

ENG

PROPERTIES

A DIVISION OF EMIRATES NEON GROUP (SINCE 1971)
LUXURY REAL ESTATE | COMMUNITY LIVING | GLOBAL VISION

EMIRATES
NEON GROUP

SINCE 1971

    
eng-properties.com

HANIF MERCHANT

FOUNDER & CHAIRMAN – EMIRATES NEON GROUP (ENG)

Hanif Merchant is the founder and chairman of ENG Holdings which has business interests spanning across four continents. Established in 1971, the Group has ventures in the fields of investments, property development, visual communications, media and advertising, hospitality, executive education, human capital consulting, consumer electronics, aluminum fabrication and industrial products. With offices in Bahrain, China, Kuwait, Oman, Saudi Arabia and the United Arab Emirates, the Group has a global presence and local understanding in its key markets.

Property Investment:

The Group is one of the major founding shareholders of Enshaa, a property developer with multi-billion dirham real estate projects in Dubai including the prestigious Palazzo Versace Hotel and Residences, the D1 Tower (81-Storey Building) and the Emirates Financial Towers in Dubai International Financial Center amongst others. Other founders include the Majid Al Futtaim Group (the region's leading retail developer). Palazzo Versace, Dubai, Emirates D1 Tower, Dubai Emirates Financial Towers, DIFC, Dubai

Visual Communications:

ENG Group has introduced a variety of pioneering technologies in the visual communications sector in the Middle East over the past 50 years including projects in aluminum fabrication, steel fabrication, signage, and advertising. ENG has developed more than 1,500 projects in the region including RTA Dubai Metro, Dubai Airport, Dubai Metal Casting & Fabrication, Madinat Jumeirah, Emirates Palace Hotel Abu Dhabi and many others. Dubai Outdoor Media, Salalah Airport, MAKKAH HARAM Special Project, KSA.

Hanif Merchant holds various degrees and certificates in Business Management and has also attended executive education courses at the Stanford Graduate School of Business, USA the Michigan Ross School of Business, USA; the Columbia Business School, USA and the Center for Creative Leadership, USA.



A LEGACY OF EXCELLENCE SINCE 1971



ENG Properties is the real estate development arm of Emirates Neon Group (ENG Holding), established in 1971. With over five decades of excellence in media, branding, and infrastructure, ENG has now expanded into real estate, combining its legacy of innovation with modern property development. We deliver sustainable, elegant, and investment-worthy communities across the UAE, guided by our heritage and backed by the trust of ENG Holding.

ENG PROPERTIES

Coming Soon

A NEW LANDMARK IN DUBAI, UNITED ARAB EMIRATES

ENG

WELCOME TO ENG PROPERTIES:

We are more than builders; we are visionaries shaping urban lifestyles. Every ENG Properties development is designed to deliver beauty, efficiency, and long-term value. From the concept phase to handover, our work reflects precision, innovation, and high design standards.

Our developments are more than homes; they are lifestyle destinations. With thoughtfully curated amenities, smart technology integration, green spaces, and family-centric layouts, each project fosters well-being, community engagement, and an elevated living experience.

ENG Properties is committed to redefining the art of living in the UAE through vibrant, inclusive, and aspirational communities that celebrate both elegance and functionality.

Our purpose is to redefine real estate in the UAE by creating spaces that feel personal, purposeful, and profitable.

OUR VISION

ENG Properties aims to become a global leader in luxury real estate, delivering iconic, sustainable, and community-focused developments in the UAE and key international markets, redefining modern living worldwide.



OUR MISSION

At ENG Properties, our mission is to develop thoughtfully designed communities that embody luxury, innovation, and sustainability. We are committed to creating spaces that go beyond construction, offering residents a sense of pride, comfort, and lasting value. Each project is crafted to enhance the way people live, invest, and connect.



OUR TEAM

Led by industry veterans and supported by top-tier professionals in development, engineering, marketing, and finance, our team delivers with precision and creativity.

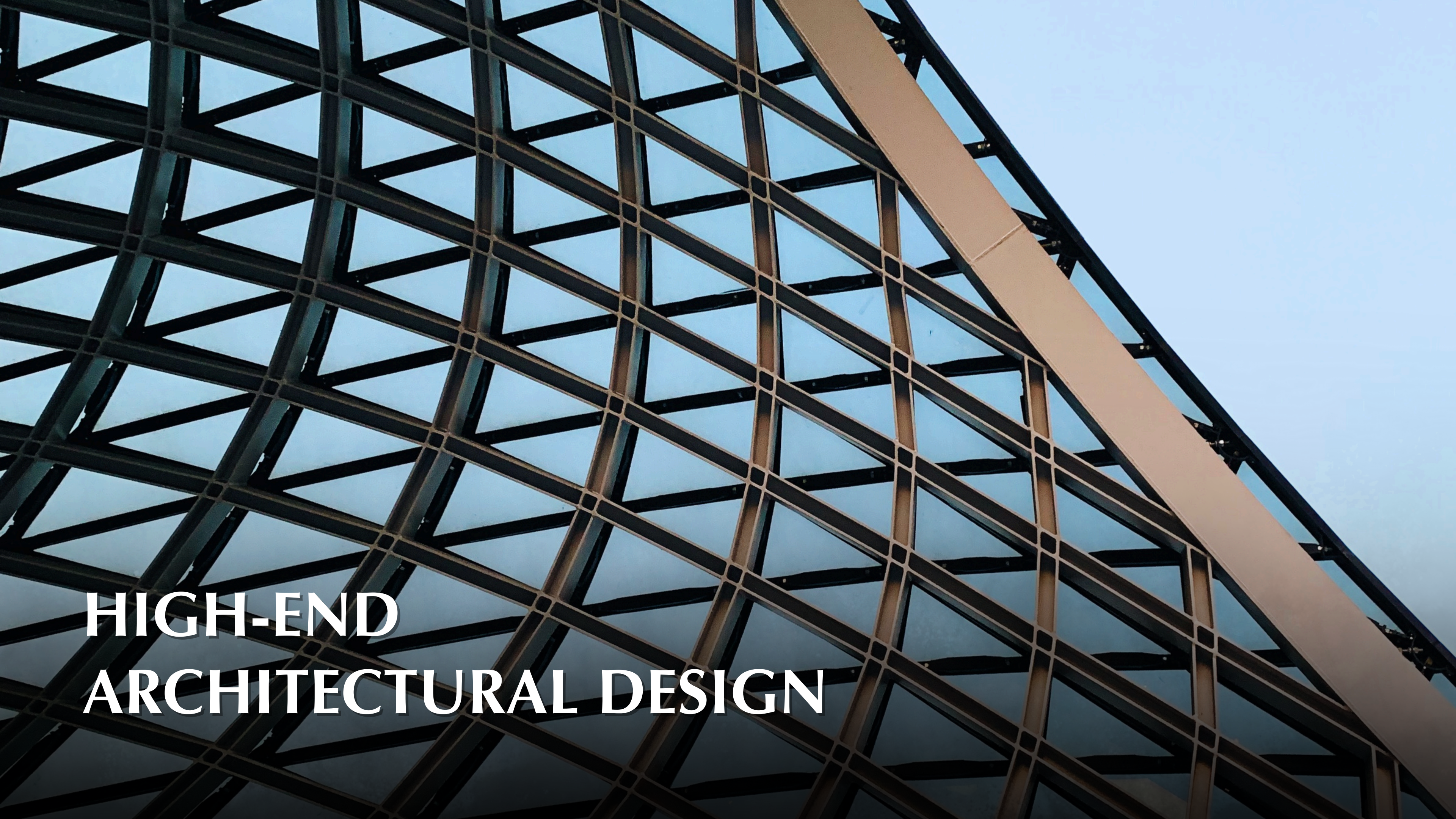
We combine international expertise with local market insight to develop iconic, high-value projects that resonate with both end-users and investors.

Every member shares a commitment to detail, transparency, and timely delivery, ensuring ENG Properties consistently exceeds expectations.



PORTFOLIO HIGHLIGHTS

Our portfolio includes premium residential and mixed-use developments across Dubai and other emirates. Key highlights include:



HIGH-END ARCHITECTURAL DESIGN



SUSTAINABLE CONSTRUCTION PRACTICES



INVESTOR-FRIENDLY ROI STRUCTURES

An aerial photograph of a large, winding swimming pool complex at a resort. The pool is surrounded by a paved deck with numerous lounge chairs and white patio umbrellas. Several palm trees are scattered throughout the area, adding to the tropical atmosphere. People are seen swimming and relaxing around the pool. In the center of the pool, there is a wooden structure with a brown roof, possibly a bar or a covered seating area. The overall scene is bright and sunny, suggesting a warm climate.

COMMUNITY-FIRST AMENITIES AND PLANNING

WHERE WE'RE HEADED

At ENG Properties, our vision drives every step forward. We aim to shape modern living experiences through premium developments, trusted investor partnerships, and sustainable growth, locally and beyond.



**LAUNCH MULTIPLE PREMIUM
DEVELOPMENTS ACROSS UAE HOTSPOTS**

A wide-angle photograph of the Dubai skyline, featuring numerous skyscrapers and modern buildings. In the foreground, two palm trees stand on a rooftop terrace with greenery. The sky is clear and blue, and the water of the Dubai Marina is visible in the middle ground.

**MAINTAIN TRANSPARENT INVESTOR
RELATIONS WITH STRONG ROI**



**POSITION ENG PROPERTIES AS A
LEADING LIFESTYLE DEVELOPER**



**EXPAND PRESENCE REGIONALLY AND GLOBALLY
WITH SMART, SUSTAINABLE PROJECTS.**

UPCOMING PROJECT LOCATIONS

We are proud to unveil the very first luxury real estate venture in the vibrant city of Dubai. Rooted in decades of trust and craftsmanship, this upcoming project blends modern design, smart living, and elegant luxury, all in a prime, well-connected location. Offering a lifestyle tailored for tomorrow, this development marks the beginning of a new legacy, right in the heart of Dubai.



LEGACY

Begin a legacy where heritage meets progress in the heart of Dubai.



LIFESTYLE

Discover a refined lifestyle where sophistication meets smart living in the heart of Dubai.



CONNECTIVITY

Experience seamless connectivity where convenience meets every corner of Dubai.



TRUST

Build on 50+ years of trust where enduring values meet future communities.



FUTURE

Step into a visionary future where innovation meets peace of mind in every detail.

PAKISTAN MARKET EXPERIENCE

Cross-Border Strength, Real Estate in Pakistan

PAKISTAN MARKET EXPERIENCE

ENG Properties draws strategic strength from decades of construction and property experience in Pakistan, particularly in the metropolitan city of Karachi. From residential apartment projects to investment-driven land development, our founders have been deeply involved in real estate execution and advisory since the 1980s.

Our team has worked on mid-rise structures, plotted developments, and feasibility planning, allowing us to understand diverse urban models and adapt them efficiently to UAE markets. We bring operational insight, construction management discipline, and deep market foresight gained from Pakistan's dynamic property sector.

This cross-border capability enhances our ability to manage scale, risk, and performance with confidence. ENG Properties offers investors a combination of local delivery expertise and international market experience, creating a unique edge in the competitive real estate landscape

CONNECT WITH US :

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