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No. RDA/MP&TE/F-PHS-PHS-111/561/2026
GOVERNMENT OF THE PUNJAB
RAWALPINDI DEVELOPMENT AUTHORITY
Metropolitan planning and Traffic Engineering
Murree Road, Liaquat Bagh Rawalpindi
Dated: 10 /07/2026

To

Mr. Saqib Dayo,
Director Planning & Design,
M/S Bahria Town (Pvt.) Ltd.
Head Office, Bahria Town, Phase-VIII, Rawalpindi.

Subject: **SHOW CAUSE NOTICE FOR VIOLATION OF SECTION 46 OF PUNJAB DEVELOPMENT AUTHORITIES, PRIVATE HOUSING SCHEME RULES-2021**

Reference: Complaint received from office of the Commissioner, Rawalpindi vide letter No. 6718-CC/2591 dated 23-07-2025 and Complaint No.104-5553573 received through CM Complaint Cell.

It has been observed that you have been engaged in advertisement, marketing, Booking and sale of plots in project title Bahria Town, Phase-VIII, (Sector/Block-J,K,L,M,N,O,P, Rose Garden), despite having full knowledge that no such activity is permissible under rules.

2. You have contravened rule 46(1) of the rules ibid, which provides:

"A sponsor shall not advertise sale of plot or housing units in print or electronic media or in any manner without prior approval of the authority"

3. Now, therefore, you are hereby called upon to show cause notice within 07 days from the date of issuance of this notice as to why legal action should not be initiated against you for the aforementioned violations

4. Now, therefor, you are directed to immediately cease and desist from all form of advertisement, booking, sale, promotional events, and related activities pertaining to subject scheme. In case of failure to comply with the direction contain here in or failure to furnish a satisfactory reply within the stipulated period, the authority shall proceed to initiate strict legal action, under the provision of Punjab Development of Cities Act, 1976 and the Punjab Development Authorities, Punjab Housing Schemes Rules, 2021 including but not limited to imposition of penalties, sealing of site office, and any other action permissible under law.

Deputy Director (Planning), RDA

Copy to:

1. Director (MP &TE), RDA
2. Dy. Director (IT), RDA. To upload on RDA website for public awareness
3. Assistant Director (Planning), RDA for coordination and follow up.
2. PS to DG, RDA.
3. Office Copy

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