Lora

EASTFIELD

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UNVEILING
a new chapter
of light



01 CONCEPT

SMART LIVING, AL SHOROUK

Step into a new era of smart living at **Lora Eastfield**, where modern architecture harmonizes with intelligent design at the heart of **Al Shorouk City**.
Every corner of this thoughtfully planned compound is crafted to meet your lifestyle needs merging convenience, technology, and tranquility.
Lora Eastfield is more than a home; it’s your personal escape from the everyday hustle, offering a seamless blend of luxury and peace.
As you pass through the gates, step into the future you’ve always envisioned.

- **Prime location at the center of El Shorouk City**
- **Smart home features integrated into every unit**
- **Contemporary architecture with a modern, high end touch**
- **A wide range of units to suit every vision from premium apartments and elegant villas to our exclusive new concept: the Sky High Villa.**

Whether you're starting a new chapter or upgrading your lifestyle, Lora Eastfield invites you to make the smart move.

LORA EASTFIELD, YOUR FUTURE BEGINS HERE.



02 ABOUT US

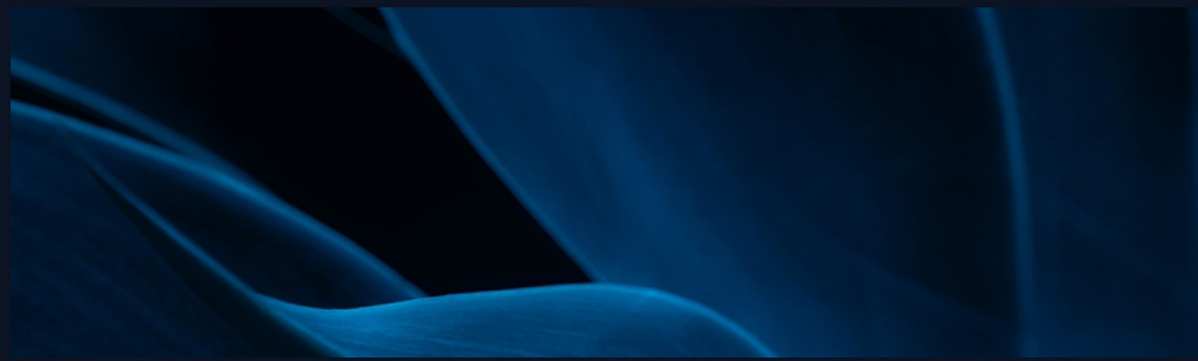
Established in **1998**, **Zaeem Holding** has become a key player in Egypt's real estate development landscape, with a focus on the growth and urbanization of **Badr City**, **East Cairo**, and surrounding regions.

With **over 25 years of expertise**, the company has delivered more than **300 successful residential**, **commercial**, and **industrial** projects, becoming one of the most prominent names in the area.

Some of our projects at **Badr City**

- Downtown Mega Mall Badr City : **64000 m²**
- Lora Residence : **8.5 acre**

Driven by a clear vision and a commitment to quality, Zaeem combines deep market insight with forward thinking planning to create thriving communities. Supported by a team of seasoned professionals, the company's development strategy reflects a balance of innovation, functionality, and long term value positioning Zaeem as a trusted developer.





03 OUR LOCATION

A PRIME LOCATION AT THE HEART OF AL SHOROUK CITY

LORA EASTFIELD is strategically located on El Horreya Road, in the vibrant center of **AL SHOROUK CITY**. Just 3 minutes from **Suez Road**, **10 minutes** from **Madinaty**, and 15 minutes from the New Administrative Capital with Heliopolis (Masr ElGedida) only 30 minutes away, this address places you right where life happens.

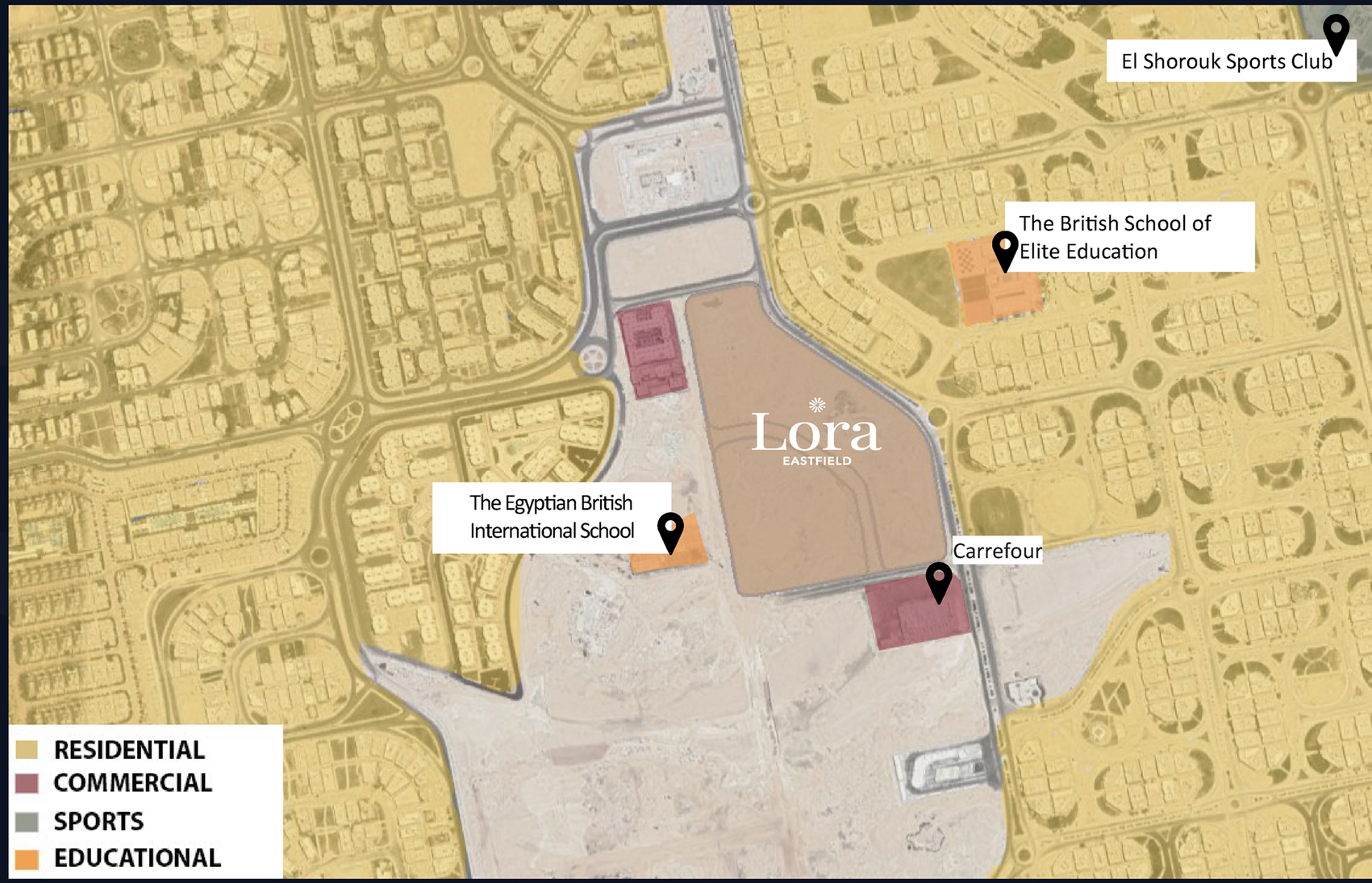
Live close to everything you need, Direct access to El Shorouk's main hubs, Surrounded by top educational institutions such as the British School, also close to commercial zones and future developments.

Enjoy the ease of connectivity and the comfort of convenience especially at Lora Eastfield.



• *PRIME LOCATION*

STRATEGICALLY LOCATED IN THE HEART OF **AL SHOROUK CITY**, **LORA EASTFIELD** PROVIDES UNMATCHED ACCESSIBILITY AND VISIBILITY PLACING RESIDENTS WITHIN **CLOSE REACH OF MAJOR ROADS**, KEY DESTINATIONS, AND ESSENTIAL SERVICES SUCH AS THE EGYPTIAN BRITISH INTERNATIONAL SCHOOL.



04 MASTER PLAN

Lora Eastfield is a thoughtfully master planned development spread across **30 acres**, seamlessly integrating **residential and commercial zones** to create a dynamic, **self sufficient community**.

Modern buildings with a diverse selection of unit types to match every lifestyle ranging from **stylish apartments** to **penthouses**, **garden villas**, and the exclusive **Sky High Villas**.



Lora

EASTFIELD

A NEW CHAPTER OF LIGHT

AL SHOROUK CITY

Every corner of the compound is designed with a contemporary **aesthetic** and equipped with **smart technologies**, From **smart gates** and **advanced security systems** to thoughtfully planned layouts, **Lora Eastfield** ensures both **privacy** and **peace of mind**.

Over **70%** of the total area is dedicated to **lush landscapes**, open **green spaces**, and **walking paths** offering you a **serene environment** to unwind and connect with nature.

Lora Eastfield is not just about homes only it's about experiences. The compound includes a **commercial strip mall** with a wide array of **retail**, **dining**, and **service options**, giving you everything you need right at your doorstep.

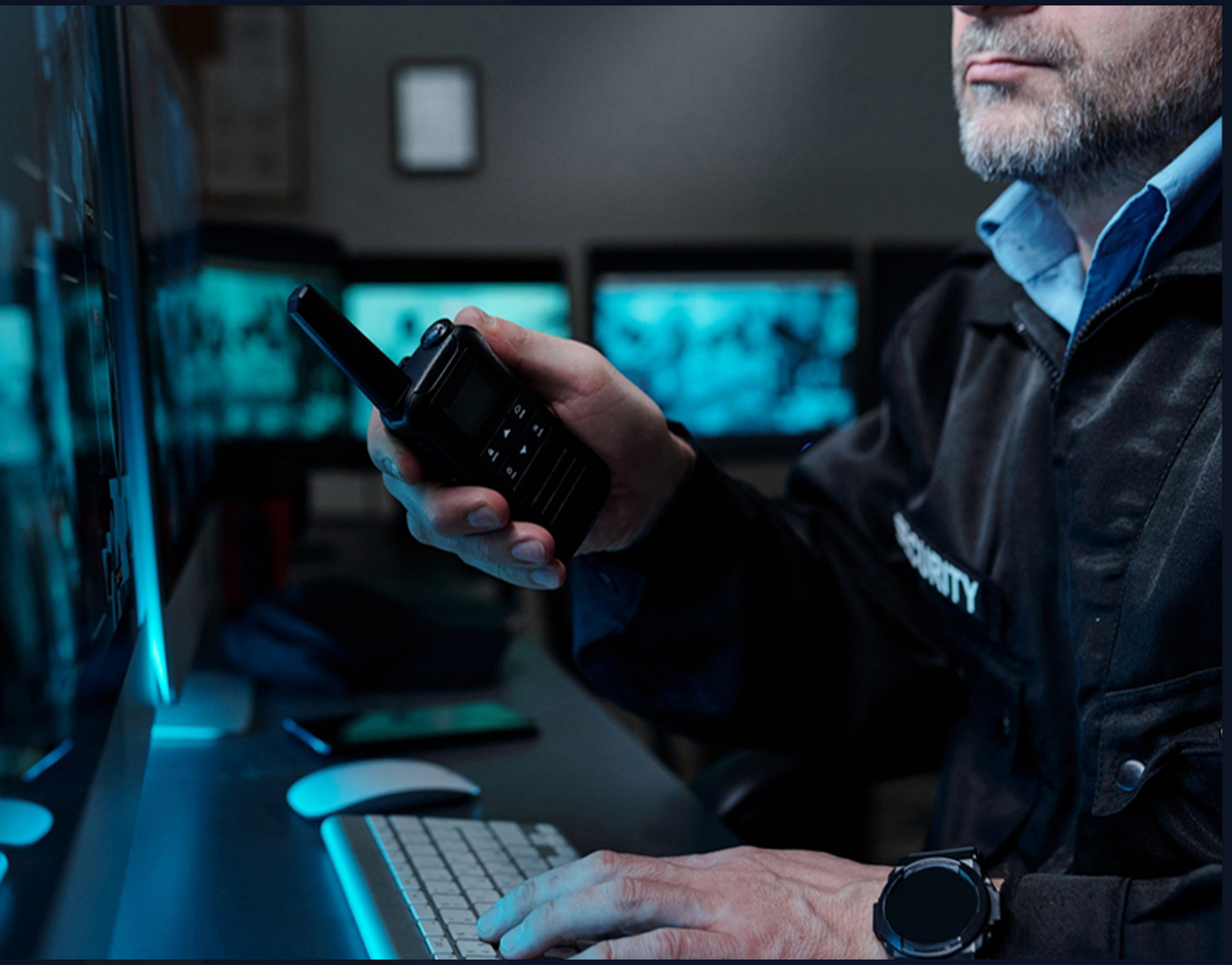




05 FACILITIES & AMENITIES

SMART GATES SYSTEM





SECURITY & SURVEILLANCE 24/7

RUNNING TRACK





SWIMMING POOLS

WATER FEATURES

980 m², representing **12%** of the landscape area.

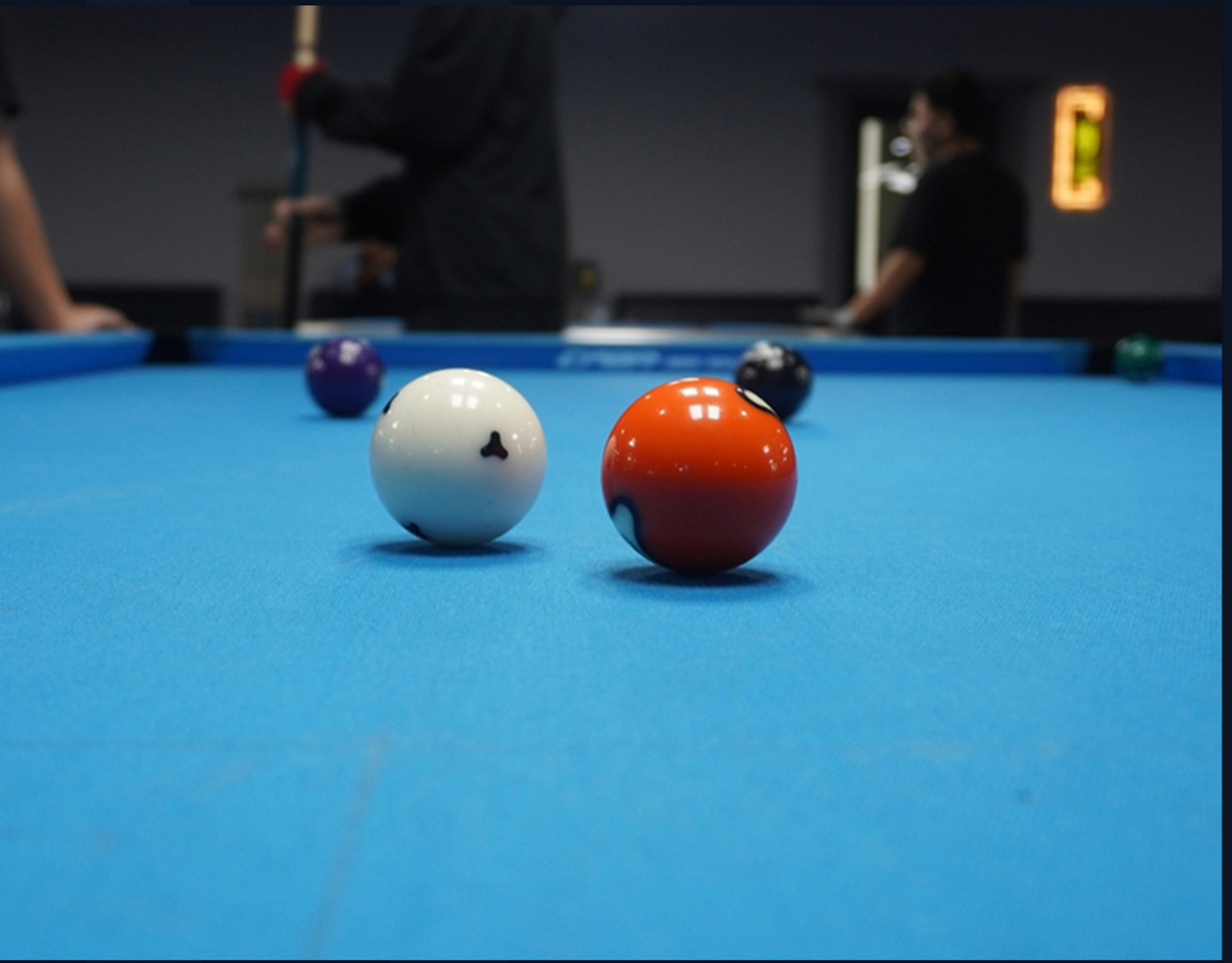




EV CHARGING STATIONS IN UNDERGROUND PARKING

STRIP MALL





CLUBHOUSE

JOGGING & CYCLING TRACKS

600 linear meters, covering **10%** of the landscape area.





UNDERGROUND PARKING

GREEN SPACES

APPROXIMATELY **6,000 M²**, MAKING UP **75%** OF THE LANDSCAPE AREA.





SMART TECHNOLOGY INTEGRATION WITH WE

Designed for the **future**, the entire project features **advanced smart systems** including **access control**, surveillance enhancing **safety**, **comfort**, and **energy efficiency**.



06 TYPES OF HOMES



At **Lora Eastfield**, we offer a diverse range of unit types designed to meet every lifestyle each crafted with **smart features** and **modern architecture** to elevate your living experience.

• *STANDARD APARTMENTS*

Smart and stylish, our apartments are designed to suit everyday living needs with a **contemporary edge**. Available in **multiple sizes and layouts** (Type A & Type B), each apartment combines comfort with the consistent **smart living theme** of the compound.

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- ***GARDEN VILLA***

Enjoy double the benefit in this **ground floor unit** with a **private garden**. Available in **multiple layouts and sizes**, it offers a serene lifestyle with direct access to green space, ideal for families or those who seek a quiet outdoor retreat.





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- ***PENTHOUSE***

For those who love **panoramic views** and exclusivity, the penthouse offers **a top floor residence** with access to **a private roof terrace.** Built with high end finishes and sleek, modern architecture, it’s **the pinnacle of sophistication**.

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- ***SKY HIGH VILLA***

A **luxurious**, one of a kind residence that redefines **smart living**. Featuring **a transparent ceiling**, this **rooftop villa** gives you the feeling of floating in the sky, bathed in **natural light**. For added versatility, it includes an additional dark ceiling to allow privacy and comfort **blending innovation with elegance**.





07 OUR PARTNERS

STRATEGIC PARTNER

At **Lora Eastfield**, we partner with **industry leaders** to ensure excellence across every aspect of the project from design to technology to **commercial management** .

ECB
PM&CONSULTANCY
ENGINEERING CONSULTING BUREAU

we