



GSB
BUSINESS GROUP

CORPORATE PROFILE

Building businesses from scratch

INTRODUCTION

GSB Group is a private equity firm established in 2001. We partner with clients to identify opportunities, address critical challenges and transform the business. Our approach combines insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations and secure lasting results.

GSB Group currently holds offices in Dubai (UAE), London (UK), Lahore, Karachi, Islamabad & Peshawar (Pakistan).

www.gsb.group



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THE D'HAMIDI PARTNERSHIP

COUNTRYSIDE

People
It's Better Together!


KEYSTONE
PROPERTIES


HERITAGE
LUXURY SUITES


GIRAMONDO
• GLOBE TROTTER •



CEO PROFILE



GOHAR SHARIF BUTT

CEO & CHIEF CONSULTANT

Mr. Gohar Butt, the founder of the GSB Group and its Chief Executive, is a professionally qualified Systems Analyst and an MBA, with over 30 years of diversified and accredited experience in various fields of management with world class multinationals. His key competencies include: Organization Development, Banking Operations, Islamic Finance, Project & Change Management, Business Process Re-engineering & Systems Planning.

In his professional career, prior to establishing GSB Group, Mr. Butt held senior management positions in Standard Chartered Bank, ANZ Grindlays Bank and American Express Bank. The last position he served during his employment career was Managing Director of First Grindlays Modaraba (Now Standard Chartered Modaraba), a company modeled as an Islamic Fund catering to the business of financial and operating leases.

Mr. Butt has lead several large scale projects for private and public enterprises and has successfully launched new entrepreneurial ventures from this platform.



MISSION

GSB Group's mission is to facilitate our clients in the accomplishment of their corporate goals by providing strategy, business solutions, product design and outsourced delivery mechanisms based on cutting edge research and technology and delivered by the most experienced consultative hands in the business.

GSB Group is committed to:

- Creating competitive advantage
- Enhancing capabilities and mobilizing organizations
- Driving sustainable strategies
- Providing opportunities for personal growth
- Succeeding with equity and trust

CORE VALUES

These basic or threshold values are common across all our businesses, our consulting methodology and in everything that we do.

EQUITY

To us Equity means Partnership, Capital, Shareholding, Stake, Fair play, Righteousness, Square-dealing, Impartiality, and Justice. Equity absolves us from prejudice and values the merits and rights of others and ourselves.



EXCHANGE

To us Exchange means Trade, Dialogue, Sharing Ideas, Sharing Responsibility, to Substitute and to Swap. Exchange ensures a positive change or improvement within ourselves and others



TRUST

Trust can mean Faith, Belief, Conviction, Confidence, Reliance, Expectation and dependence. For us Trust determines the commitment and capacity to act towards achievement of a goal or a cause.



GROUP SPREAD



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People™ | Professional Employers Private Limited

People™ (Professional Employers Pvt. Ltd.) is one of the largest HR Outsourcing firms, headquartered in Lahore - Pakistan, serving clients in more than 20 countries. Some of the clients include UNICEF, UNDP, Huawei, IBM and various other leading organizations.



Keystone Properties Pvt. Ltd.

Keystone Properties Private Limited was established in 2004 to develop, own and manage real estate dependent businesses. The current overarching project is a mixed-use community of residential, retail and office space. The project, worth USD 120 million, is called OYSTER REEF



The D'Hamidi Partnership

The D'Hamidi Partnership is an exclusive advertising partnership firm providing full-service agency benefits to a select group of premier clients. Since its inception in early 1994, The D'Hamidi Partnership's work has come to be recognized nationally for world class quality. It is reputed as one of Pakistan's critically acclaimed Ideas Company catering to brand, identity, advertising and event management.



Countryside Natural Products

Countryside Natural Products is a farming and food processing business which would cater to local and international markets. The company would produce ornamental plants, vegetables, fruits and processed food.



Heritage Luxury Suites

The Moor - Heritage Luxury Suites, situated in the heart of Gulberg, an area that boasts some of the leading shopping and entertainment hubs of Lahore. Not only this, it is also home to some of the biggest businesses in the city. Heritage Luxury Suites provides the exquisite experience to its guests; making them feel like home, away from their home.



Giramondo - Globe Trotter

One of the latest undertakings that marked its inception in 2020 is the live equivalent of a multicultural repertoire, embodied into a restaurant located in the metropole of Lahore, Pakistan. Giramondo has established its name for the exceptional experience that it offers by, apart from being an excellent location, in the unique products and services it provides to its customers.



HERITAGE LUXURY SUITES



Heritage Luxury Suites take pride as being one of the best hotels in Lahore. It is located in the heart of the city with the ease of accessibility around all town. Heritage Luxury Suites provides the exquisite experience to its guests; making them feel like home, away from their home.



KEYSTONE

PROPERTIES

Keystone Properties develops, owns and manages real estate properties. Projects of interest for Keystone include luxury hospitality, chic residences, elegant offices and sophisticated specialty malls. The business strategy of the Company is to develop businesses that are real estate dependent where the bulk of the seed capital is allocated for real estate.



GIRAMONDO
• GLOBE TROTTER •



Giramondo is a Mid-Range Restaurant offering dine-in, takeaway & home delivery. The menu is an amalgamation of comfort food from around the world. From English Fish & Chips to Chinese Wontons and Italian Pizza, you can find all the flavors in one place. Artisan Coffees and Pastries are also served.



People
It's Better Together!

People™ is an international service provider for HR Management & Outsourcing Solutions. By providing reliable HR Services consistently for the past two decades, People is now the market leader for Staffing Solutions and HR Services across the Middle East and South – Central Asia, and has grown into an institution that attracts, maintains and provides opportunities to the regions most capable professionals.

GROUP TIMELINE



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Outsourcing arm established under the name "Professional Employer Services"

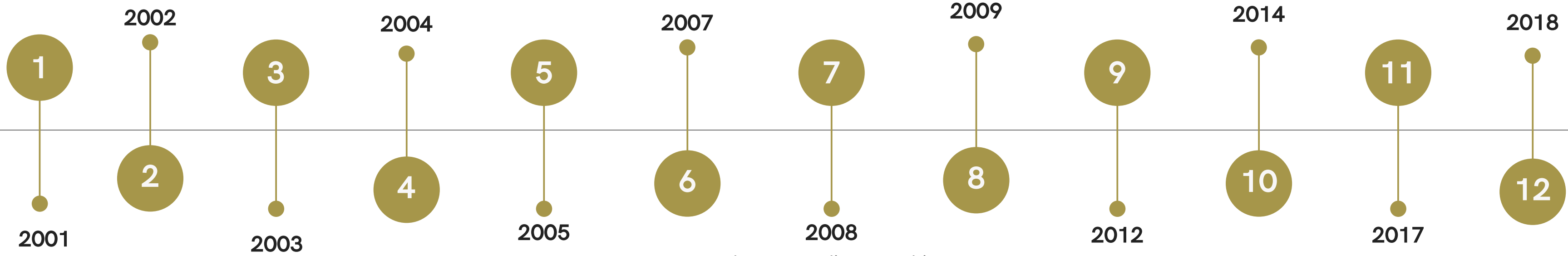
Established Keystone Properties under the name "Sterling Real Estate"

Established Orix Properties Pakistan in partnership with Orix Corporation Japan & Orix Leasing Pakistan

Establishment of Countryside Natural Products - farming and food processing business

Launch of People-i, the world's first Augmented Outsourcing Technology Platform

Expansion of Operations to London (UK)



Established GSB Group in Karachi, Pakistan

Expansion of Operations to Lahore & Islamabad

Introduced Verifications & Executive Search Services under "Professional Employer Services"

The D'Hamadi Partnership added to GSB Group Portfolio & Established People Perfect Advisory in Dubai.

Establishment of The Moor - Heritage Luxury Suites in Gulberg, Lahore

Initiated development of the most prestigious apartments complex in Pakistan; Oyster Court

GSB Group has become one of the fastest growing Equity Firms by offering impeccable service, always striving for excellence and improved returns on Investments.



ILLUSTRATIVE EXPERIENCE

Over the years, GSB Group through its team of capable professionals has successfully completed large scale consultancy and advisory mandates for a diverse and prestigious clientele.



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Some Illustrative examples of those mandates are given below:

- GSB Group conducted due diligence of the largest telecom provider in Pakistan, in association with a Middle East based accounting firm. The mandate involved undertaking a comprehensive exercise in evaluating regulatory, accounting, financial and business environment related aspects of the transaction involving the company.
- GSB Group undertook valuation of a prominent Pakistani banks investment portfolio and conducted a due diligence exercise on the Treasury and Risk Management functions on behalf of an acquiring consortium.
- One of the mandates undertaken by GSB Group involved actuarial valuation of Investor Protection and Clearing House Protection Fund for the Karachi Stock Exchange (Guarantee) Limited. As part of the assignment the two funds were analyzed and recommendations were made on funding levels and future strategy in the light of international best practices.
- GSB Group's team of highly qualified professionals designed the HR Policies and Manuals for UNICEF's Pakistan Polio Eradication Programme. In addition to this, the Polio Vaccination Staff for two main provinces; KPK & Punjab, were also managed by The Group as outsourced employees.
- The company advised a UAE based group in preparing to launch an Islamic Bank in Pakistan. The assignment included assisting the sponsors in defining the business strategy for the proposed Bank, developing products and services, formulating the delivery platform from the perspective of operations, credit and Shariah compliance, and obtaining approval from the State Bank of Pakistan.

UNWAVERING SERVICE EXCELLENCE THROUGH 6 OFFICES



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