



CROWN GROUP

THE NAME OF CONFIDENCE

— CORPORATE PROFILE —



CUSTOMER FIRST

Our customers are at the heart of everything we do.



INTEGRITY

Honesty, transparency and ethical practices define us.



EXCELLENCE

We are always committed to deliver quality and excellence.



PARTNERSHIP

Building strong relationship on trust and mutual growth.



GLOBAL VISION

Connecting people and places with a worldwide perspective.

CONNECTING
DESTINATIONS

CREATING
EXPERIENCES

DELIVERING
CONFIDENCE

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CROWN GROUP — OVERVIEW

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 of two IATA-approved travel agencies — Silkways Travels & Tours (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 Portal 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. It is this combination of scale, technology, and genuinely fast human service that has made Crown Group "The Name of Confidence" for over three decades.

CROWN GROUP LEADERSHIP

Crown Group is guided by a leadership team that combines the legacy of its founder with a new generation of professional leadership, technology, and business development. Together, the leadership team oversees the Group's strategic direction, operational excellence, customer relationships, technology infrastructure, and continued growth.



Muhammad Iqbal Butt (Late)
FOUNDER — CROWN GROUP



Ahsan Iqbal
CEO — CROWN GROUP



Mohsin Iqbal
COO — CROWN GROUP



Mohammad Imtiaz
MD — CROWN GROUP

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 the 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.



Mohsin Iqbal
COO

Operational excellence is about turning our vision into a consistent experience for every client and partner. My focus is on strengthening our people, systems, and processes as Crown Group continues to grow. We are continuously improving our technology and service standards to make every interaction faster, simpler, and more reliable. By empowering our teams and embracing innovation, we aim to deliver the efficiency of a modern travel company while preserving the trust and personal service that define Crown Group.



Mohammad Imtiaz
MANAGING DIRECTOR

Managing the diverse operations of Crown Group across Pakistan requires a balance of strategic vision and operational precision. We have built robust partnerships with global airlines and service providers to ensure that our clients receive not just a ticket, but a comprehensive travel solution. Our focus remains on innovation and reliability, ensuring that every traveler who chooses Crown Group experiences the highest standards of corporate ethics and spiritual care.

GROUP OFFICES



Crown Travels (HEAD OFFICE)

Said Plaza, M.M. Road, Mirpur, Azad Kashmir
05827-444424 | WhatsApp: 0335-8524777



Silkways Travel & Tours (IATA)

Block #6, Melody Market, Plot No. 8, First Floor, G-6, Islamabad
(051) 111 380 777 | WhatsApp: 0336-8524777



Crown Aviation Services (IATA)

Office #202, Second Floor, Royal Trade Center, 40-L, Haider Road, Saddar, Rawalpindi Cantt.
051-5566191-5 | WhatsApp: 0331-8524777



Shaukat Travels (PSA – PIA)

Said Plaza, M.M. Road, Mirpur, Azad Kashmir
05827-444568, 442945, 439434



Crown Travels (BRANCH OFFICE)

21-C, Opposite Municipal Corporation, Allama Iqbal Road, Mirpur, Azad Kashmir
05827-445447, 443370, 445441

A nationwide network serving our clients and business partners with confidence.

BUSINESS PARTNERS IN PAKISTAN

Our network of airline, corporate and institutional partners reflects the confidence placed in Crown Group for dependable travel management and professional service.

✈ AIRLINE PARTNERS

- Pakistan International Airlines
- Emirates Airlines
- Etihad Airways
- Saudi Arabian Airlines
- Kuwait Airways
- Turkish Airlines
- Oman Air
- Qatar Airways
- Gulf Air
- Air Arabia
- flydubai
- Airblue
- Serene Air
- AirSial
- Thai Airways

◆ CORPORATE & INSTITUTIONAL PARTNERS

- 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

Trusted partnerships. Reliable access. Professional service



CUSTOMER SERVICE PORTFOLIO

A comprehensive range of services designed around convenience, responsiveness and dependable travel support.

TRAVEL & RESERVATION

- **24/7 Reservation & Ticketing**
Round the clock services
- **Worldwide Rail**
Reservations and ticketing facilitation
- **Business & Personal Travel**
Business travel scheduling and tailor-made personal travel — innovative & competitive pricing

◆ TRAVEL SUPPORT & CONVENIENCE

- **Dedicated Travel Consultants**
Proactive travel consultants & dedicated account managers
- **Document Delivery**
Free document delivery within city limits
- **24-Hour Online Access**
Travel consultants with 24-hour online access
- **Hotels Worldwide**
Exclusive online hotel reservation system spanning 8,000+ hotels worldwide, with instant confirmation and pre-paid voucher facility

◆ SPECIALIZED & LEISURE SERVICES

- **Travel Insurance**
Comprehensive, exclusive travel insurance
- **Leisure Travel**
Cruises, coach tours, car rentals, and other leisure services
- **Hajj & Umrah Assistance**
Facilitation sacred journey for Hajj and Umrah pilgrims
- **Financial Reporting**
Customized financial reporting through our latest financial software

SERVICE COMMITMENT

Professional support, responsive service, and practical travel solutions — from reservation to journey completion.

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 at the core to how we operate.

OUR COMMITMENTS

- Client queries are addressed within the defined SLA's
- Every traveler receives a comprehensive itinerary for their booking
- Comparison quotes detailing competitive 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

Fast response. Clear communication. Consistent service.



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.



OUR SERVICES

- Visa Processing**
End-to-end assistance with Umrah visa applications and documentation guidance.
- Flight Ticketing**
Strategic flight options and schedules, supported by strong relationships with leading airlines.
- Hotel Accommodation**
Carefully selected hotels in Makkah & Madinah across different comfort levels.
- Ground Transport**
Reliable transportation between airports, hotels, and key locations.

GUIDING YOU THROUGHOUT THE JOURNEY

Dedicated Pakistan-based support • On-ground coordination in Makkah & Madinah • Assistance throughout your journey
Supporting pilgrims with care, coordination, and complete peace of mind.

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.



FEATURED HOLIDAY DESTINATIONS

TURKEY

Istanbul, Cappadocia and the Mediterranean — a blend of history, culture, natural beauty and unforgettable experiences.

DUBAI

The UAE's iconic attractions, desert safaris, Dhow Cruises and major leisure destinations, with visa processing support.

SINGAPORE | MALAYSIA | THAILAND

A seamless Southeast Asian journey combining Kuala Lumpur, Genting Highlands, Sunway Lagoon and Thailand's island beaches.

AZERBAIJAN

Baku's modern skyline, Silk Road heritage, Caspian Sea landscapes and a rich, layered history.

One destination. One coordinated plan. One trusted travel partner.

Crown Group — professional holiday planning, hotel and visa facilitation.



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 technology empowers more than 300 travel agents nationwide to grow into professional operators and sell tickets with confidence.

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

The portal enables agents to book and monitor their own reservations, cancel reservations online, print tickets with their own logo and contact details through White Labeling, and access real-time fares across GDS, Web Airlines, and NDC content.



BUILT FOR PROFESSIONAL TRAVEL AGENTS

01 GDS

Travelport + Sabre

02 WEB AIRLINES

PIA • Air Arabia • Flyjinnah • Airblue

03 NDC

Qatar • Saudi • Etihad • Emirates

04 B2B NETWORK

300+ partner agents nationwide

Technology that puts professional travel distribution in your hands.

Seamless access • Real-time content • Professional B2B support

AWARDS & RECOGNITION

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

RECOGNITION FROM LEADING AIRLINE & INDUSTRY PARTNERS



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



2025
Performance Award (Langkawi)
Flydubai

A record of performance, partnership and continued trust.

We value every recognition as a reflection of the relationships we build with our airline and industry partners.