



## Al-Esalah & Tameer Agricultural Development And Construction Co.

شركة الاصلاح والتعمير للتنمية  
الزراعية و الانشاءات والتطوير العقارى





## □ Executive Summary

NURIA City is a large-scale integrated urban development located in October, Egypt, spanning over 5,000 acres.

The project is designed as a world-class smart city combining luxury living, commercial excellence, and strong investment potential.

With a balanced development strategy, the project ensures both rapid cash flow and long-term high returns, making it an ideal opportunity for institutional and private investors.

## □ Vision

To create a globally competitive smart city that redefines modern living in Egypt by combining luxury, sustainability, and investment excellence.

## ☐ **Location Analysis**

Strategically located in October along Al Wahat Road, the project benefits from:

- Proximity to major highways
  - Expansion zones of West Cairo
  - Increasing demand for premium residential communities
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## ☐ **Master Plan Concept**

The project is divided into 50 zones, each designed to function as a self-sustained urban cluster.

Key components:

- Central Downtown
  - Luxury Residential District
  - Mixed-use zones
  - Commercial & Administrative hubs
  - Green landscapes and water features
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## ☐ ☐ **Product Mix**

- Luxury Villas
  - Apartments
  - Commercial Units
  - Administrative Offices
  - Entertainment & Services
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## ☐ **Market Opportunity**

The Egyptian real estate market continues to show strong growth, especially in West Cairo.

Demand drivers:

- Population growth
  - Urban expansion
  - Rising demand for integrated communities
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## □ Financial Highlights

- Total Revenue: EGP 450 – 550 Billion
  - Total Cost: EGP 260 – 300 Billion
  - Net Profit: EGP 200 – 250 Billion
  - IRR: up to 35%
  - Break-even: ~30% sales
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## □ Investment Opportunity

NURIA City offers a unique investment proposition:

- Large-scale development
  - High ROI potential
  - Flexible entry for investors
  - Strong market demand
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## □ Funding Strategy

- Off-plan sales
  - Strategic partnerships
  - Bank financing
  - Gulf investors
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## □ Development Phases

- Phase 1: Launch & cash flow generation
  - Phase 2: Expansion & price increase
  - Phase 3: Premium positioning
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## □ Conclusion

NURIA City is positioned to become one of the leading urban developments in Egypt, combining luxury, scale, and strong financial returns.