ORO
24

Destination Real Estate

Who We Are

ORO24

ORO24's concept is inspired by the Italian word for GOLD, and 24 indicates the purest form of it, a sign of absolute, undiluted quality. Our luxury standards are reflected in every step of the way - the properties and the communities we create to the way we indulge with our clients.

A Golden **Real Estate Legacy**

We are a forward integrated company specialized in Real Estate Developments, Facilities and Investments.

We build communities and craft lifestyles believing that the footprint can only be engraved when we take a holistic approach to every project we cater to.

We envision reality through a different lens. One that foresees what could be and what is.

We apply the latest technology and our relentless desire is to innovate in every step we take.

Use the ORO lens! Live an epic life!

Our Leadership

A Legacy **Guided By A Vision**

MR. MOHAMMED ATAUR RAHMAN

GRANDFATHER

A dynamic personality and gold Medalist Engineer from India who built stadiums, secretariats, roads, bridges, world-class residential societies & commercial buildings while serving as the Chief Engineer of Public Works Department. Atif Rahman had the privilege of growing up under his guidance until 1994. He gives full credit for his construction and architectural acumen to his grandfather.

MR. MOHAMMED KHURSHID EQUBAL

FATHER

A qualified engineer who served as the Superintendent Engineer in the State Government for 30 years. He has always believed in “simple living and high thinking”, with honesty as one of the most important pillars of life. Through his strict regime, he inculcated discipline, a culture of hard work and honesty in Atif Rahman right from his childhood years.

Atif Rahman feels blessed with his unique upbringing. He was privileged with a pampering childhood and learnt a larger than life persona from his grandfather, while his father taught him the importance of simplicity, honesty and discipline. They both emphasized the importance of education and humility throughout his childhood. The upbringing he received reflects in his success, achievements and way of life.

ATIF RAHMAN

FOUNDER & CHAIRMAN

The **Journey Ahead**

ORO24 offers a blend of extraordinary industry experience, cutting edge smart technologies and a human-centric vision. Our strengths are derived from our ability to leverage our expert team, our technological competence, our drive to innovate, and our relentless focus on creating client satisfaction.

Since inception, we have been a wellspring of creativity, innovation and technological advances. The execution of our growth strategy is accelerating exponentially. One of our many plans is our full-fledged effort to grow our market share and expand our global footprint.

We have several promising and sustainable new projects in our pipeline. Through effective partnerships with government entities, high net worth individuals, various financial markets and other leading market players, combined with the established credibility of our team, we are on track to exceed all expectations and generate tremendous economic and societal value.

Looking ahead of time, we plan to deliver incredible lifestyle improvements and add a positive value to our community’s future.

This is an exciting journey and the best is yet to come.

PROJECTS

- 27 Projects Launched
- Residential
  Commercial
  Serviced Apartment
  Retail
- Built Up Area of 12.5 Mn Sq. Ft.

INNOVATION

- Innovative Design Solutions
- Introduction of Payment Plans
- Novel Banking Solutions

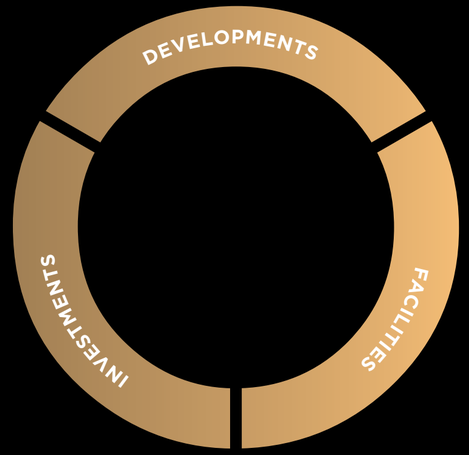
SALES

- AED 7.6 Billion Sales
- >10,100 Units Sold
- 110+ Customer Nationalities

PARTNERSHIP

- 2000+ Corporate & Institutional Partners
- 2500+ Broker Companies

Our Divisions



Customer-Centric, **Future-Minded**

ORO24 caters to the entire Real Estate ecosystem through its three main divisions, each united under the same values and goals, passionately serving society by pursuing excellence, delivering sustainability, and creating admirable lifestyle opportunities.

ORO24 Developments

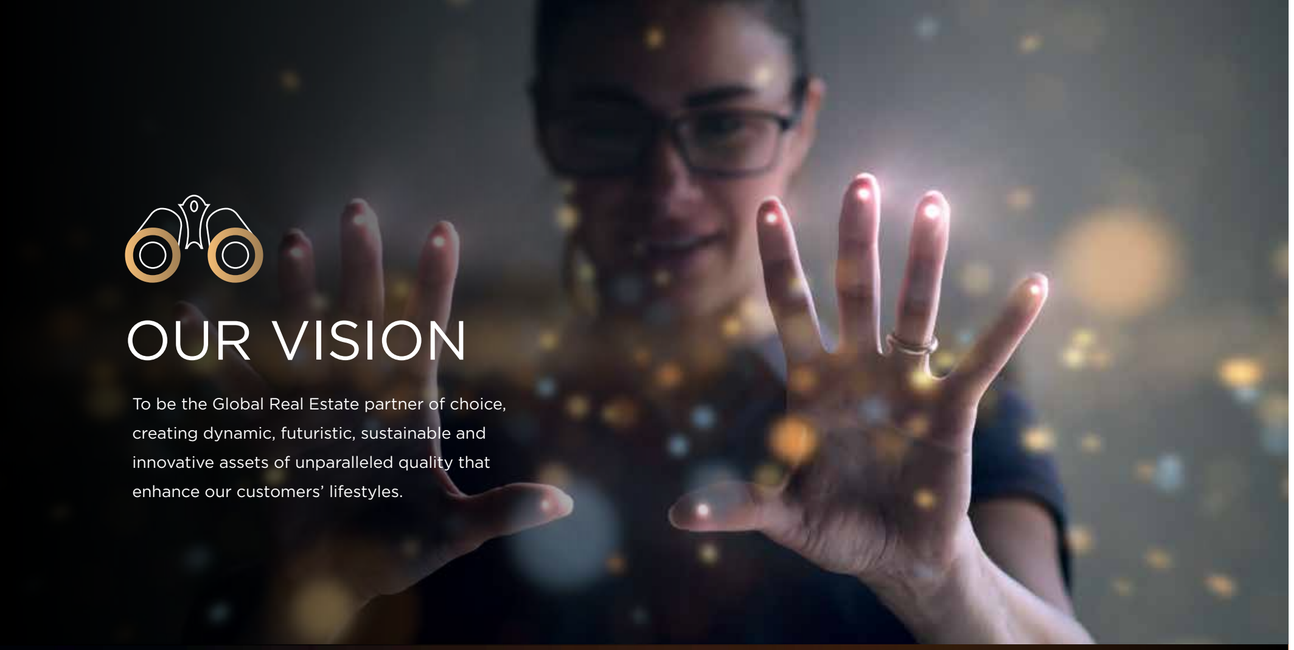
We build communities of the future, centring our clients' needs and most wanted dreams, balancing the social, environmental and urban ones into one rounded whole. We deliver the most advanced, innovative and tech-driven Real Estate solutions across diversified verticals including Affordable Housing, Premium Luxury Residences, Business Parks, Hospitality and Co-habitation.

ORO24 Facilities

We provide one-of-a-kind service that empower individuals to live convenient lives and go on generating unforgettable memories to the customers we serve. From construction and amenities to maintenance and home cleaning services, we provide an unmatched level of quality consumer experience, aided by the infusion of Artificial Intelligence that will transform our clients' life journeys.

ORO24 Investments

The investment arm of **ORO24** is responsible for holding and managing funds for our other business divisions. We best use our expertise and vast experience to generate growth through smart investments and thereby ensure we have the necessary foundation to support our technological infrastructure and maintain the GOLD standards of perfectionism.



OUR VISION

To be the Global Real Estate partner of choice, creating dynamic, futuristic, sustainable and innovative assets of unparalleled quality that enhance our customers' lifestyles.

OUR MISSION

To create value engineering by leveraging cutting-edge technology that helps us meet our clients' budgets and deadlines without compromising our highest quality standards.

VALUES

INTEGRITY
Delivering our mission with honesty & fairness.

INNOVATION
Integrating technology for a better future.

SUSTAINABILITY
Designing environmentally sensitive communities.

SERVICE
A human-centric approach to every project.

HAPPINESS
Transforming our customers' lives.

ELEGANCE
Crafting a golden Real Estate legacy.

Our Team

Concrete **Foundation**

At **ORO24** we are giving birth to a unique company culture by empowering the sharpest minds in the industry with the latest Artificial Intelligence gear, that will smoothly enable them to lead the future in this sector.

We are a creative, vibrant and dynamic team of highly qualified experts united under the vision of providing unrivalled customer service and leaving a legacy through iconic, future-shaping projects. Our team's unique combination of talent provides tailored 360° support that meets all our client's needs.

As a company, we invest greatly in the continuous education, growth opportunities and well-being of our team. Together, we work towards the benefit of our partners, customers, suppliers and the entire community to create the right impact in areas where we can make the greatest transformation. With our multidisciplinary capabilities and exceptional skill-set, we're ready to build the future.

Corporate Culture

Investing in **Humanity**

Our employees, partners, and customers are the heartbeat of **ORO24**. We demonstrate this by investing greatly in their well-being, as well as personal and professional development. For this very reason, we created a corporate culture that is uniquely inclusive and welcoming, encouraging everyone to be part of our great vision.

ORO24 operates from an Artificial Intelligence-driven state-of-the-art office space sprawling 20,000 sq. ft., intricately designed to create an organized, comfortable and inspiring working environment for employees and consumers alike.

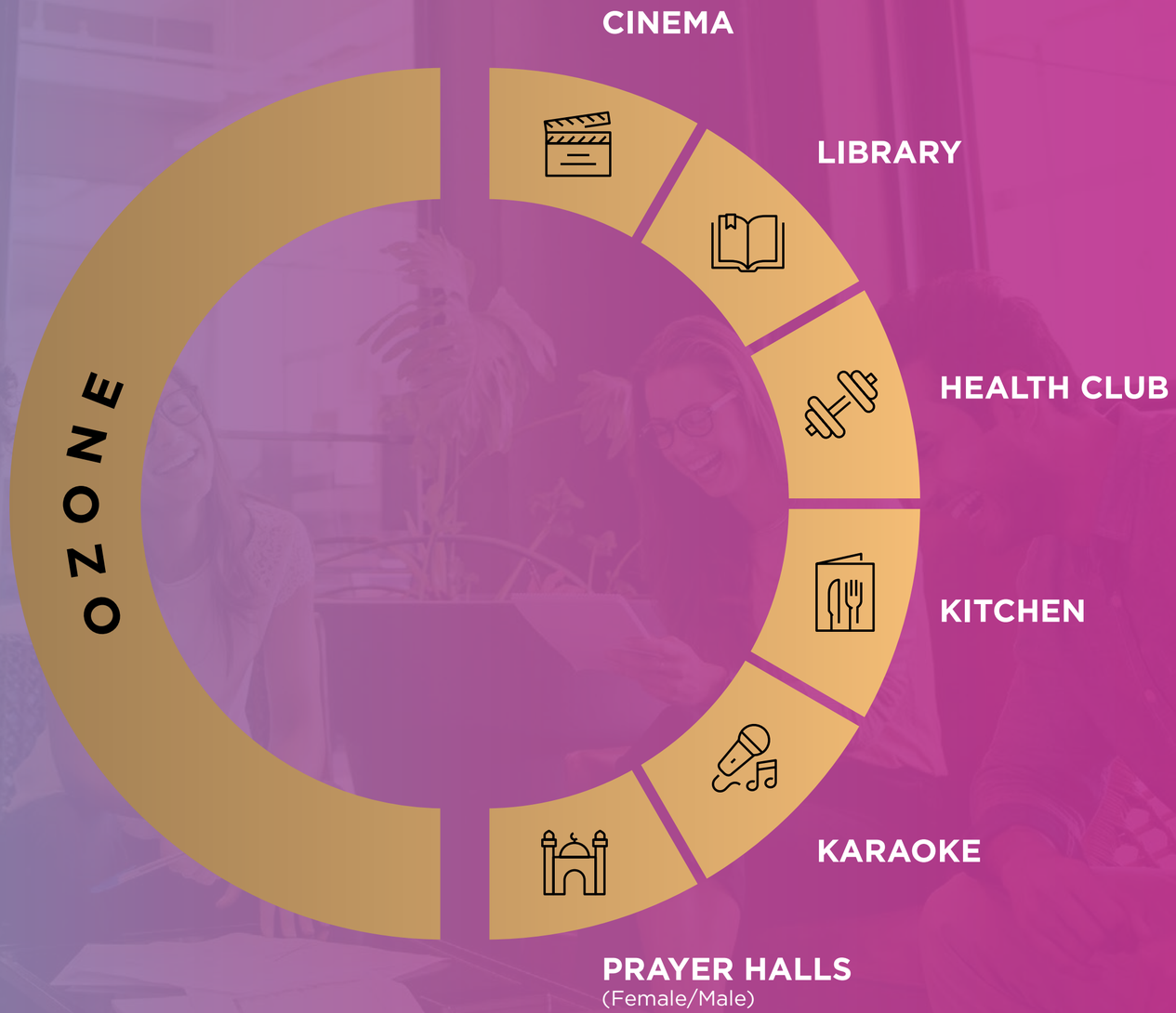
Being a people-centric organization with an inclusive and sensitive approach towards the upliftment of our employees, consumers, partners and other stakeholders, we transform the way we connect and conduct business.

Nurturing The **Human Spirit**

OZONE is a custom-designed multipurpose hall offering an invigorating space to recharge your mind, body and spirit. It helps reduce stress at work while increasing creativity and enhancing productivity. This holistic space provides entertainment, education, exercise and wellness all in one.

We believe that good nutrition leads to productive and happy employees, which is why we invested in a fully equipped kitchen and a professional in-house chef who puts together a variety of healthy, mouth-watering meals for our team. Bon Appétit!

The most successful meetings are ones where everyone feels comfortable, and what is a better way to achieve this than with a good cup of coffee? At CafeORO, our staff and visitors enjoy premium coffee blends and other delicious beverages as they brainstorm new ideas.



Our 5 Verticals

Developments That **Shape the Future**

We develop Real Estate that enhances the lives of the residents and builds vibrant, sustainable communities that will shape the region's future. Through our 5 verticals, we aim to create formidable Real Estate solutions, with something unique to offer to everyone.

Great Housing...
Changes Lives

At **ORO24**, high-quality affordable housing is the foundation of vibrant, happy and growing communities where residents can thrive and grow their lifestyles from. To make quality affordable housing possible and accessible, we offer a range of innovative solutions tailored to various individual and community needs.

Exquisite In **Every Detail**

When we speak of luxury, we embrace innovation and modern technology infused with bespoke aesthetics, prestigious amenities supported by exceptional client services in the premium segment. Our approach to the development of high-end Real Estate is thoughtful and focused on every aspect of an individual lifestyle.

Helping Communities **Thrive**

ORO24's vision is to provide sustainable, affordable and uncompromisingly comfortable homes introducing new ways of living together with a focus on support systems and social life. Our goal is to unlock the benefits of living in a community with a strong sense of belonging and access to shared facilities and services. Our primary priority is to meet our customer's needs.

Building **Unforgettable** Experiences

ORO24 guarantees long-lasting relationships and thriving hospitality businesses by ensuring that every asset we develop is ongoingly enhanced and specially tailored to provide the owners with experiences that will last a lifetime. Our ability to think outside the box, use of smart, tech-driven solutions and Artificial Intelligence help us anticipate and cater to all guests' requirements.

Designed to **Inspire**

We develop a brand-new generation of commercial spaces that meet the current social challenges and are adjustable for any future needs. With agility in mind, we use a well-developed network of facilities and technology to provide tailored solutions for businesses, assuring all our designs are sustainable and energy-efficient. We create places that will drive your business towards a bright future.

IT Infrastructure

Revolutionizing Real Estate Through **Smart Technology**

ORO24 creates sustainable projects that encompass environmental sensitivity, innovation, lifestyle & educational opportunities, social connectivity and more. We build communities that cater to all the resident's needs while providing a hub conducive to personal wellness and growth.

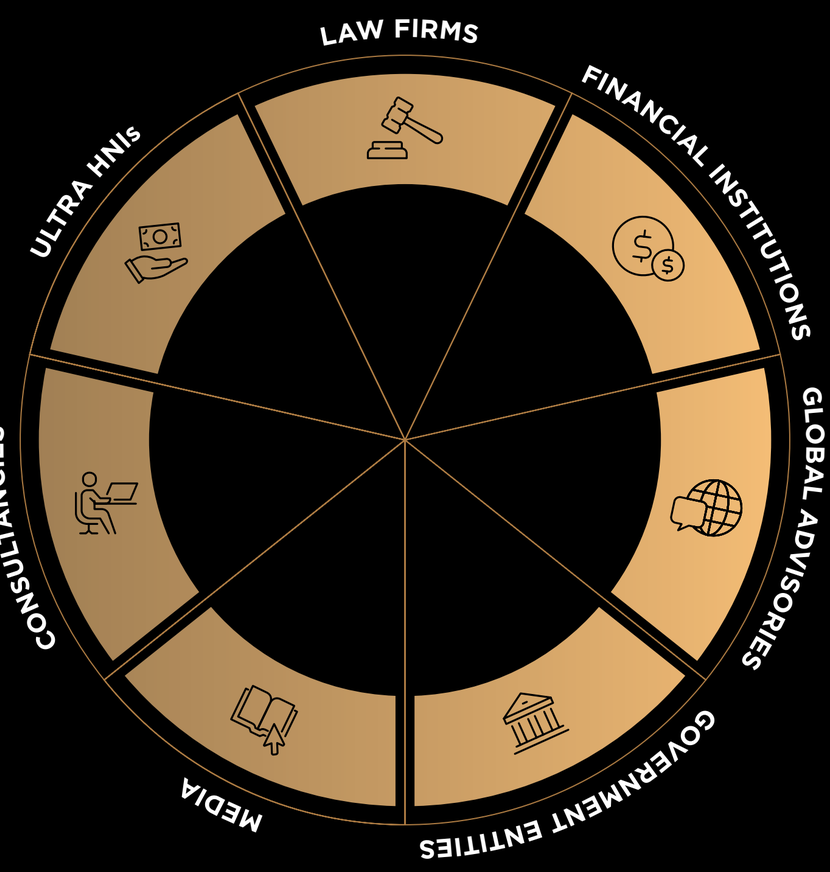
ORO24 achieves this, and more, by using the most advanced AI technology embedded in each service for quality and maintenance. Through partnerships with renowned regional and global tech companies and service providers, we unleash the most cutting-edge solutions for our upcoming projects.

With various services such as Cloud Services, Cyber Security, Database Management and more, **ORO24** stands out as a "Prop-Tech" partner enabling AI-backed services to provide maximum comfort to all our customers.

Our Partners

Building The **Future Together**

With an unblemished track record, unmatched quality in the deliverance of projects and unwavering ethical principles we boast of our excellent camaraderie across our stakeholders.



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