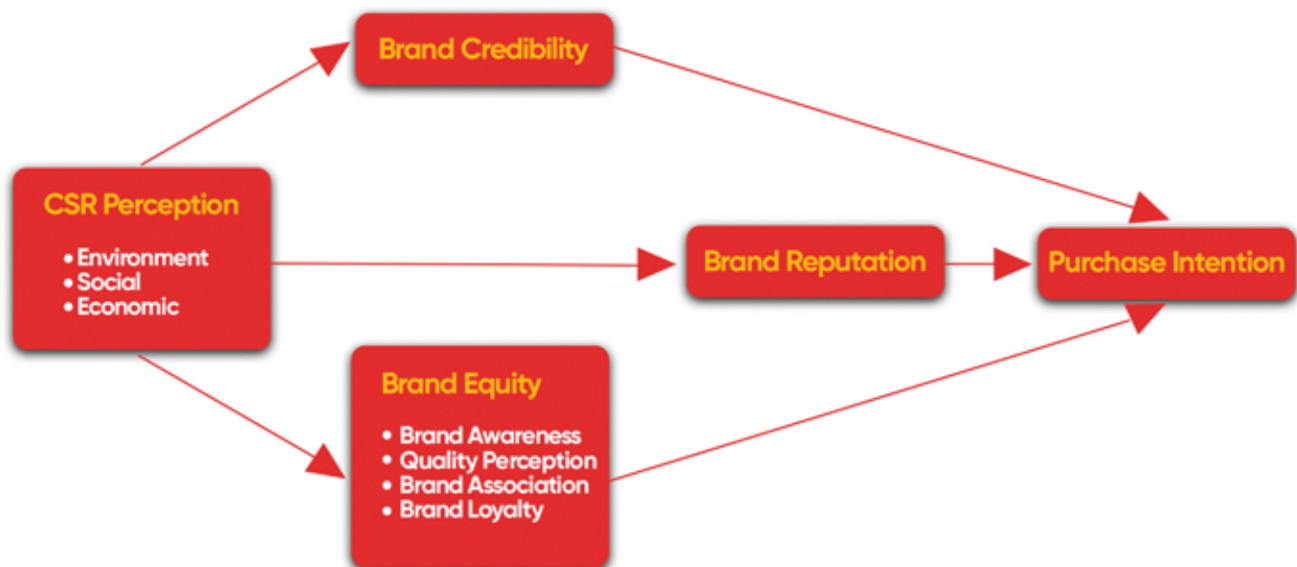
A fundamental part of economic development is institutional change. An effective and independent government system that adopts transparency and disclosure to combat corruption, flexible legislation, and separate legislative branches possessing full power is required to achieve Vision Pakistan 2047. A swift, impartial, and competent judicial system that employs forward-looking technologies; an effective alternative dispute resolution process; and a comprehensive oversight system that protects national assets and applies principles of accountability.

The six pillars of the vision aim to transform the infrastructure and create new opportunities according to our innate strength. It also highlights the imbalance between economic and social development and suggests policies for improving the socioeconomic indicators of Pakistan. The country can change its destiny in the next 25 years and become an upper-middle-income country by implementing intelligent policies.

Our ESG Performance



Our ESG Performance



Graana.com has a versatile umbrella of environmentally and socially responsible initiatives that set apart its sustainability efforts in Pakistan's real estate sector. In our pursuit of legalizing and formalizing the real estate sector, we find that our social responsibility is the most perfect outlet to also generate a sense of community among the general public. It not only adds to a brand's credibility and equity but also paves way for a stronger brand reputation and improved purchase intention.

As sustainable investment gains merit in Pakistan, integrating ESG values becomes more and more pertinent. From the adaption of green technology to the advancement of eco-friendly development, sustainable business models are paving a way for sustainable growth in Pakistan. Given Pakistan's dwindling economic stability, the role of the private sector becomes most relevant in facilitating permanent sustainable solutions.

Environment



Connection with Planet Earth

Graana.com is committed to reducing its carbon footprint, enhancing its eco-friendly portfolio, and enabling a sustainable business model. For this purpose, our entire construction portfolio filters through a thorough environmental impact assessment, in line with the Pakistan Environmental Protection Act 1997 and IEE/EIA Regulations 2000. We also maintain a holistic collection of environmental and ecological baseline data together with Environmental Management and Monitoring Plan (EMMP) to substantiate a greener corporate climate. Moreover, we have installed energy-saving technology in all our office buildings, the 3R model of waste management, secure disposal of harmful substances, pollution controls, and strict oversight over zero harm to animals.

TameerSeTaleem

In Pakistan, more than 50,000 schools lack basic facilities like secure boundary walls, safe infrastructure, and basic furniture. While the public sector has a major role to play in improving conditions in the education sector, the private sector also has to add its part in advancing SDG 4 of Quality Education, particularly the construction sector.

TameerSeTaleem, as the name suggests, is an innovative and sustainable funnel of resources whereby we redirect our construction waste and leftover material to fill in the lack of the very resources in the underprivileged schools in slum areas. In our first phase, we converted more than 4000 cubic meters of our wood waste into 100+ furniture items for dilapidated schools in a slum

area called Mehrabadi. The school belonged to Baithak School Network which has a network of over 150 schools spread across the country that provides free education to underprivileged children in impoverished areas.

In the second phase, we renovated a school based in the Golra region of Islamabad, run by the same school network. The 15 years old school building is a shabby structure with peeling walls, soiled rooms, and a ring of solid waste surrounding its building. The renovation utilized leftover construction materials and waste like cement waste, concrete cylinders, paints, and other construction paraphernalia to rehabilitate the school.

The message is quite clear – if the excess material of just a single construction company can bring about change and transformation for thousands of students in one school network, imagine the impact if the rest of the construction sector performs the same role for schools in the vicinity of their project sites.





For the promotion of TameerSeTaleem as a national model for the rehabilitation of underprivileged schools, we are in talks with the government sector to plan a way forward. Other than that, we have partnered with Team WorthAWhile to conduct volunteer activities in these underprivileged schools. With the help of volunteers from our organization and universities, the colourful transformation of the dilapidated schools revives a new wave of belonging and confidence among the students. On an international

scale, given the impact of the idea, Graana.com's CSR management will also be presenting this project at Istanbul Youth Summit to vouch for the best social project and uncover new horizons to spread this concept worldwide.

Graana x Animals

Graana <3 Animals is a novel campaign aimed at promoting animal welfare in the twin cities of Pakistan. There are more than 3 million stray dogs in Pakistan. 50,000 dogs die in the streets of Pakistan every year through mass killing, culling, and poisoning drives despite it being a banned practice in Islamabad. There are a lot of stray animals on the streets of Islamabad that need proper care, treatment, and food.



In its initial phase of 2021-2022, the campaign delivered a TNVR (Trap, Neuter, Vaccinate, and Release) concept in collaboration with the District Commissioner Islamabad, CDA, and MCI. It also worked on animal rights awareness and proposed animal-friendly city models. This year the focus will shift towards streamlining stray food availability in the capital city for stray animals.

Flood Relief Campaign 2022

Pakistan declared a state of emergency in August as floods wreaked havoc across the country. The devastating floods took more than 1,100 lives including 380 children. More than 33mn people have been affected, facing displacement and massive infrastructural damages. In this unprecedented climate change emergency, almost 1/3rd of the country was expected to be inundated by the end of the monsoon spell.

The national calamity was a cry for attention towards the perils of climate change and what it meant for our future generations. It was evident that it would take all of us to provide a sturdy scaffolding upon which our afflicted brothers and sisters could stand to build their homes again.

Hence, Graana.com launched a three-tier holistic plan for flood relief efforts;

1. In-cash and in-kind donations together with the constant awareness of climate change and flood relief
 - a. Ration drive with Pakistan Army
 - b. Internal Donation Drive
 - c. Redirection of 10% investment in Golf Floras 2 to Army Relief Fund
2. Feasibility studies in rehabilitation efforts with key INGOs and governmental authorities
3. Preventive and climate-resilient policy research via IIPS.



Graana.com further partnered with Relief International and NUST Digital Club to raise donations for the flood affectees and educate the masses regarding climate change catastrophes. The responsible dialogue helped ignite awareness about Pakistan becoming the 5th most affected region by climate change and its long-term need for demanding climate justice as a lower-middle-income country.

City Beautification

For the promotion of SDG 11 of sustainable cities and communities, we take a proactive part in city beautification to highlight the cultural beauty of Pakistan. We have conducted city beautification in many forms from truck art highlighting cultural hues to the maintenance of green spaces to adding colours and expressions to bus stops that accompany people as they wait for their commute. The practice extends from the Capital to other central cities like Gujranwala and Faisalabad to make cities more aesthetic and inclusive.



Social



Giving Back to Society

Society derives from the word "socius" meaning companion. For building a sustainable and inclusive society, the role of a country's private sector becomes important to forge a sense of companionship and community in an urban hub. From making cities resilient through heartfelt initiatives like Graana Loves Animals to TameerSeTaleem, Graana.com makes its functional cities a hub of creative and social impact. Under the light of SDG 17, Graana.com continually works to expand its partnership network with industry partners, government authorities, academia, and youth organizations which further impresses upon a well-connected society.

Cycling Sundays

Graana.com in collaboration with the Islamabad administration kickstarted the Cycling Sundays initiative with a vision to introduce a healthier and more energetic lifestyle while the country battled lockdowns during the Covid-19 pandemic. Soon Cycling Sundays became a popular fitness ritual in the capital city attracting adults and youngsters alike. From national causes like Solidarity with Kashmir to international movements like climate change mitigation, Cycling Sundays became Islamabad's gateways for vocalizing important issues while promoting community health.



Blood Donation Drives



A healthier society emerges when all sections of society complement each other's needs. Recognizing the ever-present need for blood donors, Graana.com keeps up the practice of blood donation drives across the organization for various ailments to inculcate a sense of community service within its ecosystem.

- **World Blood Donor Day:** Amidst the trying situation of COVID-19, a blood plasma drive was conducted to support those suffering badly from the virus.
- **Pinktober:** Graana.com organized a #Pinktober blood donation drive for helping #BreastCancer patients.

Real Estate Certifications

The biggest challenge in Pakistan is the dearth of legalization and formalization in the real estate sector of Pakistan. Not to mention, that the majority of court cases in Pakistan pertain to either land record issues or inheritance laws. The best way to tackle this challenge is to reintroduce real estate in Pakistan as an expert field that requires merit and talent to thrive, outside the realm of fraudulent practices and nepotism.

Graana.com is in its leading role in realizing this ambition by introducing the first-ever tradition of real estate diploma courses whereby certifications are distributed among a talented graduating cohort. It has collaborated with renowned institutions like NUST, PIDE, and Atomcamp to impart certifications in Real Estate Science, Real Estate Economics, and Hospitality and Tourism Management respectively. So far, around 4 real estate science courses have been launched with NUST, producing a total of 120 graduates, and 01 courses in RE Economics with a total of 35 graduates.



Graana.com has also introduced the first-ever Bachelor's Program in Real Estate Management at the University of Central Punjab and another real estate science course in collaboration with PNEC NUST in Karachi for the first time.

Pinktober



Graana.com understands the importance of highlighting breast cancer awareness in October every year. Not only are awareness sessions for breast cancer prevention held to educate our female employees, but a month-long online campaign is also conducted to educate the general public. Graana.com changes its logo to a pink adapt for visual effect and memorization of core facts. Moreover, it also conducts blood donation drives for Breast Cancer patients.

Graana.com x STEAM Pakistan

Young girls are the prime source of bright ideas and talent in Pakistan. However, certain social restrictions and dilemmas interfere with their open-minded and progressive development. Our collaboration with STEAM Pakistan is our effort to educate young girls about diverse career fields and lay bare before them the infinite possibilities of mastering their inner skills and talent.



Under the collaboration, volunteers from our company deliver STEAM Safer sessions in government schools on topics related to STEAM (Science, Technology, Engineering, Arts, and Mathematics) subjects.

So far, we have conducted three successful Safer sessions in IMCG I-8/4, IMCG I-9/4, and IMCG I-10 – covering topics of public policy, CSR, women's rights, architecture, design, software engineering, and marketing. More than 20 sessions are further lined up to be delivered in the next year.

Graana Clubs



Graana.com runs a wide network of sports and art clubs that brings together the community on shared values and interests. It also bolsters employee well-being by providing its employees with an array of creative and healthy leisure activities to immerse them in positive experiences.

Earlier in the year, Graana.com also partnered with SMURFs Football Club to strengthen and promote the game of football in Pakistan.

- Chai Club
- Talent Club
- Karaoke Club
- Book Club
- Cricket Club

- Football Club
- Town Planning Club
- Cycling Club
- Table Tennis Club
- Snooker Club

- E-Gaming
- Badminton Club
- Volleyball Club
- Astronomical Club
- Fitness Club



GOVERNANCE

Good Governance

Corporate fairness, transparency, and accountability cultivate good governance. Graana.com's management system and processes are duly certified by the standard ISO 9001. Furthermore, Graana.com has secured multiple ICCI Achievement Awards, such as the 'Leading Construction & Real Estate Group' award in 2020, the 'Award for Excellence' in 2021, and the Award of 'Fastest Growing Company' in 2022.

We understand that apart from accountable management systems, good governance in any entity further solidifies through the strength of its culture, values, and principles. Graana.com holds fast to the profound values of Integrity, Reliability, Respect, Innovation, and Drive to create a fair corporate culture.

Industry Research and Innovation

Graana.com regularly collaborates with the Iqbal Institute of Policy Studies (IIPS) to disseminate research-based findings and insights to propagate public policy dialogues that can help realize sustainable development goals in Pakistan. It helps improve policies and decision-making through research and analysis on important topics of urban planning, climate-resilient construction, industry innovations, and sustainable development strategies.

Our major deliverable has been Vision 2047 upon which we are expanding partnerships with our industry counterparts and public authorities. This vision paves way for a unique industry research and innovation trend that targets the growth potential of Pakistan.

Helping People Invest Right



Owing to responsible accountability and transparency, Graana.com provides thorough property verification services for its clients through its corporate partner – PropSure. Through this partnership, our clients can access free property valuation services through the Ownership, Approval, Demand, and Delivery (OADD) model for their projects and properties. The OADD model serves to help all our clients make the right decision when it comes to buying, selling, or investing in any property.

We also raise awareness on illegal properties and encroachment issues to educate people about property frauds in Pakistan and how to steer clear of them. Our OADD model and services are disseminated to the wider public

regularly to make real estate investment safe and secure for everyone. The Invest Right campaign has set a wave of property verification practice in Pakistan's real estate sector as other counterparts also jump upon the bandwagon to educate the masses.

Lastly, PropSure, our prop-tech partner, has covered major ground in promoting environmental sustainability in the planned urban development of Pakistan. We have gathered digital data of more than 4 million urban properties in Pakistan and are now working on the National Development Plan-2047, which would guarantee planned urban development in Pakistan. With such thorough efforts and new precedents, we aim to enlighten our clients about sustainable urban practices that characterize secure and verified properties.

Accountability to Stakeholders

Graana.com conducts regular Open House Events and launches monthly Construction Updates of its marketed projects to impart transparent information to its stakeholders on project success. Moreover, a holistic client department caters to all queries and information requisite by our stakeholders. The entire process is to help our stakeholders invest right, know the demand of their projects, and have holistic knowledge about their investment portfolio with us.

Empowering Our Employees

Our exponential growth over the last 6 years has been put together with the power and talent of our team members. Their intellect, dedication, and unique skillset have helped create a unique brand that is sought after endlessly by Pakistan's job market.

The sole ingredient of such a distinct and performative human resource force is our commitment to trainings. We believe in empowering employees with new knowledge and competitive skills so that our workforce maintains a competitive edge in the rest of the market.



Our key focus has been on our Growth Index model which duly assesses and rewards each team member based on their performance. The Growth Index links personality to performance by mapping the responsibilities, potential, and career growth of an employee. Given our innovative HR practices and success in the last years, we entered 2022 with Pakistan's grandest networking event titled S.T.I.R (Socialize, Transform, Ignite, and Reskill) which discusses and innovates the latest HR trends and practices.

We launched IMARAT Leadership and Personality Development Program in 2022 under which trainings were conducted nationwide to professionally develop our workforce. At the centre, 27 trainings were conducted that ranged from creative topics like Branding and Design to business development topics like Business Intelligence and Negotiation Skills. The goal was to impart diverse knowledge among employees and help them expand their skillset through mutual learning and competition. The practice invigorated a new spirit of learning and growth within the company as employees set upon the journey of mapping their personality and performance to create an integrated mix that drove up their work performance and aligned their organizational fit with the company.

The involvement of higher management in these training was pivotal as they shared their experience and learning to the channels below. This trickle-down effect helped us achieve our goal of "excellence" for the year 2022.



Our esteemed leadership kickstarted the training journey by launching the first training session on Growth Index for the group's leadership that devolved to the business bottom line over the year.

All departments received training sessions on their respective skill sets, for instance, the marketing department received pieces of training on branding and design, social media marketing, campaign management, and guerrilla marketing;

Moreover, the sales team received pieces of training on social media for sales, understanding real estate, and Designated Non-financial Businesses and Professions (DNFBPs); the rest of the departments were trained in workload management, mental health, core values, and organizational culture. We are also proud to attest that we conducted training on Sexual Harassment/Sexual Exploitation and Abuse (SH/SEA) not only at our offices but also at our construction sites.

We firmly believe that with empowered and trained employees, businesses thrive and enable a sustainable environment that not only improves organization performance but also successfully filters out business obstacles, risks, and frictions.

Our ESG Commitments



Our ESG Commitments

Key Metrics	Our Commitment
Environment	
Net Zero Carbon Emissions	Graana.com commits to halve its carbon emission by 2030 and reduce to net zero by 2050 in line with standards sets by the UN for controlling carbon emissions.
Green Building Compliance, Higher Green Premiums	We are committed to ensuring green code compliance via Environmental Impact Assessment (EIA) studies, Environmental Management and Monitoring Plans (EMMP), and compliance with governmental regulations for building codes and green principles.
Energy Saving/Green Equipment	We are committed to using green equipment in offices and replacing conventional construction materials with green materials where possible to lower carbon emissions.
3R's in Waste Management	We are committed to incorporating the 3Rs of Reduce, Reuse, and Recycle in its business cycle, supply chain, and daily operations.
Pollution Controls	Graana.com must implement adequate pollution controls in its office building and construction sites to minimize dust, air, light, water, land, and other kinds of pollution with regular checks and monitoring.
Harmful Substances	Graana.com's Health and Safety Department must ensure appropriate storage and treatment of harmful substances.
Treatment of Animals	We must ensure that any of its activities and operation do not bring harm to animals or habitats in its surroundings of operative sites.
Social	
Relationship with stakeholders	Graana.com must uphold a constructive and responsible relationship with all its stakeholders via its legal and regulatory portfolio, employee well-being programs, client care, and accountability to shareholders.
Volunteerism	We must actively encourage volunteerism among its employees and community to promote social good and sustainable community development.
CSR Initiatives/Budget	We must stay committed to corporate social responsibility encompassing sustainable benefits for its stakeholders and the larger society, with adequate budget allocation to its CSR portfolio.
Health and Safety of Employees	We must maintain a holistic set of health and safety policies, procedures, and mechanisms to ensure employee well-being.
Employee/Labor Rights	We must maintain and regularly monitor its labour rights policy, contracts, and subject rights to its labour force.
Governance	
Accountability to Shareholders	We must uphold accountability and transparency to its shareholders via regular updates, client care, meetings at regular intervals, and annual reports.
Company Culture/Values	We must ensure the implementation of its company values framework and a positive culture that promotes employee well-being and a conducive environment.
Company Policies	We must ensure a holistic portfolio of HR, HSE, OD, regulatory, and other policies to regularize its practices and operations in its ecosystem.
Management Certifications	We must strictly acquire and adhere to the International Organization for Standardization certifications, approvals, and awards, such as ISO 9001.
Diversity in Representation	Graana.com must maintain gender equality and diversity in all its departments together with gender representation on the company's board.

Our ESG Policy

We have launched an ESG policy companywide to fulfil and track our ESG commitments. The policy has been formulated by integrating CBRE and ISO 26000 standards as a reference incorporating socially responsible behaviour into the organization. The standard guides organizations regarding social responsibility and sustainability management via an integrated approach covering all aspects of economic, environmental, ethical, and societal factors.

Following the ISO 26000 framework, the company commits to the following sustainable principles;

- **Accountability:** Graana.com's senior management is responsible to regulate the social and environmental impact of its supply chain, operations, products/services, and respective behaviours.
- **Transparency:** Graana.com must share key information regarding environmental and social performance with all stakeholders.
- **Ethical Behaviour:** Graana.com must ensure appropriate measures and policies for human rights, employee rights, a safe and healthy environment, labour rights, and SEA/SH prevention.
- **Respect for Stakeholder's Interest:** Graana.com must prevent and manage any negative impact on the legitimate interests of its stakeholders.
- **Respect for the Rule of Law:** Graana.com policies and operations must submit to the supremacy of the law and ensure compliance with the local and national laws.
- **Respect for Human Rights:** Graana.com must ensure appropriate measures for realizing and promoting human rights within its ecosystem.

Furthermore, the policy upholds strict adherence to the Pakistan Environmental Protection Act 1997 and IEE/EIA Regulations 2000 in all its business operations, office buildings, and construction projects. In line with the aforementioned environmental legalities, Graana.com must conduct holistic Environmental Impact Assessment (EIA) studies for all its office buildings and project sites, including but not limited to, baseline data, stakeholder consultations, and formulation of detailed Environmental Management and Monitoring Plan (EMMP).

Furthermore, it highlights that Graana.com's marketed construction portfolio must be reviewed in detail by Pak-EPA after which a public notice would be issued in daily newspapers for public hearing.

The policy also necessitates Graana.com to regularly conduct checks on ambient air quality, noise levels, and groundwater quality of its construction projects. We have also expanded the horizon of ESG to our contractors whereby they are required to operate in an environmentally sound manner and exhibit a precautionary approach towards carbon footprint reduction. They are also required to demonstrate a high level of environmental caution in sourcing, manufacturing, and transportation activities of their business operations.

Looking Ahead



Looking Ahead

At Graana.com, we believe not only in perseverance despite economic and political hurdles in the business environment but also in excellence and true transformation. We are committed to implementing more ESG initiatives and devising long-term strategies that advance environmental, social, and governance factors. These primarily include but are not limited to reducing carbon emissions, promoting sustainable business practices, and ensuring transparency and accountability in our operations.

We are dedicated to creating a positive impact on our community and being a socially responsible brand that resonates with the values and ethics of our fellow citizens. Our goal is to not only meet but exceed industry standards for ESG performance and set a budding example of it in the country. As our year of transformation unrolls, we believe further investment and focus on ESG will help us not only evolve our practices but make them a better fit for our end goal.

Connect with Us



We invite you to further connect with us to learn more about our commitment to sustainability and corporate social responsibility. By understanding our Environment, Social, and Governance (ESG) performance, you can gain a deeper insight into our values and how we are making a positive impact. If you want to schedule a meeting or request more information, feel free to reach out. Together we can work towards a more sustainable future.

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