



GROUP PROFILE

THE NAME OF CONFIDENCE

Pakistan's Trusted Travel Partner Since 1989

IATA Accredited | Dual GDS & NDC Access | 300+ Agents Nationwide | 5 Offices

www.crowngroup.pk

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CROWN GROUP — MARKET POSITION

Founded in 1989 by Mr. Iqbal Butt (late) in Mirpur, Azad Kashmir, Crown Group has grown from a single office into one of Pakistan's most established independent travel management companies — a team of 70+ professionals operating across 5 offices nationwide, with an annual turnover of approximately PKR 7 Billion.

Crown Group comprises two IATA-approved travel agencies — Silkways Travels (Islamabad) and Crown Aviation Services (Rawalpindi) — together with Crown Travels and Shaukat Travel (PSA – PIA) in Mirpur. We hold PSA status with major international and domestic carriers, and our B2B Travel Deck gives 300+ partner agents nationwide direct access to dual GDS integration (Travelport & Sabre) and NDC content from Qatar Airways, Saudi Airlines, Etihad Airways, and Emirates — technology infrastructure on par with the country's leading consolidators.

Roughly 80% of our business is driven through trusted sub-agents across Pakistan, and our sales team responds to every query — reservations, ticketing, refunds, hotel bookings, Umrah arrangements, and insurance — within 5 to 10 minutes. It's this combination of scale, technology, and genuinely fast human service that has made Crown Group "The Name of Confidence" for over three decades.

LEADERSHIP

Mr. Iqbal Butt (Late)
Founder, Crown Group

Ahsan Iqbal
CEO, Crown Group

Mohsin Iqbal
CEO, Crown Group

Muhammad Imtiaz
Managing Director

LEADERSHIP MESSAGES

Ahsan Iqbal — CEO

At Crown Group, our journey since 1989 has been defined by a singular purpose: to bridge the gap between Pakistan and the world through seamless travel experiences. As Chief Executive Officer, I am proud of our evolution into a trusted IATA-accredited agency that prioritizes integrity, professionalism, and client satisfaction above all else. Our growth is a testament to our commitment to excellence in corporate travel and religious pilgrimage facilitation.

Muhammad Imtiaz — Managing Director

Since 1989, I have been incredibly proud of Crown Group's progress. We have evolved from a single branch to a renowned group, expanding our reach across the nation while earning the trust and respect of our clients. At Crown Group, we hold our core values in high regard — our unwavering commitment to exceptional customer service, flexibility, and performance optimization ensures that every client's expectations are exceeded. Total customer satisfaction remains the only formula for success in this competitive industry.

GROUP OFFICES

Mirpur — Azad Kashmir



Crown Travels (Head Office)

Ph: 05827-444424, 442844, 445689

Mobile: 0314-5415388

Email: info@crowngroup.pk

Address: Said Plaza, M.M Road, Mirpur, AK



Shaukat Travel (PSA – PIA)

Ph: 05827-445689, 442945, 439434

Mobile: 0333-5844555

Email: shaukattravel@yahoo.com

Address: Said Plaza, M.M Road, Mirpur, AK



Crown Travels — Branch Office

Ph: 05827-445447, 443370, 445441

Mobile: 0302-8509177

Email: waheedhameed786@hotmail.com

Address: 21-C, Opp. Municipal Corporation, Allama Iqbal Road, Mirpur, AK

Islamabad & Rawalpindi



Silkways Travel & Tours (IATA)

UAN: (051) 111 380 777

Mobile: 0302-8505375

Email: info@silkwaystravel.com

Address: Block 6, Melody Market, Plot 8, 1st Floor, G-6, Islamabad



Crown Aviation Services (IATA)

Ph: 051-5566191-5, 197-198

Mobile: 0331-8524777

Email: info@crowngroup.pk

Address: Office 202, 2nd Floor, Rawal Trade Center, 40L, Haider Road, Saddar, Rawalpindi Cantt.

BUSINESS PARTNERS IN PAKISTAN

Airlines

- Pakistan International Airlines
- Emirates Airlines
- Etihad Airways
- Saudi Arabian Airlines
- Kuwait Airways
- Turkish Airlines
- Oman Air
- Qatar Airways
- Gulf Air
- Air Arabia
- Fly Dubai
- Airblue
- Serene Air
- Air Sial
- Thai Airways

Corporate

- Mobilink
- Saab International
- Standard Chartered Bank
- N.D.U
- Islamic Relief Funds
- Ministry of Foreign Affairs
- Lead Pakistan
- L.M.K.R
- Ministry of Higher Education
- Ministry of Petroleum
- Islamic University
- P.M.A
- F.F.C
- G.H.Q
- Bahria Town

We have the privilege of ticket stock from all major international carriers.

CUSTOMER SERVICE PORTFOLIO

- 24/7 reservation and ticketing service
- Pro-active travel consultants & dedicated account managers
- Business travel scheduling and tailor-made personal travel — innovative & competitive pricing
- Travel consultants with 24-hour online access
- Free document delivery within city limits
- Comprehensive, exclusive travel insurance
- Exclusive online hotel reservation system spanning 8,000+ hotels worldwide, with instant confirmation and pre-paid voucher facility
- Cruises, coach tours, car rentals, and other leisure services
- Facilitation of baggage for Hajj and Umrah pilgrims
- Worldwide rail reservations and ticketing
- Customized financial reporting through our latest financial software

Note: Applicable fees, related expenses, or nominal service charges apply for some services.

SERVICE STANDARDS

Around 80% of Crown Group's business comes through trusted sub-agents across Pakistan, who reach us by email, phone, and WhatsApp for everything from reservations and ticketing to refunds, hotel bookings, Umrah arrangements, and insurance. Fast, reliable response is central to how we operate.

Our Commitments

- Client queries are addressed within 5–10 minutes during working hours
- Every traveler receives a comprehensive itinerary for their booking
- Comparison quotes detailing cheaper options are provided upon request
- All reservations follow the client's company travel policy
- Written confirmation is sent for every booking

Service Timings & Availability

- Working week: Monday to Saturday, 9:00 AM – 6:00 PM
- Weekly holiday: Sunday
- 24-hour support available after office hours and on holidays
- Designated team members remain reachable by mobile for urgent inquiries

HAJJ & UMRAH SERVICES

Crown Group is one of the most trusted names in Hajj & Umrah services in Pakistan, with a distinct reputation for providing the highest level of service to pilgrims.

Our Hajj & Umrah services are always focused on our clients' needs and satisfaction. Every year, we help thousands of pilgrims fulfil their journey with ease. Our experienced team — based in both Pakistan and Saudi Arabia — is committed to ensuring every aspect of the Umrah journey is executed flawlessly, so pilgrims can travel with complete peace of mind.

By carefully selecting the best hotels in Makkah & Madinah and arranging seamless air travel and transport, we make sure every client's journey is as relaxing as it can be.

CROWN HOLIDAYS

Tour, Visa & Hotel Services — One-Window Operation for All Your Holiday Needs

Crown Holidays is focused on becoming a leader and trendsetter — providing customers and industry partners with a significantly improved approach to holiday planning, backed by strong product range and technology.

Our operations are fully automated across reservation, ticketing, and accounting — covering holidays, car rentals, visas, and hotel bookings for both corporate accounts and walk-in customers, all under one roof.

B2B TRAVEL PORTAL

Crown Travels has operated as a consolidator since 1989, providing travel agents with access to international, domestic, and low-cost carriers. Through the Crown Group B2B Travel Deck, our cutting-edge technology empowers 300+ travel agents nationwide to grow into professional operators and sell tickets with confidence.

Our portal offers dual GDS integration (Travelport & Sabre), web fares for PIA (HITIT), Air Arabia, FlyJinnah, and Airblue, plus NDC access for Qatar Airways, Saudi Airlines, Etihad Airways, and Emirates.

- Import & monitor your own CRS bookings
- Online booking cancellation
- Add your own markup & profit
- Print air tickets with your own logo
- Online bank transfer & account management
- Payment options through all major banks in Pakistan

Our highly trained team is committed to seamless service for every customer — serving the travel community from 3 branch offices, backed by a 24x7 customer support center.

AWARDS & RECOGNITION

Crown Group's performance is regularly recognized by our airline and industry partners. A selection of recent awards:

Year	Award	Presented By
2026	Top Agent Award	Emirates Airlines
2026	Best Cooperation Award	Air China
2025	Outstanding Performance Award	China Southern Airlines
2025	Top Performer Award	FlyJinnah
2025	Certificate of Appreciation	Airblue
2024	Certificate of Appreciation	Airblue
2024	Performance Award (Langkawi)	FlyDubai