

E-Commerce



Global Context

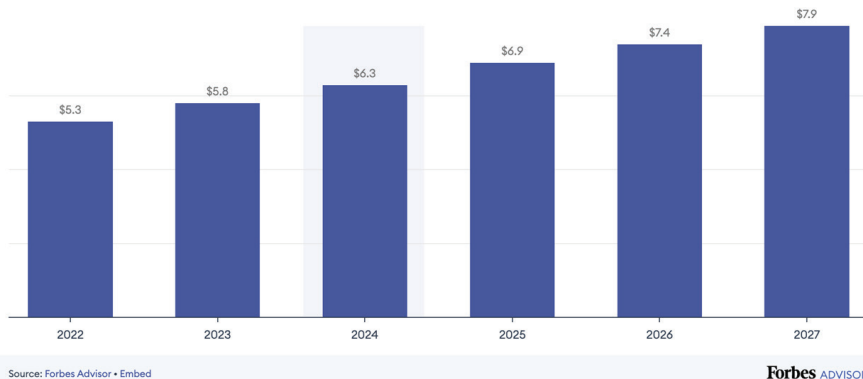
The e-commerce sector has undergone a revolutionary transformation over the past decade, redefining the global retail landscape at an unprecedented pace. In 2014, global e-commerce sales stood at a modest USD 1.3 trillion.¹ Fast forward to 2024, and this figure has skyrocketed to an estimated USD 6.09 trillion, and forecast to reach USD 8.09 trillion by 2028.² This explosive growth has outpaced even the most optimistic projections, with e-commerce now accounting for more than 20% of all retail sales worldwide.³ This is a historic milestone – in short, a little more than one in every five dollars spent on retail is spent on the Internet. By 2026, e-commerce is set to take 24% of the global business.



The e-commerce industry is a force that no investor can afford to ignore Cusha Sherlock. – **Credit Suisse**



The Growth in Retail E-commerce sales Worldwide 2022-2027 (in trillions)

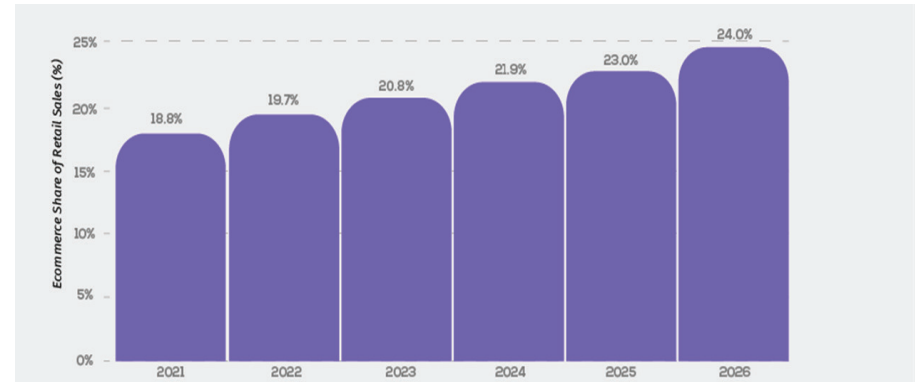


¹ Miglani, J. (2024). Global Retail E-Commerce Sales Will Reach \$6.8 Trillion By 2028. Forrester. Retrieved from <https://www.forrester.com/blogs/global-retail-e-commerce-sales-will-reach-6-8-trillion-by-2028>

² Global Ecommerce Sales Growth Report [Updated Oct 2024] - Shopify. (2025, March 11). Retrieved from <https://www.shopify.com/blog/global-ecommerce-sales>

³ Ecommerce Share of Retail Sales (2022–2028) [Oct '24 Update]. (2025, March 11). Retrieved from <https://www.woberlo.com/statistics/ecommerce-share-of-retail-sales>

E-commerce Share of Retail Sales (2021-2026)



Global ecommerce sales grew 8.4% in 2024, the second-fastest annual increase between 2022 and 2028. China, the world's top exporter, also leads in ecommerce, with USD 1.26 trillion in online sales in 2023. Along with the U.S., these two markets accounted for over USD 2.32 trillion in sales, with more than half of the top 10 ecommerce companies hailing from either country. The US ecommerce market share is forecast at 16.2% in 2024, with Amazon accounting for more than 40% of total online sales.⁴

The COVID-19 pandemic served as a primary catalyst, accelerating e-commerce adoption by an estimated five years.⁵ However, beyond the pandemic, the growing presence of mobile phone technology continues to drive online shopping. In 2024, the number of online shoppers was estimated to rise 2.7% to 2.71 billion shoppers, with mobile commerce sales projected to reach USD 2.07 trillion, up from USD 1.71 trillion in 2023.

Influencer culture has also become a powerful force in e-commerce, with social media influencers shaping consumer behavior and purchasing decisions by leveraging trust, reach, and creativity to promote products and brands.

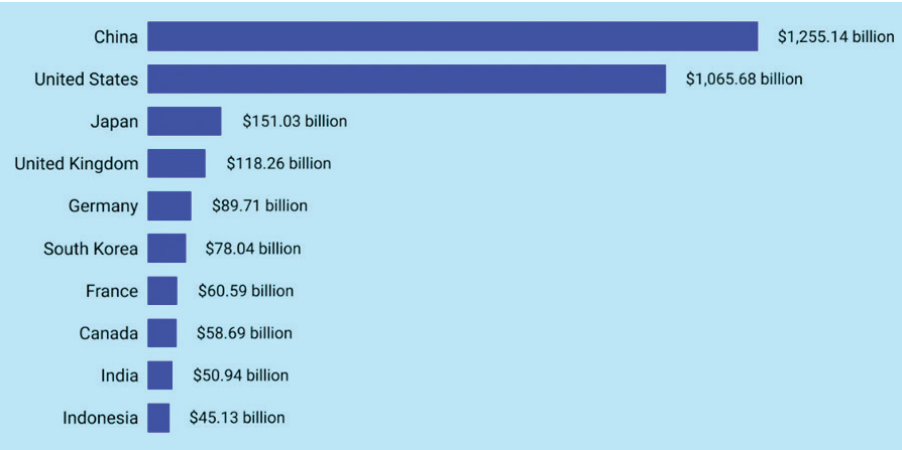


Ecommerce isn't the cherry on the cake, it's the new cake.
– Jean-Paul Agon, Chairman, L'Oréal.

⁴ Ecommerce Share of Retail Sales (2022–2028) [Oct '24 Update]. (2025, March 11). Retrieved from <https://www.woberlo.com/statistics/ecommerce-share-of-retail-sales>

⁵ Baig, A., Hall, B., Jenkins, P., Lamar, E., & McCarthy, B. (2020). The COVID-19 recovery will be digital: A plan for the first 90 days. McKinsey & Company. Retrieved from <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-covid-19-recovery-will-be-digital-a-plan-for-the-first-90-days>

Top Ecommerce Markets (2023)



The World’s Top Five Online Stores

The global ecommerce landscape is dominated by five major players, each leveraging unique strategies and market strengths to achieve substantial sales volumes.

Amazon

Leading the global ecommerce market, Amazon reported net sales of USD 638.0 billion in 2024.⁶



Amazon's dominance in e-commerce is undeniable, accounting for near 40% of the US ecommerce market, with over 300 million active customers, 1.5 million employees, and a staggering 18.5 orders shipped per second.

Founded in 1994 by Jeff Bezos, Amazon has evolved from an online bookstore into a comprehensive online marketplace, offering products ranging from electronics to apparel. Its customer-centric approach, exemplified by services like Amazon Prime, has fostered strong brand loyalty. Additionally, Amazon Web Services (AWS) has positioned the company as a leader in cloud computing, contributing significantly to its revenue.

JD.com

China's JD.com (known as Jingdong) follows in second place with net sales reaching RMB 1,158.8 billion (USD 158.8 billion), a 6.8% increase from 2023.⁷ JD.com is China's largest retailer by revenue, and ranks 47 on Fortune Global 500. It is one of the two massive business-to-consumer (B2C) online retailers in China by transaction volume and revenue, and is a major competitor to Alibaba-run Tmall.

Established in 1998 as a magneto-optical store, JD.com has become one of China's largest B2C online retailers. The company's commitment to authenticity and quality, coupled with its own extensive logistics network, ensures rapid delivery and customer satisfaction.

JD.com's investments in high-tech and AI delivery systems, including drones and robots, set it apart in the ecommerce sector. The company has also developed its own payment system, JD Pay, which allows customers to make payments using their mobile phones.

Walmart

Walmart's online platform, walmart.com, reported net sales of USD 65.4 billion in 2024, capturing 37% of online grocery sales, and accounting for 18% of Walmart's global sales.⁸

The retail giant has effectively integrated its vast network of physical stores with its online presence, enhancing delivery efficiency.

Walmart's stores now function as delivery hubs, enabling the company to deliver millions of items on the same day, including groceries. In the past year, Walmart delivered five billion items on the same day, up from 2023.⁹ This strategy has positioned Walmart as a significant challenger to Amazon's ecommerce dominance.

Apple

Apple's online store, apple.com, had an estimated net sales of USD 50 billion in 2024.¹⁰ Renowned for its innovative products like the iPhone, iPad, and Mac computers, Apple seamlessly integrates hardware and software to provide a cohesive user experience. The company's strong brand loyalty and premium product offerings have solidified its position in the global ecommerce market.

Shein

Fast-fashion retailer Shein had estimated sales of USD 50 billion in 2024.¹¹ Founded in China, Shein has rapidly expanded its global presence, particularly among younger consumers seeking affordable and trendy clothing. The company's agile supply chain and data-driven product selection allow it to quickly respond to fashion trends, offering a vast array of products at competitive prices. In the UK, Shein doubled its profits, achieving pre-tax profits of USD 24.4 million and revenue of USD 1.55 billion, outpacing competitor Boohoo.

⁶ Amazon revenue 2024 | Statista. (2025, March 11). Retrieved from <https://www.statista.com/statistics/266282/annual-net-revenue-of-amazoncom>

⁷ JD.com Announces Fourth Quarter and Full Year 2024 Results, and Annual Dividend | JD.Com, Inc. (2025, March 11). Retrieved from <https://ir.jd.com/news-releases/news-release-details/jdcom-announces-fourth-quarter-and-full-year-2024-results-and>

⁸ Walmart's eCommerce global sales by division 2024 | Statista. (2025, March 11). Retrieved from <https://www.statista.com/statistics/1109330/walmart-e-commerce-sales-by-division-worldwide>

⁹ Nassauer, S. (2025). How Walmart Built the Biggest Threat Amazon Has Faced. WSJ. Retrieved from <https://www.wsj.com/business/retail/walmart-e-commerce-amazon-competitor-b7fe1cd5>

¹⁰ Fatima, Nashra. Inside Apple Revenue: Latest Sales Figures and Key Insights (2025, March 11). ECDB. Retrieved from <https://ecommerceadb.com/insights/inside-apple-revenue-latest-sales-figures-and-key-insights/4992>

¹¹ Shein Revenue and Usage Stats for 2025. (2025, January 30). Retrieved from <https://backlinko.com/shein-stats>

The Global VC Landscape

The e-commerce sector's meteoric rise has not been immune to market forces. Recent years have witnessed a recalibration in the venture capital (VC) landscape. After reaching a fever pitch in 2021, with global e-commerce VC funding hitting a record USD 139 billion across 1,165 deals, 2022 and 2023 saw a notable cooling.¹² The total value of VC investments in e-commerce startups globally has plunged by 63% YoY to USD 11.2B in 2023.

This slowdown reflects broader macroeconomic challenges, including inflationary pressures, geopolitical tensions, and a general tightening of

capital markets. The frenzied pace of exits through initial public offerings and mergers and acquisitions that characterized 2021 – when e-commerce IPOs raised over USD 100 billion globally – has given way to a more cautious approach.

As we look ahead to 2025 and beyond, industry experts anticipate a revival in VC activities and exit opportunities. This projected resurgence is expected to usher in a new era of innovation, particularly in emerging technologies like augmented reality shopping, voice commerce, and blockchain-based supply chain solutions.



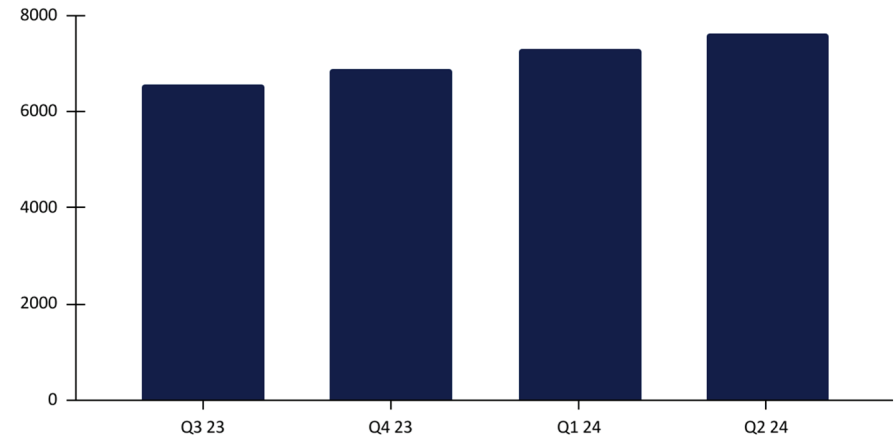
E-Commerce in Pakistan: A Growing Digital Frontier

The State Bank of Pakistan's annual payment review reveals a consistent increase in the number of e-commerce merchants registered with scheduled banks, approaching 8,000 as of March, 2024.¹³ This upward

trend indicates the growing formalization of the e-commerce sector in Pakistan, as more businesses integrate into the regulated financial ecosystem.

E-commerce Merchants on an Upward Trend

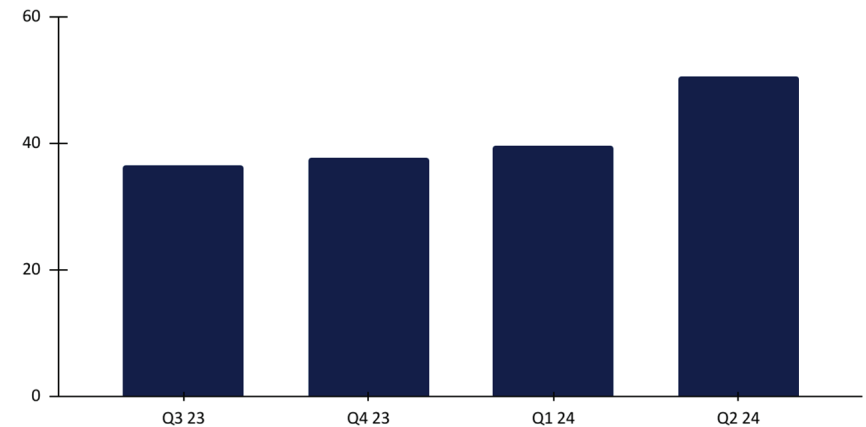
E-commerce Merchants Registered with Banks



Source: State Bank of Pakistan

E-commerce Transactions

Value (In Billions)



Source: State Bank of Pakistan

¹² Insights, C. B. (2022). State Of Venture 2021 Report. CB Insights Research. Retrieved from <https://www.cbinsights.com/research/report/venture-trends-2021>

¹³ State Bank of Pakistan. Payment Systems Review: 2nd Quarter of Fiscal Year 2023-24. Karachi, 2024. <https://www.sbp.org.pk/psd/pd-f/PS-Review-Q2FY24.pdf>.

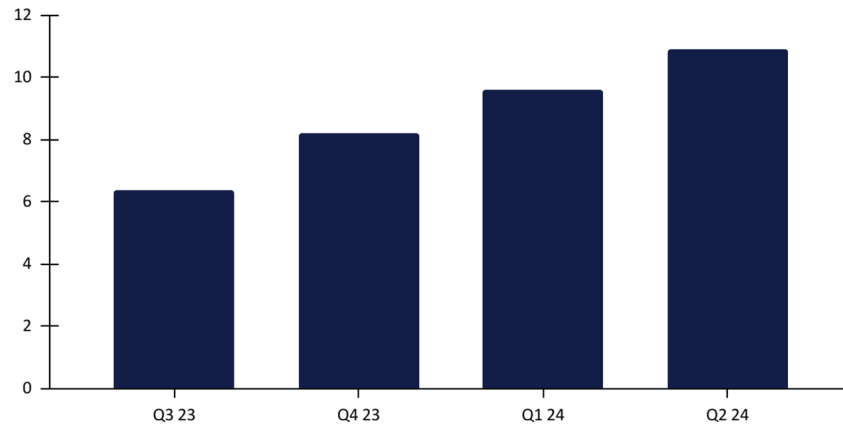
⁹ Pakistan Telecommunication Authority. (2024). Annual report 2024. https://pta.gov.pk/assets/media/pta_ann_repport_29-01-2024.pdf

¹⁰ PromiAD. (2024). Social Media in Pakistan is evolving - 2024 Trends - PromiAD. PromiAD. Retrieved from <https://promiad.com/social-media-in-pakistan-is-evolving>

¹¹ PromiAD. (2024). Social Media in Pakistan is evolving - 2024 Trends - PromiAD. PromiAD. Retrieved from <https://promiad.com/social-media-in-pakistan-is-evolving>

E-commerce Transactions

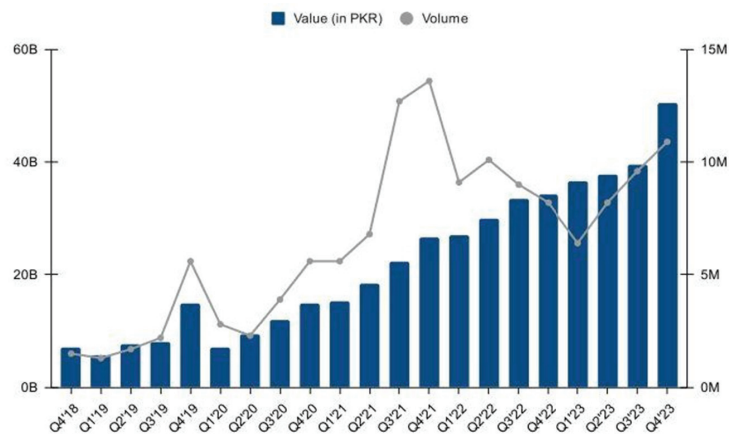
Value (In Millions)



Source: State Bank of Pakistan

These figures underscore the increasing integration of e-commerce into Pakistan's broader economic fabric and highlight the sector's potential for continued expansion. The correlation between e-commerce

growth and the development of digital payment infrastructure suggests a symbiotic relationship that is likely to drive further innovation and adoption in both areas.



Source: State Bank of Pakistan

VC Activity

Over the past five years, e-commerce has established itself as one of the most significant sectors in Pakistan's startup landscape, accounting for an impressive 46.4% of total funding and 21.2% of all deals. This dominance underscores the sector's potential and the confidence it has inspired among investors. However, the e-commerce sector in Pakistan, much like its global counterparts, faced significant headwinds in 2023. The year saw a dramatic contraction in investment, with total funding plummeting to USD 26.1 million across just five deals. This figure represents a mere fraction of the investment levels observed in the preceding two years and marks a retreat even below 2020 levels in terms of deal volume.

Despite this short-term turbulence, a longer-term perspective reveals that both average and median deal sizes in Pakistan's e-commerce sector remain elevated compared to historical norms. This resilience is partly attributable to a handful of outsized rounds in recent years, such as those secured by Retailo, which have skewed the overall figures upward.

When examining the allocation of capital within the e-commerce sector over the past five years, a clear pattern emerges. More than one-third of all investment has flowed into startups operating in the groceries vertical. This category encompasses B2B marketplaces such as Bazaar, Dastgyr, and Retailo, which initially focused on supplying FMCG products to kiriyana stores (local convenience stores) before expanding their offerings.

The quick commerce segment has also attracted significant investor interest, securing USD 111.3 million in funding. This figure was largely driven by Airlift's substantial capital raises before its eventual closure. Startups offering a diverse range of products, classified under the "general" category, have captured 27.6% of the total funding in the sector. The remaining 7.2% of investment, amounting to USD 28.5 million, has been distributed among various niche verticals.

In terms of deal volume, the groceries vertical has maintained its dominant position, accounting for 34.5% of all e-commerce deals since 2019. Quick commerce startups have secured the second-highest number of deals, followed by those in the general and social commerce categories. However, unlike the concentration seen in funding amounts, the distribution of deals across different e-commerce verticals has been notably more diverse. A particularly interesting trend is the emergence of a long tail of niche e-commerce verticals. Collectively categorized as "Other," these specialized segments—ranging from beauty and wellness to software tools for e-commerce operations—have accounted for 23 deals between 2019 and 2023, representing a significant 41.8% of the total deal volume. This diversification suggests a maturing ecosystem where entrepreneurs are identifying and addressing specific market needs beyond the broader, more established e-commerce categories.

¹² DataReportal - Global Digital Insights. (2025, March 05). DataReportal - Global Digital Insights. Retrieved from <https://datareportal.com/reports/digital-2024-pakistan>

¹³ Overview and key findings of the 2023 Digital News Report. Retrieved from <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023/dnr-executive-summary>

¹⁴ Influencer Advertising - Pakistan | Market Forecast. Retrieved from <https://www.statista.com/outlook/amo/advertising/influencer-advertising/pakistan>

Challenges and Opportunities

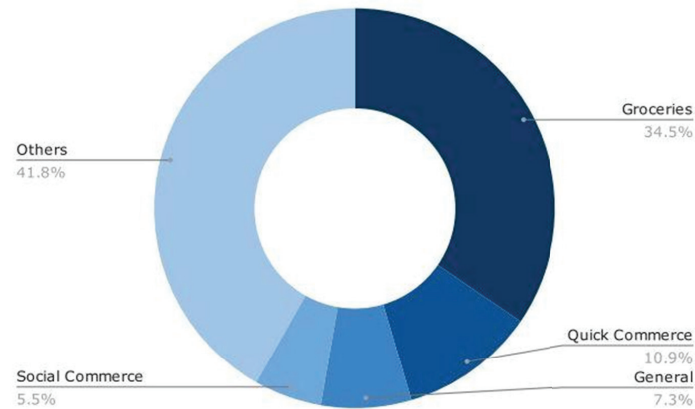
While the e-commerce sector in Pakistan shows promising growth, it faces several challenges that must be addressed to ensure sustained development. Infrastructure limitations, including inconsistent Internet connectivity and logistical hurdles, continue to pose obstacles to seamless e-commerce operations. Additionally, building consumer trust in online transactions and digital payment systems remains an ongoing process.

However, these challenges also present significant opportunities for innovation and investment. The development of last-mile delivery solutions, the implementation of secure and user-friendly payment gateways, and the creation of localized e-commerce platforms tailored to Pakistani consumers' needs are all areas ripe for entrepreneurial activity and venture capital investment.

As Pakistan's digital infrastructure continues to evolve and smartphone penetration increases, the addressable market for e-commerce is set to expand dramatically. This growth potential, combined with the country's young and increasingly tech-savvy population, positions Pakistan's e-commerce sector as an attractive prospect for both local and international investors.

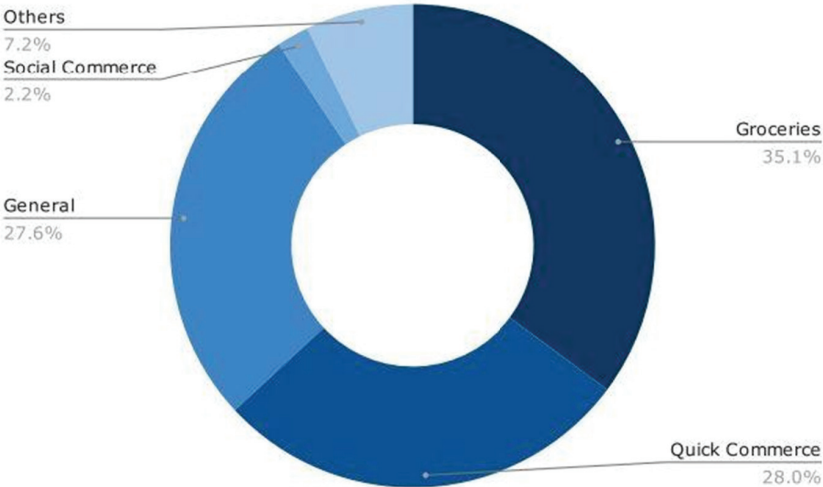
In conclusion, while the e-commerce landscape in Pakistan reflects some of the global headwinds facing the sector, it also demonstrates remarkable resilience and potential for growth. As the market matures and adapts to changing economic conditions, e-commerce is poised to play an increasingly central role in Pakistan's digital economy, offering exciting opportunities for entrepreneurs, investors, and consumers alike.

E-Commerce| Category-Wise Deal Count



Source: State Bank of Pakistan

E-Commerce| Category-Wise Deal Count



Source: Data Darbar Research



The Rise of E-commerce Escrow in Pakistan

Pakistan's e-commerce sector has experienced remarkable growth in recent years, establishing itself as the 46th largest market globally, with revenues reaching USD 5.2 billion in 2023.¹⁴ This surge is driven by factors such as a burgeoning middle class, widespread smartphone and internet usage, and strong government support. Projections indicate a compound annual growth rate (CAGR) of 5.92% from 2024 to 2029, with revenues expected to reach USD 6.711 billion by 2029.

The rise of social commerce is another notable trend. As of 2024, Pakistan had 71.7 million active social media users, providing a robust foundation for social commerce. Statista predicts that social commerce revenue will reach USD 14.74 million by the end of 2024, marking a significant 30% year-on-year growth.

The Pakistani e-commerce market is heavily reliant on cash on delivery (COD), accounting for over 90% of transactions. This preference for COD creates numerous challenges for sellers, including increased risk of no-response orders, delayed cash flow cycles, and logistical and security concerns, especially for high-value items. A growing alternative to COD is online fund transfers, which benefit sellers by providing upfront payment without security risks. However, this method poses significant risks for customers, as there is little recourse in cases of seller default or fraud. Social media platforms are rife with complaints about online stores

disappearing after receiving payments, highlighting the lack of consumer protection in these transactions.

The primary obstacle to wider adoption of digital payments in e-commerce is a profound lack of trust among consumers. Most customers opt for COD due to fears of fraud and non-delivery associated with online purchases. Addressing this trust deficit is crucial for the growth and sustainability of digital payments in Pakistan's e-commerce sector. Digital payment escrow services offer a promising solution to this trust problem. By acting as a neutral intermediary between buyers and sellers, these services can mitigate risks, ensure payment security, and provide dispute resolution mechanisms. Escrow services have successfully addressed similar trust issues in global e-commerce markets, facilitating both B2B and B2C transactions and enabling access to international markets.



Tajir

Tajir, established in 2018 by brothers Babar and Ismail Khan, is Pakistan's pioneering app-based retail platform designed to streamline inventory procurement for small businesses, particularly mom-and-pop stores. The platform offers 24/7 ordering, next-day delivery, and real-time price transparency, enabling retailers to restock efficiently without the need for investment in sales or logistics. Operating primarily in Lahore, Tajir has become a crucial link for retailers seeking convenient product sourcing.

Tajir has garnered significant attention from reputable media outlets, including Geo News, Forbes, and TechCrunch, for its innovative approach to retail distribution in Pakistan. These features highlight Tajir's role in transforming traditional retail practices through technology. Additionally, Tajir has attracted investments from prominent venture capital firms such as Y Combinator, Golden Gate Ventures, and Fatima Gobi Ventures, underscoring its credibility and growth potential in the market.

In terms of funding, Tajir has raised a total of USD 18.9 million over three rounds, with the latest being a \$17 million Series A round in June 2021. This financial backing has facilitated the expansion of its services, allowing the company to serve a growing



number of retailers across Pakistan. Tajir's platform offers a diverse range of products, including beverages, rice, health and personal care items, snacks, packaged foods, and other grocery essentials, catering to the varied needs of its retail clients.

The platform's unique selling points include 24/7 ordering through its user-friendly app, ensuring retailers can place orders at their convenience. Next-day delivery services guarantee timely restocking, while real-time price transparency allows retailers to make informed purchasing decisions. By providing sales and logistics support for sellers, Tajir simplifies the supply chain, enabling retailers to focus on their core business operations without the complexities of inventory management.

Primary Products

► **Tajir App:** A user-friendly platform that enables retailers to order a wide range of products 24/7, with features like real-time price transparency and next-day delivery, streamlining the inventory procurement process.

¹⁴ Pakistan bestowed with broad prospects for e-commerce development - Daily Times. (2024, August 30). Retrieved from <https://daily-times.com.pk/1222236/pakistan-bestowed-with-broad-prospects-for-e-commerce-development/>

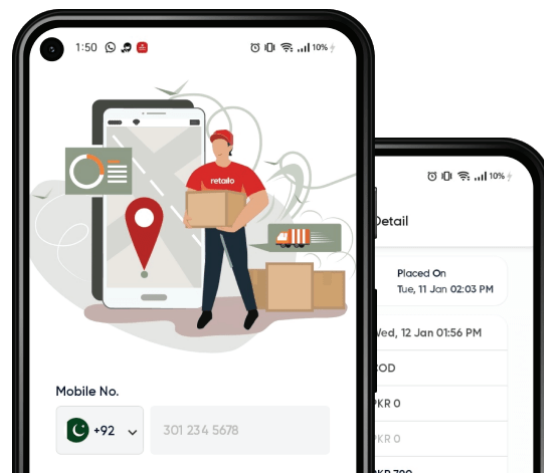


retailo

Retailo

Retailo is a startup dedicated to empowering small and medium-sized enterprises (SMEs) in the Middle East, North Africa, and Pakistan (MENAP) region by digitizing traditional trade. Through its B2B marketplace, Retailo streamlines the restocking process for retailers, allowing them to browse a diverse range of products, compare prices, and receive next-day deliveries. By integrating e-commerce and fintech solutions, Retailo creates seamless operations for community commerce, aiming to support 10 million SMEs across the region.

The company's success is bolstered by strong partnerships with major regional and global brands, including Mountain Dew, Saudia, Nova, Nestlé, Pringles, Vital Tea, and Indomie. These collaborations enable Retailo to offer a wide array of trusted products to the retailers they serve, enhancing the retail network within MENAP. By working with such iconic names, Retailo continues to strengthen its position in the region, empowering thousands of small businesses with access to essential goods.



Retailo has rapidly expanded its impact, serving over 50,000 retailers across more than 300 communities and processing over 1 million orders. The company has raised a total of \$45 million in funding, including a \$36 million Series A round led by Graphene Ventures, with participation from investors such as AgFunder and Shorooq Partners. citeturn0search4 Retailo's user-friendly app offers instant price comparisons and next-day delivery, addressing the needs of retailers and significantly improving their businesses.

Retailo's primary products encompass a broad spectrum of categories, including beverages like Mountain Dew and Nova, dairy products such as Saudia, instant noodles like Indomie, teas including Vital Tea and Teashop, snacks like Pringles and Al Batal, packaged foods from brands like National Foods and Nestlé, non-alcoholic beverages such as Holsten, and spices and condiments from Eastern and NBCC. This extensive product range ensures that retailers have access to a comprehensive selection of goods to meet consumer demands.

In addition to its marketplace, Retailo offers the Hisaab App, a fintech solution designed to help retailers manage their finances efficiently. The app automatically calculates balances, sends timely reminders, and assists users in staying on top of their finances

by recording all outstanding payments in one place. This integration of e-commerce and fintech solutions underscores Retailo's commitment to digitizing traditional trade and empowering SMEs across the MENAP region.

Primary Products

- **Retailo App:** A user-friendly platform that allows retailers to browse thousands of products, compare prices instantly, and receive next-day deliveries, streamlining the restocking process.
- **Hisaab App:** A fintech solution that helps retailers manage their finances by automatically calculating balances, sending reminders, and recording outstanding payments in one place. citeturn0search3





Plastic Bazar

Plastic Bazar is an innovative startup dedicated to promoting sustainability within the plastics industry by providing a comprehensive platform for buying and selling recycled plastic materials. Their mission is to reduce plastic waste and foster a circular economy, enabling businesses and individuals to access high-quality recycled products and contribute to environmental conservation. Through their efforts, Plastic Bazar aims to transform the perception and utilization of plastic waste.

As Pakistan's premier e-commerce platform for high-quality plastic products, Plastic Bazar offers a diverse range of items, including kitchenware, storage solutions, serveware, glassware, household essentials, kid's accessories, school and stationery items, and furniture. Their commitment to affordability, quality, and exceptional customer service ensures that each product meets rigorous standards. By providing convenient online shopping and fast shipping for orders over Rs. 2999, Plastic Bazar simplifies life for consumers while building lasting relationships through reliable service.

Plastic Bazar's unique selling points include 24/7 ordering through their user-friendly online platform, allowing customers to shop at their convenience. Their next-day delivery services ensure timely arrival of

products, enhancing customer satisfaction. Real-time price transparency enables informed purchasing decisions, while their sales and logistics support streamline the supply chain for sellers. By focusing on durable and functional designs, Plastic Bazar caters to the varied needs of its clientele, promoting sustainable consumption practices.

While specific awards and accolades for Plastic Bazar are not readily available, the company's dedication to sustainability aligns with global initiatives in the plastics industry. For instance, platforms like the Precious Plastic Bazar serve as community marketplaces for plastic recycling, promoting eco-friendly practices worldwide.



VCEELA

Vceela

Vceela is an innovative online marketplace dedicated to showcasing and selling handcrafted products made by artisans and artists across Pakistan. The platform offers a diverse range of unique items, including home decor, fashion apparel, and functional crafts, aiming to connect consumers with authentic, high-quality products while supporting local artisans and preserving cultural heritage. By providing a space for creativity and artistry, Vceela fosters a community where both artisans and buyers can thrive.

Vceela has received recognition for its commitment to promoting traditional craftsmanship and supporting local artisans. The platform has been featured in various media outlets, highlighting its unique offerings, including handmade jewelry, camel skin products, and vibrant truck art. Notably, Vceela was awarded a grant as part of the GSMA Innovation Fund for Mobile Internet Adoption and Digital Inclusion, funded by the Foreign, Commonwealth and Development Office (FCDO) and supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. This grant aims to increase mobile internet adoption and usage for underserved communities, enabling artisans to build their digital presence and access global markets.



Vceela currently collaborates with more than 50,000 artisans from 344 villages and cities across Pakistan, with 81% of these artisans being home-based women. The platform's unique selling points include providing artisans with access to local and international markets through an ICT-led e-commerce platform, allowing them to grow sustainable businesses through skill development, design consultation, viable partnerships, and market access. Vceela's mobile technology enables artisans to build their own digital presence, bridging the digital gap that often leaves them vulnerable to exploitation.

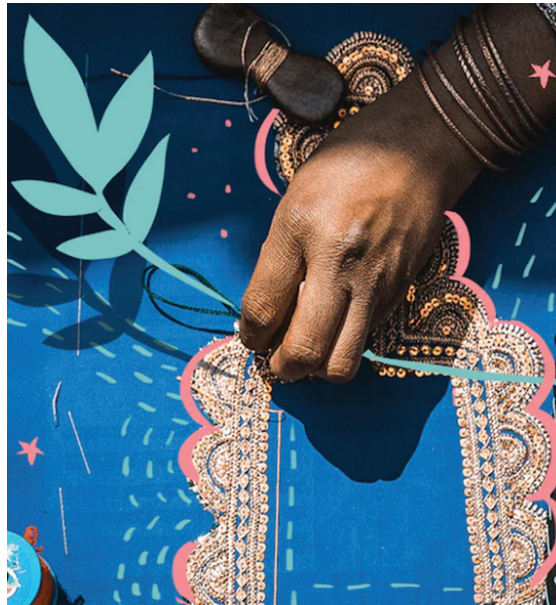
Vceela's primary products encompass a wide array of handcrafted items, such as jewelry, camel skin lamps, traditional ajrak textiles, truck art pieces, blue pottery, handcrafted footwear like khusas, home decor items, planters, bags, and unique gifts. Each product reflects the rich cultural heritage and craftsmanship of Pakistani artisans, offering consumers authentic and high-quality handmade items.



Polly & Other Stories

Polly & Other Stories is an online platform that offers a curated selection of unique, handmade products sourced directly from artisans and small businesses across Pakistan. Their catalog includes textiles, fashion accessories, toys, homewares, lifestyle products, gifts, art, and stationery, all reflecting local culture and craftsmanship. By integrating original designs with quality, the platform connects consumers with distinctive items while supporting the creative talent behind them.

Founded in 2015 by Amneh Shaikh Farooqui and Angela Braid, Polly & Other Stories has attracted investment from entities such as Invest2Innovate, R.I.S.E Artisan Fund, and WeRaise. These partnerships have enabled the platform to expand its reach and impact within the artisan community. Collaborating with a diverse community of artisans, designers,



artists, and entrepreneurs across Pakistan, Polly & Other Stories supports over 100 artisan groups, emphasizing ethical sourcing and fair trade practices. Their commitment to quality and creativity is evident in their limited edition collections and international shipping options, which have garnered attention for promoting local craftsmanship.

The platform's primary products encompass a wide array of handmade items, including clothing, homewares, art and prints, stationery, jewelry and accessories, footwear, and gifts. Each product is carefully selected to ensure it meets the brand's standards of quality and uniqueness, providing customers with items that celebrate individuality and self-expression.



Bag your favorite deals

Bagallery

Bagallery is an e-commerce platform specializing in beauty, fashion, and lifestyle products, offering a diverse range of authentic items, including skincare, cosmetics, fragrances, apparel, and accessories. Founded in 2017 and based in Karachi, Pakistan, the company focuses on providing customers with high-quality products that enhance everyday experiences.

In December 2021, Bagallery secured USD 4.5 million in a Series A funding round led by Zayn Capital, with participation from Lakson Investments and Hayaat Group, bringing its total funding to \$5.4 million. This investment has enabled Bagallery to expand its product offerings and enhance its online shopping experience.

Bagallery's product catalog includes a wide array of items such as clothing, bags, shoes, skincare, makeup, and body products for both men and women. The platform collaborates with over 500 brands, ensuring a comprehensive selection for its



customers. With a user-friendly website and efficient supply chain network, Bagallery delivers products to customers within 18-25 days, providing a convenient online shopping experience.

In addition to its extensive product range, Bagallery emphasizes customer satisfaction by offering excellent customer support and competitive pricing. The company's commitment to quality and authenticity has established it as a trusted name in Pakistan's e-commerce sector.



elo

GENUINE QUALITY SAVINGS

Export Leftovers

Established in December 2013, elo has rapidly ascended to become Pakistan's premier online clothing retailer. Starting with a modest two-member team, the company has expanded its operations significantly, now collaborating with over 100 factories across Pakistan, Bangladesh, China, and Vietnam.¹⁵ This extensive network has enabled elo to serve more than half a million customers since its inception.

Co-founded by Umar Qamar, elo was conceived to address the inefficiencies in Pakistan's garment industry, which produces approximately 5 million excess items annually due to operational challenges. Recognizing the potential in these surplus products, elo began by exporting these leftovers, effectively reducing waste and offering branded clothing at affordable prices to the local market.¹⁶

elo's website attracts over 400,000 unique visitors monthly, reflecting its strong online footprint. Launched in 2018, the elo mobile app has surpassed 1 million downloads on the Google Play Store, with users praising its convenience and user-friendly interface. Through strategic retargeting campaigns, elo has generated over 19,000 sales, resulting in approximately USD 170,000 in revenue, achieving a return on investment of 370%.



elo offers a diverse array of products, including men's, women's, and children's clothing, footwear, accessories, and home essentials. By partnering with elo, vendors can access millions of customers across Pakistan, leveraging elo's extensive delivery network that covers 100% of the country's serviceable areas. The company is committed to providing genuine branded merchandise at factory-direct prices, ensuring quality and affordability. Customers benefit from a 30-day, no-questions-asked return policy.

By capitalizing on excess production from textile exporters, elo has not only minimized waste but also provided affordable branded clothing to the Pakistani populace. This initiative has bridged the gap for middle and lower-income groups, allowing them access to quality apparel without financial strain. Additionally, elo's success has encouraged other sectors to explore similar models, contributing positively to Pakistan's economy.

¹⁵ elo has generated over 19,000 sales with Rontar retargeting ads. (2025, March 16). Retrieved from <https://www.rontar.com/case-studies/elo>

¹⁶ Khattak, M. (2021). Elo turned into Pakistan's top Shopify store. Startup Pakistan. Retrieved from <https://startuppakistan.com.pk/elo-turned-into-pakistans-top-shopify-store/>



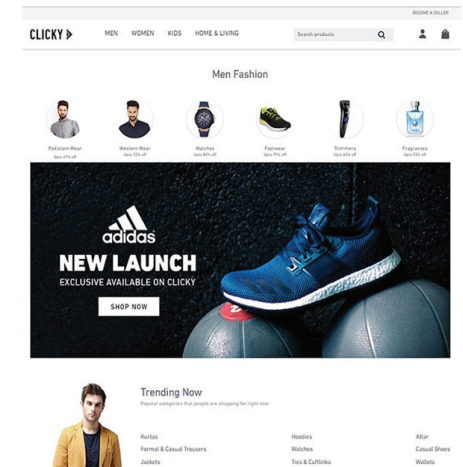
CLICKY >

Clicky

Clicky is an online shopping marketplace platform that provides a wide array of fashion clothing and accessories across various categories for men, women, and children. Founded in 2016 and based in Rawalpindi, Pakistan, the company enables customers to purchase products of their choice online and have them delivered directly to their doorstep.

In terms of funding, Clicky has raised a total of USD 3 million, with the latest round being a USD 2.3 million seed investment approximately three years ago. Investors include Asif Keshodia, Tricap Investments, CSHL, Souq.com, and Fatima Ventures.

Clicky's product offerings encompass a plethora of fashion clothing and accessories, catering to men, women, and children. The platform's user-friendly interface and



commitment to customer satisfaction distinguish it in the online retail sector.

The company has established itself as a significant player in Pakistan's e-commerce industry, focusing on providing trendy and affordable fashion items. With a dedicated team and a growing customer base, Clicky continues to expand its reach and enhance its services to meet the evolving needs of consumers.



Daraz

Daraz, established in 2012, is a prominent e-commerce platform operating across South Asia, including Pakistan, Bangladesh, Sri Lanka, Myanmar, and Nepal. The company offers a diverse range of products, such as consumer electronics, fashion, home appliances, groceries, and sports equipment, catering to the varied needs of its customers.

In 2018, Daraz was acquired by Alibaba Group, enhancing its technological capabilities and expanding its market reach. The platform provides an integrated e-commerce system and a mobile application, enabling users to shop conveniently. Daraz's logistics network ensures timely deliveries, and its payment infrastructure supports various methods, including credit/debit cards, cash on delivery, and digital wallets like Daraz Wallet, easypaisa, and JazzCash.

Daraz has formed partnerships with numerous local and international brands, offering customers a wide selection of authentic products. The company also empowers small and medium-sized enterprises (SMEs) by providing them with a platform to reach a broader audience, thereby contributing to the economic growth of the region.

Over the years, Daraz has received several accolades recognizing its contributions to the e-commerce industry. Notably, Daraz Bangladesh was honored as the 'Best E-Commerce Brand' for four consecutive years. Additionally, Daraz Pakistan was awarded the 'Brand of the Year' in 2022. These awards underscore Daraz's commitment to excellence and innovation in the e-commerce sector.

FISHRY

Fishry

Fishry is a fully managed e-commerce platform launched in 2014, dedicated to enabling retail businesses to establish and grow their online presence with ease. By offering instant online store setup with customizable themes, seamless integration with major payment gateways, and partnerships with logistics providers, Fishry streamlines the process of launching and managing e-commerce operations. The platform's cloud-hosted infrastructure ensures 99.9% uptime, providing businesses with a reliable and scalable solution for their online retail needs.

Over the years, Fishry has empowered more than 100 stores in both local and international markets, facilitating the sale of products worth over PKR 3 billion. The platform's commitment to innovation and excellence has been recognized through several accolades, including the Best in Retail & Supply Chain Management at the P@SHA ICT Awards in 2016 and 2017, and being a finalist in the Retail & Supply Chain Management category at the APICTA Awards in 2017.

Fishry's service offerings extend beyond basic e-commerce setup. The platform provides performance marketing and social media marketing services, assisting businesses in reaching their target audiences effectively. Additionally, Fishry offers



modular services tailored to specific business needs, ensuring a customized approach to e-commerce management. Clients benefit from dedicated account managers who provide tailored training and 24/7 support, fostering a collaborative environment aimed at driving online sales growth.

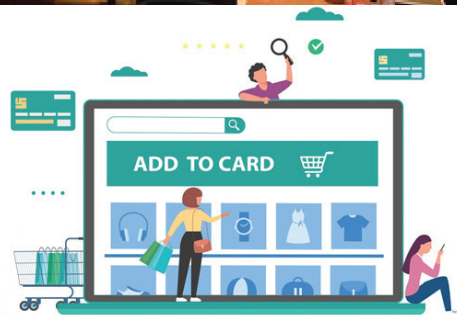
A notable feature of Fishry is its open APIs and webhooks, which facilitate seamless integration with various business tools such as inventory management systems, POS, and CRM platforms. This flexibility allows businesses to automate processes and maintain real-time data synchronization across platforms, enhancing operational efficiency. Furthermore, Fishry's analytics and reporting tools enable businesses to gain valuable insights into customer behavior, sales performance, and traffic sources, supporting data-driven decision-making.



RLTSquare

RLTSquare is a leading e-commerce development agency in Pakistan, specializing in platforms like Magento, Shopify, and BigCommerce. As the sole Adobe Solution Partner in the country, RLTSquare provides cutting-edge solutions for businesses looking to establish or enhance their e-commerce presence. The agency focuses on crafting tailored e-commerce experiences that align with the unique needs of its clients, ranging from startups to multinational corporations. With a mission to deliver high-quality, scalable, and efficient online retail solutions, RLTSquare serves as a trusted partner in the global e-commerce ecosystem.

Over the years, RLTSquare has built a robust reputation through its partnerships and achievements. It has collaborated with notable clients across various industries, including fashion, electronics, and retail. As an Adobe Solution Partner, RLTSquare



has demonstrated excellence in leveraging Adobe Commerce (formerly Magento) to deliver enterprise-grade e-commerce solutions. The company has also earned recognition for its technical proficiency, with certifications in Magento development and expertise in other leading platforms. These accolades underscore RLTSquare's commitment to maintaining industry standards and staying ahead in a competitive market.

RLTSquare supports its clients with a comprehensive suite of services, including custom e-commerce development, platform migrations, UX/UI design, performance

optimization, and digital marketing. The agency's ability to design and implement scalable solutions has helped its clients achieve significant growth in online sales and improve their operational efficiency. RLTSquare also offers managed hosting services, ensuring that e-commerce websites remain secure, fast, and reliable. Its end-to-end support includes strategy development, implementation, and post-launch maintenance, making it a one-stop solution for e-commerce businesses.

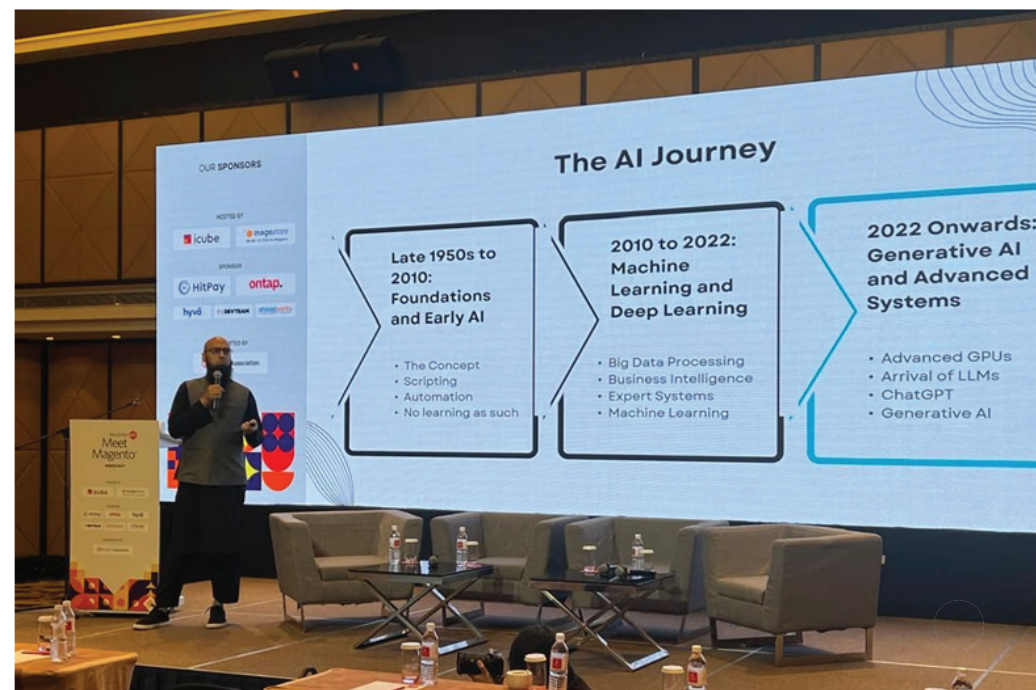
With a team of over 70 professionals, including certified Magento developers, e-commerce strategists, and project managers, RLTSquare provides a collaborative and client-focused approach. The agency has completed hundreds of projects for clients in Pakistan, the Middle East, and North America. Its ability to address complex e-commerce

challenges, such as multi-channel integrations and custom API development, sets it apart in the industry. RLTSquare's expertise extends to emerging technologies like Progressive Web Apps (PWAs) and headless commerce, ensuring that clients stay ahead in the rapidly evolving digital landscape.



I referred several clients to Idrees and was impressed with how happy the clients were, his level of communication, etc., especially considering the time zone difference. Many people have had bad experiences for whatever reason outsourcing from US/Europe to Asia, and I've been impressed by his work.

– **Kalen Jordan. Founder & Chief Vibes Officer**



dukan

Dukan

Dukan is a Pakistani e-commerce platform established in 2021, aiming to digitize micro, small, and medium enterprises (MSMEs) across the nation. In response to the challenges faced by small businesses during the COVID-19 pandemic, Dukan enables entrepreneurs to create online stores using just a smartphone, facilitating their entry into the digital marketplace.

The platform offers a comprehensive suite of services designed to streamline e-commerce operations for small business owners. These services include Dukan Shops, which allows users to set up customizable online web stores; Dukan Payments, integrating various digital payment channels such as cash-on-delivery, credit cards, and mobile wallets; and Dukan Logistics, connecting businesses with over 13 delivery partners for efficient product distribution.

h0Dukan also provides tools like inventory tracking, enabling businesses to manage their stock levels effectively; Khata, a feature for maintaining customer and vendor credit records; and marketing tools such as customizable ad templates for social media promotion. Additionally, the platform offers financial services through Dukan Credit, granting businesses access to credit for purchasing stock and managing cash flows.

Since its inception, Dukan has empowered over 60,000 micro-entrepreneurs to establish online stores, with a reported monthly growth rate of 350%. The company has formed strategic partnerships to enhance its service offerings; notably, its collaboration with Bykea integrates delivery logistics, allowing sellers to deliver products efficiently in major cities like Karachi, Lahore, and Rawalpindi.



DUKANLAY

Dukanlay

DukanLay is an advanced e-commerce store builder that provides businesses with the technical tools and features necessary to establish a strong brand presence in the digital marketplace. As a leading eCommerce SaaS platform, DukanLay offers comprehensive solutions, including custom eCommerce websites and mobile applications tailored to the specific needs of businesses.

The platform's primary services encompass web development, mobile app development, desktop software development, social media marketing, search engine optimization (SEO), and business branding. DukanLay's web development services involve designing, developing, and deploying custom software solutions aimed at maximizing business potential. In mobile app development, the company offers end-to-end services across various platforms, delivering custom applications for small to large

enterprises. Their desktop software development focuses on automating business processes to enhance performance and productivity.

In the realm of digital marketing, DukanLay provides social media marketing services to boost online brand visibility and foster meaningful customer relationships. Their SEO services are designed to improve search engine rankings, thereby increasing website traffic and competitiveness. Additionally,

DukanLay assists clients in creating a strong online brand presence to stand out in the competitive market.

DukanLay has collaborated with various clients across different industries, delivering tailored solutions to meet unique business requirements. Their portfolio includes projects such as Andaaz Tailor, Budget Buyings, Forward Surgical, Fresh Store, Green Tours, and Rasoi, all powered by DukanLay's technology.



بازار

Bazaar

Bazaar Technologies, established in June 2020 by co-founders Saad Jangda and Hamza Jawaid, is a Karachi-based business-to-business (B2B) e-commerce and financial services platform. The company aims to revolutionize Pakistan's traditional retail sector by providing digital solutions to small and medium-sized enterprises (SMEs), particularly the ubiquitous 'kirana' (mom-and-pop) stores.

Bazaar's primary offering is a mobile application that connects retailers directly with wholesalers, manufacturers, and suppliers. This platform enables retailers to procure a wide array of products across over 30 categories, ensuring daily low pricing and next-day delivery services. The app boasts an extensive catalog featuring both branded and unbranded items. In addition to its e-commerce platform, Bazaar has developed 'Easy Khata,' a bookkeeping app designed to assist retailers in managing their accounts more efficiently. This digital ledger facilitates better financial tracking and has been instrumental in bringing numerous businesses into the digital fold.¹⁷

Since its inception, Bazaar has attracted significant investment, reflecting strong investor confidence in its business model and growth potential. Key milestones include: securing USD 6.5 million in seed funding in January,



2021, one of the largest seed rounds in the Middle East, North Africa, and Pakistan region at the time.¹⁸ In August, 2021, the company raised USD 30 million in a Series A round, further solidifying its position in the market. In March, 2022, the company announced a USD70 million Series B funding round led by Dragoneer Investment Group and Tiger Global. This investment brought Bazaar's total funding to over USD 100 million within just 1.5 years of operation.¹⁹ Both co-founders, Saad and Hamza, were featured in the prestigious Forbes 30 Under 30 Asia 2021 list under the Retail & Ecommerce category.²⁰

Bazaar has continually evolved its product offerings to meet the diverse needs of Pakistani businesses. These include Bazaar Pro, an end-to-end procurement platform catering to offices, restaurants, and other businesses, simplifying their procurement processes; Bazaar Industrial, a platform which focuses on sourcing industrial raw materials for manufacturers across various industries, addressing a critical supply chain need; and Bazaar Prime an exclusive distribution vertical which aims to streamline the distribution process for businesses, ensuring efficient product availability.

trade mor

Trademor

Trademor is a leading ecommerce solutions provider focused on empowering businesses to achieve global export success. As an authorized channel partner of Alibaba.com and Tridge.com, Trademor specializes in enabling businesses to connect with a global network of buyers and sellers, leveraging the power of online wholesale marketplaces. With a strong presence in Pakistan's major business hubs, including Karachi, Islamabad, Sialkot, Faisalabad, Multan, and Lahore, Trademor provides localized support to businesses seeking to expand their reach.

The company's services are tailored to meet the diverse needs of businesses navigating global marketplaces. As a trusted partner of Alibaba.com, Trademor offers Gold Supplier Memberships, which provide businesses with premium visibility and access to the platform's extensive network of buyers. The company also provides hands-on training, product listing optimization, and storefront design to help businesses maximize their success. Similarly, as a channel partner of Tridge.com, Trademor delivers actionable market intelligence, connects businesses with reliable buyers and suppliers, and offers personalized support throughout the supplier journey.

In addition to its marketplace-focused services, Trademor operates the School



of Growth, which offers customized training programs aimed at equipping businesses with the skills and knowledge needed to excel in global markets. The school provides targeted training on platforms like Alibaba and Amazon, helping participants develop strategies to outperform competitors and achieve sustainable growth. These programs are designed to be interactive and hands-on, ensuring participants gain practical expertise.

Trademor also provides a range of digital services, including web and app development, SEO, digital marketing, content writing, and graphic design. These services are customized to reflect each client's unique needs and brand identity. The company's creative team has a strong portfolio of work, including high-resolution photography, video production, and animated content, all designed to enhance brand visibility and engagement.

Primary Products

► School of Growth

¹⁷ Singh, M. (2022). Bazaar raises \$70 million from Tiger Global and Dragoneer to digitize Pakistan's retail | TechCrunch. TechCrunch. Retrieved from <https://techcrunch.com/2022/03/14/bazaar-raises-70-million-from-tiger-global-and-dragoneer-to-digitize-pakistans-retail/>

¹⁸ Hassan, T. (2021). Karachi-based Bazaar Technologies secures \$6.5m in seed funding to digitize mom-and-pop stores. Profit by Pakistan Today. Retrieved from <https://profit.pakistantoday.com.pk/2021/01/19/karachi-based-bazaar-technologies-secures-6-5m-in-seed-funding-to-digitise-mom-and-pop-stores/>

¹⁹ Desk, B. R. W. (2022). Karachi-based Bazaar secures \$70mn in Series B round. Breccorder. Retrieved from <https://www.breccorder.com/news/40160829/karachi-based-bazaar-secures-70mn-in-series-b-round>

²⁰ Bazaar Technologies. (2025, March 17). Retrieved from <https://www.forbes.com/profile/bazaar-technologies/>



Jugnu

Jugnu is a Pakistan-based B2B e-commerce platform focused on enabling small and medium-sized retail stores to modernize their operations and enhance efficiency. With a user-friendly app and a commitment to timely delivery, Jugnu ensures that small retailers can easily manage their inventory and restock their shelves without logistical hurdles. The platform's unique approach addresses the challenges faced by over two million small-scale retailers in Pakistan, empowering them to grow their businesses and contribute to economic stability.

At the core of Jugnu's operations is its mobile application, which allows retailers to browse and order from a wide range of product categories. Retailers can place orders at their convenience and receive delivery within 24 hours through Jugnu's dedicated logistics network, powered by Jugnu Go riders. This seamless

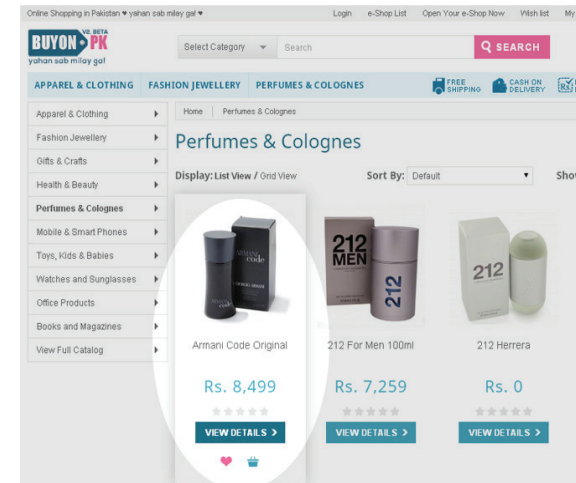
process eliminates traditional supply chain inefficiencies and ensures that businesses can avoid stockouts, thus maintaining consistent sales and customer satisfaction.

Jugnu's impact extends beyond economic growth, fostering social empowerment by improving financial stability for small business owners. The platform's technology-driven model enables retailers to place frequent, smaller orders, helping them maintain liquidity and invest in other critical areas such as education and healthcare. Jugnu is also actively working to create more inclusive opportunities, including initiatives that encourage women entrepreneurs to start and scale their businesses, thereby promoting gender equality. The company's partnerships with leading suppliers and manufacturers strengthen its ability to provide retailers with a diverse product range at competitive prices.



Buyon, established in 2012 by Anum Kamran, is a prominent B2C online marketplace in Pakistan, offering a diverse range of products to consumers nationwide. The platform provides an accessible avenue for businesses, especially micro, small, and medium-sized enterprises, to reach a potential customer base of up to 14 million without any initial investment. Sellers can register on Buyon, create their online stores, and showcase products across various categories, including fashion apparel, beauty and cosmetics, electronics, home and living, and daily essentials.

To facilitate seamless transactions, Buyon offers multiple payment options, such as cash on delivery, bank transfers, and credit/debit card payments. The platform ensures efficient order fulfillment and provides free home delivery services in major cities, including Karachi, Lahore,



Islamabad, Rawalpindi, Peshawar, Quetta, and over 800 other cities and towns. This extensive reach allows consumers across Pakistan to access a wide array of products conveniently.

In recognition of her contributions to e-commerce, founder and CEO Anum Kamran was the first female entrepreneur from Pakistan selected for the Alibaba eFounder Fellowship in 2018.

Buyon continues to enhance its services by investing in technology and expanding its product offerings. The platform's user-friendly interface and comprehensive support for sellers have positioned it as a key player in Pakistan's e-commerce landscape. By empowering small and medium-sized businesses to establish an online presence, Buyon contributes to the digital transformation of the country's retail sector.



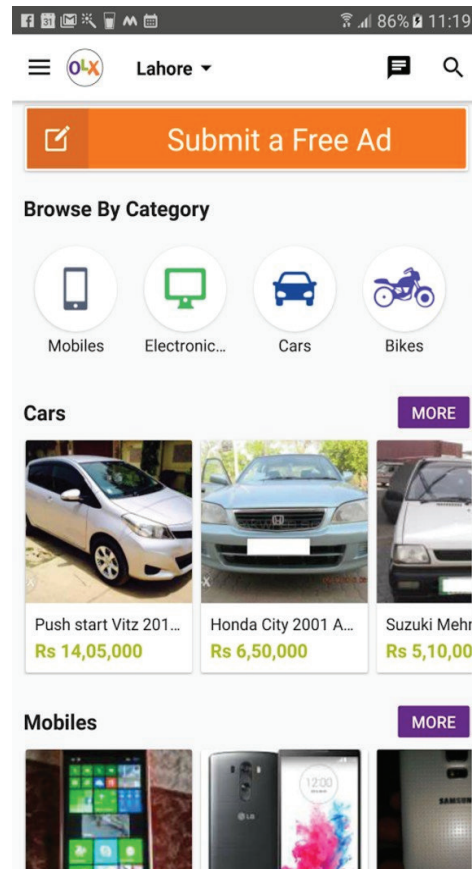


OLX

OLX Pakistan is a prominent online marketplace facilitating connections between buyers and sellers nationwide. The platform supports the exchange of a diverse array of goods and services, including electronics, vehicles, properties, furniture, and household items. As part of the global OLX Group, OLX Pakistan has established itself as a significant player in the country's e-commerce sector, providing a user-friendly interface for listing, buying, and selling both new and used products.

The platform's mobile application and website are designed to cater to both individuals and businesses, enabling them to reach a broad and engaged audience. By offering localized services, OLX Pakistan plays a crucial role in promoting e-commerce within the country, facilitating seamless transactions within local communities.

OLX Pakistan operates under the umbrella of the OLX Group, a Dutch-domiciled online marketplace headquartered in Amsterdam. The OLX Group is owned by Prosus, the international assets division of Naspers. The OLX brand was founded in 2006 and has since expanded its presence to over 30 countries, including Pakistan.



In terms of services, OLX Pakistan offers a platform where users can post free classified ads, browse listings, and communicate directly with potential buyers or sellers. The platform covers various categories such as electronics, fashion items, furniture, household goods, cars, and bikes. This wide range of categories ensures that users can find or list items across different segments, catering to diverse needs.



Sabzi.pk

Sabzi.pk is an innovative agritech startup based in Lahore, Pakistan, specializing in the online delivery of fresh fruits and vegetables. Established with the mission to simplify healthy eating, Sabzi.pk offers a variety of boxes, including seasonal fruit and vegetable combinations, diabetic-friendly options, and juicing packages. The company ensures that the produce is locally sourced and handpicked to maintain high quality. By bridging the gap between farmers and consumers, Sabzi.pk not only provides convenience but also supports local agriculture and sustainability efforts.

Sabzi.pk has gained significant attention and recognition within the startup ecosystem of Pakistan. One of its notable achievements is securing a seed funding of USD 7.5 million, the highest valuation ever obtained by a startup incubated at the LUMS Center for Entrepreneurship (LCE). This milestone reflects the strong investor confidence in Sabzi.pk's business model and growth potential. The recognition from LCE and various investors highlights the startup's strategic vision and operational excellence in the agritech sector.

Since its inception, Sabzi.pk has experienced rapid growth, expanding its customer base by over 100% month-over-month. Initially focusing on Lahore, the company plans to



extend its services to other major cities across Pakistan to meet the rising demand from both consumers and corporate clients, including hotels and restaurants. Sabzi.pk's direct procurement from farmers allows it to offer competitive prices while ensuring the highest quality of produce. This strategy not only benefits consumers with fresh and affordable products but also aids farmers by reducing their dependence on multiple intermediaries, thereby improving their livelihoods.

Primary Products

- ▶ **Sabzi Boxes (Basic Sabzi Box, Seasonal Sabzi Box)**
- ▶ **Seasonal Fruit Box**
- ▶ **Mixed Sabzi & Fruit**
- ▶ **Special Boxes (Diabetic Friendly Box, Green Juicing Box)**



I've been a subscriber to this veggie box delivery service for a few months now and I couldn't be happier. The produce is always fresh and delicious, and it's so convenient to have it delivered right to my doorstep each week. Plus, I love supporting local farmers and knowing that I'm making a positive impact on the environment. Highly recommend!

– Adeel Qureshi, CEO Ceptirum



Golootlo is Pakistan's leading loyalty and discount platform, offering users substantial savings on a variety of products and services across categories such as dining, fashion, beauty, health, and travel. With an extensive network of over 30,000 merchants and brands, Golootlo delivers discounts of up to 60%, creating a unique value proposition for both consumers and businesses. The platform integrates seamlessly with leading banking and telecom apps, making it convenient for users to access exclusive deals through their preferred channels.

The platform has successfully partnered with over 40 banks and telecom providers, demonstrating its strong market presence and credibility. Golootlo offers businesses a way to boost customer engagement and drive revenue growth through customized discount solutions and enhanced visibility. Its diverse offerings include in-store, delivery, and e-commerce discounts, ensuring savings for users in various shopping scenarios. Through Golootlo Gold, a premium service, users gain access to even more exclusive benefits, further enhancing their overall experience.

Golootlo's impact is evident in its impressive numbers. With over 40 million users and 18 million transactions to date, the platform has generated more than USD 132 million

in merchant-driven revenue and provided USD 25 million in customer savings. These achievements underscore its pivotal role in driving loyalty and fostering economic activity across Pakistan's retail and services sectors.

Golootlo's partnerships extend beyond individual brands to include collaboration with major banks and telecom operators, enabling seamless integration into financial and digital ecosystems. The Golootlo app serves as a user-friendly hub for browsing, accessing, and managing deals, offering an intuitive experience for users across all demographics. This comprehensive approach has positioned Golootlo as a transformative player in Pakistan's discount and loyalty landscape.

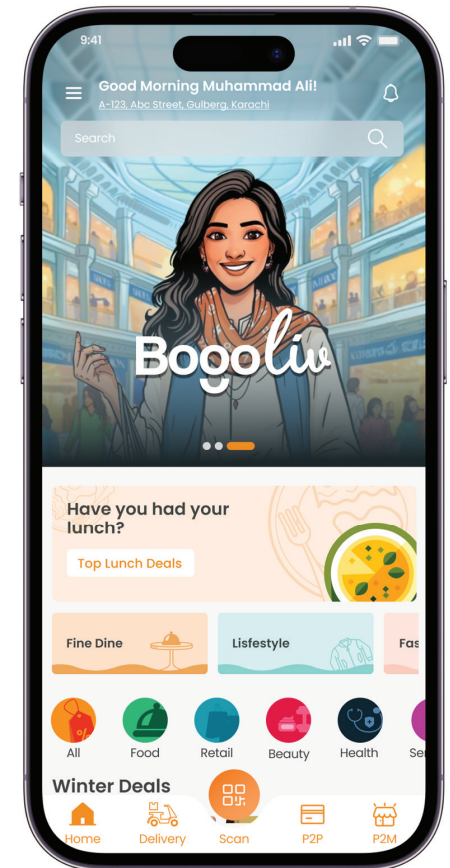


Bogo.liv

Bogo Liv is a digital marketplace specializing in discounts and promotions within the consumer deals sector. The company offers an annual subscription service that provides users with access to a variety of lifestyle deals and discounts. These offers are accessible through a printed catalog as well as a mobile and web application, catering to diverse user preferences.

The platform collaborates with numerous brands and merchants to deliver exclusive deals across various categories, including dining, fashion, health, beauty, and travel. By partnering with a wide array of businesses, Bogo Liv ensures that subscribers have access to diverse and valuable offers, enhancing their shopping and lifestyle experiences.

Bogo Liv's mobile application is designed to provide a seamless user experience, allowing subscribers to easily browse and redeem available deals. The app's user-friendly interface ensures that customers can quickly find offers that suit their preferences and needs, making the process of saving both convenient and efficient. In addition to its consumer-focused



services, Bogo Liv offers merchants a platform to reach a broader audience and attract new customers through targeted promotions. By featuring their deals on Bogo Liv, businesses can increase visibility and drive sales, benefiting from the platform's extensive user base.



ZAPP

Zapp

Zapp is a fast-growing logistics and delivery company that specializes in providing same-day delivery services for businesses and individuals. The platform aims to streamline supply chains and enhance delivery efficiency in urban areas by leveraging technology and operational expertise. Zapp serves a diverse client base, from eCommerce companies to small businesses and individuals, ensuring reliable and fast delivery services tailored to their needs. Its services include same-day delivery, comprehensive business logistics solutions, and innovative real-time tracking software.

The company has gained industry recognition for its innovative approach and rapid growth. Zapp was awarded the "Logistics Innovator of the Year" at the National Supply Chain Awards, highlighting its contribution to advancing logistics in urban areas. Additionally, it was named one of the "Top 10 Startups to Watch" by TechPakistan, reflecting its impact on the tech-driven logistics landscape. These accolades underscore Zapp's position as a key player in redefining delivery solutions.

In the past year, Zapp achieved a delivery success rate of 99% while managing over one million orders. Its standout feature is its real-time tracking system, which provides

customers with end-to-end visibility of their deliveries, enhancing transparency and satisfaction. The system is designed to minimize delays, optimize routes, and ensure seamless communication throughout the delivery process. By integrating advanced technology with its operations, Zapp has built a reliable and efficient logistics infrastructure that caters to the demands of urban delivery networks.

Zapp's primary services include same-day delivery, which guarantees timely delivery of packages within urban centers, and business logistics solutions tailored to optimize supply chains for companies. The real-time tracking software is a core component of its operations, providing live updates and detailed delivery information. By combining these services, Zapp supports businesses in improving customer experience and operational efficiency.

Primary Products

- **Real-Time Tracking Software:** Provides end-to-end visibility of deliveries with live updates, enhancing transparency and communication.
- **Business Logistics Solutions:** Tailored services to optimize supply chains and improve delivery efficiency for companies of all sizes.



Symbios

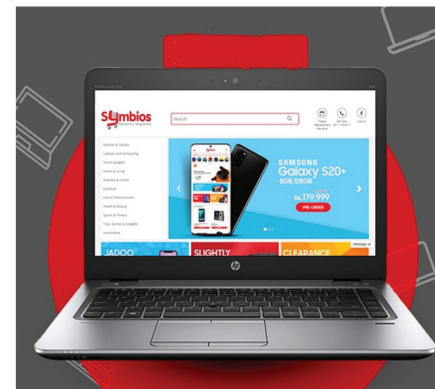
Symbios is a prominent e-commerce platform in Pakistan, offering a diverse range of products, including electronics, home appliances, fashion items, health and beauty products, gadgets, toys, and sports equipment. The company operates an online store that serves customers nationwide, providing a user-friendly interface and a comprehensive selection of goods.

The platform's electronics category features a variety of items such as smartphones, laptops, cameras, and accessories. In the home appliances section, customers can find products like refrigerators, washing machines, air conditioners, and kitchen gadgets. The fashion segment includes clothing, footwear, and accessories for men, women, and children. Additionally, Symbios offers health and beauty products, including personal care items, skincare, makeup, and grooming tools. The gadgets category

encompasses innovative tech gadgets like smartwatches, fitness trackers, and gaming consoles. For children, the toys and baby products section provides a range of toys, baby gear, and essentials. The sports and outdoors category offers equipment and gear for fitness, sports, and outdoor activities.

Symbios has established itself as a key player in Pakistan's e-commerce industry, recognized for its role in shaping the digital retail landscape. The company has forged strong partnerships with both local and international brands, enhancing its product offerings and market reach. Symbios has also been acknowledged for its customer-centric approach, providing reliable delivery services and convenient payment options. The platform offers thousands of products from top brands, providing customers with variety and value. Regular discounts and promotions have further solidified its position in the market.

In terms of financial performance, Symbios has demonstrated significant growth. The company has been in operation for over 19 years, with annual revenues ranging between USD 5 million and USD 25 million. This growth reflects the company's ability to adapt to the evolving e-commerce landscape and meet the diverse needs of its customer base.





Enablers

Enablers is a leading organization in Pakistan that is reshaping the country's digital landscape by empowering individuals to achieve financial independence through e-commerce and entrepreneurship. Founded in 2018, Enablers is dedicated to providing comprehensive training programs and resources aimed at helping aspiring entrepreneurs succeed in global markets. Their goal is to make Pakistan a hub for e-commerce by equipping individuals with the necessary skills to establish and scale businesses internationally.

The organization has garnered several accolades for its contributions to the e-commerce and entrepreneurial landscape. Enablers has been recognized as the Best eCommerce Company for three consecutive years (2020, 2021, and 2022), and was honored by the President of Pakistan.



In addition, the organization was named Brand of the Year and Fastest Growing Brand of the Year in 2021. Enablers' impact has also been recognized internationally, with the United Nations Program acknowledging the organization's role in empowering Pakistani youth. Success stories from Enablers' alumni further highlight the organization's effectiveness, as many individuals have launched thriving businesses and achieved financial independence.

Enablers has trained over 200,000 students and established the largest eCommerce network in Pakistan. The organization offers diverse educational opportunities ranging from Amazon-focused training to freelancing and digital marketing courses. Through its School of Enablers (SOE) and Enablers Institute, students are provided with hands-on learning experiences and mentorship. Enablers also runs WORC (Working On Real Collaboration), a co-working space designed to foster collaboration and business growth, enabling entrepreneurs to network and expand their ventures. These platforms have helped to cultivate a new generation of entrepreneurs in Pakistan, creating sustainable business opportunities and contributing to the country's digital economy.



The primary offerings of Enablers include specialized training programs in e-commerce, Amazon sales, freelancing, and digital marketing, which aim to equip students with the practical knowledge and skills required to succeed in the digital business landscape. Enablers also offers tech-based educational solutions, creating an accessible path for individuals to learn and grow in the online space. Their entrepreneurial networking events and co-working spaces provide a collaborative environment for like-minded individuals to share knowledge, resources, and strategies. Specific projects such as ECOT (Entrepreneurial Centers of Technology) integrate business training with hands-on technological skills, further enhancing the learning experience for budding entrepreneurs.





Khaadi

Khaadi, founded in Pakistan in 1998, has emerged as a globally recognized fashion brand known for its vibrant colors, intricate craftsmanship, and its strong connection to Pakistani culture and heritage. The company has expanded significantly over the years, with over 50 stores worldwide, including in the UK, UAE, and the US. Khaadi's recent entry into North America includes stores in Tysons Corner, Virginia, and Houston's Galleria Mall, supported by a distribution center to enhance its online presence. The brand's ongoing expansion plans include new stores in major cities like New York, Chicago, and Toronto, aiming to further solidify its position in the global retail market. Khaadi has received significant recognition for its growth and impact. In May, the International Finance Corporation (IFC) invested USD 25 million, taking a minority stake in the company, highlighting its potential for future growth. The company also formed a key partnership with the IMARAT Group at the Mall of IMARAT in Islamabad, furthering its footprint in the luxury retail market in Pakistan. This collaboration is expected to offer a new retail experience while boosting local talent and shaping the retail landscape in the country.



With over one million monthly visitors to its e-commerce platform, Khaadi has established itself as a leader in Pakistan's digital retail space. In 2016, the company reported revenues close to 16 billion Pakistani Rupees (approximately USD 57.4 million). Khaadi's product offerings span a wide range, from women's handwoven and ready-to-wear clothing to kids' apparel, home furnishings, and accessories. Known for its signature collections that blend traditional handwoven fabrics with modern designs, Khaadi provides a unique shopping experience that resonates with customers who appreciate both cultural heritage and contemporary style.

Khaadi's product range includes a variety of categories such as women's apparel, kids' clothing, home furnishings, and accessories. The handwoven clothing collection, which marked the brand's origins, showcases intricate craftsmanship and is a hallmark of Khaadi's cultural roots. In 2002, Khaadi expanded into ready-to-wear women's clothing, offering modern, stylish designs that still draw from traditional influences. The kids' collection features a wide variety of clothing that combines style, comfort, and durability. Khaadi has also ventured into home decor and accessories, offering lifestyle products that complement the brand's clothing lines and extend its presence into the home furnishings market.

Primary Products

- ▶ **Handwoven Clothing:** A signature product line, showcasing Khaadi's craftsmanship with traditional fabrics and designs.
- ▶ **Ready-to-Wear Women's Clothing:** Modern yet culturally inspired outfits that blend fashion-forward designs with traditional influences.
- ▶ **Home Furnishings:** A collection of home decor items and accessories, offering a lifestyle dimension that complements the brand's fashion lines.





Gul Ahmed

Gul Ahmed Shop, a prominent retail clothing outlet in Pakistan, is managed by Gul Ahmed Textile Mills. The brand has seen remarkable growth in its e-commerce platform, attracting over a million visitors each month. Known for its high-quality offerings, Gul Ahmed Shop caters to both Western and ethnic fashion for men and women, establishing itself as a leader in the local clothing market. With a deep commitment to craftsmanship and style, the brand continues to expand its influence and reach, offering products that set industry standards.

Gul Ahmed Shop offers a wide range of clothing options, including western fashion apparel, ethnic wear, and both formal and casual styles for men and women. Their Western fashion apparel features modern, stylish

pieces that cater to a broad audience, while their ethnic fashion collection showcases traditional garments with a contemporary touch. Additionally, the brand offers men's and women's formal and casual wear, meeting the diverse needs of customers looking for clothing that fits both professional and leisure occasions.

Primary Products

- ▶ **Western Fashion Apparel:** A stylish collection designed to meet modern fashion needs with a touch of contemporary flair.
- ▶ **Ethnic Fashion Apparel:** Traditional garments with modern elements, providing a blend of culture and style for every occasion.
- ▶ **Formal and Casual Wear:** A versatile range of men's and women's clothing for both professional and relaxed settings.



Zarya is Pakistan's leading dropshipping and reseller platform, designed to empower local entrepreneurs with a seamless e-commerce experience. The platform connects small sellers, including housewives, with a wide range of products. Zarya handles the sourcing, delivery, and payments, allowing sellers to focus solely on marketing and sales. This model simplifies the process for entrepreneurs, making it easier for them to run profitable businesses without the need to manage inventory. Tailored to Pakistan's social media-driven landscape, Zarya offers dropshippers access to wholesale prices on various products, ensuring they can meet customer demand without upfront investments.

Zarya has attracted significant investment, raising USD 1.7 million in a pre-seed funding round. The round was led by Raed Ventures, a top venture capital firm, with participation from Fatima Gobi Ventures, Class 5 Global, and Global Founders Capital. The investment round also saw involvement from Egyptian social commerce startup Taager, highlighting the increasing confidence in Zarya's business model and growth potential. Currently, Zarya offers over 3,000 products and has plans for significant expansion. The platform aims to add new categories like abayas, shoes, home textiles, and makeup to its catalog. Zarya's focus on social commerce leverages Pakistan's massive social media user base—over 100 million YouTube users and 45 million Facebook

users—allowing sellers to tap into the growing trend of digital sales. This approach ensures that Zarya remains at the forefront of the rapidly evolving e-commerce landscape in the region.

Zarya's platform is designed to streamline the dropshipping process, offering a wide range of products across categories. From clothing and accessories to electronics and home goods, sellers have access to a comprehensive inventory without the logistical burden of warehousing. The platform also provides tools for sellers to market their products effectively through social media, allowing them to capitalize on the digital shopping boom. With an emphasis on user-friendly integration and ease of use, Zarya is rapidly becoming the go-to platform for aspiring entrepreneurs in Pakistan.

Primary Products

- ▶ **Dropshipping Platform:** A seamless service that connects local entrepreneurs with a wide variety of wholesale products without the need for inventory management.
- ▶ **Social Commerce Tools:** Built-in marketing features that help sellers tap into the power of social media to increase sales and engagement.
- ▶ **Diverse Product Catalog:** A wide array of over 3,000 products available for resale, from fashion to electronics, enabling sellers to cater to diverse customer needs.





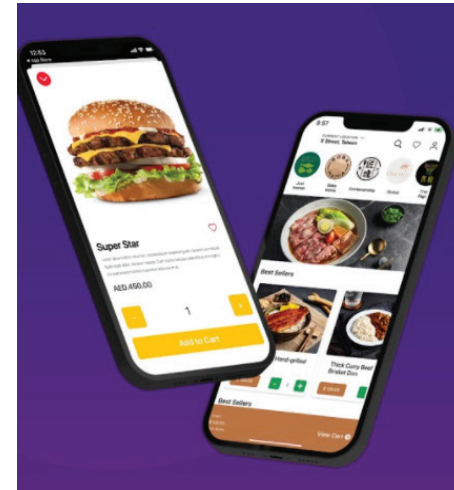
BlinkCo

BlinkCo, established in 2018, is a restaurant management system (RMS) designed to streamline operations, optimize delivery processes, and enhance customer engagement. The platform was created with the goal of empowering restaurants to overcome the limitations of traditional aggregator models. BlinkCo provides an integrated solution for managing online orders, in-store operations, and delivery tracking, offering restaurants a seamless way to operate and grow in a highly competitive market.

Since its inception, BlinkCo has earned recognition for its innovative approach to restaurant management. Its all-in-one point-of-sale (POS) system has positioned the platform as a key player in the industry. Many restaurants using BlinkCo's solutions have seen

impressive growth in sales, attributed to the platform's ability to simplify processes and enhance operational efficiency. The company has been praised for equipping restaurants with the necessary tools to succeed in a rapidly evolving digital landscape.

The effectiveness of BlinkCo's solutions is reflected in its statistics. The system processes orders in approximately 30 seconds, ensuring quick and efficient transactions. BlinkCo has achieved an impressive 62% conversion rate for new customer sign-ups, showcasing its ability to attract and retain users. The platform supports unified ordering across multiple channels—online, in-store, and delivery—enabling restaurants to centralize their operations and deliver a consistent customer experience. Additionally,



advanced analytics help restaurant owners and managers make data-driven decisions to further improve their businesses.

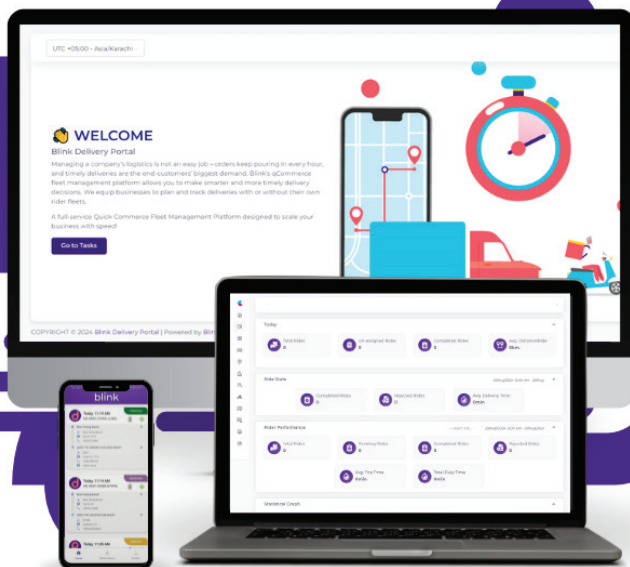
BlinkCo offers a range of solutions that cater to various aspects of restaurant management. The BlinkPOS System integrates sales, inventory, and customer management into one interface, simplifying day-to-day operations. Its Online Ordering System allows restaurants to accept orders directly from their website or app, reducing dependency on third-party platforms. The Delivery Fleet Management Software optimizes the dispatch and tracking of delivery orders, while the Restaurant Loyalty Software helps restaurants engage customers with rewards and promotions. Additionally, BlinkCo's Analytics Solutions provide actionable insights, enabling restaurants to improve efficiency, customer service, and profitability.

Primary Products

- **BlinkPOS System:** A comprehensive point-of-sale system that integrates sales, inventory, and customer management into one easy-to-use platform.
- **Online Ordering System:** Enables restaurants to accept direct orders from their website or mobile app, cutting out third-party intermediaries.
- **Delivery Fleet Management Software:** Optimizes delivery operations by tracking orders and managing the dispatch process to ensure timely deliveries.

Thanks to Blink, we are offering a seamless, personalized ordering experience that enhances customer loyalty. With streamlined operations and robust e-commerce capabilities, Blink has significantly boosted our e-commerce business and market visibility.
– Sohaib Malik, E-Commerce & Delivery Consultant, Cheezious

Dynamic and seamless. Two words that describe Blink's online ordering ecosystem perfectly. It's where premium design and bulletproof tech come together to optimize customer experience!
– Talha Abdullah, Head of Marketing, OPTP





Krave Mart

Krave Mart is a leading online grocery delivery platform serving the everyday needs of consumers across Pakistan. The company operates in major cities such as Karachi, Lahore, and Rawalpindi, specializing in the instant delivery of groceries and household essentials. With a mission to transform the shopping experience, Krave Mart offers a convenient solution for busy consumers, delivering products within 45 to 60 minutes through an efficient and reliable service model.

Since its inception, Krave Mart has raised a total of USD 12 million in funding, with the latest round contributing USD 6 million to its growth. Investors include Y Combinator, renowned football player Keisuke Honda, and JAM Fund. The company has been recognized for its strong unit economics, with 90% of its Dark Stores operating profitably. This success is demonstrated by customers like a local family who drastically reduced their weekly grocery shopping time using Krave Mart, allowing them to spend more time together.

Krave Mart operates a well-organized logistics network with 20 Dark Stores and three Mothership Warehouses, ensuring timely delivery to customers. The company's private label segment contributes about 30% of total orders,

offering customers exclusive brands such as Kdaily, Breadly, and Turbo Scrub. These private labels have quickly gained popularity among customers, providing value and quality at competitive prices.

In addition to groceries, Krave Mart offers a range of personal care and home care products, catering to a variety of customer needs. From daily essentials like cleaning supplies to health and beauty products, Krave Mart ensures that consumers have access to high-quality items with the convenience of fast delivery. With a customer-centric approach, the platform continues to expand its product offerings and refine its delivery model to better serve its growing user base.

Primary Products

- **Kdaily:** A popular private label offering a variety of grocery products at competitive prices, known for its quality and affordability.
- **Breadly:** A private label brand specializing in fresh bread and baked goods, offering a range of options for everyday use.
- **Turbo Scrub:** A trusted brand in the home care segment, known for its effective cleaning products and tools designed for convenience and high performance.



Telemart

Telemart is one of Pakistan's leading e-commerce platforms, offering a broad range of products spanning categories such as electronics, gadgets, fashion, home appliances, and more. The platform is known for its seamless shopping experience, providing high-quality products at competitive

prices. With a reputation for reliability and a strong customer focus, Telemart has become a trusted choice for online shoppers in Pakistan. The platform is supported by strategic partnerships with top local and international brands, further bolstering its credibility in the market.





Pakwheels

PakWheels, established in 2003, is Pakistan's premier online automotive marketplace, headquartered in Lahore. The platform offers a comprehensive suite of products and services tailored to the diverse needs of Pakistan's automotive community. It features extensive listings of new, used, and certified second-hand cars, enabling buyers to explore a wide range of options. Sellers benefit from services such as the "Sell It For Me" option, where PakWheels manages the entire selling process, including ad creation, photography, and buyer screening. Additionally, the PakWheels Car Inspection service provides a thorough 200+ point checklist evaluation, offering buyers and sellers detailed insights into a vehicle's condition.

The platform's influence extends beyond transactions, with a dedicated editorial team producing the PakWheels Blog, which offers automotive reviews, news, and advice. Their YouTube channel and social media presence further engage the community with expert opinions and industry updates. PakWheels also organizes annual auto shows in major cities, including Lahore, Karachi, and Islamabad, showcasing a variety of vehicles and fostering a vibrant automotive culture. PakWheels has been a pioneer in providing additional services to enhance the automotive experience. The PakWheels Auto Store offers a wide selection of genuine auto parts and accessories, catering to

diverse automotive needs. Car buyers can also access financing and insurance options through the platform, simplifying the process of vehicle ownership. An active online community forum with over 600,000 registered members serves as a hub for enthusiasts to share experiences, discuss automotive issues, and seek advice.

PakWheels has received notable recognition for its contributions to the automotive and IT sectors. The company has facilitated millions of transactions and continues to attract millions of monthly visitors to its website. Its mobile app, available on iOS and Android, enables seamless buying, selling, and browsing experiences for cars, bikes, and auto parts.

Primary Products

- ▶ **PakWheels Car Inspection:** A comprehensive vehicle inspection service providing a detailed 200+ point checklist to assess a car's condition, offering convenience by conducting inspections at preferred locations.
- ▶ **PakWheels Auto Store:** An online marketplace offering a wide range of genuine auto parts and accessories, catering to various automotive needs.
- ▶ **PakWheels Mobile App:** Available on iOS and Android, the app facilitates buying and selling of cars, bikes, and auto parts, and provides access to reviews, news, and community forums.

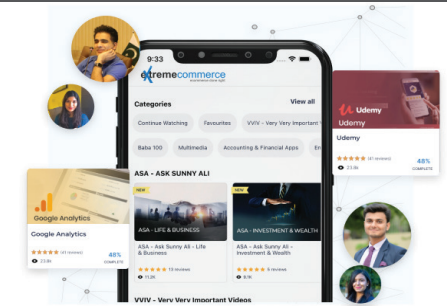


Extreme commerce

Extreme Commerce, founded by Sunny Ali, is Pakistan's leading eCommerce and digital skills development platform. With a mission to enable individuals to participate in the global digital economy, it has grown into a comprehensive training and service ecosystem. The platform provides extensive resources, including its flagship VBC (Video Boot Camp) Online Learning Platform, managed eCommerce services, and community engagement initiatives, empowering thousands of individuals to establish sustainable digital businesses. Extreme Commerce is particularly renowned for its focus on Amazon's Fulfillment by Amazon (FBA) model, helping users set up and scale profitable ventures.

The VBC Online Learning Platform offers over 150 courses, making it Pakistan's most expansive eCommerce training resource. Covering topics such as Amazon FBA, digital entrepreneurship, personal development, and advanced eCommerce techniques, the platform caters to a diverse audience. With over 100 expert trainers and more than 100,000 enrolled students, it ensures quality and depth in its offerings. The courses are designed to equip learners with hands-on skills, fostering their ability to succeed in the competitive online marketplace.

In addition to training, Extreme Commerce provides managed services for businesses looking to establish or



enhance their eCommerce presence. These services include Amazon store management, product listing optimization, marketing strategies, and inventory management. By handling the technical and operational complexities, Extreme Commerce enables businesses to focus on growth and scalability. The platform also bridges the gap between entrepreneurs and funding through its Investors Network, which connects over 1,500 investors with promising startups.

Community engagement is a cornerstone of Extreme Commerce's strategy. With an active Facebook community of over 100,000 members, the platform offers networking opportunities, meetups, and mentorship programs. This thriving ecosystem provides invaluable support to both new and seasoned entrepreneurs. The platform also collaborates with private and governmental organizations to strengthen Pakistan's position in the global eCommerce landscape, aligning with national economic goals.

Primary Products

- ▶ **VBC Online Learning Platform:** Offers over 150 courses covering eCommerce, Amazon FBA, and digital entrepreneurship, enabling learners to gain market-relevant skills.

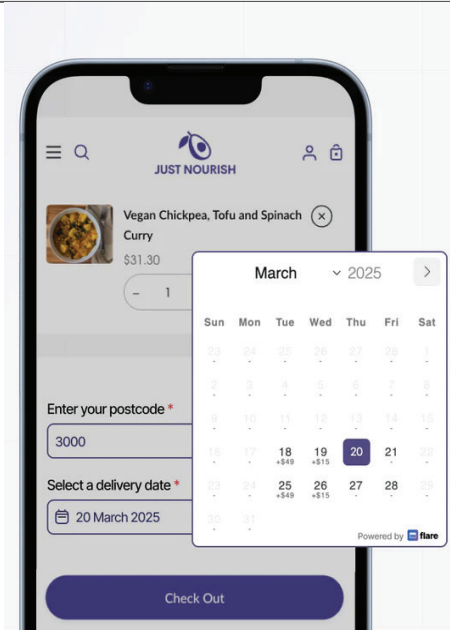


Flare

FlareConatural is a skincare brand dedicated to creating products that prioritize the needs of sensitive skin through the use of organic, sustainably sourced ingredients. By focusing on natural formulations and eco-friendly practices, the company caters to consumers seeking gentle yet effective skincare solutions. FlareConatural has built a strong reputation for its commitment to quality and environmental responsibility, attracting a loyal customer base in the growing market for natural beauty products.

The brand has been recognized with multiple industry accolades, including the Green Beauty Award for sustainability and the Best Natural Skincare Line award by Beauty Magazine. These achievements underscore FlareConatural's dedication to producing eco-conscious products that meet the highest standards of efficacy and safety. Additionally, the company has earned certifications for organic and cruelty-free practices, enhancing its credibility among environmentally conscious consumers.

The brand's unique approach lies in its reliance on locally sourced organic ingredients, which are carefully selected to ensure their compatibility with sensitive skin. The company's



production processes emphasize sustainability and ethical sourcing, further distinguishing it from competitors in the skincare industry. Its products are free from synthetic fragrances, parabens, and harsh chemicals, making them a trusted choice for individuals with delicate skin.

The company's product lineup includes a range of skincare essentials tailored to address common skin concerns. The Nourishing Face Cream combines organic oils and plant extracts to deeply hydrate and repair the skin's moisture barrier. The Hydrating Body Lotion is designed to replenish dry skin with a lightweight, non-greasy formula, while the Soothing Facial Cleanser gently removes impurities without stripping the skin of its natural oils.



Gilgit App

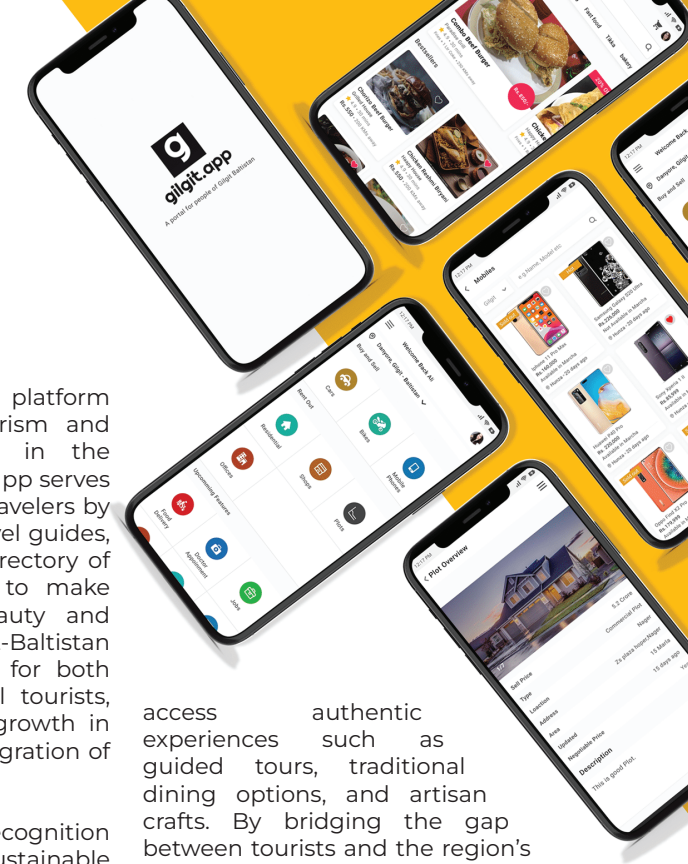
Gilgit App is a digital platform designed to enhance tourism and support local businesses in the Gilgit-Baltistan region. The app serves as a one-stop solution for travelers by offering comprehensive travel guides, real-time updates, and a directory of local services. Its goal is to make exploring the natural beauty and cultural richness of Gilgit-Baltistan accessible and convenient for both domestic and international tourists, while fostering economic growth in the region through the integration of local businesses.

The platform has received recognition for its contributions to sustainable tourism and digital innovation. Gilgit App was acknowledged by the National Tourism Board for its efforts to promote eco-friendly travel and cultural preservation. Additionally, it was a finalist in the Pakistan Digital Awards in the "Best Travel Innovation" category, further cementing its reputation as a key player in the digital tourism space.

Since its launch, Gilgit App has achieved over 50,000 downloads, demonstrating strong adoption among travelers. The app's retention rate of 85% reflects its effectiveness in meeting user needs. Its standout feature is the seamless integration of local businesses, enabling users to

access authentic experiences such as guided tours, traditional dining options, and artisan crafts. By bridging the gap between tourists and the region's communities, Gilgit App fosters meaningful connections and supports sustainable economic development.

Gilgit App's offerings include detailed travel guides that cover the scenic landscapes, historical landmarks, and cultural attractions of Gilgit-Baltistan. Real-time updates provide essential information on weather conditions, road statuses, and events, ensuring a safe and informed travel experience. The app also features a comprehensive directory of local businesses, ranging from hotels and restaurants to tour operators and craft shops, making it easy for users to plan and customize their trips.





Utopia Deals

Utopia Deals is a leading eCommerce company that focuses on home goods, offering a diverse range of high-quality, affordable products. Its catalog includes bedding, bath essentials, kitchenware, and other home necessities, appealing to a broad audience seeking practical and stylish home solutions. The brand emphasizes durability, functionality, and affordability in its offerings, catering to households looking for value-driven options.

The company has garnered industry recognition for its success and customer satisfaction. Utopia Deals is a top-rated seller on prominent online marketplaces such as Amazon and Walmart. It has also been awarded the "Customer Choice Award" for three consecutive years, a testament to its consistent delivery of quality and reliable service. Its reputation for providing value-added products has made it a preferred choice among global consumers.

Utopia Deals has achieved remarkable growth, with over 10 million products sold worldwide. Its customer satisfaction rating of 4.8/5 highlights its ability to meet and exceed expectations. By combining affordability with quality, the company has established a strong presence in

international markets, offering consumers stylish and practical home essentials. The brand also leverages its partnerships with major online platforms to expand its reach and accessibility.

The product line includes premium bedding sets designed for comfort and durability, bath towels and linens crafted for softness and absorbency, and a variety of kitchen essentials aimed at making cooking and dining more efficient. Each product is thoughtfully designed to provide long-lasting value and convenience to customers. Utopia Deals ensures quality control at every step, from material selection to manufacturing and distribution, maintaining its commitment to excellence.



Ecommerce (Pvt) Ltd

Ecommerce (Pvt) Ltd is a leading provider of comprehensive e-commerce and IT solutions based in Karachi, Pakistan. Established in 2002, the company specializes in enabling businesses to establish and grow their online presence through customized e-commerce platforms, digital marketing, and payment integration solutions. Serving national, international, and governmental clients, the company combines decades of expertise in trade facilitation and modern digital strategies to help businesses achieve scalable growth.

The company has been recognized for its innovative services and impactful contributions to the digital economy. It received accolades from the National IT and Business Innovation Awards and was featured in Forbes as one of the top e-commerce enablers in South Asia. Additionally, Ecommerce (Pvt) Ltd is an authorized channel partner of Alibaba.com, supporting small and medium-sized enterprises (SMEs) in expanding their global reach. Through its partnership with Alibaba, the company has facilitated the onboarding of hundreds of local businesses to the international market.

Ecommerce (Pvt) Ltd has an impressive track record, having completed over 1,500 projects and supporting more than 5,000 businesses in their digital

transformation. These efforts have resulted in a combined sales volume of over USD 100 million for its clients. Its services include the development of tailored e-commerce platforms, digital marketing campaigns, and seamless online payment integration. The company also offers creative design and web development services, ensuring a cohesive and user-friendly experience for its clients' end-users.

As the sister company of Ecommerce Gateway Pakistan (Pvt) Ltd, the largest trade fair organizers in the country, and U.S. Publishers (Pvt) Ltd, the owners of Jamal's Yellow Pages of Pakistan, Ecommerce (Pvt) Ltd draws on a rich history of B2B facilitation. It continues to expand its mandate by fostering sustainable growth for clients and enabling SMEs to explore new trade avenues. By leveraging time-tested methodologies and cutting-edge technologies, the company is playing a pivotal role in boosting the national economy and creating opportunities for businesses and the workforce alike.

Primary Products

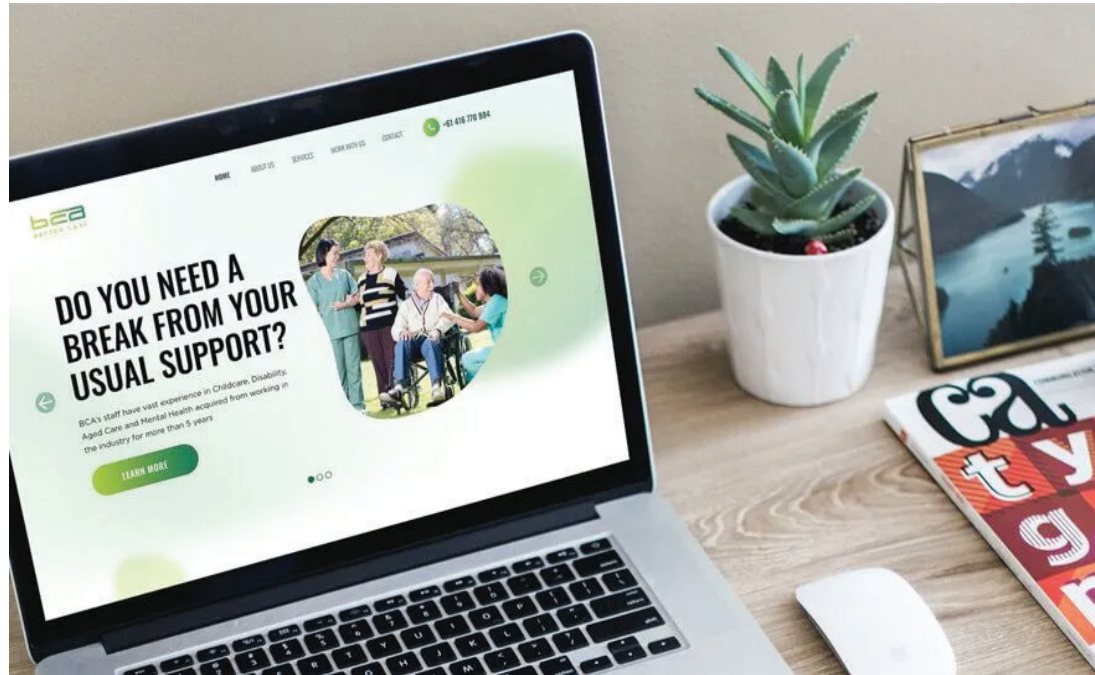
- ▶ **Custom E-Commerce Platforms:** Fully tailored platforms designed to meet the specific needs of businesses, from retail to export-focused solutions.
- ▶ **Online Payment Integration:** Secure and seamless payment solutions to enhance customer experiences and support global transactions.



Codup

Codup is a global software development company specializing in delivering custom digital solutions tailored to the specific needs of businesses. With expertise in web and mobile application development, eCommerce integrations, and cloud-based solutions, Codup enables enterprises to accelerate their digital transformation. Founded over a decade ago, the company's innovative approach has consistently helped clients navigate complex technological challenges and achieve measurable growth.

The company has been recognized for its exceptional contributions to the tech industry. It has received several accolades, including being named among the Top Software Development Companies by Clutch and winning the Excellence in Digital Transformation Award at the Tech



Innovation Summit. These honors underscore Codup's commitment to high-quality service and innovative solutions.

With a team of over 150 professionals and a portfolio exceeding 500 completed projects, Codup combines technical expertise with business acumen. Their ability to consistently deliver on time and within budget has earned them a 95% client retention rate. Clients from diverse industries, including leading names like Unilever, Harrods, and Ingram Micro, rely on Codup to deliver cutting-edge technology solutions that simplify operations and enhance customer experiences.

Codup's service offerings span a wide range of capabilities. Their web and mobile application development services are designed to provide rich user experiences and robust back-end infrastructure. eCommerce solutions include platform migrations, Shopify and WooCommerce customizations, and features like subscription management and geo-targeted product availability. Their cloud-based solutions focus on scalability and efficiency, enabling businesses to leverage modern technologies for operational excellence. Additionally, Codup supports digital transformation through staff augmentation, AI-powered tools, and custom process automation.

A few standout projects highlight the company's impact. Codup developed a comprehensive eCommerce portal for Safelife Defense, facilitating seamless transactions and dealer network management. For NWF, they created a tailored Shopify and Salesforce integration that supported the organization's conservation efforts. Their AI-enhanced recruitment workflow for Gargash incorporated GPT-4 for intelligent automation, streamlining talent acquisition.

Primary Products

- ▶ **B2BWoocommerce Platform:** A robust, scalable solution designed for B2B transactions, offering features such as wholesale pricing and advanced inventory management.
- ▶ **Custom Shopify Apps:** Tailored Shopify plugins like the 'Build-a-Box' feature, empowering businesses to offer personalized subscription options to customers.
- ▶ **AI-Powered Compliance Chatbot:** An intelligent solution for the cannabis industry that streamlines regulatory compliance by delivering accurate, real-time information.





Ecommerce Gateway Pakistan (Pvt.) Ltd

Ecommerce Gateway Pakistan (Pvt) Ltd is a prominent exhibition and conference organizing company based in Karachi, Pakistan. Established in 2001, it has become a significant player in promoting trade and industry through large-scale events spanning sectors like technology, healthcare, textiles, and agriculture. The company has expanded its operations across major cities in Pakistan and has forged partnerships in key international markets, including China, Turkey, South Korea, and the Middle East, making it a leader in facilitating global trade connections.

The company has garnered recognition for its impactful contributions to the event and exhibition industry. It has received the Best Event Organizer Award multiple times from the Pakistan Event Association and has been honored by international organizations for its role in fostering industrial and technological growth. The 25th edition of ITCN Asia, organized in collaboration with Huawei Cloud, is among its most notable accomplishments, setting records for attendance and securing significant business agreements and partnerships. Ecommerce Gateway Pakistan organizes over 30 exhibitions and trade shows annually, attracting more than 500,000 visitors and participants from around the globe. Its portfolio includes industry-focused

events such as ITCN Asia, Health Asia, Textile Industry Trade Fairs, and Food Asia, which serve as platforms for businesses to showcase innovations and engage in networking opportunities. The company also offers services like custom stall building, event management, and marketing activation, ensuring that each event delivers value to its clients.

Beyond event management, Ecommerce Gateway provides comprehensive IT services, including e-commerce platform development, digital marketing, and cybersecurity solutions. These offerings align with the company's broader mission to facilitate B2B and B2C connections while promoting sustainable business growth. It is also a pioneer in bridging the gap between local and global markets, particularly through its collaborations with Alibaba.com and other international partners.

Primary Products

- ▶ **ITCN Asia:** Pakistan's leading ICT exhibition and conference, bringing together technology leaders, innovators, and businesses.
- ▶ **Health Asia:** A premier healthcare exhibition and conference focusing on advancements in medical technology and healthcare services.
- ▶ **Textile Industry Trade Fairs:** Specialized events connecting manufacturers, exporters, and buyers in the textile and apparel sector.

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About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's E-Commerce sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in this domain.

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