



Rating Action

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PACRA AND NESPAK DOWNGRADE THE DEVELOPER GRADING OF EDEN BUILDERS LIMITED

The Pakistan Credit Rating Agency (PACRA) and NESPAK have downgraded the Developer Grading of Eden Builders Limited (EBL) to ‘DG2-’ from ‘DG2’. The grading denotes strong project execution capacity and the prospects of execution as per plan and the ability to transfer ownership as per terms are highly promising.

The grading reflects Eden Builders’ well designed systems and control framework, supported by an experienced team. However, the brand name “Eden”, in addition to Eden Builders, is currently being used by two other offshoots of the Eden Group – Eden Developers and Eden Housing – diluting the company’s control over and effectiveness of its brand image. This, coupled with the challenging operating environment, could exert pressure on the company’s ability to sustain its track record of successful project launches and executions.

About the company: Established in 2005, EBL carries the heritage of the brand “Eden”, a well-known name in Lahore’s real estate development business for more than two decades.

EBL, through its wholly owned subsidiaries and other group companies, carries out various project activities including land acquisition, development, construction and sales of real estate projects. To date, EBL has not completed any project, but is involved in two projects: Eden Life Style Homes at Lake City and Eden Value Homes.

EBL is sponsored by its Chief Executive Officer (CEO), Mr. Muhammad Arshad and his two sons. The CEO of the company, an architect by profession and a highly qualified person in the field of construction, engineering, and architecture, is assisted by a team of professionals.

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