

The Nathia Reserve

PRIVATE MOUNTAIN RESIDENCES · NATHIA GALI · 2,400 METRES

HOTEL-OPERATED · FURNISHED · ONE HUNDRED AND THIRTY-THREE RESIDENCES

AN ELEVATE HOLDINGS DEVELOPMENT

THE FIRST OF ITS KIND

Pakistan has the mountains the world queues for. It has never had the address.



TWO BLOCKS ON THE RIDGE, JOINED BY A GLASS SKYWALK, STEPPING DOWN FROM THE MAIN ROAD

Every summer the Galyat fills with families from Lahore, Karachi, Islamabad and Peshawar, and with Pakistanis flying home from London, Dubai and the Gulf. They check into buildings raised decades ago, because there has been nowhere to stay, and nothing to own, at the standard they keep everywhere else in their lives. The mountains were never the problem. The product was.

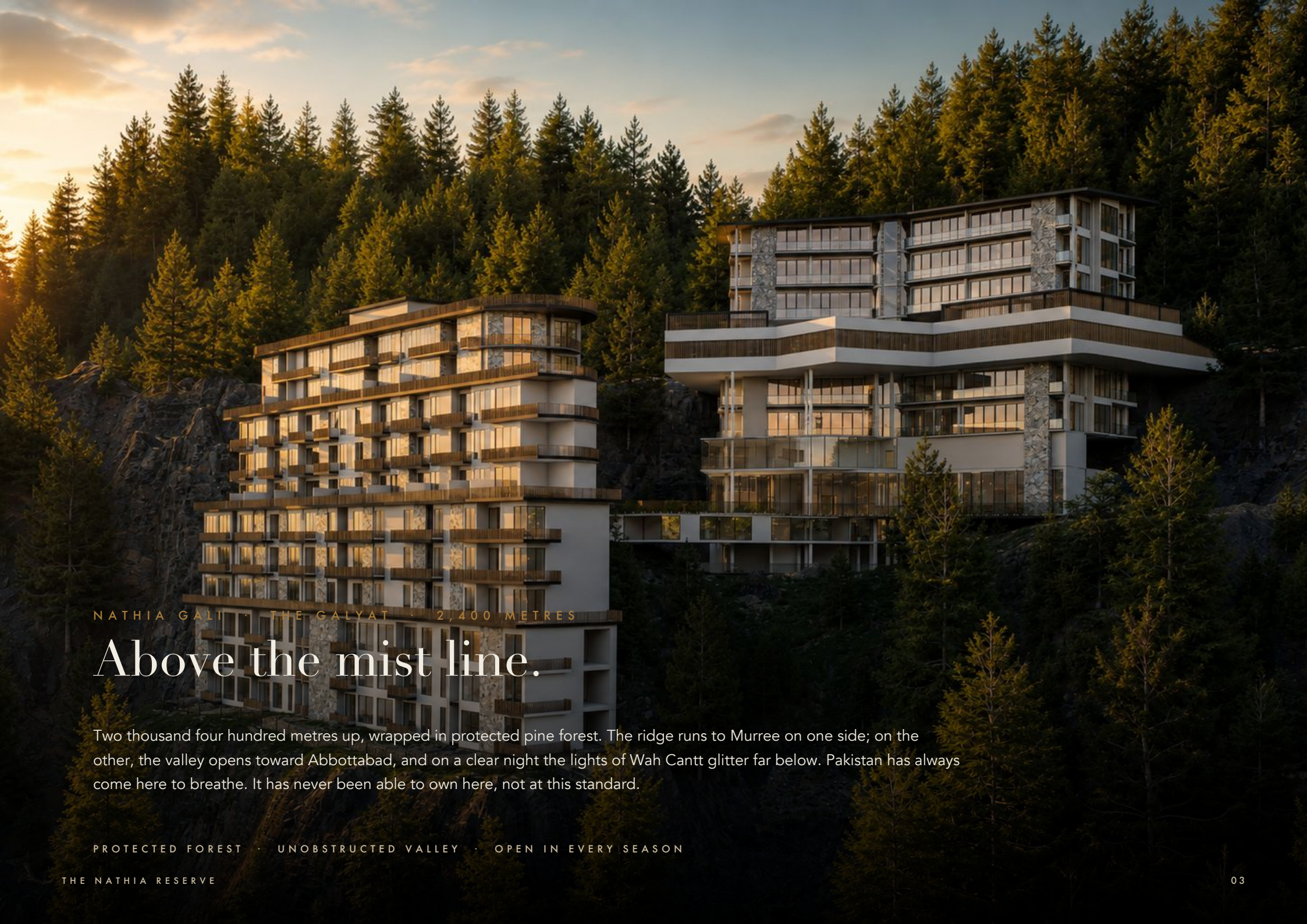
The Nathia Reserve is the first: a full-service apartment hotel above the pines of Nathia Gali, five residence collections at its centre, run as a hotel across the whole building, and open every day of the year. Elevate Holdings exists to build a Reserve in every great destination of Northern Pakistan. The standard is set here.

133
PRIVATE RESIDENCES, EVER

52+
AMENITY SPACES AND SERVICES

1
THE ONLY PROJECT ON THE MAIN ROAD

365
DAYS A YEAR, HOTEL-OPERATED



NATHIA GALI · THE GALYAT · 2,400 METRES

Above the mist line.

Two thousand four hundred metres up, wrapped in protected pine forest. The ridge runs to Murree on one side; on the other, the valley opens toward Abbottabad, and on a clear night the lights of Wah Cantt glitter far below. Pakistan has always come here to breathe. It has never been able to own here, not at this standard.

PROTECTED FOREST · UNOBSTRUCTED VALLEY · OPEN IN EVERY SEASON

THE DEMAND

A million visitors. Fifty hotels.

6.34M

VISITORS TO THE GALYAT IN ONE YEAR
THE MOST VISITED DESTINATION IN THE PROVINCE

More than Naran, Kaghan or Malam Jabba. In one Eid week alone, the authorities counted almost 149,000 people coming up this road. Against that tide stands an accommodation base of barely fifty registered hotels and guesthouses, most of them decades old.

In 2025 the first international hotel flag in the Galyat's history opened in Nathia Gali. You can now visit at a global standard. You still cannot own at one. The Reserve is built into that gap.

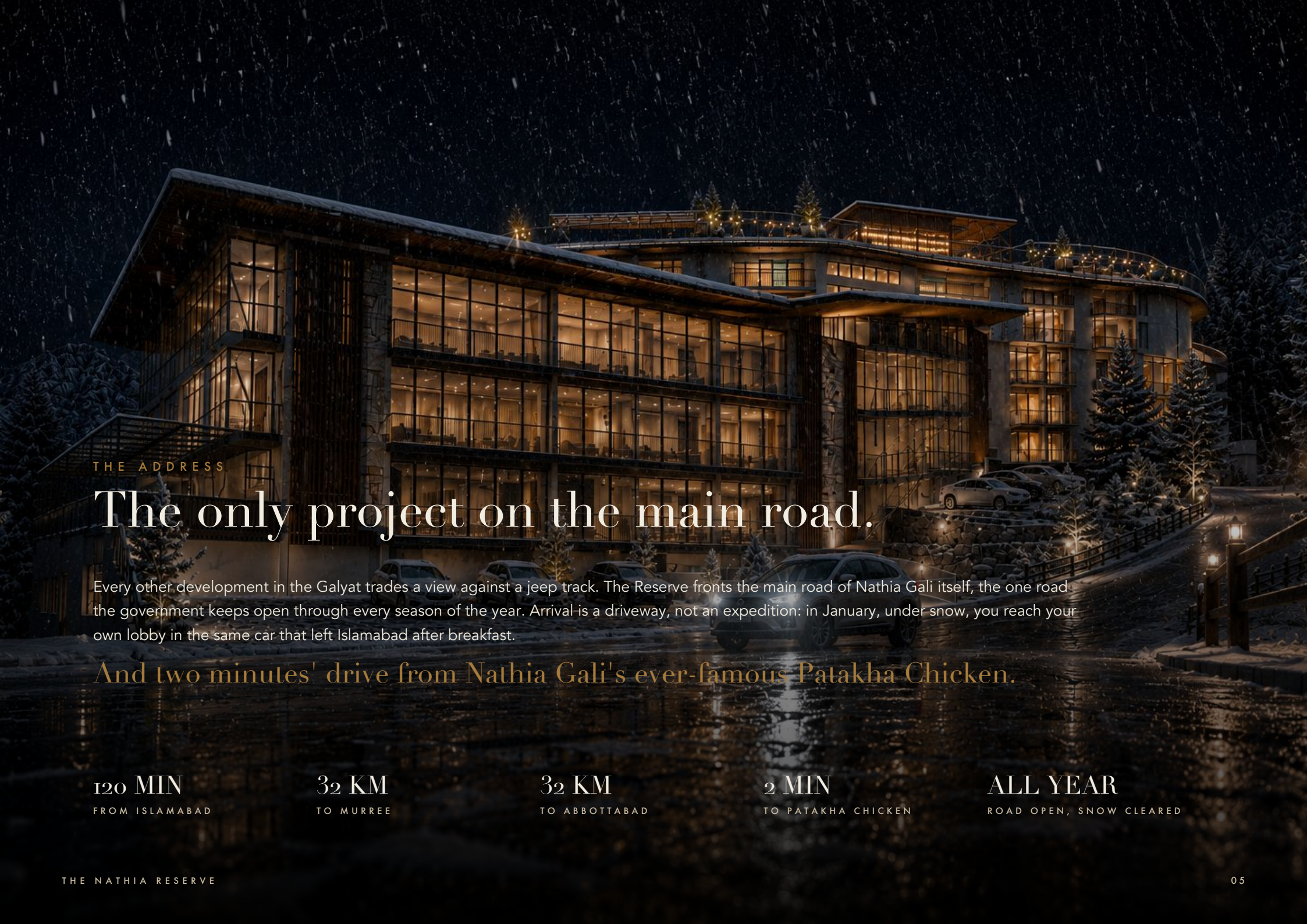
~50
REGISTERED HOTELS AND GUESTHOUSES SERVING ALL OF IT

148,828
VISITORS IN ONE EID HOLIDAY

+18.5%
GROWTH IN A SINGLE YEAR

PKR 45K+
A NIGHT: THE TOWN'S INTERNATIONAL HOTEL, PUBLISHED RATES

Sources: KP Department of Tourism, 2023 · Galiyat Development Authority, 2024 and 2026 · KP Tourism Authority, 2024 · DoubleTree by Hilton Nathiagali published rates, converted at PKR 284.



THE ADDRESS

The only project on the main road.

Every other development in the Galyat trades a view against a jeep track. The Reserve fronts the main road of Nathia Gali itself, the one road the government keeps open through every season of the year. Arrival is a driveway, not an expedition: in January, under snow, you reach your own lobby in the same car that left Islamabad after breakfast.

And two minutes' drive from Nathia Gali's ever-famous Patakha Chicken.

120 MIN
FROM ISLAMABAD

32 KM
TO MURREE

32 KM
TO ABBOTTABAD

2 MIN
TO PATAKHA CHICKEN

ALL YEAR
ROAD OPEN, SNOW CLEARED

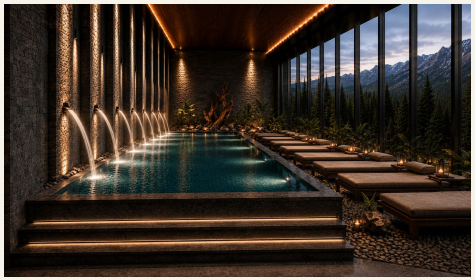
THE ESTATE

The resort is downstairs.

Five restaurants, three indoor and two outdoor. Three shared pools, plunge, hydrotherapy and the heated outdoor infinity pool, with private plunge pools on the penthouses. The spa, the salon, the gymnasium, the skywalk into the forest and the terrace above the cloud line. All of it a lift away, and all of it run by the hotel.



THE INFINITY POOL



THE HYDROTHERAPY POOL



THE SPA



THE CEDAR SAUNA



THE RESTAURANTS



THE OUTDOOR TERRACE



THE GLASS SKYWALK



THE TEA DECKS



THE ROOFTOP



THE CIGAR LOUNGE



THE FITNESS PAVILION



THE SALON

The most amenity-dense building in Pakistan.

52 amenity spaces and resident services for one hundred and thirty-three residences, a density no residential building in the country approaches, every one of them run by the hotel and open to residents every day of the year.

ARRIVAL & SERVICE

- Covered arrival court and porte-cochère
- Valet parking and doormen
- The Grand Lobby: double-height reception in stone and brass
- Owners' concierge desk
- Skywalk bridge lobby with its own reception
- Passenger and cargo lifts to every level
- Two-level covered underground parking
- 24-hour housekeeping
- Engineering and maintenance, resident on site
- Round-the-clock security
- Full rental management desk

DINING: FIVE RESTAURANTS

- The all-day restaurant, 68 covers, in stone and timber
- The à-la-carte restaurant, 39 covers, under sculptural lights
- The exclusive dining room, 41 covers, Japandi in timber and rock
- The outdoor terrace restaurant, 70 covers over the valley
- The pool bar and poolside dining
- The shared show kitchen
- The wine wall
- The lounge and bar
- Private dining pods in the treetops
- In-residence dining

WATER: THREE SHARED POOLS

- Heated outdoor infinity pool with sun shelf and swim-up bar
- Hydrotherapy pool along a wall of cascading water jets
- Plunge pool under a circular skylight
- Private plunge pools on the Sky Penthouses
- Pool deck with shaded lounge seating

WELLNESS & BEAUTY

- The Nathia Reserve Spa, with its own reception and lounge
- Treatment rooms in stone and warm light
- Cedar sauna
- Steam room
- The water-curtain relaxation hall
- The Salon: full-service, with hair-wash and cutting stations
- Grooming suite for residents

FITNESS

- The Fitness Pavilion: a 50-foot gymnasium behind forest glass
- Yoga and meditation studio
- The landscaped zen garden
- Outdoor yoga deck

THE CLUB

- The Cigar Lounge, with humidor cabinets and a valley window
- The Boardroom, for business above the cloud line

AIR & FOREST

- The glass Skywalk between the two towers
- Forest boardwalk into the protected canopy
- Suspended wire-mesh tea decks, one private to each residential floor
- Twilight forest terraces
- The rooftop garden
- Rooftop event terrace at 7,900 feet
- Rooftop bar and firepits
- Hosting spaces for nikkahs, engagements and private events

IN EVERY RESIDENCE

- Fully furnished and fully equipped
- A private balcony on every residence
- Floor-to-ceiling valley glazing
- Linear fireplaces
- Heating throughout, for the snow months

Five collections. One standard.

One hundred and thirty-three residences, ever. Every one delivered fully furnished and fully equipped, and run by the hotel from the day you receive the keys.

COLLECTION	RESIDENCES	SIZE	STARTING FROM MONTHLY · THE 1% PLAN
Sky Penthouses The crown floors	8	2,291 – 3,714 sq-ft	PKR 20 – 35 Cr · fixed PKR 20.00 lakh
Summit Residences Three-bedroom residences	12	1,856 – 2,189 sq-ft	From PKR 12.25 Cr PKR 12.25 lakh
Cedar Residences Two-bedroom residences	27	1,056 – 2,305 sq-ft	From PKR 6.44 Cr PKR 6.44 lakh
Pinewood Suites One-bedroom residences *Most first buyers begin here.*	74	607 – 1,170 sq-ft	From PKR 3.40 Cr PKR 3.40 lakh
Forest Studios Studio residences	12	390 – 416 sq-ft	From PKR 2.18 Cr PKR 2.18 lakh

Starting prices are first-release, before valley-view and corner premiums; penthouses are fixed per-residence tickets. The monthly figure is the 1% instalment on the starting price.

FURNISHED · EQUIPPED · HOTEL-OPERATED · 10% TO BOOK · 1% MONTHLY



COLLECTION 01

Forest Studios

STUDIO RESIDENCES

The simplest way to own the Reserve. A turnkey mountain room with the pines at arm's length, run and cared for like a hotel suite: ready whenever the city lets you go, earning whenever it doesn't.

Residences	12
Size	390 – 416 sq-ft
Finish	Furnished and equipped
Payment	10% to book · 1% monthly · 10% on possession

From PKR 2.18 Cr

PKR 2.18 LAKH A MONTH

Interior shown is the suite specification; studio layouts follow the same design language.



COLLECTION 02

Pinewood Suites

ONE-BEDROOM RESIDENCES

The heart of the building. A proper lounge, a fireplace, a bedroom in the trees, and the full run of the Reserve, restaurants, spa, pools and decks, two lift-stops from your door. Most first buyers begin here.

Residences	74
Size	607 – 1,170 sq-ft
Views	Garden and Valley · corner residences
Payment	10% to book · 1% monthly · 10% on possession

From PKR 3.40 Cr

PKR 3.40 LAKH A MONTH · BEFORE VIEW & CORNER PREMIUMS



COLLECTION 03

Cedar Residences

TWO-BEDROOM RESIDENCES

Two proper bedrooms, a lounge that seats everyone, and winter mornings above the cloud line: the family home the mountain was always for, without a single family chore attached to it.

Residences	27
Size	1,056 – 2,305 sq-ft
Views	Garden and Valley · corner residences
Payment	10% to book · 1% monthly · 10% on possession

From PKR 6.44 Cr

PKR 6.44 LAKH A MONTH · BEFORE VIEW & CORNER PREMIUMS



COLLECTION 04

Summit Residences

THREE-BEDROOM RESIDENCES

Scale, quiet, and the long valley view held from every principal room: the largest apartments in the Reserve short of the crown, and the family flagship of the building.

Residences	12
Size	1,856 – 2,189 sq-ft
Views	Valley-held principal rooms
Payment	10% to book · 1% monthly · 10% on possession

From PKR 12.25 Cr

PKR 12.25 LAKH A MONTH · BEFORE VIEW & CORNER PREMIUMS



COLLECTION 05

Sky Penthouses

THE CROWN FLOORS

Eight penthouses crown the Reserve, each with its own private plunge pool above the cloud line: six three-bedroom residences and two 4.5-bedroom duplexes. Priced per residence and allocated personally, at founder level. Not listed; asked for.

Residences	8
3-bedroom penthouses	PKR 20 Cr
4.5-bedroom penthouses	PKR 35 Cr
Size	2,291 – 3,714 sq-ft
Allocation	By private appointment

PKR 20 - 35 Cr

FIXED TICKETS · BY PRIVATE APPOINTMENT

Fixed per-residence pricing. The 4.5-bedroom penthouses are the largest residences in the building.

HOTEL-OPERATED · 365 DAYS A YEAR

Own it. Earn from it. Never worry about it.

Every residence is delivered fully furnished and fully equipped: you buy a finished home, not a shell. After handover the Reserve operates as a full-service apartment hotel, open all four seasons, staffed all year. Whenever you are away, your residence earns as a luxury suite, and the Reserve's own team runs everything: guests, housekeeping, maintenance, security.

For the owner in Lahore, Karachi, London or Dubai, that is the whole point. No caretaker to chase, no chowkidar, no dark house on the mountain, no winter shut-down. A home in Pakistan's own mountains that earns in rupees while you are away, and is ready the day you land.

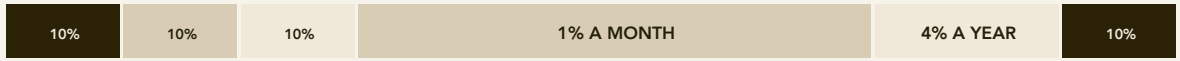
FURNISHED & EQUIPPED · STAFFED ALL YEAR · EARNS WHEN YOU'RE AWAY



THE 1% PLAN

10% to book. 1% monthly.

Worked on the starting Pinewood Suite, PKR 3.40 Cr.



BOOKING · DAY 50 · DAY 100 · 44 MONTHLY INSTALMENTS · 4 YEARLY TOP-UPS · POSSESSION

10%	On booking	PKR 33.99 lakh
10%	Day 50	PKR 33.99 lakh
10%	Day 100	PKR 33.99 lakh
1%	Monthly, with construction · 44 instalments	PKR 3.40 lakh
4%	Yearly top-up · 4 times	PKR 13.60 lakh
10%	On possession, and only then	PKR 33.99 lakh

Instalments run with construction to handover, with no interest and no markup.

SECURING A RESIDENCE

01 Register your interest, in person or at thenathiareserve.com.

02 Allocations are made in the order they are received, collection by collection.

03 Ten per cent secures the residence, at its first-release price.

Pay from anywhere.

Instalments are in rupees, on a fixed monthly date, from Pakistan or abroad. Half the price paid up front earns a 5% reduction; the full price paid at booking, 10%.

THE OPERATING PROGRAMME

The residence out-earns its own instalment.

Worked on the starting Pinewood Suite at the Reserve's current nightly rate card, once operating.

Starting price · Pinewood Suite	PKR 3.40 Cr
Nightly rate · today's card	PKR 70,000
Nights let · 60% of the year	219 nights
Gross annual earnings	PKR 1.53 Cr
Reserve management · 30%, all-in: letting, housekeeping, maintenance, accounts	– PKR 0.46 Cr
Net to owner, per year	**PKR 1.07 Cr**

Roughly PKR 8.94 lakh a month of earning potential, against the PKR 3.40 lakh monthly instalment that carries it.

At today's rates the residence returns its entire purchase price in about 3 operating years.

THE RATE IS ALREADY HERE

DoubleTree by Hilton lets rooms in this town at published rates from about PKR 45,000 to 197,000 a night, and the rooms fill. The Reserve lets into the same scarcity at the very top of the market, in every season, on a road that stays open through winter, in a building that never closes.

THE MARKET EVERY PAKISTANI KNOWS

Dubai's branded, hotel-operated residences ask nearly 3 lakh rupees per square foot. The Nathia Reserve opens from PKR 56,000: a first-of-its-kind product, on an unrepeatable site, in the mountains Pakistan already drives to every summer.

Dubai figure from Savills, UBS and Knight Frank market reports, 2025, converted at PKR 284 per US dollar.

RENTAL PROJECTIONS · BY COLLECTION

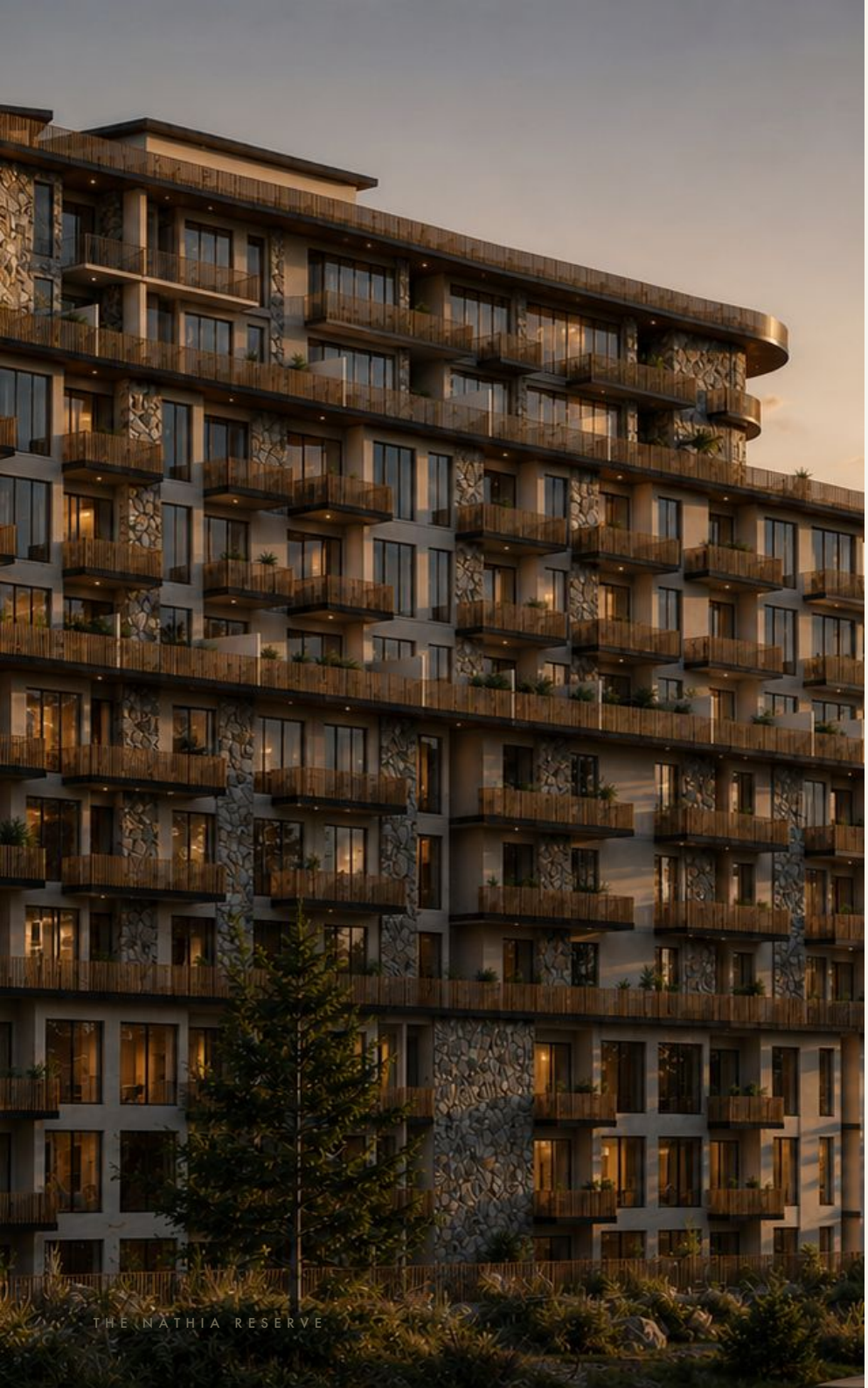
What each residence can earn.

At today's nightly card, 60% of the year let (219 nights), after the Reserve's 30% all-in management. Every collection out-earns its own monthly instalment.

COLLECTION	NIGHTLY RATE	GROSS / YEAR	MANAGEMENT	NET / YEAR	NET / MONTH	INSTALMENT	PAYBACK
Forest Studios from PKR 2.18 Cr	PKR 45,000	PKR 0.99 Cr	– PKR 0.30 Cr	**PKR 0.69 Cr**	PKR 5.75 lakh	PKR 2.18 lakh	3.2 years
Pinewood Suites from PKR 3.40 Cr	PKR 70,000	PKR 1.53 Cr	– PKR 0.46 Cr	**PKR 1.07 Cr**	PKR 8.94 lakh	PKR 3.40 lakh	3.2 years
Cedar Residences from PKR 6.44 Cr	PKR 160,000	PKR 3.50 Cr	– PKR 1.05 Cr	**PKR 2.45 Cr**	PKR 20.44 lakh	PKR 6.44 lakh	2.6 years
Summit Residences from PKR 12.25 Cr	PKR 250,000	PKR 5.47 Cr	– PKR 1.64 Cr	**PKR 3.83 Cr**	PKR 31.94 lakh	PKR 12.25 lakh	3.2 years
Sky Penthouses	Priced per residence, with private plunge pools. The operating programme is shared in person.						

Bought over four years. Earning for the decades after.

Nightly rates are the Reserve's current card for each collection. Management is one all-in line: letting, housekeeping, maintenance and accounts. Nothing else is deducted.



THE DELIVERY

Land paid. Approved. Already on the mountain.

THE LAND IS PAID

The plot is owned outright and fully paid. No acquisition debt, no lender between the buyers and their building.

APPROVALS

GDA approval, EPA Khyber Pakhtunkhwa environmental approval and Forest Department clearance.

SELF-FUNDED BY DESIGN

The Reserve builds from its own sales, with no bank leverage anywhere in the model.

ALREADY ON THE MOUNTAIN

Site works are underway, and the only project site office in Nathia Gali stands on the main road, open to visitors.

Architecture and interiors by Noor Khan Design Studio. Principal construction by ZKB, one of Pakistan's most substantial infrastructure contractors. Hotel operations by Elevate Holdings' own team, resident on the mountain.

Elevate was founded by Ahmed Khilji, whose first company, VirtuPro, runs more than 4,000 Airbnb and serviced properties worldwide and advises international hotel groups. Knowing how a world-class property is built, and how it must be run for the decades after handover, is the business he lives every day.

THREE RESERVES IN FIVE YEARS · THE SKARDU RESERVE AND THE HUNZA RESERVE, IN TIM



PART TWO · EVERY SPACE, EVERY ANGLE

The Reserve, in full.

The whole estate as it will stand: 92 views of the building and every amenity space, one space to a page.

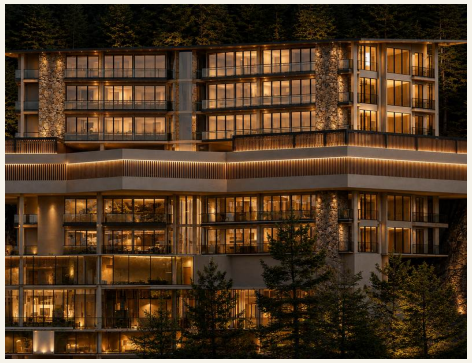
The Building

Two blocks stepping down the ridge, joined by a glass skywalk: stone, timber and glass above the pines.











The Approach

The forest stair, the lit path through the pines, and the water court at the door.





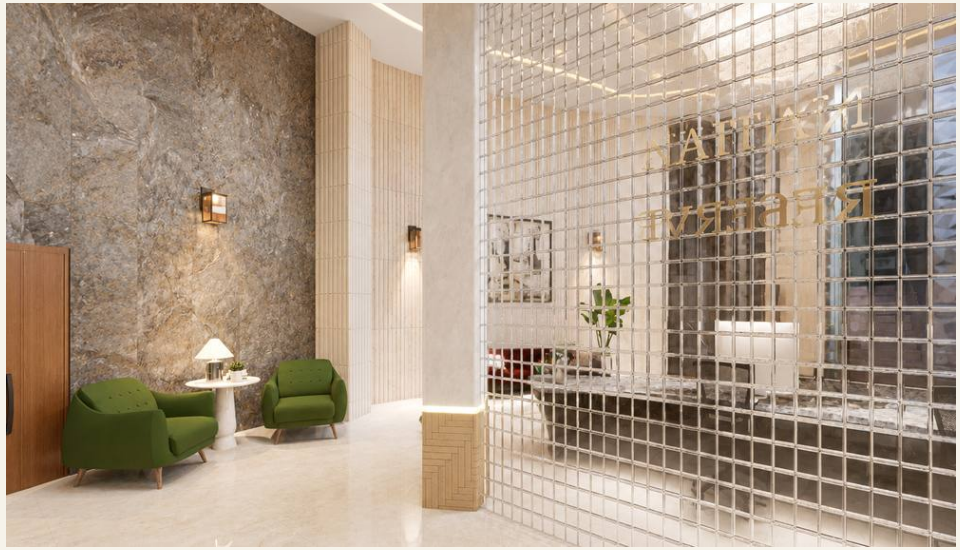


The Grand Lobby

A double-height reception in book-matched stone and brushed brass, with the valley as the first thing every guest is shown.



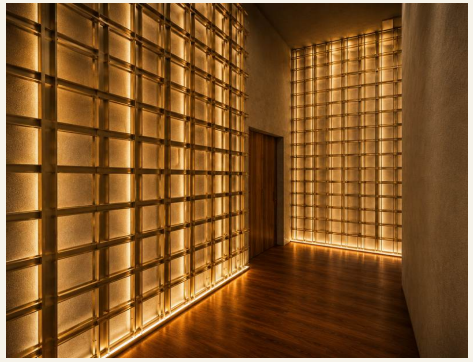
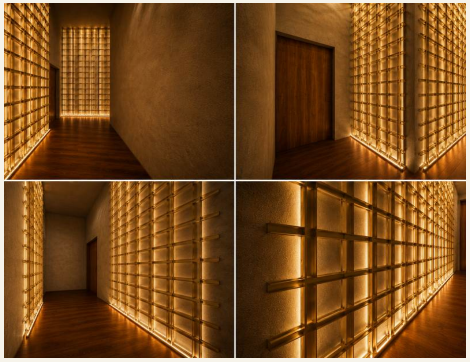




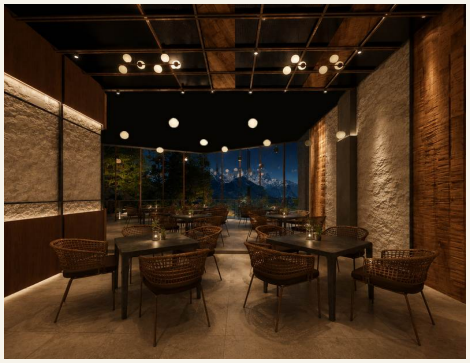


The Restaurants

Three indoor restaurants on one floor, served by a shared show kitchen: all-day dining, the à-la-carte room and the exclusive dining room.










Outdoor Dining

The terrace restaurant and the poolside tables: seventy covers over the valley.











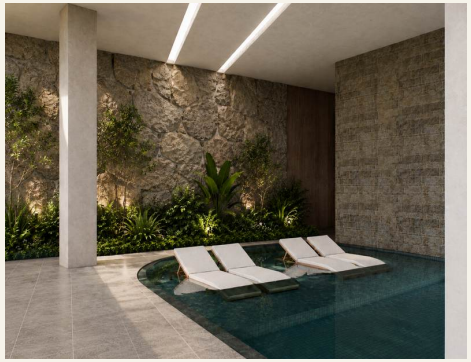
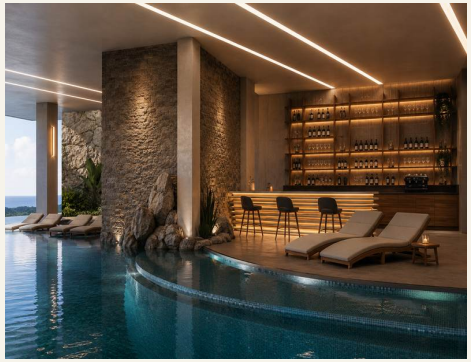


The Infinity Pool

Heated and infinity-edged, with a sun shelf, a swim-up bar and shaded lounge seating on the valley edge.



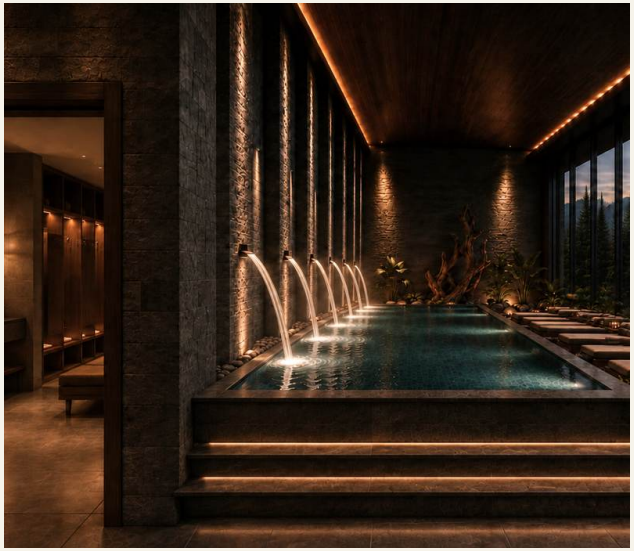


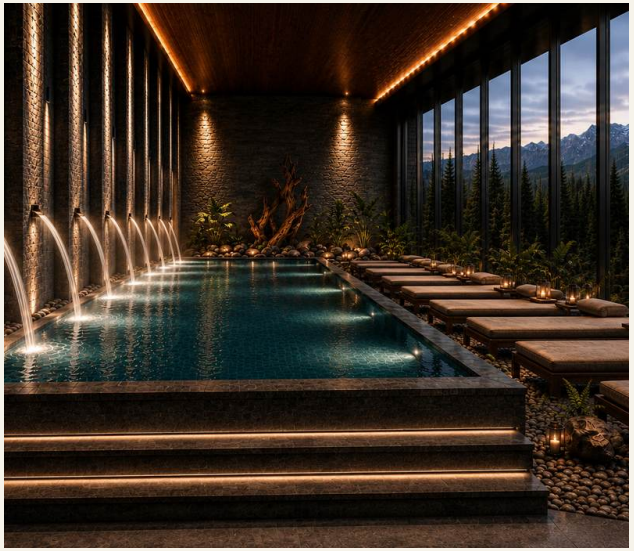




The Hydrotherapy Pool

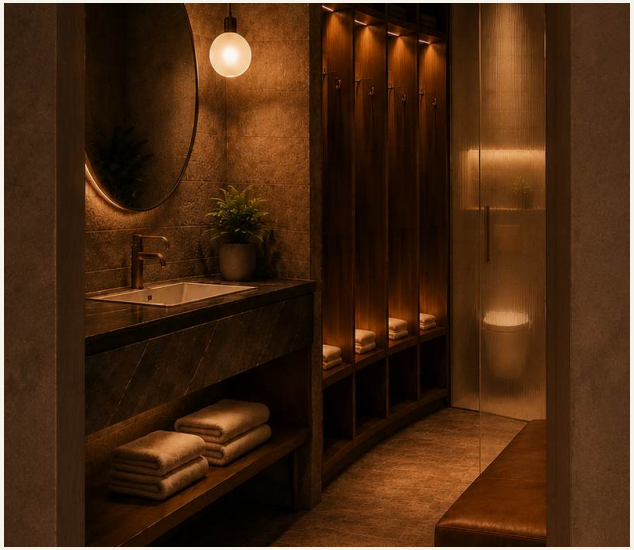
Massage jets along a stone wall of cascading water, facing floor-to-ceiling glass onto the forest.













The Plunge Pool

Cooler and more intimate, under a circular skylight: the quiet counterpart to the hydrotherapy suite.







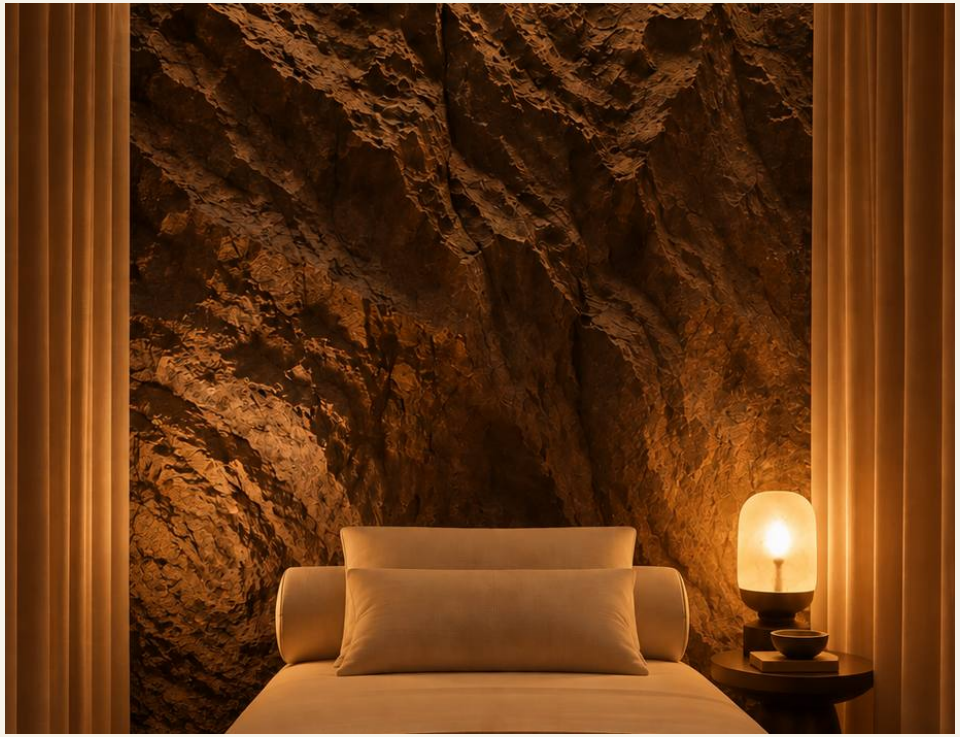




The Spa

Treatment rooms in raw stone and warm light, with their own reception and lounge.

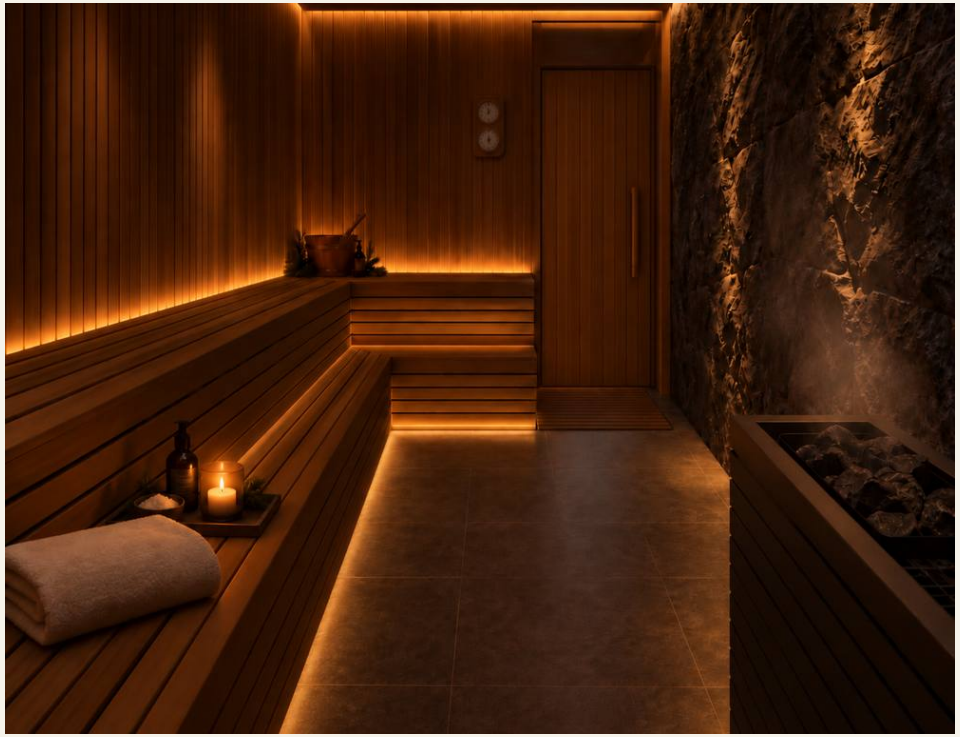




The Sauna

Cedar, heat and a valley window, after a day in the snow.





The Salon

Full-service, with hair-wash and cutting stations: beauty in higher places.







The Fitness Pavilion

A fifty-foot gymnasium behind forest glass.







The Yoga Studio

A dedicated studio on a landscaped zen garden, kept apart from the training floor.





The Cigar Lounge

Dark wood, navy velvet and backlit humidor cabinets, with the valley in the window.







The Boardroom

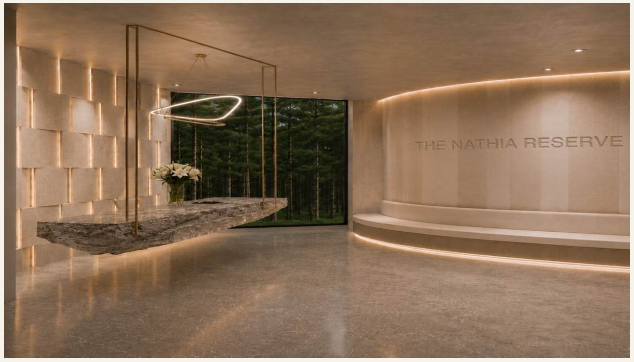
Business, above the cloud line.





The Skywalk

The elevated bridge between the two towers: glass underfoot, pines on every side, its own reception at each end.





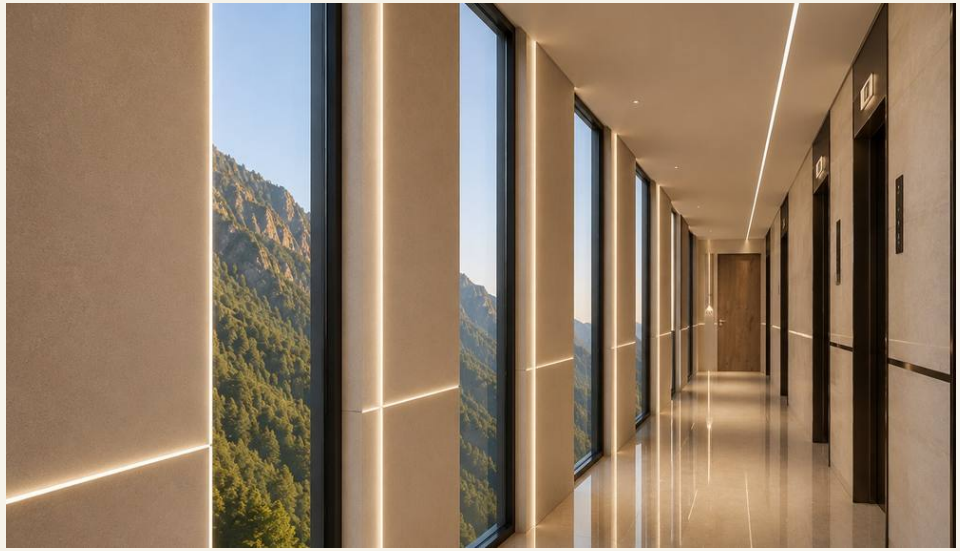


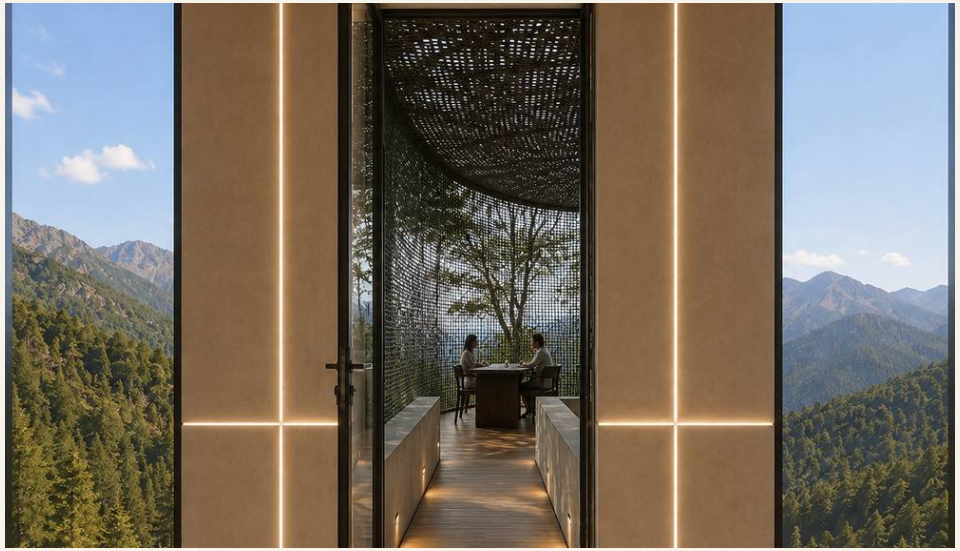


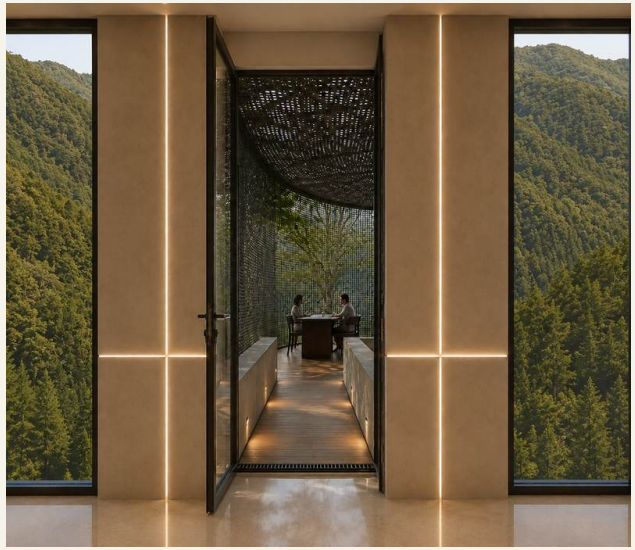


The Tea Decks

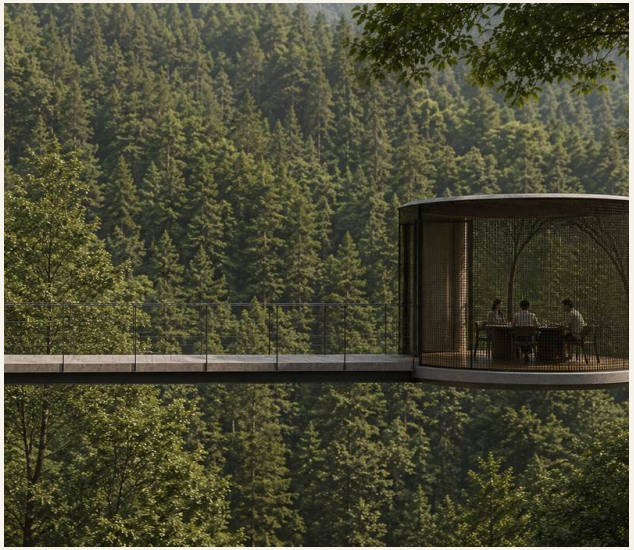
A wire-mesh deck cantilevered into the tree line, one private to each residential floor.







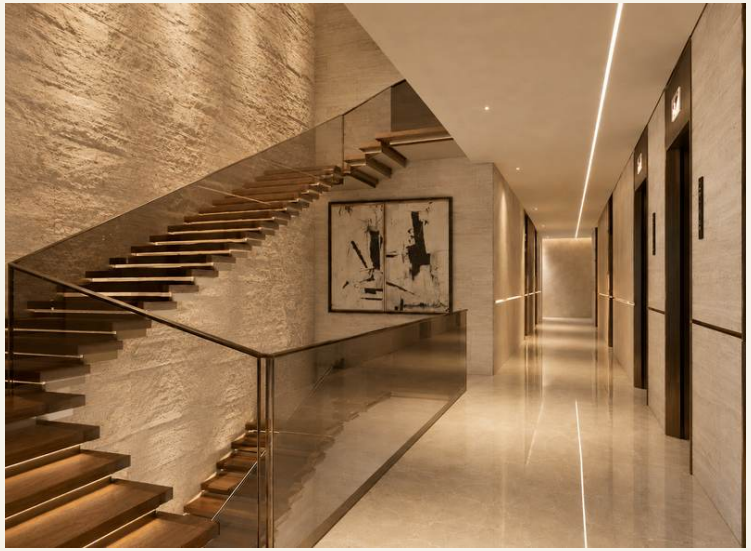


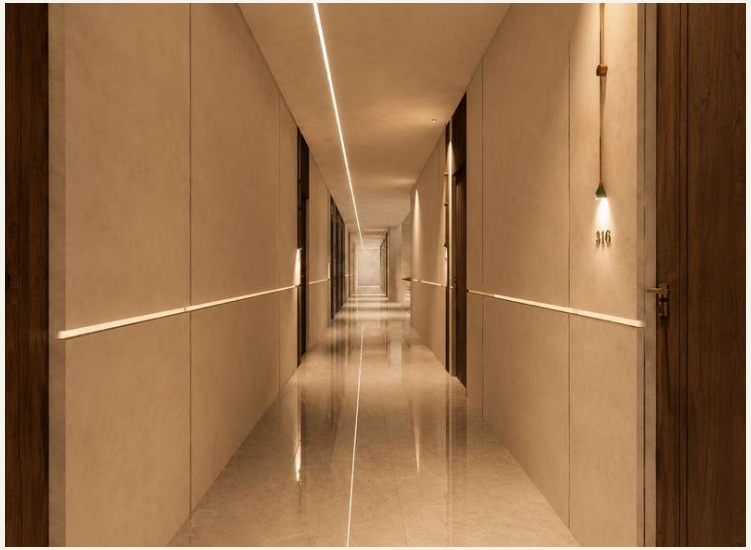


The Corridors

Stone, brass and warm light on every residential floor.







The Parking

Two covered levels, served by passenger and cargo lifts to every floor.









The Nathia Reserve

One hundred and thirty-three residences. One address.

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