

Fintech



FINTECH

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Fintech, short for financial technology, refers to the integration of technology into financial services to enhance efficiency, accessibility, and security. It encompasses a broad range of applications, including digital payments, blockchain-based transactions, robo-advisors, peer-to-peer lending, and decentralized finance (DeFi). Fintech disrupts traditional banking by offering faster, more cost-effective solutions such as mobile banking, automated wealth management, and AI-driven fraud detection.

Successful fintech companies illustrate the sector's impact. PayPal revolutionized online payments, making transactions seamless for businesses and consumers. Square enabled small businesses to accept card payments with minimal infrastructure. Robinhood democratized stock trading with commission-free transactions, and Ant Group transformed financial services in China with Alipay's extensive digital ecosystem. Fintech innovations continue to reshape finance by enhancing accessibility, reducing costs, and introducing new models of financial inclusion.



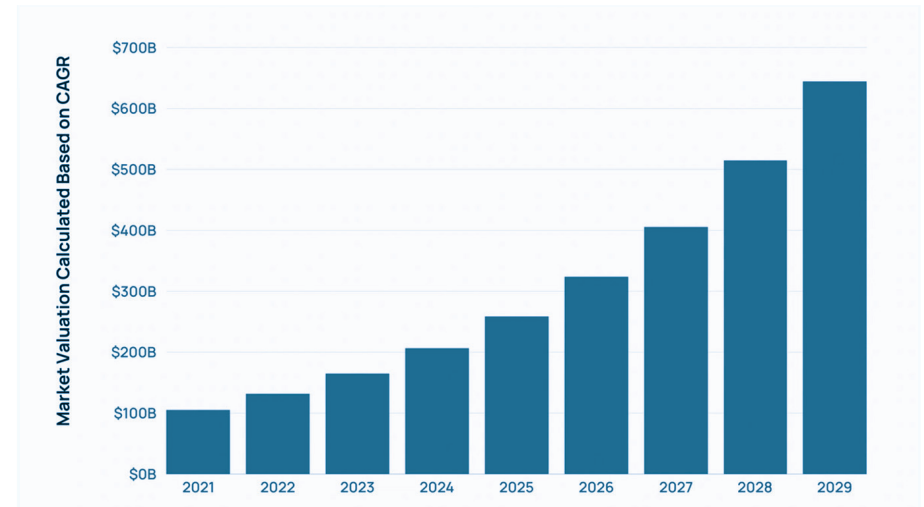
Global Fintech Landscape

The financial technology sector continues to evolve at a breakneck pace, reshaping how we manage, invest, and think about money. From blockchain-based payment systems to AI-driven investment platforms, fintech innovations are disrupting the traditional banking and financial services. This rapid evolution has been accompanied by significant fluctuations in funding and valuations, particularly evident in recent years.

The global fintech market, currently valued at approximately USD 209.7 billion, is on track to exceed USD 644 billion by 2029, driven by a robust compound annual growth rate (CAGR) of 25.18%.¹ In 2024 alone, around 30,000 fintech startups entered the industry, reflecting the sector's rapid expansion. Additionally, digital payments surged to an estimated USD 11.55 trillion in total transactions for the year, underscoring fintech's growing influence on global financial ecosystems.

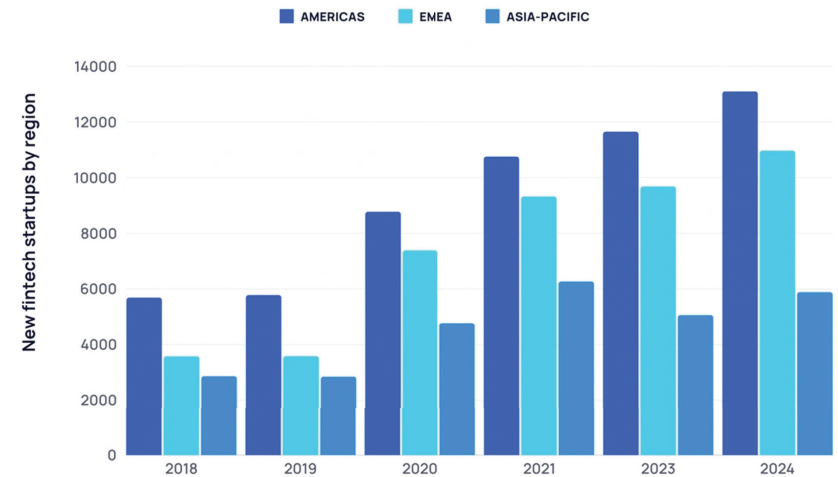
¹ Duarte, F. (2024). Fintech Market Size & Future Growth (2025-2029). Exploding Topics. Retrieved from <https://explodingtopics.com/blog/fintech-market>

Fintech Market Growth Projections



"Every Company Will Be a Fintech Company]"
– General Partner, Angela Strange, a16z²

Fintech Market Breakdown by Region



² <https://a16z.com/every-company-will-be-a-fintech-company/>

Digital banking remains the dominant segment within the fintech sector, with steady growth in adoption across the U.S., rising from 61.3% in 2018 to 65.3% in 2022. Globally, digital payments reached an estimated USD 11.55 trillion in 2024 and are projected to grow at a CAGR of 9.52% through 2028. China leads in transaction value, accounting for USD 3.74 trillion, highlighting its strong influence in the digital payments market.³

Like the rest of the market, fintech has also experienced wild swings in recent years, particularly evident in funding trends and the emergence of

You have to, to serve these markets, re-imagine how money can be managed and moved because there's going to be more change in the next five years in financial services than happened in the past 30.

– Dan Schulma, President of PayPal

unicorns—startups valued at over USD 1 billion. VC funding in fintech peaked in 2021 with a remarkable USD 140.8 billion across 6,172 deals, amid a frenzy in the asset class. However, after the Fed hiked the interest rate and countries around the world began tightening monetary policy, the market started correcting as investment dropped to USD 78.6 billion and 6,108 deals in 2022. The same trajectory continued in 2023, with \$39.2 billion raised across 3,801 deals.

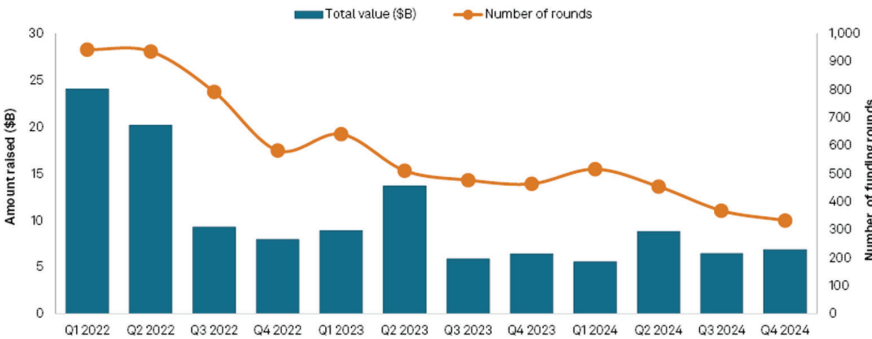
Global fintech funding continued to decline in 2024, reflecting ongoing caution among venture capital investors.⁴ Total funding fell 20%, dropping to USD 28 billion, with deal activity also contracting by 20% to 1,671 transactions. However, the fourth quarter showed a positive shift, with funding rising 17% year-over-year to USD 6.86 billion, despite a 28% drop in deal volume to 333. This trend suggests a move toward fewer but larger deals as the year ended.



³ Duarte, F. (2024). Fintech Market Size & Future Growth (2025-2029). Exploding Topics. Retrieved from <https://explodingtopics.com/blog/fintech-market>

⁴ Fintech funding falls in 2024, but mega rounds show tentative signs of optimism. (2025, January 30). Retrieved from <https://www.spglobal.com/market-intelligence/en/news-insights/research/fintech-funding-falls-in-2024-but-mega-rounds-show-tentative-signs-of-optimism>

Quarterly Fintech Funding Count, Value Trends

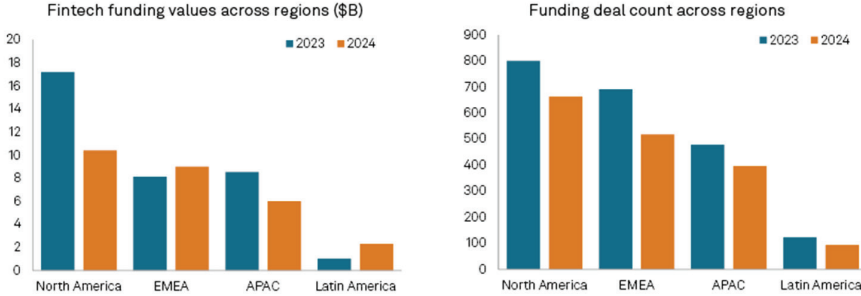


The biggest fintech deal of 2024 was the USD 12.5 billion buyout of Worldpay, making it the only transaction to exceed the USD 10 billion mark that year.⁵ The second-largest was Nuvei's public-to-private buyout, valued at USD 6.3 billion. These high-profile deals highlight ongoing consolidation in the fintech sector, even as overall investment declines.

funding dropping from USD 17.18 billion to USD 10.40 billion and deal counts falling 17% to 663. In contrast, Europe, the Middle East, and Africa (EMEA) defied the trend, with funding increasing 11% to USD 9 billion, despite a 25% decline in deals to 518. Asia-Pacific faced a 30% funding contraction to \$6 billion, accompanied by a 17% drop in deal volume to 396. Meanwhile, Latin America stood out as the only region to see substantial growth, with funding soaring 122% to USD 2.30 billion, even as transactions declined 24% to 93.

Fintech funding in 2024 showed significant regional disparities. North America saw a sharp 39% decline, with

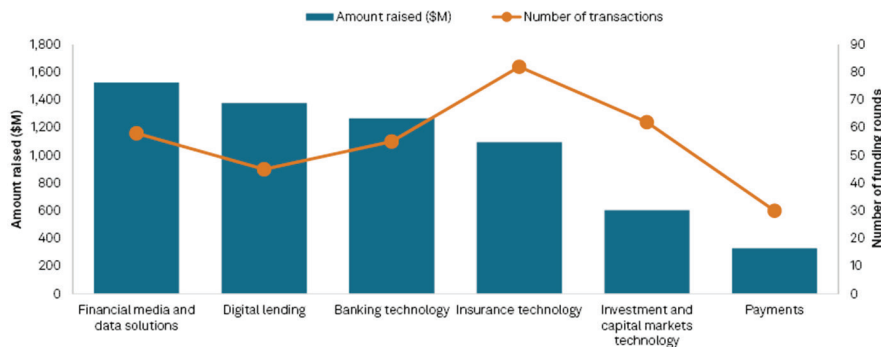
Fintech Funding Trends Across Regions



⁵ World's largest fintech deals 2024 | Statista. (2025, March 28). Retrieved from <https://www.statista.com/statistics/667756/leading-fintech-deals/#statisticContainer>

AI became a key focus in fintech funding, with the share of investment rounds involving AI-driven startups rising from 6% in 2021–2022 to 15% in 2024.

AI-themed funding across verticals since the beginning of 2023



Technological innovations will be the heart and blood of the banking industry for many years to come and if big banks do not make the most of it, the new players from Fintech and large technology companies surely will.
– Fintech Pioneer David M Brear

Four Key Trends in Fintech

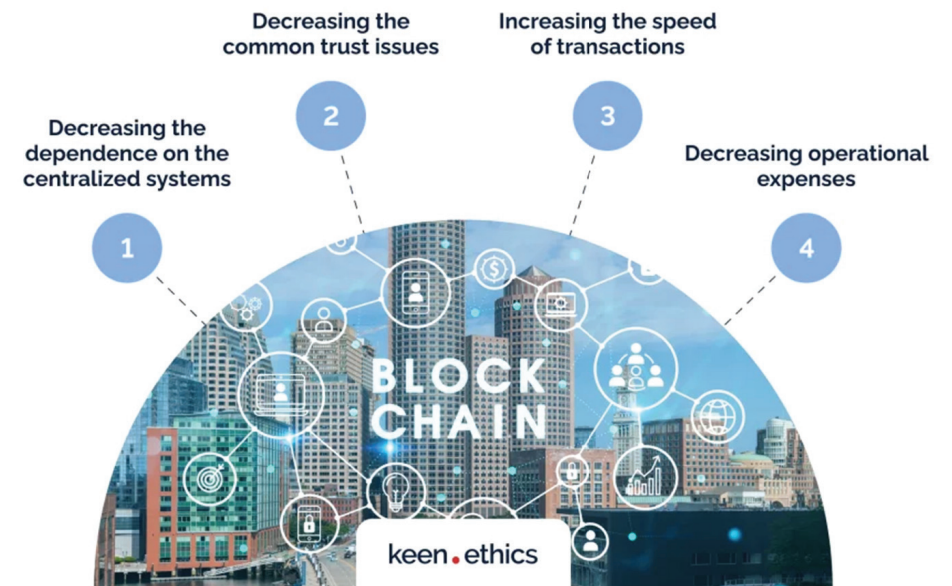
The fintech industry is poised for significant transformation in 2025, driven by advancements in blockchain technology, regulatory developments, artificial intelligence (AI), and the expansion of Open Banking.⁶

1. Blockchain Integration into Mainstream Finance

Blockchain technology is transitioning from a niche concept to a foundational element in traditional finance (TradFi). The World Economic Forum forecasts that by 2027, 10% of

global GDP could be tokenized and stored on blockchain platforms.⁷ This shift enables faster, more secure, and transparent transactions. Blockchain's immutable ledger enhances fraud prevention by aiding in anti-money laundering efforts and flagging suspicious activities. Additionally, smart contracts-self-executing agreements with embedded compliance controls-streamline processes like Know Your Customer protocols, bolstering their efficiency and reliability.

Challenges in the Fintech Industry That Blockchain Solves



⁶ (2025). Are you ready? Four major Fintech trends for 2025. Thomson Reuters Law Blog. Retrieved from <https://legal.thomsonreuters.com/blog/4-major-fintech-trends-for-2025>
⁷ The 10x potential of tokenisation. (2025, March 28). Retrieved from <https://www.gbm.hsbc.com/en-gb/insights/innovation/potential-of-tokenisation>

2. Intensifying Regulatory Landscape

The regulatory environment for fintech is becoming increasingly complex. The Consumer Financial Protection Bureau is set to finalize Rule 1033, enhancing consumer data rights. In January 2025, the European Union's Digital Operational Resilience Act (DORA) will come into effect,⁸ and the Financial Stability Board (FSB) plans to review the implementation of crypto-asset market regulations by year-end. While these regulations aim to provide necessary frameworks for emerging technologies, concerns arise about potential impacts on innovation, increased compliance costs, and unintended consequences. Financial institutions must navigate a global patchwork of stringent and diverse rules, making effective compliance strategies essential.

3. AI's Transformative Impact

Artificial intelligence is becoming integral to fintech operations. AI models assist banks and credit unions in staying abreast of evolving regulations across various jurisdictions by efficiently analyzing vast data volumes and adapting continuously. In fraud prevention, AI's pattern recognition capabilities enable real-time detection of unusual behaviors or suspicious activities, allowing prompt intervention. Furthermore, AI empowers financial institutions to enhance customer experiences by offering personalized services and tailored products, fostering customer loyalty, sharpening competitive edges, and boosting revenues.

4. Expansion of Open Banking

Open Banking is evolving into broader concepts like Open Finance and Open Payments, transforming data access and sharing across financial products such as investments, pensions, insurance, and mortgages. This evolution aims to make payments more efficient by eliminating intermediaries. Projections indicate that by 2026, global payment transactions facilitated by Open Banking will reach USD 116 billion, marking a 2,800% increase since 2021.⁹ While Open Banking fosters innovation and enhances customer service, it also intensifies competition and raises concerns about data security, necessitating robust measures to protect sensitive information.

In summary, 2025 will bear witness to rapid evolution in fintech, characterized by blockchain's mainstream adoption, a tightening regulatory framework, AI's deepening influence, and the expansive potential of Open Banking. Financial institutions must remain agile and proactive to harness these opportunities and mitigate associated risks.



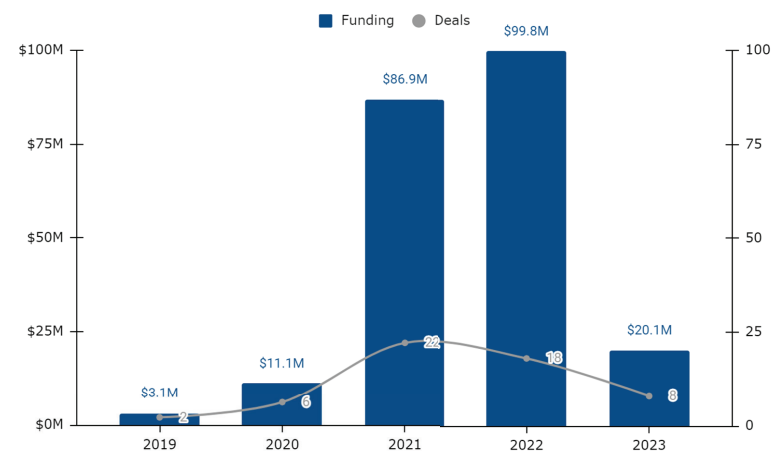
Zooming in on Pakistan

For nascent ecosystems like Pakistan, these trends offer a valuable lens through which to view local opportunities and the underlying trends. The global booms (or busts) have a trickle-down effect, not only influencing investor sentiment and the flow of capital into emerging markets but also the innovation trajectory. Business models successfully tested and executed elsewhere are often replicated here, in a more localized setting, while the regulations also borrow from other countries.

Pakistan's fintech sector is rapidly advancing, fueled by innovation, rising smartphone usage, and expanding internet access. With a population of 240.5 million, the country aims to boost adult financial inclusion from 64% to 75% by 2028. Fintech companies play a crucial role in achieving this goal through digital

financial solutions. Regulatory support, including frameworks from the State Bank of Pakistan (SBP), has fostered a favorable environment, making Pakistan an emerging hub for fintech growth. In particular, the SBP projects the digital payments sector to surpass USD 36 billion in 2025.

Over the last decade, fintech in Pakistan has made significant strides in all domains, from improving levels of financial inclusion, digitization of payments, or progressive regulations. However, with respect to fundraising, the picture is mixed. Though it remains one of the most funded sectors, attracting more than a quarter of the total amount and over a fifth of the deals between 2019 and 2023, the market dynamics have changed considerably lately. In 2023, the sector attracted USD 20.1M, which marks a steep decline of almost 80% against



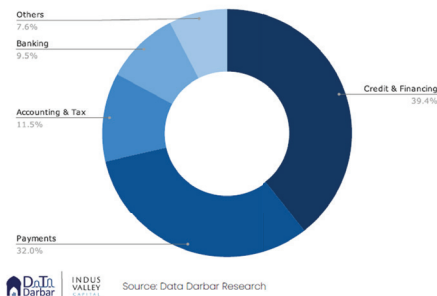
⁸ Digital Operational Resilience Act (DORA). (2025, March 28). Retrieved from https://www.eiopa.europa.eu/digital-operational-resilience-act-dora_en

⁹ Shoffman, M. (2021). Open banking payment values to hit \$116bn by 2026. Alternative Credit Investor. Retrieved from <https://alternative-creditinvestor.com/2021/11/02/open-banking-payment-values-to-hit-116bn-by-2026>

²¹ Radical Growth Solutions: a Pakistani startup with a smart farming system to combat climate effects. | Thought For Food. (2023, March 22). Retrieved from <https://thoughtforfood.org/content-hub/radical-growth-solutions-a-pakistani-startup-with-a-smart-farming-system-to-combat-climate-effects>

USD 99.8M the year before or USD 86.9M during 2021. Deal activity has been hit even harder with only eight investment rounds. As a result, the average ticket size plunged to just USD 2.5M in 2023, from USD 6.2M the year before. Similarly, the median also fell to USD 1.25M, compared to USD 3M in 2022.

Fintech | Category-wise Deal Value



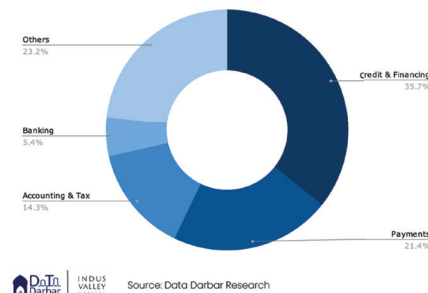
The distribution of capital within verticals deviates a little from the global benchmarks as credit and financing deals rake in the biggest share, at 39.2%, of all funding between 2019 and 2023. If anything, this proportion would actually be understated since a number of e-commerce startups, such as Bazaar and Dastgyr, had also launched lending products though some of them have since wrapped those operations up. Similarly, it also accounted for 35.7% of all the deals during our period under review. Payments were firmly in second place by both value and volume, attracting 32% of the investment and 21.4% of the rounds. Accounting & Tax, and banking were the other two notable verticals.



In Pakistan, fintech institutions are regulated by the Securities Exchange Commission of Pakistan (SECP), while the licensing mechanism is mainly overseen by the State Bank of Pakistan (SBP). Mostly scheduled banks are entering the fintech landscape of the country, as they have adequate capital and comparatively easier access to the necessary licenses to operate in Pakistan.

The common pathway towards incorporating a fintech business in Pakistan is through the SECP Sandbox mechanism, which allows businesses to incorporate into the landscape safely for consumers while undergoing sustainable growth activities.

Fintech | Category-wise Deal Count



Market Readiness:

Historically, Pakistan has been a laggard in terms of providing inclusive access to financial services, with just 16.3% having a formal financial institution account according to Findex 2021. However, the last few years have seen rapid improvement in this domain, with the number of accounts increasing from 93M in June 2019 to reach 203M by December 2023. Much of this growth came from branchless banking, where the number of accounts hit 114.6M.

This progress has come on the back of digitization as total mobile and internet banking users reached 17M and 11.2M, while another 59.5M mobile app users are from branchless banking. Fortunately, this advancement is not only limited to account opening and also extends to usage. On that front, mobile banking leads by throughput, which reached almost PKR 13T during January-March 2024 across 301.5M transactions. On the other hand, internet banking processed volumes of 58.7M worth PKR 6.5T. However, the biggest driver remains branchless banking, which recorded 3.9 billion transactions in all of 2023.

Meanwhile, merchant transactions have relatively lagged behind, with point of sale recording a total throughput of PKR 393.9B across 70.6M transactions in Q1'24 and continues to scale fresh peaks in every subsequent quarter. Card-based e-commerce is far smaller in comparison, processing volumes of just 9.5M worth PKR 52.1B during the same period. On top of it,

new electronic money institutions have entered the market, opening up another avenue for customers for their wallet needs. As of March 2024, more than 3.2M wallets had been opened by these players, which includes the likes of SadaPay and NayaPay. Combined, they did 22.9M transactions worth PKR 62.1B during Q1'24.

But beyond payments, there is still a lot of room to catch up. In financing, Pakistan's private sector credit to gross domestic product is just over 11% though lately there has been a lot of activity on the non-banking financial company side where scores of new players have entered the market in the last few years. This includes the likes of PostEx which is catering to e-commerce merchants, Abhi offering payroll financing and earned wage access, and Oraan, EduFi and KalPay with their education buy-now, pay-later products.

Similarly, wealthtech remains a massively untapped opportunity where the number of stock market accounts hovers only slightly above 300,000 while total accounts associated with mutual funds is close to half a million. In this space, players like Elphinstone, Mahaana Wealth and Trikl are operating, with the former two part of the Y-Combinator while the latter is funded by Orbit Startups. Insurance, too, is a dark spot with sparse activity other than handful of startups such as Smartchoice and Salaam Takaful.

²² Ahmed, K. (2022). Pakistani water solution startup eyes Saudi Arabia expansion after Riyadh exhibition. Arab News PK. Retrieved from <https://www.arabnews.pk/node/2024266/pakistan>

²³ Report, R. (2021). Six startups win Shell Tameer Awards. Breccorder. Retrieved from <https://www.breccorder.com/news/40121256>

Regulatory Overview

Financial services have a traditionally regulated space across the globe due to the involvement of public money and Pakistan is no different in this regard. There are primarily two regulators, the State Bank of Pakistan (SBP) and the Securities and Exchange Commission of Pakistan (SECP), where the former oversees banking (including branchless and microfinance), payments and credit bureaus. Meanwhile the latter is entrusted with supervising non-bank lending, investments/savings and insurance.

Both these regulators have been proactive within their own mandate to promote digitization, not only among legacy financial services players, but also encourage the creation of fintech startups. While branchless banking regulations laid the foundations of convenient payments, it was initially not meant to be digital and relied predominantly on the agent networks. However, in 2014, the SBP introduced Payment Systems Operator/Payment Systems Provider, which created the first modern license for newer business models and opened it up for fintech companies. This allowed non-banks to undertake payment processing and other similar functions, attracting several entrants to the market, including WebDNA Works, Foree, SafePay, and VRG among others.

Five years later, the SBP further eased the entry barrier for fintechs with the introduction of Electronic Money Institution Rules in 2019, laying the framework for payment banks and



allowing non-banks to collect deposits from customers and issue cards without the need to partner up with banks. In June 2023, the central bank amended the regulations where it increased the limits while also opening up new business segments such as escrow and cross-border payments. In 2023, the SBP issued in-principle approval to five parties for the digital banking license, that are easypaisa, Hugo Bank, KT Bank, Mashreq Bank, and Raqami. This marked a major shift and expanded the scope of services offered beyond payments to include credit and investments as well. It has also launched a regulatory sandbox where companies can test out innovative products in a closed environment.

In parallel, the SECP has also continued to ease its frameworks to

encourage newer players with innovative models in lending, insurance, investments (including equities, mutual funds and Modaraba). Over the last few years, it has taken a progressive approach and issued the first non-bank financial company (NBFC) licence to a fintech, i.e. Tez Financial, in 2018. Since then, the NBFC has become an extremely popular route for technology players looking to enter the space, with quite a few VC-backed players, such as Abhi, CreditPer, Oraan, EduFi, PostEx among others, now boasting the license. Additionally, the SECP also introduced a framework for digital-only insurers and micro insurers by amending the Insurance Rules, 2017, relaxing the minimum paid-up capital requirements for both life and non-life digital-only entities and therefore opening the market to

new entrants. However, only one organization, M/S Salaam Family Takaful Limited, has yet received such a license.

Similarly, the SECP and Pakistan Stock Exchange launched the license for online-only brokers, at a one-time fee of just PKR 1.25 million and minimum net worth of PKR 7.5 million, though there haven't been any takers yet. Furthermore, the regulator introduced digital asset management companies, wherein the existing criteria was eased and has found Y Combinator-backed Mahaana Wealth as a taker. Some of these changes have only been made possible because of the Regulatory Sandbox, which allows entities to experiment with new models and products, which are presently outside the explicit regulatory framework. A number of new models have been developed under this initiative including peer-to-peer lending, real estate investment tokenization among others.

As the global fintech ecosystem matures, Pakistan's emerging fintech sector is well-positioned to capitalize on both local and international opportunities. The country's increasing digital adoption, coupled with investor confidence and a supportive regulatory environment, suggests that fintech could be a significant driver of economic growth and financial inclusion in Pakistan in the coming years. While challenges remain, the resilience and potential of Pakistan's fintech landscape offer a promising outlook for the future of finance in the country.

Fintech Companies in Pakistan

Fintech efforts in Pakistan can be broadly classified into the following categories:

Category	Companies
Manufacturing	Pakistan Microfinance Investment Company, Karandaaz, Trellis Housing Finance Limited
Digital Banking	Jazz Cash, Easypaisa, Sadapay, Tyme Bank, Zindigi, NayaPay
Branchless Banking	Keenu, OneLoad
Lending and Credit Scoring	Barwaqt, BayFikar, Abhi, Kalpay, Muawin
Research and Innovation	Netsol, Blue Tech Consulting, InfraZamin
Stock Trading and Investments	Kasb, Sarmaaya, Rain, Hisaab, YPay
Insurance and Insurtech	Mawazna
International Payments and Payment Processors	OPay, Hubpay, Raast, Safepay
Investments	Mahaana, Emlaak Financials, Savyour
Wealth and Asset Management	Hysab Kytab
Financial Technology Providers	Finja, Udhaar Book, Careem Pay, Digi Khata, CreditBook, Bykea Cash, my™
EMIs	Kwick High Tech & Solutions, DISIDE

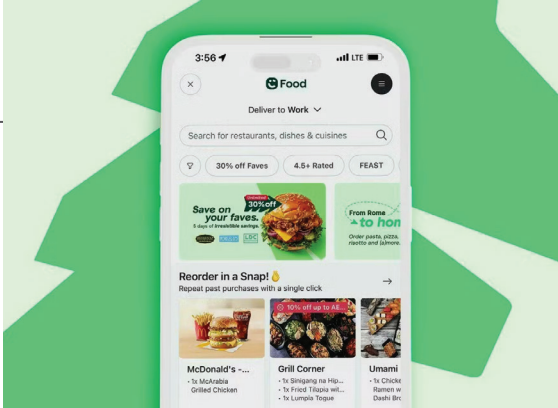
Careem

Careem Pay

Careem Pay, the financial technology division of Careem, offers a comprehensive suite of digital payment solutions integrated within the Careem app. Its services include a secure digital wallet for sending and receiving money, bill payments, mobile recharges, and cross-border money transfers to countries such as the UK, India, Pakistan, and the Philippines. Approved by the UAE Central Bank, Careem Pay ensures advanced security measures for all transactions, providing users with a seamless and reliable payment experience across the Middle East, North Africa, and Pakistan (MENAP) region.

A key feature of Careem Pay is its digital wallet, which allows users to add funds, make instant transfers, and withdraw money to their bank accounts. This functionality simplifies everyday transactions, enabling users to pay friends, settle bills, or use their wallet balance for various services within the Careem app with just a few taps. The digital wallet's integration within the broader Careem ecosystem enhances user convenience by consolidating multiple services into a single platform.

Careem Pay's cross-border transfer service enables faster and more cost-effective international money transfers. In partnership with regulated financial entities like Lulu Exchange, users can send money from the UAE to



countries including the UK, India, Pakistan, and the Philippines, enjoying zero fees and the convenience of completing transactions swiftly through the app. This service addresses the remittance needs of expatriates in the region, offering a reliable alternative to traditional banking channels.

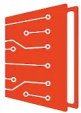
To enhance its payment infrastructure, Careem Pay has established strategic partnerships with companies such as Payrails and Paysky. The collaboration with Payrails streamlines payment processes across the MENA region, facilitating Careem's expansion into new markets by simplifying local payment integrations. Additionally, the partnership with Paysky enables instant payouts for Careem's drivers, known as Captains, through the "Yalla" platform, improving financial accessibility and satisfaction among service providers.

Primary Products

- **Digital Wallet:** A secure platform for managing funds, facilitating peer-to-peer transfers, and making payments within the Careem ecosystem.



Careem is super convenient and has made my daily commutes much easier.

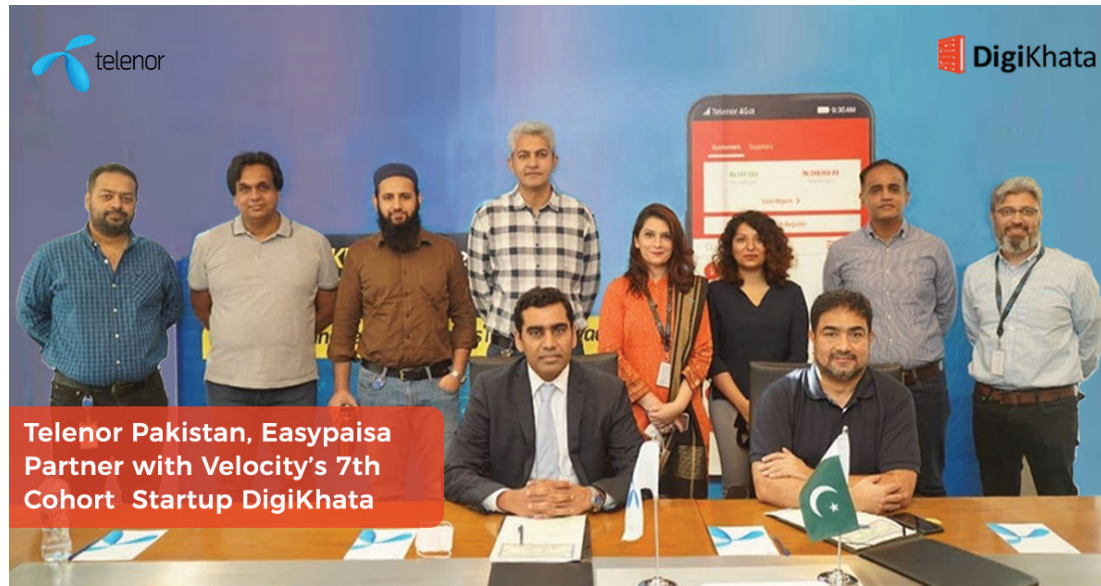


DigiKhata

Digi Khata

DigiKhata is a pioneering digital bookkeeping and accounting platform in Pakistan that empowers small businesses to modernize their financial management processes. The app offers a comprehensive solution that includes ledger management, transaction tracking, and payment recovery, all designed to simplify bookkeeping for SMEs. Accessible across Android, iOS, and the web, DigiKhata replaces outdated accounting practices with a secure, cloud-based system that allows businesses to manage their finances anytime and anywhere.

Since its launch, DigiKhata has achieved several significant milestones in the fintech industry. On April 5, 2023,



it partnered with 1LINK to enhance SME financial capabilities in Pakistan. Shortly after, on May 24, 2023, the company collaborated with HBL Microfinance Bank to bring innovative financial services to small enterprises. An earlier strategic alliance with Kuunda on August 4, 2022, further cemented DigiKhata's position as a leader in digital bookkeeping solutions. These partnerships highlight DigiKhata's commitment to addressing the unique challenges faced by SMEs in the region.

The platform's performance underscores its impact, with its user-friendly features attracting a large base of small businesses since its inception in 2019. DigiKhata provides unlimited ledger account management for multiple businesses

within one app, along with real-time cash flow tracking through its Cash Book feature. The platform also offers unique functionalities like free SMS reminders, enabling users to recover payments three times faster. Local merchants can benefit from reselling airtime and mobile bundles while earning commissions of up to 2%. Additionally, DigiKhata supports financial reporting with PDF export options and multilingual capabilities, catering to diverse linguistic needs in Pakistan with support for English, Roman Urdu, Sindhi, Pashto, and Farsi.

DigiKhata's product suite is tailored to meet the evolving needs of small businesses. Its unlimited ledger account management allows for efficient record-keeping across multiple ventures, while the Cash

Book feature provides real-time insights into cash flow, helping businesses make data-driven decisions. The free SMS reminder service is a standout feature that ensures timely payments, and the app's support for reselling airtime creates an additional revenue stream for merchants. Combined with its multilingual interface and detailed reporting tools, DigiKhata ensures a holistic financial management experience.

Primary Products

- **Cash Book Management:** Real-time cash flow tracking to help businesses monitor income and expenses effortlessly.
- **Free SMS Reminders:** Facilitates faster payment recovery, improving cash flow for SMEs.
- **Airtime & Mobile Bundles Reselling:** Enables local merchants to earn commissions, creating an additional revenue channel.

Digi Khata is equally useful for every work and business. It is easily flexible to handle your ledger accounts.
– Dr Kinza, Health Specialist

Digi Khata has shrunk our hours-long work shift into minutes. It is very easy-to-use, record transactions in real-time and keep our record safe with data backup.
– Sheikh Nauman, Restaurant Owner



CreditBook is a fintech company dedicated to empowering small and medium-sized enterprises (SMEs) in emerging markets through digital financial tools. The company provides an intuitive digital ledger that helps businesses track transactions, manage credit, and monitor expenses efficiently. By addressing critical challenges in financial management, CreditBook enhances operational visibility and simplifies compliance, fostering growth and financial sustainability for SMEs. Its mission aligns with promoting financial inclusion, and its platform has been adopted by over one million businesses across Pakistan.

CreditBook's contributions to fintech innovation have been recognized through several accolades. The company was part of the prestigious Y Combinator accelerator program, a credential that underscores its global potential and innovation. It has also received funding from renowned investors, including Better Tomorrow Ventures and Village Global, which are known for supporting transformative ventures in the technology and financial sectors. These achievements reflect the company's commitment to leveraging technology to solve systemic challenges faced by underserved business communities.

CreditBook's platform has shown remarkable results, with less than 2% of transactions overdue by 30 days, a testament to its effectiveness in

improving credit management among SMEs. The platform offers rapid support, with most financing applications processed in under 12 hours and initial setups completed within 48 hours. These operational efficiencies allow businesses to make better financial decisions and reduce risks associated with delayed payments or poor credit management. By leveraging data insights, CreditBook empowers its users with actionable analytics to enhance their profitability.

The company offers a range of services tailored to the unique needs of SMEs. Its digital ledger is a core feature, allowing users to record transactions and track payments with ease. The credit management tool helps businesses monitor outstanding balances and streamline collections. Additionally, the platform provides expense tracking and financial insights, enabling users to analyze costs, identify trends, and optimize their operations. These tools collectively help SMEs navigate complex financial landscapes with confidence and efficiency.

Primary Products

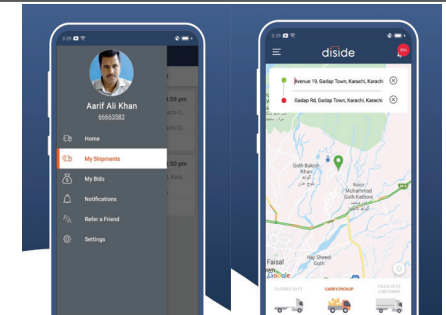
- ▶ **Digital Ledger:** A user-friendly tool for tracking transactions and payments, reducing manual errors and enhancing financial clarity.
- ▶ **Credit Management Tool:** Supports businesses in monitoring and collecting outstanding dues efficiently, improving cash flow.
- ▶ **Financial Insights Platform:** Provides actionable analytics to optimize decision-making and profitability.



DISIDE is a technology-driven startup committed to helping companies worldwide gain visibility over road freight emissions within their supply chains. By providing real-time emission tracking and actionable data, DISIDE enables businesses to monitor, measure, and reduce their carbon footprint effectively. The company is supported by initiatives such as the UK Government's Climate Finance Accelerator and Austria's Private Financing Advisory Network (PFAN), underlining its role in driving sustainable practices and transparency in the global logistics sector.

DISIDE has earned recognition through various partnerships and accolades, highlighting its impact on sustainability and innovation. Its affiliation with prominent climate-focused initiatives like the Climate Finance Accelerator and PFAN underscores its credibility in the environmental and tech spaces. These collaborations align with DISIDE's mission to help businesses meet evolving environmental regulations and achieve net-zero goals through cutting-edge digital solutions.

The platform's capabilities are designed to address critical needs in supply chain management. DISIDE's Emission Visibility Platform simplifies the process of emission data collection, offering real-time tracking and insights that empower companies to make informed decisions. The platform provides factual emission reports that enhance corporate



transparency, ensure compliance with environmental standards, and support long-term sustainability strategies. By integrating seamlessly into existing supply chain operations, DISIDE allows businesses to save time while reducing emissions and avoiding potential penalties for non-compliance.

DISIDE's product offerings focus on providing robust tools for emission monitoring and reduction. The Emission Visibility Platform serves as the core of its services, allowing businesses to track and report emissions accurately. Real-time emission tracking ensures that companies have up-to-date information to address inefficiencies promptly. Supply chain emission insights enable a deeper understanding of emission sources, aiding in the development of targeted reduction strategies. Additionally, the platform's data-driven emission reduction tools offer actionable recommendations to help companies achieve measurable environmental improvements.

Primary Products

- ▶ **Emission Visibility Platform:** Centralized tool for tracking and reporting road freight emissions with accuracy and ease.

بازار

BAZAAR

Bazaar

Bazaar is redefining commerce and financial services in Pakistan through an integrated platform that serves businesses of all sizes. By combining retail distribution, raw material sourcing, and financial services, Bazaar offers a comprehensive solution for business growth and digitization. Its mobile application provides access to an extensive product catalog, competitive pricing, next-day delivery, and flexible payment options, ensuring seamless operations for both small-scale retailers and large manufacturers. With a commitment to enhancing economic development, Bazaar continues to empower businesses with tools that simplify procurement, streamline operations, and promote financial inclusion.

Bazaar has achieved notable recognition in the industry, supported by partnerships and investments from leading global and local technology investors. Its innovative approach has earned it awards and accolades for driving technological advancement and economic growth in Pakistan. Initiatives like the launch of Bazaar Prime for exclusive distribution and Bazaar Pro for end-to-end procurement underscore its dedication to delivering specialized solutions for diverse business needs.

With a vast retail network and an array of services, Bazaar has transformed procurement and supply chain

processes across Pakistan. Its app offers essentials spanning over 30 categories, supported by a user-friendly interface and next-day delivery service. Through its raw material sourcing platform, manufacturers can access industrial materials efficiently, ensuring better operational outcomes. Additionally, its financial services suite includes flexible payment terms and credit solutions, addressing the financial challenges businesses often face. Bazaar's ecosystem is tailored to meet the demands of Pakistan's evolving commercial landscape.

The platform's standout products include Bazaar Pro, an end-to-end procurement solution for offices, restaurants, and other businesses, and Bazaar Industrial, a dedicated platform for raw material sourcing across industries. These tools enable businesses to streamline operations, reduce costs, and improve efficiency. The seamless integration of financial services further enhances Bazaar's value proposition, making it a critical partner in Pakistan's business ecosystem.

Primary Products

- ▶ **Bazaar Pro:** End-to-end procurement platform tailored for offices, restaurants, and similar businesses.
- ▶ **Bazaar Industrial:** Specialized raw material sourcing platform for manufacturers across industries.
- ▶ **Financial Services Suite:** Flexible payment and credit solutions designed to support business growth and financial stability.

AutoSoft

DYNAMICS

AutoSoft Dynamics

AutoSoft Dynamics, a global provider of banking and financial solutions, has been serving the financial services industry since 2000. Acquired by Constellation Software Inc. in 2022, AutoSoft has expanded its reach and capabilities, offering end-to-end software solutions for conventional, Islamic, and digital banking. Its suite of products caters to financial institutions worldwide, addressing the diverse needs of retail, corporate, and microfinance banking.

The company has received recognition for its advanced technology and strategic partnerships, delivering innovative software to enhance banking operations. Over the years, AutoSoft has completed more than 1,000 banking site installations globally, ensuring efficient and reliable support services. Its solutions are trusted by a wide array of clients, including major financial institutions in Pakistan and internationally.

AutoSoft's core offerings include tailored solutions for conventional, Islamic, and digital banking, each designed to address specific operational requirements. The Conventional Banking Suite supports retail and corporate banking with flexibility and scalability, while the Islamic Banking Suite is fully Shariah-compliant, catering to specialized financial needs. The Digital

Banking Suite integrates modern features to enable banks to deliver new services and capture revenue opportunities. Additionally, AutoSoft provides comprehensive back-office applications for human resource and asset management, ensuring streamlined internal operations for its clients.

The company also offers implementation, training, and after-sales services to help financial institutions maximize the value of their software investments. With these services, clients benefit from seamless transitions, optimized system usage, and ongoing operational support. Headquartered in Lahore, Pakistan, with regional offices in Karachi, AutoSoft continues to drive innovation in the banking sector.

Primary Products

- ▶ **Islamic Banking Suite:** A fully Shariah-compliant solution that supports retail and corporate banking operations for Islamic financial institutions.
- ▶ **Digital Banking Suite:** Provides robust tools for banks to expand their services with innovative, revenue-generating digital offerings.
- ▶ **Conventional Banking Suite:** A flexible platform tailored to meet the needs of retail, corporate, and microfinance banking.



Abhi

Abhi is a fintech company transforming financial wellness for businesses and employees in Pakistan by providing innovative financial solutions. Established in 2021, Abhi offers a range of services, including Earned Wage Access, payroll management, and business financing. Employees can access their earned salaries instantly through a mobile app or SMS, reducing financial stress. For businesses, Abhi simplifies payroll operations with an intuitive software solution, enabling seamless salary disbursement. Its financing services ensure steady cash flow for businesses of all sizes, from established enterprises to independent merchants and home chefs.



Abhi has forged impactful partnerships and achieved key milestones in the fintech industry. In 2024, Abhi collaborated with TPL Corp to acquire FINCA Microfinance Bank, aiming to accelerate financial inclusion in Pakistan. The company has also partnered with FlowHCM and People™ to offer Earned Wage Access as a financial wellness benefit to employees across various sectors. Abhi's efforts have been recognized in prominent publications, including Bloomberg, Profit, and Tech in Asia, cementing its position as a trailblazer in Pakistan's fintech landscape.

With over 450 companies leveraging Abhi's solutions, its innovative approach to financial empowerment is

evident. Abhi Salary allows employees to access their salaries within 30 seconds, enhancing financial flexibility. The Abhi Payroll system streamlines salary management, enabling businesses to upload payroll data and process payments effortlessly. Abhi Kaarobar provides quick business financing to ensure uninterrupted cash flow, supporting diverse industries from e-commerce merchants to small-scale entrepreneurs. Abhi Pay offers a versatile digital payment platform, making financial transactions seamless and secure.

Abhi's standout products are redefining financial services for businesses and employees. Abhi Salary

provides earned wage access, reducing the wait time for salaries and addressing urgent financial needs. Abhi Payroll ensures accuracy and efficiency in payroll management, benefiting businesses with user-friendly operations. Abhi Kaarobar empowers entrepreneurs with quick and flexible financing solutions tailored to their unique requirements, driving growth and financial stability.

Primary Products

- **Abhi Salary:** Offers instant access to earned wages through an app or SMS, ensuring employees meet financial needs without waiting for payday.
- **Abhi Payroll:** Simplifies payroll management with user-friendly software that enhances efficiency and employee satisfaction.
- **Abhi Kaarobar:** Delivers quick business financing, supporting steady cash flow and growth for businesses of all sizes.

Reaching to a \$40m valuation in 6 months is not easy, but with this A Team felt like a piece of cake! Great learning and amazing peers.

– ROZEE.PK





بروقت

Barwaqt

Barwaqt, a product of SEEDCRED Financial Services Limited, is a fintech platform that specializes in providing digital short-term lending solutions in Pakistan. Operating under a Non-Banking Financial Company (NBFC) license since 2021, Barwaqt extends credit facilities to individuals typically underserved by traditional banking institutions. With a mission to drive financial inclusion, Barwaqt enables customers to access micro-loans quickly and securely through its app-based platform, helping them build credit identities and participate in the broader financial ecosystem.

The company offers a flexible and secure loan service tailored to meet diverse financial needs. Users can choose from various loan amounts and repayment durations without the need for collateral. The loan approval process leverages advanced risk assessment and credit evaluation algorithms, ensuring transparent and responsible lending practices. Barwaqt supports multiple methods for receiving funds and repaying loans, with no hidden fees, providing a seamless and user-friendly experience. Its commitment to data security ensures that customers' information is used exclusively for verification purposes.

Barwaqt serves a growing client base with its 24/7 loan availability, providing financial relief to individuals and small

businesses alike. The platform has established itself as a key player in Pakistan's micro-lending market by addressing the credit needs of the unbanked and underbanked population. In addition to its core services, Barwaqt's transparent policies and accessible customer support further solidify its position as a trusted provider in the fintech space. The company is a member of the Pakistan Fintech Network (PFN) and the NBFI & Modaraba Association of Pakistan, reflecting its commitment to industry standards and ethical practices.

Barwaqt's achievements include a license to operate as an NBFC Investment Finance Service provider, granted in June 2021, and partnerships with leading financial networks to ensure seamless fund disbursement and repayment processes. Its app-based solution has gained widespread adoption, helping users achieve financial independence through hassle-free borrowing.

Primary Products

- **Barwaqt Loan Application:** A flexible and secure nano-lending solution offering personalized loan amounts and repayment terms, tailored for the unbanked population in Pakistan.
- **Risk Assessment Engine:** A proprietary system that evaluates creditworthiness to determine loan eligibility and minimize default risks.



BayFikar

Bayfikir, specializes in providing a remittance platform tailored for overseas Pakistanis, enabling them to manage financial obligations back home with ease. Through the Bayfikir app, users can pay utility bills, school fees, hospital charges, and government payments directly from their UK bank accounts, ensuring timely and secure transactions.

In October 2023, Bayfikir secured \$169,000 through an equity crowdfunding campaign, adding to a previous seed round of \$526,000 in April 2022, bringing the total funding to \$695,000. The company has attracted investment from entities such as SFC Capital. Operating with a lean team of four employees, Bayfikir focuses on delivering user-friendly financial solutions to its clientele.

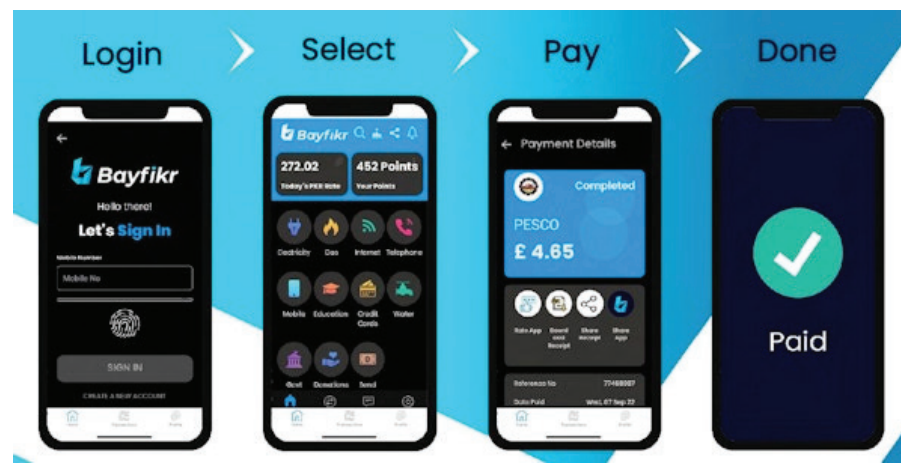
Bayfikir has formed strategic partnerships to enhance its service offerings. Notably, in 2023, the company collaborated with BILRS, a global bill

payment platform, to streamline the bill payment process for users. This partnership allows customers to pay bills from anywhere, at any time, through an intuitive platform, offering features like real-time notifications and personalized financial insights.

The company's primary product is its remittance platform, designed to provide control and convenience to overseas Pakistanis. The platform enables users to pay various bills and fees directly from their UK bank accounts, eliminating the need to set up additional bank accounts in Pakistan. This service caters to the financial needs of expatriates, ensuring their families and obligations in Pakistan are managed efficiently.

Primary Products

- **Remittance Platform:** Allows overseas Pakistanis to pay utility bills, school fees, and more directly from their UK bank accounts.





OPay

OPay is a multinational fintech company operating across Africa, the Middle East, and Southeast Asia. Established with the mission to enhance financial inclusion and simplify digital transactions, OPay offers a range of services designed to meet the everyday needs of individuals and businesses. The platform enables users to perform transactions such as money transfers, bill payments, and mobile airtime recharges with ease and efficiency. Supported by leading investors, including SEQUOIA, SoftBank, and IDG Capital, OPay is committed to delivering secure and accessible financial solutions to its diverse user base.

In Pakistan, OPay has made significant strides, achieving a record-breaking PKR 11.4 billion in Gross Transaction Volume in March. This milestone underscores the platform's growing influence in the digital payments landscape. OPay's comprehensive app allows users to make fee-free money transfers, pay utility and credit card bills, and recharge mobile airtime. With a network of over 2,000 billers, the platform ensures seamless connectivity for essential services, offering a user-friendly experience enhanced by features like cashback rewards and real-time transaction notifications.

Security is at the core of OPay's operations. The platform complies with PCI DSS standards, utilizing advanced

fraud detection systems and strong cryptography to safeguard users' financial data. Additionally, OPay provides businesses with customized payment solutions, helping merchants optimize their operations with tools for online and offline transactions. This focus on security and adaptability has enabled OPay to foster trust and expand its client base, which includes individual users and enterprises.

OPay's global partnerships and investor backing have been instrumental in its rapid growth. Collaborations with regional financial institutions and service providers ensure that the platform delivers localized solutions tailored to specific markets. The company's emphasis on compliance with regulatory standards and its robust technology infrastructure position it as a leader in the fintech industry. OPay's achievements in financial inclusion and innovation have also garnered recognition, cementing its role in transforming the digital economy.

Primary Products

- **OPay Mobile Wallet:** A comprehensive app offering fee-free money transfers, bill payments, and mobile airtime recharges, backed by robust security features.
- **Utility Payment Integration:** A seamless service connecting users to over 2,000 billers for hassle-free utility and credit card payments.



Oraan

Oraan, established in 2018, is Pakistan's pioneering women-led fintech company dedicated to transforming financial access for underserved communities, particularly women. By digitizing traditional financial practices, Oraan offers inclusive, secure, and user-friendly financial solutions tailored to the unique needs of Pakistani women and their households.

The company's flagship product, Oraan Committees, digitizes the traditional committee system, enabling members to contribute a fixed amount monthly and receive the pooled funds in a designated month. This system provides users with flexibility in selecting installment amounts, durations, and payout months, all within a verified community that ensures security and transparency. The platform's advanced security measures protect against fraud and misuse, fostering confidence among its users.

In addition to Oraan Committees, the company offers personalized financial coaching aimed at simplifying savings, investments, and budgeting. This service empowers women to take control of their financial lives by providing expert guidance tailored to individual financial goals and circumstances.

Oraan has garnered significant recognition within the fintech industry. In 2021, the company secured \$3 million

in seed funding, marking the largest such investment for a women-led startup in Pakistan at that time. The company's innovative approach has attracted a diverse group of investors, including UK-based Zayn Capital and Singapore-based Tharros.

Operating from Karachi, Oraan continues to expand its services, striving to make financial services simple, inclusive, and accessible for every Pakistani woman and her household. By bringing the time-honored tradition of committees into the digital age, Oraan has built a platform that invites everyone to save, grow, and learn about their money with ease and confidence.

Primary Products

- **Oraan Committees:** A digital adaptation of traditional saving circles, offering flexibility, security, and transparency to help users manage and grow their money.



Their professional staff, their prompt replies and their thoughtfully sorted processes are a add up to this start up. I wish Oraan takes a big Oraan and prosper Hamesha!

– Swaleha Lakho, customer



Pakistan Microfinance Investment Company

The Pakistan Microfinance Investment Company (PMIC) serves as a pivotal apex institution in Pakistan's microfinance sector, dedicated to delivering financing and investment solutions that foster positive social and economic impacts for microfinance clients and the broader ecosystem. As of July 2024, PMIC's portfolio encompasses 24 partners, reaching 698,068 clients with a loan portfolio totaling Rs.24.8 billion. Notably, 87% of these clients are women, and 42% are youth, collectively supporting over 1 million jobs across the nation.

PMIC's suite of services includes Financing & Investing Solutions, which provide tailored financial products to microfinance institutions (MFIs) and other entities serving low-income populations. This approach ensures that financial resources are effectively channeled to those in need, promoting financial inclusion and economic empowerment. Additionally, PMIC offers Microfinance Plus Products, integrating financial investments with innovation, value creation, risk mitigation, and capacity enhancement for borrowers. This comprehensive strategy addresses the multifaceted needs of clients, facilitating sustainable development and resilience.

A standout initiative under PMIC's Microfinance Plus Products is the



PRIME (PMIC Impact Evaluation) program. PRIME focuses on assessing and enhancing the impact of microfinance interventions, ensuring that services not only reach the target populations but also effect meaningful improvements in their livelihoods. Through rigorous evaluation and continuous improvement, PRIME contributes to the effectiveness and efficiency of microfinance services across Pakistan.

In recognition of its significant contributions to the financial sector, PMIC received the "Best Contribution by a Non-Bank Entity" award at the Pakistan Banking Awards in 2021. This accolade underscores PMIC's commitment to providing responsible financial services to underserved

communities and its dedication to fostering an inclusive and economically empowered society.

PMIC's collaborative approach is evident through its partnerships with various stakeholders, including microfinance institutions, development organizations, and government agencies. By leveraging these partnerships, PMIC enhances the reach and impact of its services, contributing to the overall development of Pakistan's microfinance ecosystem. Through its innovative products, strategic partnerships, and unwavering commitment to financial inclusion, PMIC continues to play a crucial role in transforming the lives of low-income individuals and promoting sustainable economic growth in Pakistan.

Primary Products

- ▶ **Wholesale Lending** – Provides financing to microfinance institutions (MFIs) to support small-scale borrowers.
- ▶ **Microfinance Plus Products** – Enhances financial investments with risk mitigation, capacity building, and innovation.
- ▶ **Agriculture Finance** – Funds agricultural activities to boost productivity and rural livelihoods.
- ▶ **Enterprise Development** – Supports entrepreneurship and small business growth.
- ▶ **Micro-Housing Finance** – Provides funding for affordable housing solutions.
- ▶ **Education Finance** – Invests in financial solutions for education accessibility.
- ▶ **Renewable Energy Finance** – Promotes sustainable and green energy initiatives.



I recently availed the services of Pakistan Microfinance Investment Company and I'm extremely satisfied with their services. The staff was very supportive and guided me through the entire process. Highly recommend their services!

– Trustburn



VeriPark

VeriPark is a global solutions provider specializing in the financial services industry, offering a comprehensive suite of digital banking, customer relationship management (CRM), and loan origination solutions. Their Intelligent Customer Experience Suite is tailored to meet the evolving needs of financial institutions, enabling them to deliver seamless and personalized customer journeys across digital and assisted channels:

VeriChannel: A platform facilitating digital onboarding, mobile and internet banking, branchless banking, personal finance management, and more. **VeriTouch:** A CRM solution encompassing sales and prospect management, customer enrollment, single view of the customer, marketing and campaign management, and loyalty management. **VeriLoan:** A comprehensive loan origination and servicing platform supporting digital lending, digital collections, and both retail and corporate loan processes. **VeriBranch:** A branch automation solution offering functionalities for conventional and digital branches, including teller operations, sales, advisory services, and self-service options. **VeriLink:** An integration layer that ensures seamless connectivity with third-party systems and services.

VeriPark collaborates with a diverse range of financial institutions globally, assisting them in enhancing customer



acquisition, retention, and cross-selling capabilities. Their client portfolio includes banks, credit unions, insurance companies, and other financial service providers. As a Microsoft Dynamics Global Independent Software Vendor (ISV), VeriPark has been recognized for outstanding sales achievement and innovation, being named to the Microsoft Business Applications 2024/2025 Inner Circle.

Additionally, VeriPark has established strategic partnerships to further enhance its offerings. Notably, they have partnered with FICO to transform financial services through AI-driven decision-making and digital transformation.

VeriPark's commitment to excellence has been acknowledged through various awards: IDC Real Results Program: VeriPark won the "Omni-Engagement Transformation" award and was recognized as the overall winner for its successful Dynamics 365 and VeriTouch CRM implementation at First Abu Dhabi Bank. Microsoft Business Applications Inner Circle: VeriPark has been honored by Microsoft for outstanding sales achievement and innovation, marking its 13th recognition. IDC FinTech Rankings: VeriPark has been named to the 2024 IDC FinTech Rankings Top 100, highlighting its impact in the financial technology sector.

Primary Products

- ▶ **VeriTouch:** A customer engagement (CRM) solution built on Microsoft Dynamics 365, providing a 360-degree view of customers to improve relationship management and service delivery.
- ▶ **VeriChannel:** An omni-channel delivery platform that enables seamless integration across various digital channels, ensuring a consistent and personalized customer experience.
- ▶ **VeriBranch:** A branch automation solution aimed at transforming traditional branch operations into digital branches, enhancing efficiency and customer satisfaction.
- ▶ **VeriLoan:** An end-to-end digital loan origination, servicing, and collection solution that streamlines the lending process for retail, SME, and corporate banking.
- ▶ **VeriLink:** A common integration layer providing out-of-the-box connectors for seamless integration with core banking systems and other third-party applications.



One day, we were in a conversation with Microsoft and we said, if Microsoft had a digital bank we'd buy it. They said, we know a partner, and introduced us to VeriPark. VeriPark was the piece of the puzzle that we were missing.
 – **Disruption Officer, Innovation Federal Credit Union, Canada**

BYKEA

Bykea Cash

Bykea is a Pakistan-based fintech and technology company specializing in transportation, payments, and logistics solutions designed for individuals and businesses. Founded in 2016, the company operates in major cities, including Karachi, Lahore, Islamabad, and Rawalpindi, leveraging a network of motorbike owners to provide quick and cost-effective services. Bykea's business model focuses on accessibility, affordability, and economic empowerment by transforming everyday motorbikes and smartphones into tools for transportation and financial transactions.

Bykea's portfolio includes services like ride-hailing, parcel delivery, and a suite of financial services aimed at improving convenience for users. The ride-hailing service offers affordable and efficient transportation through motorbikes, ideal for navigating congested urban areas. The parcel delivery service ensures same-day delivery for documents, packages, and e-commerce orders, addressing the needs of both individuals and businesses. Bykea also facilitates financial transactions through its innovative payment solutions, allowing customers to create personalized payment links, use QR codes, and enable cash-on-delivery (COD) options. An additional standout service is Bykea's "ATM on wheels," which allows users to request cash withdrawals



delivered directly to their doorstep using their bank cards.

The company has forged significant partnerships to enhance its services and expand its reach. Collaborations with leading organizations like Jazz have bolstered Bykea's digital infrastructure, enabling seamless connectivity and efficient service delivery. Bykea's user-friendly platform supports clients ranging from individual users to small businesses, providing tools to manage payments, send or receive money, and streamline their operations. Through its website and mobile app, the company ensures accessibility for tech-savvy users, while a dedicated call center caters to customers without smartphones, ensuring inclusivity in its service offerings.

Bykea has achieved remarkable growth, driven by its commitment to solving urban mobility and financial challenges. The company secured \$5.7 million in Series A funding in 2019 from local and international investors, reflecting confidence in its operational model and potential. Bykea's achievements also include awards and accolades for its innovative approach to addressing critical market needs in developing economies, further cementing its reputation as a key player in Pakistan's fintech and logistics landscape.

Standout products from Bykea include the ride-hailing service, which offers affordable and efficient transportation across urban centers, and the ATM on wheels service, an innovative solution

providing doorstep cash withdrawals. The personalized payment solutions also stand out for enabling businesses to streamline transactions with options like QR codes, digital POS, and COD functionality.

Primary Products

- ▶ **Bike Rides:** Affordable and efficient motorbike ride-hailing services for daily commuting.
- ▶ **Car Rides:** Comfortable car ride options, including both AC and non-AC vehicles, with the flexibility for users to set their fares.
- ▶ **Parcel Delivery with Cash on Delivery (COD):** Fast parcel delivery services featuring live tracking, insurance coverage, and cash collection upon delivery, with instant transfers to the sender's bank account.
- ▶ **Logistics Services:** Comprehensive solutions for businesses requiring transportation of goods and services, leveraging a network of motorbike partners.
- ▶ **In-App Payments:** Facilitates cash-on-delivery payments, enabling users to manage transactions directly through the Bykea app.



Satisfied...on my 6th ride, the driver made extra stops during the ride, which cost me extra fare. I contacted Bykea support after the ride, and the support team resolved the issue promptly without any hassle. Credit goes to the amazing support team.

– Neeraj batheja



hysab kytap

Hysab Kytap

Hysab Kytap is a Pakistan-based fintech company offering innovative, data-driven financial management solutions for individuals and financial institutions. The company focuses on hyper-personalizing the banking experience and empowering users with tools to manage their finances effectively. By leveraging technology, Hysab Kytap provides a white-labeled Personal Finance Management (PFM) solution that seamlessly integrates into banks' core systems, enhancing customer engagement and enabling financial institutions to drive revenue optimization. Its flagship consumer app, designed for individual users, helps track spending, saving, and budgeting, providing a comprehensive overview of personal finances.

Hysab Kytap's PFM solution is recognized as Pakistan's first white-labeled tool of its kind, powering the digital banking platforms of leading financial institutions, including HBL and Askari Bank. The PFM



platform is designed to improve financial well-being by enabling customers to make informed financial decisions. It provides features like expense tracking, goal-based savings, and budget analysis, helping banks offer a personalized digital banking experience. The scalability of this solution allows it to be deployed across diverse banking systems, ensuring its relevance in both local and international markets.

The consumer-facing mobile app has gained traction in over 160 countries, amassing more than 640,000 users and facilitating over 12 million transactions. This app delivers a 360-degree view of an individual's finances, empowering users to control their spending and savings efficiently. Hysab Kytap's PFM solution is also available on the Temenos Exchange, a global fintech marketplace, which further validates its compatibility and appeal to international financial institutions. Its partnerships with

technology providers such as NdcTech and Interswitch have strengthened its integration capabilities, allowing seamless adoption by banking systems globally.

Hysab Kytap has been featured for its innovative contributions to the fintech industry, earning accolades and expanding its reach through strategic partnerships. The company's collaboration with Askari Bank to integrate the PFM solution into Askari's digital banking ecosystem demonstrates its ability to enhance traditional banking systems. Similarly, its partnership with the Bank of Punjab through NdcTech marks another milestone in delivering customer-centric digital solutions. These achievements highlight Hysab Kytap's role in driving digital transformation within the banking sector.



Primary Products

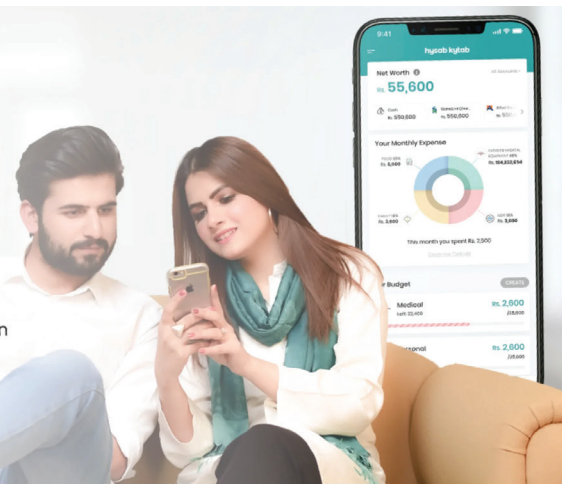
- **Personal Finance Management (PFM) Solution:** A white-labeled platform that integrates with banks' systems to enhance customer engagement, track expenses, and optimize revenue per customer.
- **Consumer Mobile App:** A globally used app enabling individuals to manage their finances effectively by tracking spending, saving, and budgeting.
- **Siren:** A cutting-edge tool designed to generate actionable insights for banks, empowering financial institutions to make informed decisions and innovate their service offerings.



Hysab Kytap lets you keep track of your regular personal expenses and also helps you view reports for your spending pattern with different breakdowns. You can view charts to analyze your spending pattern and reduce your spending.
– Best Mobile App Awards



Hysab Kytap is a PFM born in Pakistan and I thank HBL for trusting and selecting it for their own digital platform. This is the kind of support that our local banks can offer to help Pakistan's FinTech industry to grow and provide solutions for the local requirements.
– Profit by Pakistan Today





Guaranteeing
Infrastructure

InfraZamin

InfraZamin Pakistan is a trailblazer in the realm of credit enhancement, dedicated to accelerating private investment in Pakistan's critical infrastructure projects. Established as a for-profit entity, the company operates with a capital base of PKR 8.25 billion (USD 50 million) and leverages its unique financial structure to foster long-term development in renewable energy, healthcare, education, and digital communications. As a partnership initiative between InfraCo Asia, GuarantCo, and Karandaaz Pakistan, InfraZamin combines global expertise with local market knowledge to deliver tailored financial solutions that address infrastructure gaps while de-risking investments for stakeholders.

One of InfraZamin's standout projects includes its inaugural transaction in the digital communications sector, where it provided a PKR 1.575 billion (USD 7.6

million) partial credit risk guarantee for Habib Bank Limited on behalf of Multinet Pakistan. This transaction enabled critical expansion in Pakistan's digital infrastructure, mitigating risks for lenders and encouraging broader market participation. Additionally, InfraZamin has pioneered innovative financing tools, such as the Gender Bond, a PKR 2.833 billion (USD 10 million) credit enhancement initiative for Kashf Foundation, which supports women-focused social infrastructure projects. These efforts underscore InfraZamin's commitment to economic inclusivity and gender equity.

The company boasts a AAA credit rating from the Pakistan Credit Rating Agency (PACRA), bolstered by its robust governance framework, strategic partnerships, and experienced leadership. InfraZamin collaborates with a wide array of stakeholders, including local and international banks, development finance institutions, and private sector entities, to unlock underutilized liquidity in financial markets. Its involvement in capital market transactions has facilitated longer loan tenors, improved credit ratings, and mobilized significant private sector investments, particularly in nascent and underserved markets.

InfraZamin's portfolio continues to expand, with projects aimed at addressing Pakistan's pressing energy and social infrastructure needs. The company's credit guarantees have been pivotal in facilitating green energy initiatives and improving energy efficiency in urban centers, while its partnerships with institutions like the Private Infrastructure Development Group (PIDG) have helped deliver large-scale infrastructure projects with measurable socio-economic impact. By ensuring transparency and social responsibility in its operations, InfraZamin has positioned itself as a leader in sustainable infrastructure financing.



Primary Products

- **Gender Bond:** A fully guaranteed PKR 2.833 billion (USD 10 million) bond to support gender-focused social infrastructure through Kashf Foundation, de-risking investments for social impact.



As we reflect on the remarkable progress of 2024, I am proud to share the strides we've made at InfraZamin Pakistan in fulfilling our mission to advance infrastructure development and contribute to Pakistan's sustainable future.

– **PACRA Credit Rating Announcement:** [LinkedIn](#)



InfraZamin Pakistan Limited (InfraZamin) has been assigned the highest credit ratings possible by the Pakistan Credit Rating Agency (PACRA), with a long-term rating of AAA (Triple A) and short-term rating of A1+ (A One Plus).

– **GuarantCo's Perspective:** [Karandaaz](#)



InfraZamin Pakistan is an innovative, for-profit credit enhancement facility developed by Private Infrastructure Development Group (PIDG) company GuarantCo.



Instakin

InstaKin is a fintech platform designed to streamline the management of essential tasks for expatriates, particularly those with ties to Pakistan. The service addresses common challenges faced by immigrants when ensuring the proper handling of responsibilities back home. Operating in over 60 countries, InstaKin provides a centralized platform for tasks such as bill payments, document processing, event management, and gift delivery. Its offerings are tailored to ensure secure, efficient, and reliable execution through partnerships with verified service providers.

Among InstaKin's standout features are its cross-platform mobile application available on iOS and Android, intuitive user interface, secure payment systems, and live chat functionality for real-time vendor communication. These features allow users to manage services confidently and track progress without depending on friends or family members in their home country. This robust infrastructure has helped the platform gain the trust of thousands of users worldwide, making it a preferred choice for expatriates managing their personal and financial obligations remotely.

The platform offers several specialized services designed to meet the needs of



its users. Its Bill Payments & Gift Delivery service enables users to pay utility bills or send gifts directly to family and friends in Pakistan. The Documentation Handling feature covers document attestations, property management, and other essential administrative tasks. Through its InstaShop & InstaRunner, the platform provides an e-commerce experience and delivery solutions for urgent purchases or errands. For unique requirements, the Special Requests service delivers tailored solutions, ensuring users can manage even the most specific demands.

Backed by global investors such as MassChallenge and Antler, InstaKin continues to grow in scope and capability. It offers round-the-clock customer support, ensuring users can resolve issues or address inquiries at any time. The platform's expansion highlights its commitment to simplifying expatriates' lives by offering comprehensive and innovative solutions.

Primary Products

- **Bill Payments:** Facilitates the payment of utility bills, ensuring timely settlements for families in Pakistan. instakin.com
- **Gift Sending:** Enables users to send gifts, including consumer electronics, toys, and mobile phones, to loved ones through their e-commerce platform, InstaShop.
- **Documentation Assistance:** Assists with handling various documentation tasks, streamlining processes for expatriates requiring paperwork management in Pakistan.
- **Concierge Services (Special Requests):** Caters to unique or specialized tasks not covered under standard services, offering personalized assistance for specific needs.
- **InstaRunner:** Provides prompt and reliable delivery services for parcels, documents, groceries, and other essential items, ensuring swift transportation to designated destinations.

”

PERFECT. I had a very great experience dealing with this App. My order was processed in a little more than 24 hours. It was on its location 'sahi salamat.' Kudos to the developers of this App and its initiative.

– **Usman Mohammad Nawaz, Customer**

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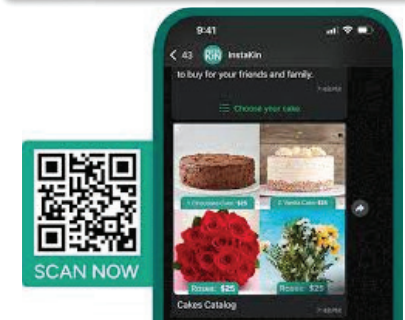
Super app. Thank you Instakin. It was so easy. Customer service was so helpful. I sent food to my family, and they were so surprised.

– **Aqusa Hockla, Customer**

”

Professional people doing a wonderful service in a reliable & convenient way for overseas Pakistanis. Got my original documents attested & can assure they are highly reliable with great customer support.

– **Muhammad Asim Farooqui, Customer**



KalPay™

Khareedo Aaj, Payment KalPay

Kalpay

KalPay is a fintech startup based in Pakistan, specializing in Shariah-aligned "Buy Now, Pay Later" (BNPL) solutions. Established in 2021, KalPay addresses the financial needs of underbanked communities by offering interest-free financing options for essential products and services. The platform enables customers to purchase items such as smartphones or invest in skill development courses through secure, digitized payment plans. With a mission to promote financial inclusion, KalPay provides flexible monthly installment options that align with Islamic finance principles, empowering individuals to access critical resources without financial strain.

In its short tenure, KalPay has garnered significant accolades and partnerships. In 2024, the company closed a successful early-stage



funding round, demonstrating investor confidence in its business model and profitability. Partnerships with esteemed institutions such as LUMS and Taleem Finance Company have further extended its reach, particularly in supporting student education financing. Notably, KalPay's co-founders were featured in Forbes' 30 Under 30 Asia list in 2023, a testament to their innovative contributions to the fintech landscape and their impact on the region's financial accessibility.

KalPay distinguishes itself through its adherence to Shariah-compliant financing, which ensures no interest is charged on its payment plans. Customers can benefit from quick and convenient services, with financing approvals typically processed within 24 to 48 hours. The platform also prioritizes security, employing best practices to protect user data and transactions. With multiple payment options, KalPay caters to a diverse clientele, ensuring ease of use and

accessibility. These features have helped KalPay become a trusted solution for individuals seeking affordable and socially responsible financial services.

KalPay offers two primary product lines: Rasayi, which focuses on financing for productive assets like smartphones, and Taleem, which provides financing for educational needs and skill development programs. Both products emphasize flexibility and affordability, empowering customers to invest in their personal and professional growth. KalPay's streamlined processes, coupled with its focus on ethical finance, make it a key player in Pakistan's growing BNPL sector.

Primary Products

- ▶ **Rasayi:** Financing solution for productive assets like smartphones, enabling users to access technology with zero-interest installment plans.
- ▶ **Taleem:** A dedicated financing service for education and skill development, supporting students and professionals in pursuing growth opportunities.



I have been using KalPay for the past few months; it has made my budgeting so easy for me. I get things on time and don't worry about them breaking my bank.

– Enhanced Budgeting Experience:
bnpl.kalpayfinancials.com



I am a shopaholic and love online shopping, but due to low budget sometimes I had to drop my favorite things. Now I can purchase big items while paying in installments! It's beyond helpful, and the customer service is very good.

– bnpl.kalpayfinancials.com





Karandaaz

Karandaaz Pakistan, established in 2014, is a non-profit organization dedicated to promoting financial inclusion and economic development by providing access to finance for small and medium enterprises (SMEs). The organization focuses on innovative financial solutions, particularly in underserved areas, and emphasizes support for women entrepreneurs. Through initiatives like Women Ventures and GreenFin Innovations, Karandaaz aims to drive economic impact and improve livelihoods across Pakistan.

The organization has received notable recognition for its contributions to financial inclusion. In 2022, it was honored with the "Outstanding Contribution to Financial Inclusion" award at the Pakistan Financial Inclusion Awards, acknowledging its efforts in expanding access to finance for micro, small, and medium-sized enterprises (MSMEs). Additionally, Karandaaz was recognized by the Bill & Melinda Gates Foundation for its innovative approach to digital financial services, receiving the "Innovation in Financial Inclusion" accolade in 2021.

Karandaaz has made significant strides in supporting SMEs and promoting digital financial services in Pakistan. Through its initiatives, the organization has enabled PKR 72.4 billion in MSME financing, generated



PKR 106.6 billion in additional revenue for SMEs, and supported over 850,000 MSMEs. Furthermore, Karandaaz has invested PKR 6 billion in digital financial services and provided PKR 1.023 billion in capital to women-led enterprises, resulting in over 1,108,000 jobs supported across the country.

Among its key services, Karandaaz offers Growth Capital, providing concessional financing up to PKR 50 million to early-stage green solutions and climate change efforts in Pakistan. This initiative supports projects in areas such as plastic waste management, efficient water management, and clean air. Additionally, the organization provides Technical Assistance and Business Development Support, offering customized business planning support and access to the climate

change network to help scale innovative projects for green transition and climate change mitigation.

Karandaaz has established strategic partnerships to further its mission. In August 2024, it collaborated with Proparco and Parwaaz Financial Services Limited (PFSL) to enhance financing for women-led and climate-focused MSMEs in Pakistan. This partnership introduced a €1 million ARIZ TPE portfolio guarantee, aimed at increasing access to finance for women entrepreneurs and green technologies under Karandaaz's Women Ventures and GreenFin Innovations portfolios.

Primary Products

- ▶ **Karandaaz Capital:** Provides structured credit and equity-linked investments to micro, small, and medium-sized enterprises (MSMEs) to foster sustainable growth and employment.
- ▶ **Karandaaz Digital:** Focuses on expanding access to digital financial services by developing digital public infrastructure, engaging with public and private sectors, and promoting policy and regulatory advancements.
- ▶ **Innovation Investments:** Supports innovative solutions in financial inclusion and entrepreneurship through initiatives like the Innovation Challenge Fund, Women Ventures, and GreenFin Innovations.
- ▶ **Karandaaz Research:** Conducts and disseminates research to provide insights on SME finance, digital financial services, and other areas, supporting evidence-based decision-making.



A great place to work with a highly professional and competent team. An organization that contributes best towards your excellent grooming and bringing out the best in you.

– **Employee** **Experience:**
Fairygodboss



The French Embassy in Pakistan is proud to support this partnership between Proparco and Karandaaz, which aligns with our commitment to fostering sustainable economic development and gender equality in Pakistan.

– **Proparco**



Keenu

Keenu is a prominent digital payment solutions provider in Pakistan, offering a comprehensive suite of services designed to enhance convenience and security for businesses and consumers. Established in 2016, Keenu's offerings include point-of-sale (POS) systems, digital wallets, and online payment gateways, facilitating seamless transactions across various platforms. The company's mission is to drive financial inclusion and digital adoption nationwide by providing user-friendly solutions that cater to the evolving needs of the market.

In 2024, Keenu underwent a management buyout, signaling a new phase in its corporate journey. The company has established strategic partnerships to enhance its service offerings and expand its market reach. Notably, in 2021, Keenu collaborated with UnionPay International and Bank AL Habib to launch UnionPay QuickPass, introducing contactless



payment acceptance for the first time in Pakistan. Additionally, Keenu has partnered with Visa to build acceptance in Pakistan, leveraging Visa's global experience to bring Pakistani merchants online. In October 2024, Keenu formed a strategic partnership with Zecurion to combat insider threats, reinforcing its commitment to cybersecurity.

Keenu's product portfolio includes several standout offerings. Its Point-of-Sale (POS) systems provide real-time transaction processing and detailed reporting, enabling merchants to manage sales efficiently. The Keenu Digital Wallet offers secure, instant transactions through mobile devices, allowing users to make payments, transfer funds, and manage their finances conveniently. The Online Payment Gateway ensures seamless e-commerce integration, enabling businesses to accept payments online securely. Keenu's Merchant Solutions



cater to businesses of all sizes, offering scalable and flexible options to meet diverse needs. The company's commitment to robust security measures and advanced fraud detection safeguards users' financial data, fostering trust among its clientele.

Keenu's impact on Pakistan's digital payment landscape is significant. The company supports over 10,000 active merchants and processes transactions worth over PKR 50 billion annually. Its digital wallet app has garnered over 2 million downloads, reflecting widespread consumer adoption. Keenu's collaborations with major banks and financial institutions further reinforce its market presence and credibility. The company's focus on innovation and customer-centric solutions positions it as a key player in advancing digital payments and financial inclusion in Pakistan.

Primary Products

- **Keenu Point-of-Sale (POS) Systems:** Provides real-time transaction processing and detailed reporting for efficient sales management.
- **Keenu Digital Wallet:** Offers secure, instant transactions through mobile devices, facilitating convenient financial management.
- **Keenu Online Payment Gateway:** Ensures seamless e-commerce integration, enabling businesses to accept online payments securely.



We have been using Keenu since 7 years now and have faced any issues with it. Haseeb has always been very cooperative in guiding and supporting us when ever needed. No doubt No one in the industry even comes close to customer satisfaction when compared with keenu. Keenu has been the best.

– **Cafe Koel**



It has been 4 to 5 years since we have been using Keenu Pos. The battery life of Keenu Pos is commendable. In comparison to other machines the transaction time is much faster and their interface is simpler to use. The team is very efficient and timely checks their machines thrice a month. Keenu services are very good.

– **Limelight**



KASB is a leading financial services company in Pakistan, offering a wide spectrum of investment and wealth management solutions. The firm provides expert advice in asset management, brokerage, financial planning, and investment banking. By combining innovative technology with a deep understanding of financial markets, KASB empowers individual and institutional clients to make informed investment decisions. The company's commitment to delivering tailored solutions helps clients achieve their financial goals while contributing to the growth of Pakistan's financial ecosystem.

KASB has received several prestigious awards in recognition of its industry leadership and exceptional service quality. In 2023, the company was named the "Best Asset Management Company" by the Pakistan Stock Exchange, underscoring its expertise in managing investments. It also earned the "Top Brokerage Firm Award" from the Karachi Stock Exchange, highlighting its reliability and excellence in trading and brokerage services. These accolades reflect KASB's innovative approach to financial services and its success in building trust and credibility among its clients.

KASB serves a growing base of 21,000 registered users, including individual



investors and institutions. Its network encompasses 167 institutional investors, 10 connected banks, 20 asset managers, 10 insurance providers, and 10 family offices. The company offers a comprehensive suite of services, including asset management for portfolio diversification, brokerage for seamless stock trading on the Pakistan Stock Exchange (PSX), and investment banking to support corporate financial needs. Through KASB Varsity, the company also provides education and training programs, helping users build financial literacy and investment skills.

KASB's standout offerings include its brokerage services, which facilitate investments in stocks and commodities with advanced trading platforms such as desktop terminals and mobile apps. The asset management service delivers customized investment portfolios designed to optimize returns while managing risk. Additionally, the KASB Varsity platform stands out as an educational initiative, equipping investors with knowledge and tools to make informed decisions. These services, combined with KASB's robust research and analysis capabilities, establish the company as a trusted partner in financial growth.



Mahaana is Pakistan's first digital-only Asset Management Company, licensed by the Securities and Exchange Commission of Pakistan (SECP). Founded in 2021 by Muhammad Shamoan Tariq, the company offers Shariah-compliant investment solutions through a fully digital platform, enabling users to open accounts online in less than 10 minutes. Mahaana's services include digital asset management, investment advisory, portfolio management, and financial planning, all designed to help individuals achieve their financial goals efficiently.

In 2023, Mahaana launched the Mahaana Islamic Cash Fund (MICF), providing investors with a low-risk, Shariah-compliant alternative to traditional bank savings accounts. This fund invests in Islamic money market instruments, offering higher profit rates with zero fees. Additionally, the company introduced the Mahaana Islamic Index ETF (MIETF), allowing investors to gain exposure to a diversified portfolio of Shariah-compliant stocks, facilitating participation in the stock market with ease.

Mahaana has secured backing from prominent investors, including IGI Holdings (Packages Group), Swedish investment firm Vostok Emerging Finance (VEF), Hong Kong-based



SparkLabs Group, and Y Combinator from the United States. These partnerships have been instrumental in Mahaana's mission to empower Pakistanis with access to investment opportunities and promote financial inclusion.

Since its inception, Mahaana has attracted a growing number of clients seeking efficient and cost-effective investment solutions. The company's user-friendly platform and commitment to Shariah-compliant investments have made it a preferred choice for individuals looking to manage their savings and investments digitally. Mahaana's focus on technology-driven investment solutions ensures that clients can easily monitor and adjust their portfolios to maximize returns.

Primary Products

- ▶ **Mahaana Islamic Cash Fund (MICF):** A low-risk, Shariah-compliant investment fund offering higher profit rates compared to traditional bank savings accounts, with zero fees.
- ▶ **Mahaana Islamic Index ETF (MIETF):** An exchange-traded fund providing exposure to a diversified portfolio of Shariah-compliant stocks, enabling easy participation in the stock market.



Mawazna.com, established in 2015, is a prominent digital insurance marketplace and financial services comparison platform in Pakistan. It enables consumers to compare a wide array of financial products, including insurance policies, loans, credit cards, savings accounts, and mutual funds, facilitating informed decision-making. By consolidating information from various providers, Mawazna.com offers transparent and unbiased comparisons, enhancing financial literacy and accessibility for Pakistani consumers.

The platform's services encompass several key areas. In the insurance sector, Mawazna.com allows users to compare and purchase products such as car insurance, health insurance, travel insurance, and life insurance, including Takaful options compliant with Shariah principles. For banking products, it offers comparisons of personal loans, car loans, home loans, and credit cards, assisting consumers in selecting options that best fit their financial needs. Additionally, Mawazna.com provides comparisons for savings and investment products, including savings accounts, term deposit accounts, and mutual funds, catering to both conventional and Islamic banking preferences.

Mawazna.com has established partnerships with leading insurance providers in Pakistan, such as Jubilee

General Insurance, Adamjee Insurance, and TPL Insurance, among others. These collaborations enable the platform to offer a comprehensive range of products to its users. In recognition of its innovative approach, Mawazna.com secured later-stage venture capital funding in March 2021, reflecting investor confidence in its business model and growth prospects.

The platform's user-friendly interface and commitment to transparency have attracted a growing customer base, with numerous users leveraging its services to make informed financial decisions. Mawazna.com continues to expand its offerings, striving to bridge the gap between traditional financial services and the evolving digital landscape in Pakistan.

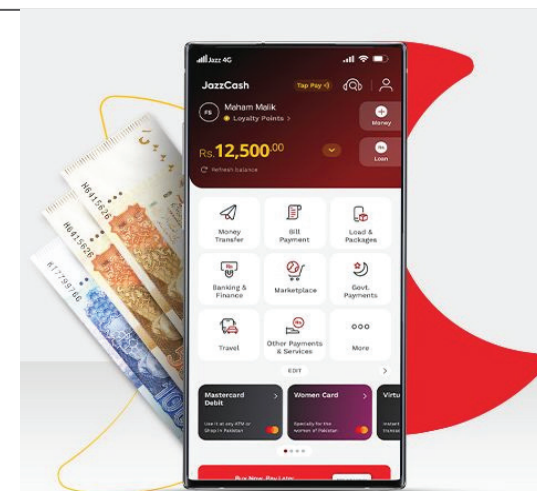
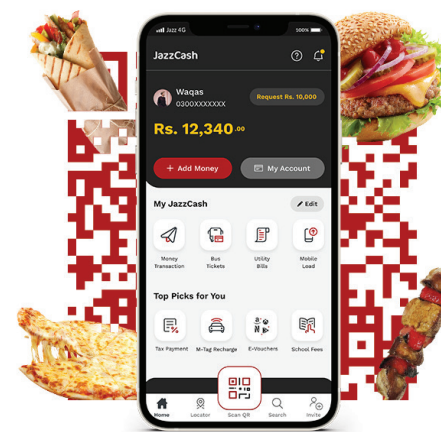
Primary Products

- ▶ **Car Insurance:** Compare and purchase car insurance policies from various providers.
- ▶ **Health Insurance:** Options for individual, family, and parents' health coverage.
- ▶ **Travel Insurance:** Plans covering travel-related risks.
- ▶ **Life Insurance:** Policies ensuring financial security for beneficiaries. LinkedIn+2Askpot+2YUMPU+2
- ▶ **Bike Insurance:** Coverage options for motorcycle owners.
- ▶ **Takaful Products:** Shariah-compliant insurance alternatives.



JazzCash is a leading digital financial services provider in Pakistan, offering a range of mobile wallet solutions. Established as part of Jazz, the country's largest telecom operator, JazzCash provides convenient, secure, and accessible financial services to millions of users across Pakistan. The platform enables users to perform a variety of transactions, including money transfers, bill payments, mobile top-ups, and online shopping, all from their mobile devices. With a mission to promote financial inclusion, JazzCash has become a key player in digitizing Pakistan's economy.

JazzCash has received numerous accolades for its innovative approach to financial services and its commitment to financial inclusion. The platform has been recognized both locally and



internationally, earning awards such as the "Best Mobile Financial Service" at the GSMA Asia Mobile Awards and the "Digital Service Innovator of the Year." These accolades highlight JazzCash's role in revolutionizing the digital payment landscape in Pakistan, making it one of the most trusted and widely used financial services in the country.

JazzCash boasts over 15 million active mobile wallet users, making it one of the largest mobile financial service providers in Pakistan. The platform processes millions of transactions monthly, with a growing network of over 80,000 agents across the country. JazzCash's success is driven by its user-friendly interface, robust security measures, and wide range of services, from everyday transactions to advanced financial tools like savings accounts and insurance. The platform's commitment to innovation and customer satisfaction continues to drive its rapid growth and adoption across Pakistan.



Sarmaaya

Sarmaaya Financials is a fintech company based in Pakistan that aims to promote financial literacy and empower individuals to make informed investment decisions. The company offers an intuitive platform equipped with real-time tools, making it accessible for both novice and seasoned investors. Sarmaaya provides comprehensive portfolio tracking across various asset classes, including stocks, mutual funds, forex, and commodities, and incorporates robust calculators and screeners to optimize investment strategies.

A standout feature of Sarmaaya's offerings is ZAR by Sarmaaya, a state-of-the-art portfolio management platform. ZAR enables users to consolidate and monitor multiple portfolios, providing insights into key metrics such as market value, cash balance, and returns. Designed with a user-friendly interface, ZAR enhances investment oversight by offering advanced features like holding notifications, automated payout tracking, and historical data analytics. The platform supports investors at every level, ensuring they stay informed and proactive about their financial goals.

In addition to its technological tools, Sarmaaya Financials offers specialized training programs, led by industry experts like Ammar Yaseen and Syed Muhammad Faraz. These sessions cover critical investment topics, such as macroeconomic indicators, market

analysis, and technical strategies, equipping individuals with the knowledge needed to navigate complex financial markets. The company has successfully completed multiple batches of its flagship programs, including the Technical Analysis Masterclass 2.0 and Fundamentals of Capital Markets, contributing to its mission of fostering financial empowerment. Sarmaaya's services are further bolstered by its partnerships and regulatory compliance. Registered with the Securities and Exchange Commission of Pakistan (SECP) and authorized as a data redistributor by the Pakistan Stock Exchange (PSX), Sarmaaya ensures transparency and trustworthiness in its operations. The company has attracted a growing user base of thousands, facilitating millions in investments and serving as a reliable partner for wealth management.

With its innovative approach and commitment to education, Sarmaaya Financials envisions a world where financial literacy empowers individuals to achieve peace of mind and financial freedom. Tools like ZAR, combined with expert-led training and accessible financial resources, position Sarmaaya as a leader in the fintech industry.

Primary Products

- **ZAR by Sarmaaya:** A robust portfolio management platform offering real-time tracking, consolidated portfolio views, and advanced analytics to streamline investment oversight.



Finja

Finja is a dynamic financial services platform that supports merchants, SMEs, and professionals through tailored solutions for credit, payments, and collections. Leveraging cutting-edge AI/ML technologies, Finja seamlessly connects stakeholders in the financial ecosystem, enabling digital interactions between banks, financial institutions, and businesses. Its offerings are designed to empower clients with integrated financial tools, fostering efficiency and growth in Pakistan's evolving digital economy.

The company has received notable recognition, including an award from the NBFI & Modaraba Association of Pakistan for launching the nation's first digital peer-to-peer lending platform. This milestone underscores Finja's commitment to innovation and financial inclusion. Since its inception, Finja has disbursed over Rs. 11 billion through more than 200,000 loans to 25,000 SMEs across 35 cities. In a strategic move, Finja transferred its EMI operations to OPay International PTE. LTD., enabling the company to sharpen its focus on digital lending and investment services.

Finja's core services include Finja Lending Services, a peer-to-peer lending ecosystem designed to streamline credit distribution while ensuring market stability through innovative mechanisms like Guaranteed Offtake. Finja Invest, another flagship product, provides an

investment platform for individuals and institutions, offering secure and high-return opportunities. The company's multi-bank partnerships facilitate the development of specialized lending and payment products, further extending its reach within Pakistan's financial landscape.

Through its NBFC and SECP-licensed peer-to-peer lending model, Finja provides a comprehensive suite of financial services that includes mobile banking, payroll management, and digital lending. These solutions are complemented by a robust technological framework that ensures secure transactions and a user-friendly experience. By integrating data-driven insights and regulatory expertise, Finja delivers value to clients while driving financial inclusion and digital transformation in Pakistan.

Primary Products

- **Payments:** Finja provides efficient payment solutions to meet various business needs, facilitating seamless transactions for merchants and SMEs.
- **Collections:** The platform offers comprehensive collection services, including invoice creation and tracking, enabling businesses to manage receivables effectively.
- **Lending Ecosystem:** Finja's advanced collections and payment model, powered by AI/ML technology and regulatory expertise, established a pioneering Peer-to-Peer financing model through Finja Lending Services.
- **Analytics & Reporting:** Finja offers tools for tracking business metrics, allowing businesses to monitor performance and make informed decisions.



Easypaisa is Pakistan's first mobile banking service, transforming the country's financial ecosystem with its extensive range of digital financial solutions. The platform provides seamless services such as money transfers, bill payments, mobile recharge, savings plans, and insurance. With a focus on accessibility and financial inclusion, Easypaisa has become a leading force in the fintech sector. Its role in empowering individuals and businesses is exemplified by its large user base and continuous innovations. In 2023, Easypaisa was recognized at the Global Fintech Awards with the "Best Mobile Banking Service" accolade, reflecting its contribution to revolutionizing mobile financial services.

The platform has garnered numerous accolades over the years, cementing its status as a key player in the financial inclusion domain. At the 2023 Pakistan

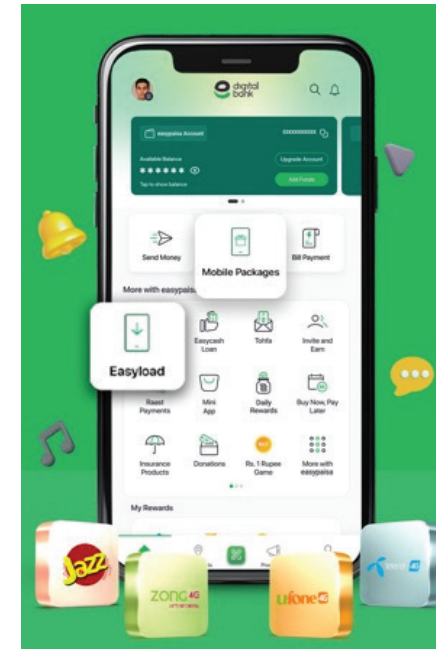


Digital Awards, Easypaisa was honored with the "Financial Inclusion Award" for its efforts to bridge the gap for underserved populations. A hallmark initiative of Easypaisa was its partnership with the Government of Pakistan to facilitate the Ehsaas Emergency Cash Program during the COVID-19 pandemic. This program delivered financial aid to over 15 million families, showcasing Easypaisa's ability to mobilize resources and scale operations efficiently in times of national need.

Easypaisa serves over 30 million active users and processes more than 150 million transactions annually. Its services are supported by an extensive agent network of 170,000 locations, ensuring nationwide coverage, even in remote areas. The platform's offerings include real-time money transfers, secure bill payment solutions, and savings and insurance products tailored to the needs of its users. With advanced encryption and fraud prevention technologies, Easypaisa prioritizes user security, establishing itself as a reliable choice for financial

transactions. Its user-friendly app interface makes managing finances convenient for individuals and businesses alike.

Easypaisa's product portfolio is designed to address diverse financial needs. Money transfers enable users to send funds both locally and internationally with speed and reliability. Bill payment services cover a wide range of utilities, allowing instant confirmations for added convenience. Savings plans offer competitive returns, while affordable insurance packages provide financial protection. These offerings are complemented by mobile recharge options and merchant payment solutions, making Easypaisa a one-stop platform for digital financial services.



Primary Products

- ▶ **Mobile Wallet:** A digital account accessible via mobile devices, enabling users to perform various financial transactions. easypaisa.com.pk
- ▶ **Money Transfers:** Facilitates quick and secure domestic money transfers between Easypaisa accounts or to other banks.
- ▶ **Bill Payments:** Allows users to pay utility bills, such as electricity, gas, water, and internet services, directly through the app. easypaisa.com.pk
- ▶ **Mobile Top-Ups and Packages:** Enables instant mobile credit recharge and subscription to various telecom packages across all major networks. easypaisa.com.pk
- ▶ **Online Payment Gateway:** Provides businesses with solutions to accept online payments via Easypaisa mobile accounts or debit/credit cards, featuring real-time settlement and multiple integration methods. easypaisa.com.pk
- ▶ **Savings and Insurance Products:** Offers digital lending, savings plans, and insurance products through the Easypaisa app, promoting financial inclusion. Eurasia Review
- ▶ **Merchant Payments and QR Codes:** Supports cashless transactions by allowing users to pay merchants via QR codes, enhancing convenience and security.
- ▶ **Government Benefits Disbursement:** Assists in the distribution of government benefits and payments, ensuring timely and transparent transactions. CGAP

EMLAAK FINANCIALS

Emlaak Financials

Emlaak Financials is a trailblazing fintech platform revolutionizing mutual fund investments in Pakistan. Powered by ITMinds Limited, a subsidiary of the Central Depository Company of Pakistan (CDC), Emlaak Financials is licensed by the Securities and Exchange Commission of Pakistan (SECP) and supported by the Mutual Funds Association of Pakistan (MUFAP). The platform offers a unified, digitized solution for mutual fund investments, enabling users to access, compare, and invest in a wide range of funds with unparalleled ease and transparency. Its integration with NADRA and secure payment gateways ensures a seamless experience for investors.

Emlaak Financials' services span the entire investment lifecycle. Users can open an account, explore a variety of mutual funds, and invest online without any manual processes. The platform supports Voluntary Pension Schemes (VPS), offering a structured approach to retirement planning. Advanced online tools provide real-time portfolio tracking, fund comparisons, and return calculators, empowering investors to make data-driven decisions. The focus on transparency is evident through the platform's reporting features, which ensure that users remain fully informed about their investments.

Since its launch, Emlaak Financials has emerged as a trusted partner for



individual and institutional investors. By aggregating mutual funds from multiple asset management companies, it eliminates the need for separate accounts and disparate tracking mechanisms. The platform caters to diverse financial goals, whether it's long-term savings, retirement planning, children's education, or emergency funds. ITMinds' expertise in business automation and back-office services further enhances Emlaak Financials' operational reliability, making it a robust choice for modern investors.

Emlaak Financials' partnerships with key industry stakeholders, including MUFAP and CDC, underscore its

credibility and industry leadership. With its focus on innovation and user-centric design, the platform has set a new benchmark in mutual fund accessibility and efficiency. It addresses the critical gap in Pakistan's financial landscape by offering a fully digitized solution that aligns with global fintech standards. Its one-stop-shop model not only simplifies investment but also broadens financial inclusion by reaching underserved segments.

Primary Products

- **Mutual Fund Investment Portal:** Provides a centralized platform for investors to access and invest in a variety of mutual funds from different asset management companies. Emlaak Financials
- **Online Account Management:** Enables users to open accounts, execute investment transactions, redeem funds, and convert investments online, ensuring a seamless investment experience. Emlaak Financials
- **Portfolio Tracking and Reporting:** Offers tools for ongoing monitoring and evaluation of investment portfolios, allowing investors to track performance and make informed decisions. Emlaak Financials
- **Educational Resources and Analytics:** Provides comprehensive information and analytics on mutual funds to assist investors in making informed investment choices.



Emlaak Financials, which has been implemented as a digital aggregator of Mutual Funds, is a very important and timely initiative by SECP and very well executed by CDC.

– Finance Minister Dr. Miftah Ismail

It is indeed a very important milestone for the Mutual Fund Industry as it embarks on this consolidated digital distribution channel launched for the first time in Pakistan.

– SECP Chairman Aamir Khan

Emlaak Financials has been envisioned to pave the way for the growth of the Mutual Fund Industry and promote the savings culture in Pakistan at the grass-root level.

– CDC CEO Badiuddin Akber





Send Money The Right Way

Hubpay

Hubpay, a UAE-based FinTech leader, provides advanced digital payment solutions designed to facilitate seamless access to international markets for businesses. As the first independently regulated FinTech in the UAE licensed under the Abu Dhabi Global Market (ADGM), Hubpay focuses on delivering innovative and secure financial services. Headquartered in Abu Dhabi with additional offices in London and Karachi, the company empowers its clients to streamline cross-border transactions, access competitive currency exchange rates, and manage multi-currency accounts—all through an intuitive, digitally-driven platform.

In recognition of its contributions to the financial services sector, Hubpay has received notable accolades, including Inc. Arabia's Best in Business Award for Financial Services/FinTech. The company is fully licensed under the ADGM's 3C framework and undergoes rigorous audits by Grant Thornton, ensuring compliance with international best practices. Hubpay's regulatory credentials, combined with its focus on risk management and cybersecurity, underline its commitment to safeguarding client funds while delivering efficient, scalable financial solutions.

Hubpay's impact is highlighted by its impressive operational scale: over \$2.2 billion in corporate foreign exchange transactions processed, servicing



clients in 85+ countries with support for 145+ currencies. The platform's rapid onboarding process enables businesses to establish multi-currency accounts in under 24 hours, offering tools like bulk beneficiary migration, multi-user access controls, and automated compliance systems. These features allow businesses to manage their global financial operations with minimal friction, enhancing their ability to operate across diverse markets.

The company's suite of products and services is tailored to meet the complex needs of its clients. Its payment solution ensures secure, real-time transfers across international markets, guaranteeing that recipients receive the full payment amount. The Corporate FX Hub and Digital Wallet provide multi-currency capabilities,

allowing businesses to hold, convert, and transfer funds seamlessly. Hubpay Connect, an API-based integration tool, automates cross-border payments, manages foreign exchange, and simplifies reconciliation, reducing manual overhead for clients. The Africa Collect & Remit Solution caters to businesses operating across the Asia-Africa corridor, offering streamlined payment capabilities for expanding trade networks.

Primary Products

- **Multi-Currency Accounts:** Hubpay provides businesses with multi-currency accounts, enabling them to collect funds into named accounts and exchange across over 150 currency pairs. The platform supports multi-user access with controls and maker/checker functionalities.

- **Corporate Foreign Exchange (FX) Services:** Hubpay specializes in corporate FX, offering competitive rates, fast transfers, and expert support to facilitate global payments for UAE businesses.

- **Cross-Border Payment Solutions:** The platform enables efficient cross-border payments, allowing businesses to pay suppliers, partners, and employees globally with faster processing times compared to traditional banks.

- **FX Hedging Platform:** Hubpay has launched a fully automated FX hedging platform to help UAE businesses minimize exposure to currency fluctuations, allowing SMEs to lock in future exchange rates with a minimal deposit.

- **AI-Powered Currency Exchange:** The company offers an AI-powered currency exchange product, enabling customers to set desired exchange rates and receive alerts when their target rates are met, enhancing the efficiency of currency conversions.

- **Cryptocurrency Payment Gateway:** In partnership with Aquanow, Hubpay has introduced a fully regulated cryptocurrency payment gateway for businesses in the UAE, facilitating crypto payments globally.

- **Personal Financial Services in Pakistan:** Hubpay's services in Pakistan include fund transfers, bill payments, mobile top-ups, business payments and collections, and card payments, all powered by their digital wallet and payment services.



Raast is Pakistan's inaugural instant payment system, developed by the State Bank of Pakistan (SBP) to facilitate seamless, real-time digital transactions among individuals, businesses, and government entities. Launched in January 2021, Raast addresses challenges such as low banking penetration, limited interoperability, and high transaction costs that have historically hindered the adoption of electronic payments in the country. By providing a universal, low-cost infrastructure, Raast aims to enhance financial inclusion and modernize Pakistan's financial ecosystem.

Operating as a central infrastructure, Raast connects various financial institutions, including commercial banks, microfinance banks, government entities, and fintech companies. Its interoperability allows these entities to integrate through a single platform, reducing technical and operational barriers. Key features of Raast include instantaneous transaction processing, low-to-no cost for end users, and advanced security protocols that ensure data protection and fraud detection. These attributes make digital payments more accessible and secure for all socio-economic segments, particularly underserved populations.

A notable component of Raast is the



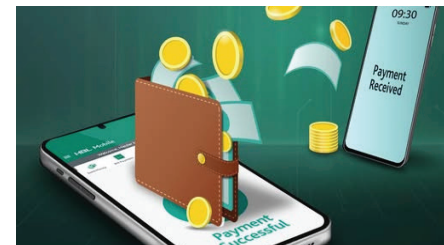
Raast ID, which enables users to link their mobile numbers with bank accounts, simplifying the process of sending and receiving payments. This innovation enhances user experience by allowing transactions to be conducted using easily memorable identifiers instead of complex account numbers. Additionally, Raast's cost-recovery model ensures that digital payment services remain affordable for both users and financial institutions, fostering an environment conducive to innovation in the digital payments space.

Since its inception, Raast has significantly impacted Pakistan's digital payment landscape. Within its first two years, the system processed over 750 million transactions, amounting to approximately Rs17 trillion, demonstrating its capacity to handle high transaction volumes efficiently. Furthermore, in August 2024, Pakistan implemented a project to link Raast with Buna, a cross-border payment system of the Arab Monetary Fund. This linkage is expected to facilitate real-time remittances between Pakistan and 22 Arab countries, potentially channeling around \$2 billion in remittances through formal avenues, thereby



reducing transaction times and costs while enhancing security.

Raast's suite of services includes Person-to-Person (P2P) payments, enabling users to transfer and receive funds through their bank's mobile app, internet banking, or over-the-counter services. Users can link their International Bank Account Number (IBAN) with a Raast ID or use their IBAN directly for transactions. Additionally, Raast offers Bulk Payments services, launched in January 2021, designed to handle large-volume transactions efficiently, catering to entities that require the disbursement of payments to multiple recipients simultaneously.



Primary Products

- **Raast Instant Payment System:** Enables near real-time digital payments for individuals, businesses, and government entities.
- **Interoperability Platform:** Facilitates seamless integration across all financial institutions, enhancing accessibility and efficiency.

It's such a great service. Instant transactions with totally zero fees ever and you can even connect your phone number with your bank!
– Reddit

Raast facilitated transactions amounting to Rs1 trillion, highlighting its growing acceptance in Pakistan.
– The Express Tribune



Rain

Rain Management W.L.L. is a cryptocurrency brokerage and custodian licensed by the Central Bank of Bahrain as a Category 3 Crypto-Asset Services Provider. Based in the Kingdom of Bahrain, the company has positioned itself as a trusted platform for cryptocurrency trading across the Middle East, Turkey, and North Africa. Rain supports retail and institutional investors by providing a secure and user-friendly interface for buying, selling, and swapping Bitcoin and other digital assets. With a focus on accessibility, the platform facilitates smooth onboarding, enabling new users to get verified and start trading within 24 hours.

Rain's prominence in the fintech industry is reflected by its inclusion in the Middle East's Fintech 50 list for 2024, marking it as the only crypto-focused entity among the region's leading fintech innovators. This recognition highlights Rain's role in advancing cryptocurrency adoption in the region. The platform's adherence to compliance and security standards has earned it trust from both users and regulators. At industry events, such as the Chainalysis "Navigating Risks & Opportunities in Web 3" forum, Rain has been acknowledged for its cutting-edge custody solutions, ensuring client assets are managed with 1-to-1 custody standards and secured using its proprietary offline Cold Storage system. Rain boasts a comprehensive portfolio of over 70 cryptocurrencies, allowing users to buy, sell, and swap digital assets with ease. The platform is designed to cater to

a wide range of users, offering advanced trading features such as detailed charting tools and conditional order types for experienced traders, as well as simple, intuitive options for beginners. Rain's Over the Counter (OTC) desk provides specialized services for high-net-worth individuals and institutions managing large orders, ensuring privacy and personalized assistance. These features are supported by transparent fee structures, including competitive maker and taker fees, and bank-grade security measures to protect user funds.

A standout feature of Rain is its seamless crypto swapping service, enabling users to switch between cryptocurrencies with just a few taps. The platform also offers robust portfolio management tools, allowing users to track performance and make informed investment decisions. With 24/7 bi-lingual customer support, Rain prioritizes user experience, ensuring access to live chat or email assistance at any time. Rain's partnerships with financial institutions and adherence to rigorous regulatory standards further solidify its role as a secure and reliable crypto platform in the region.

Primary Products

- ▶ **Cryptocurrency Trading:** Enables users to buy and sell various cryptocurrencies such as Bitcoin and Ethereum.
- ▶ **Secure Wallets:** Provides secure storage solutions for users' digital assets.
- ▶ **Educational Resources:** Offers materials to help users understand cryptocurrency trading and investment strategies.



Ypay

YPay Financial Services is a digital platform that aims to promote financial stability in Pakistan by offering accessible investment opportunities for individuals. The company's primary objective is to simplify investing for everyone, regardless of their experience level, by providing easy-to-use tools and resources. YPay's services cater to a broad range of users, from beginners to seasoned investors, ensuring that each person can make informed investment decisions to achieve their financial goals. The platform's commitment to user-centric services and financial education makes it a key player in the evolving fintech landscape in Pakistan.

YPay has earned recognition for its innovative approach to digital investment and financial literacy. Its unique offerings, such as the "Mashwara" service, provide personalized financial advice, empowering users to make informed decisions about their financial future. By focusing on financial education and simplifying the investment process, YPay has positioned itself as a valuable resource for individuals seeking to improve their financial knowledge. The platform's user-friendly tools and expert-backed guidance have garnered significant attention, making it an attractive option for individuals looking to navigate the complexities of personal finance.

The platform provides a range of features designed to make investing straightforward and accessible. With an

initial investment requirement as low as Rs. 1,000, users can start investing in diverse mutual funds tailored to different risk profiles. YPay also offers unlimited investments and redemptions, enabling users to easily manage their portfolios. In addition, the platform's expert-built portfolios, combined with personalized financial advice through the Mashwara service, ensure that individuals can make decisions based on expert insights. YPay's focus on affordability, ease of use, and user education has attracted a growing number of clients, contributing to its success in the Pakistani fintech market.

YPay's suite of products includes mutual funds, expert-built portfolios, and the Mashwara service. These offerings are designed to help users diversify their investments, mitigate risks, and receive tailored advice for achieving specific financial goals. Through its platform, YPay has created an environment where individuals can invest with confidence, knowing they have access to the tools and support needed to make smart financial choices.

Primary Products

- ▶ **Mutual Funds:** A variety of mutual fund options that allow users to diversify their portfolios based on different risk profiles.
- ▶ **Mashwara:** A one-on-one consultation service providing personalized financial advice to help users meet their financial goals.
- ▶ **Expert-Built Portfolios:** Professionally crafted investment portfolios designed to cater to the individual needs and risk tolerance of users.

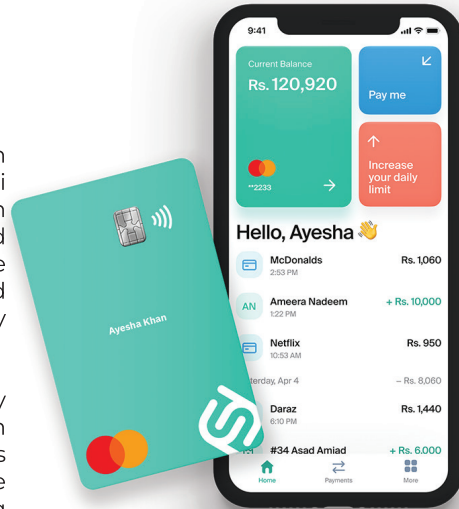


Sadapay

SadaPay, founded in 2019 by Brandon Timinsky, is a prominent Pakistani fintech company headquartered in Islamabad. It offers digital wallets and Mastercard debit cards, enabling free money transfers, bill payments, and mobile top-ups through its user-friendly mobile app.

In May 2024, SadaPay was acquired by Papara, Turkey's leading fintech firm valued at nearly \$2 billion USD. This strategic acquisition aims to enhance SadaPay's services by leveraging Papara's advanced technology and financial expertise, thereby expanding its reach within Pakistan's digital payments landscape.

SadaPay has also collaborated with Mastercard to introduce SME debit and credit cards in Pakistan, focusing on the financial needs of small businesses and freelancers. This partnership facilitates cross-border and e-commerce



payments, promoting financial inclusion among the country's micro, small, and medium enterprises (MSMEs).

With over 2 million users, SadaPay continues to innovate in the financial sector, offering services such as SadaBiz, which enables freelancers to receive international payments at competitive exchange rates. The platform ensures security through biometric access, AI fraud detection, and encryption, providing a reliable banking alternative for Pakistanis.

SadaPay's commitment to simplifying banking and promoting financial inclusion has positioned it as a significant player in Pakistan's fintech industry. The recent acquisition by Papara is expected to further strengthen its capabilities and service offerings in the region.

Primary Products

► Numberless Mastercard Debit Card:

SadaPay provides a numberless, contactless-enabled Mastercard debit card, enhancing security by storing all card details within the SadaPay app. This card supports tap-to-pay functionality and is accepted at over 53 million Mastercard merchants globally.

► Digital Wallet:

Users can open a digital wallet account swiftly using their phone number and CNIC, facilitating easy management of funds without monthly or annual fees. The wallet supports free local transfers and imposes no minimum balance requirement.

► Virtual Card:

For online transactions, SadaPay offers a virtual card accessible through their app, enabling secure online shopping and payments.

► Remittance Services:

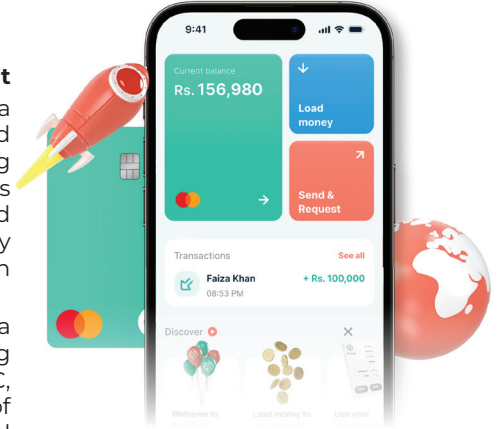
SadaPay allows users, including those abroad, to send money to Pakistan without fees, supporting transfers to family, friends, or personal Pakistani bank accounts at competitive exchange rates.

► Bill Payments and Mobile Top-Ups:

The platform enables users to pay bills to over 900 Pakistani billers and top up any GSM network instantly, streamlining routine financial tasks.

► SadaBiz for Freelancers:

Tailored for freelancers, SadaBiz facilitates acceptance of international payments at favorable foreign exchange rates, catering to the needs of Pakistan's growing freelance community.



I've been using SadaPay for several months, and it's quickly become my go-to app for managing finances. Security is top-notch, with multiple layers of protection ensuring my funds are always safe. Customer support is another highlight. Any time I've had a question or issue, their response has been almost immediate, and they genuinely care about resolving problems. Overall, SadaPay is a must-have for anyone looking for a fast, reliable, and secure way to handle money. Highly recommend it!

– Abdullah Zeb, Customer

I've been using this for international payments and it's been a breeze. It's so simple to use. It was an awesome choice to sign up for sadapay

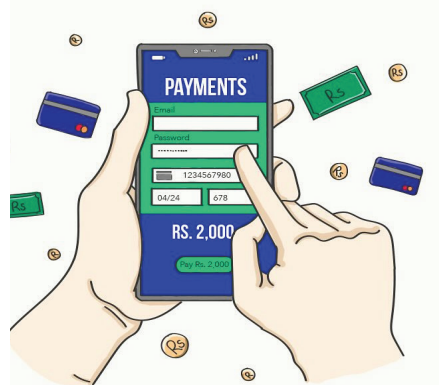
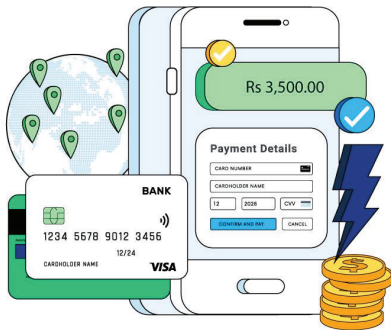
– Mohammad Basit, Customer

Safepay

Safepay

Safepay, established in 2019 by Zahra and Ziyad Parekh, is a fintech company based in Karachi, Pakistan, specializing in online payment solutions tailored for the Pakistani market. The platform enables businesses to accept payments through various methods, including credit cards, debit cards, bank accounts, and mobile wallets, providing a comprehensive end-to-end payment experience that encompasses digital onboarding, fund settlement, transaction reporting, and robust payment APIs.

In recognition of its innovative approach, Safepay became the first Pakistani fintech to graduate from the esteemed Y Combinator accelerator in 2020. The company has attracted substantial investments, including a seven-figure round led by global fintech giant Stripe, alongside other prominent investors such as Global Founders Capital, HOF Capital, Soma Capital, Mantis Venture Capital, and



Fatima Gobi Ventures. Additionally, Safepay received pilot approval from the State Bank of Pakistan to operate as a payment service provider, marking a critical step toward obtaining a full license.

Primary Products

- **Checkout:** An embeddable payment button that integrates directly into websites, facilitating seamless transactions for customers.
- **Quick Links:** Allows businesses to generate payment links for any amount, which can be shared via platforms like WhatsApp, enabling quick and easy payments without the need for a website.
- **Invoices:** Enables the creation of customized invoices for bulk payments, providing a personalized page for clients to make payments efficiently.
- **Subscriptions:** Simplifies the management of recurring payments, catering to businesses that require automated billing cycles.
- **API Integration:** Offers developers the tools to build custom payment experiences, with comprehensive resources for quick deployment and adaptability.



Soan

Soan POS, developed by Mello Agency, is a cutting-edge, mobile-first point-of-sale system designed specifically for small to medium-sized businesses, particularly in wholesale markets. By streamlining sales, inventory, account management, and profit tracking, Soan POS empowers merchants to manage their operations efficiently—directly from their smartphones. Unlike traditional POS systems, which can be complex and cumbersome, Soan POS offers a seamless, user-friendly experience tailored to the fast-paced nature of wholesale markets.

Despite being a relatively new entrant in the market, Soan POS has rapidly gained traction for its innovative approach to point-of-sale solutions in emerging economies. Businesses that have adopted the system praise its intuitive design and functionality, reinforcing its reputation as a reliable and efficient tool. Backed by Mello Agency's expertise in crafting tailored digital solutions, Soan POS continues to solidify its position as a trusted platform for business owners seeking smarter, more agile management tools.



Expenses

Today

	Rs 260
	Rs 20
	Rs 60
	Rs 120

Total
Rs 460

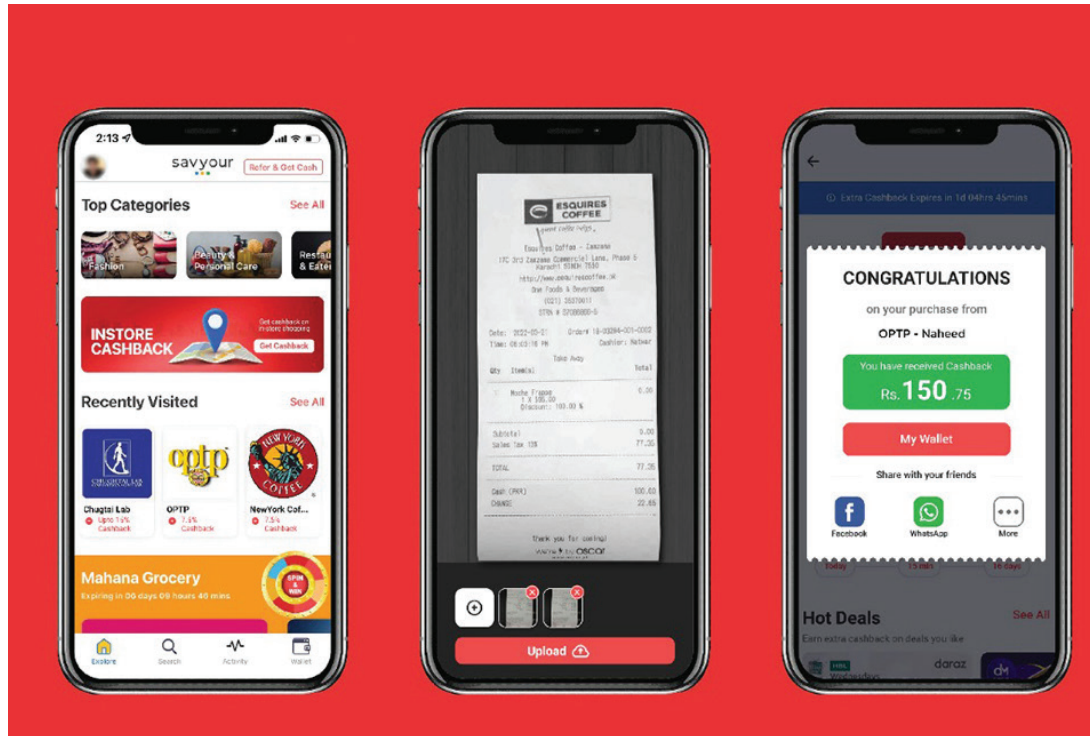
What sets Soan POS apart is its adaptability and ease of use, making it a preferred choice for businesses operating in wholesale markets. Its comprehensive feature set includes inventory management, customer and vendor ledgers, and real-time sales tracking—all optimized for mobile devices. By focusing on the specific challenges faced by small to medium-sized enterprises in the wholesale sector, Soan POS delivers a niche solution that enhances operational efficiency and business growth. As adoption continues to rise, it is becoming an indispensable tool for merchants looking to modernize and streamline their workflows.



Savour

Founded in 2016 and headquartered in Karachi, Pakistan, Savour is a pioneering fintech company specializing in cashback and rewards-based solutions. By enhancing consumers' purchasing power and equipping partner merchants with tools for customer acquisition and retention, Savour seamlessly integrates financial technology with consumer engagement. The platform enables users to earn cashback on purchases across a diverse network of online and offline partner brands, fostering a more connected and rewarding retail experience.

Backed by prominent investors such as Fatima Gobi Ventures and Global Founders Capital, Savour has secured over \$3.3 million in funding, underscoring its credibility and growth potential within the fintech sector. Recognized for its role in transforming digital financial services in Pakistan,



the company empowers consumers to save on everyday purchases while providing merchants with actionable insights to optimize their operations. Led by a team of industry experts with extensive experience in technology, finance, and consumer markets, Savour continues to drive innovation in the digital economy.

The platform has experienced substantial growth, with an expanding user base and a merchant network comprising over 1,000 brands across industries such as fashion, health, beauty, groceries, travel, and dining. Strategic partnerships with leading

companies, including Foodpanda, Daraz, Metro Cash & Carry, and Qatar Airways, have further reinforced Savour's position as a key player in Pakistan's digital transformation. By distributing millions in cashback rewards, the company is actively contributing to the broader Asia-Pacific fintech movement, which is poised for significant expansion.

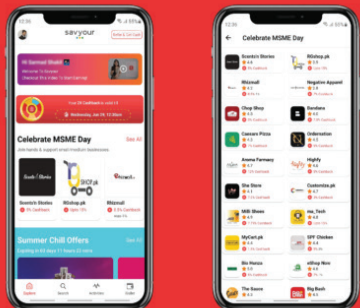
Savour's core offerings include a comprehensive cashback platform, an engaging rewards program, and tailored merchant solutions. Its cashback platform facilitates seamless integration with e-commerce websites

and in-store purchases, enabling users to accumulate cashback that can be transferred directly to their bank accounts. Complementing this feature, the rewards program incentivizes repeat purchases through redeemable points or discounts, enhancing customer loyalty. For merchants, Savour delivers data-driven solutions designed to increase sales, improve retention, and provide valuable consumer insights.

With a strong focus on financial empowerment and digital innovation, Savour continues to shape Pakistan's fintech and e-commerce landscapes. By offering direct monetary benefits to consumers and strategic growth opportunities for businesses, the company remains at the forefront of the evolving digital economy.

Primary Products

- **Cashback Platform:** Offers users cashback on purchases from a wide range of partner merchants, both online and offline, redeemable as real cash.
- **Rewards Program:** Encourages repeat purchases by providing users with points or vouchers that can be used for discounts or additional cashback.
- **Merchant Solutions:** Helps businesses drive customer acquisition and retention while providing valuable insights into consumer behavior.



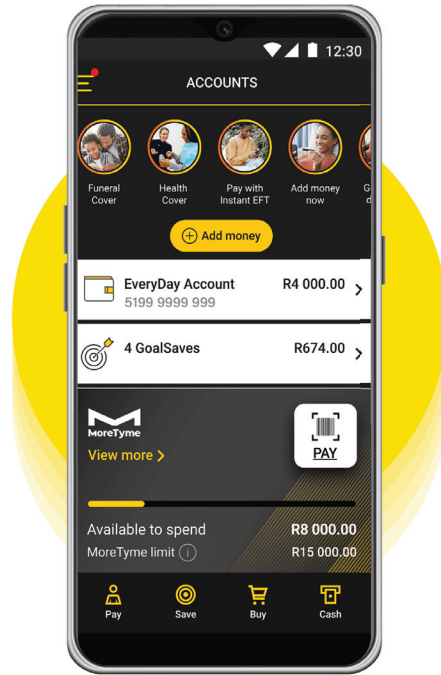


TymeBank, South Africa's first fully digital bank, was established in 2019 with a mission to provide accessible, transparent, and affordable banking services. As the first majority black-owned retail bank in the country, with African Rainbow Capital as its primary shareholder, TymeBank has redefined financial accessibility through its innovative, technology-driven approach.



By eliminating traditional banking complexities, the bank empowers individuals to open accounts in under five minutes using self-service kiosks in leading retail chains such as Pick n Pay and Boxer. This digital-first strategy enhances financial inclusion, ensuring that banking services are within reach for a broader segment of the population.

Since its inception, TymeBank has made significant strides in transforming the financial landscape,



amassing over nine million customers by 2024. Recognized for its pioneering banking model, the bank has introduced advanced security measures, including biometric verification, to enhance customer safety and convenience. Its commitment to affordability is reflected in its low fees and competitive offerings, including the GoalSave product, which provides South Africa's best savings rate. As a registered financial services provider and credit provider, TymeBank continues to build credibility within the sector while delivering solutions tailored to both individuals and businesses.

TymeBank's product portfolio is designed to meet the diverse financial needs of its customers. The Everyday Account offers a simple, fee-free banking experience, enabling users to transact and manage their money efficiently. GoalSave incentivizes financial discipline with market-leading interest rates of up to 10%, encouraging customers to work towards their savings goals. TymeAdvance provides employees with access to a portion of their wages before payday, easing short-term financial strain, while the SendMoney feature facilitates instant money transfers, even to recipients without bank accounts. Businesses benefit from a dedicated business account equipped with essential financial management tools, further supporting economic growth and entrepreneurship.

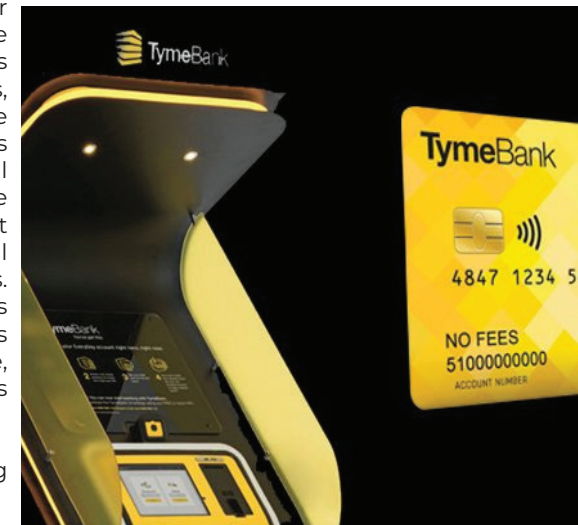
Innovative financial solutions such as MoreTyme, a buy-now-pay-later service, allow consumers to make purchases and spread payments across three interest-free installments, catering to those seeking flexible payment options. TymeHealth extends the bank's impact beyond traditional banking by offering affordable healthcare coverage starting at just R139 per month, addressing a critical gap in accessible medical services. Additionally, the bank integrates seamlessly into customers' daily lives by providing services such as airtime, electricity, and voucher purchases through its digital platforms.

With a steadfast focus on leveraging technology to enhance financial

empowerment, TymeBank continues to set new standards in digital banking. Through strategic partnerships with leading retailers and a commitment to financial education, the bank is reshaping South Africa's banking sector while equipping individuals, businesses, and communities with the tools they need to build a secure financial future.

Primary Products

- ▶ **GoalSave:** Offers market-leading interest rates of up to 10%, encouraging customers to achieve their savings goals effectively.
- ▶ **MoreTyme:** A buy-now-pay-later solution that lets customers pay in three interest-free installments, offering flexibility and affordability.
- ▶ **TymeAdvance:** Provides employees with early access to a portion of their salaries, addressing short-term financial needs.





Zood pay

Zood Pay, formerly Tez Financial Services, is a Switzerland-based digital lending platform that seamlessly integrates fintech, e-commerce, and e-logistics to enhance financial accessibility in emerging markets. With operations in Pakistan, Uzbekistan, Lebanon, and Iraq, Zood Pay serves a total addressable market exceeding 300 million individuals and 5 million small-to-medium enterprises (SMEs). By providing tailored financing solutions, the platform empowers both consumers and businesses through flexible payment options and operational support.

At the core of Zood Pay's offerings is its lending ecosystem, designed to provide seamless financial solutions. The Buy Now, Pay Later (BNPL) service allows consumers to split payments into four interest-free installments, while interest-bearing credit options extend repayment periods up to 12 months for larger purchases. For SMEs, Zood Pay offers inventory financing and cash advance solutions through ZOOD CARD, ensuring businesses maintain liquidity and sustain growth. Zood Pay's e-commerce arm, ZOOD Mall, features over 7 million products from 30,000 domestic and international sellers, enabling customers to shop with flexible payment options. Supporting this marketplace is ZOOD Ship, an e-logistics service providing



warehousing, fulfillment, and last-mile delivery, including 250 smart lockers and multiple pickup points for seamless product distribution.

With a user base exceeding 10 million and a network of over 30,000 merchants, Zood Pay has established itself as a key player in financial innovation. Its partnerships with online and offline retailers, coupled with API integrations for in-store and digital transactions, create an expansive ecosystem that facilitates instant and scalable financing solutions. Backed by a team of 600 professionals across its regions, Zood Pay continues to drive financial inclusion, bridging the gap between consumers and businesses in underserved markets.

Primary Products

- ▶ **ZOOD Pay BNPL:** Enables consumers to pay for purchases in four interest-free installments, offering a flexible and affordable payment solution for both online and in-store shopping.
- ▶ **ZOOD Mall:** A digital marketplace featuring over 7 million products from 30,000 sellers, integrated with flexible payment options to serve consumers in underserved markets.
- ▶ **ZOOD Ship:** A comprehensive e-logistics service that ensures efficient warehousing, fulfillment, and last-mile delivery, enhancing customer and merchant experiences.



Trellis Housing Finance Limited

Trellis Housing Finance Limited is a licensed Housing Finance Company in Pakistan, dedicated to providing affordable home loans to low and middle-income households. Addressing the country's critical housing shortage, Trellis leverages advanced financial technology, insights from Pakistan's informal economy, and a lean operational model to offer tailored home financing solutions. As the first specialized private lender catering to individuals with low-income and informal employment backgrounds, Trellis is committed to bridging the housing affordability gap in a nation of over 220 million people.

The company's flagship product, GharHo, is an Islamic home financing solution based on the principles of Diminishing Musharakah (joint ownership). It facilitates home purchases, renovations, and construction with financing ranging from PKR 500,000 to PKR 30 million. GharHo offers flexible repayment options, co-borrower additions, and eligibility for investment properties. Additionally, it integrates with the government's Mera Pakistan Mera Ghar (MPMG) initiative, providing subsidized financing under the State Bank of Pakistan's Government Mark-up Subsidy Scheme.

Trellis's operational efficiency is strengthened through strategic partnerships with Microfinance

Institutions (MFIs) and Business Process Outsourcing (BPO) vendors, utilizing well-established social networks and localized expertise. The company has also developed a proprietary risk management model tailored to Pakistan's large informal economy, enabling effective credit assessments and risk mitigation. Beyond financing, Trellis is building a partner ecosystem to promote affordable, high-quality housing aligned with Green Building Standards, incorporating solar energy, water treatment, and waste management solutions.

Aligned with several United Nations Sustainable Development Goals, Trellis aims to create a lasting social impact by improving housing accessibility and enhancing community well-being. Through its innovative financing solutions and commitment to financial inclusion, the company is playing a pivotal role in addressing urbanization challenges and expanding homeownership opportunities in Pakistan.

Primary Products

- ▶ **GharHo:** An Islamic home financing solution that offers Shariah-compliant funding for property purchase, construction, and renovation, with flexible repayment and co-borrower options.
- ▶ **Mera Pakistan Mera Ghar (MPMG):** A government-backed housing initiative accessed through GharHo, providing subsidized financing to make low-cost housing affordable.



Zindagi

Zindigi is a pioneering fintech company redefining digital banking in Pakistan. Committed to delivering an innovative and customer-centric financial experience, Zindigi leverages cutting-edge technology to offer seamless, secure, and efficient banking solutions. The company's mission is to simplify financial management while maintaining the highest ethical standards and contributing to sustainable economic development.

As a leader in Pakistan's fintech landscape, Zindigi has received industry recognition, including the "Best Mobile App Award" and "Startup of the Year" at the Pakistan Digital Awards 2023. Its comprehensive suite of digital banking services includes effortless fund transfers, secure bill payments, mobile top-ups, and investment opportunities in mutual funds. The platform is designed to enhance user experience



with a personalized interface, real-time financial insights, and advanced security features such as biometric authentication and two-factor verification.

Zindigi also offers an exclusive "Zindigi Ultra" upgrade, providing customers with higher transaction limits and international transaction capabilities. The app's integration with QR code payments and digital wallets further enhances financial accessibility, making it a trusted solution for individuals and businesses seeking a modern, secure, and efficient digital banking experience in Pakistan.

Primary Products

- ▶ Digital Banking App
- ▶ Mutual Fund Investments
- ▶ QR Code Payments
- ▶ Digital Wallet
- ▶ Biometric Authentication & Security
- ▶ Personalized Financial Insights

Mkhata

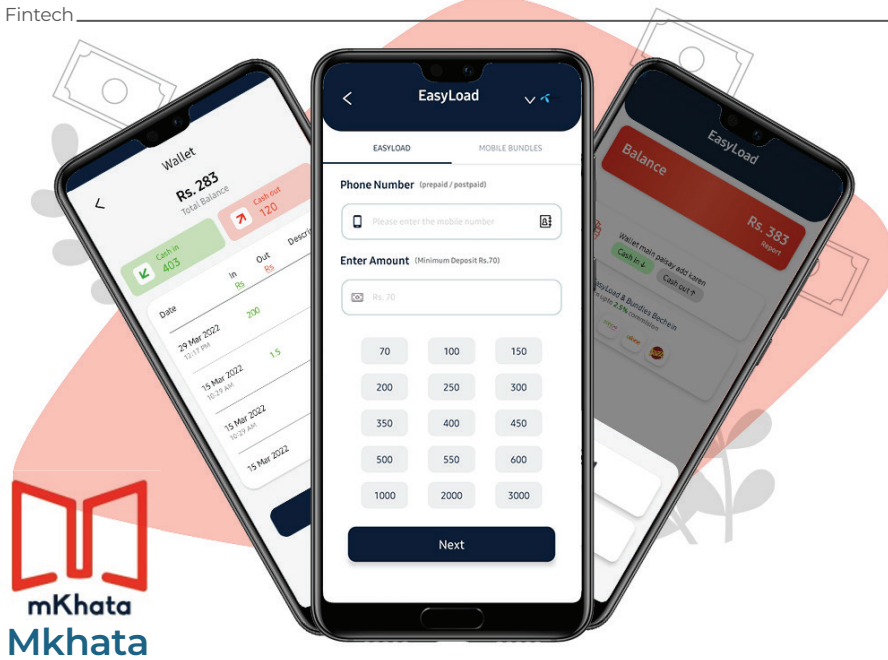
M-Khata (Private) Limited is a fintech company dedicated to empowering Micro, Small, and Medium Enterprises (MSMEs) in Pakistan through innovative digital solutions. The company's flagship product, mKhata, is a bilingual mobile application designed to simplify bookkeeping and financial management for small businesses and individuals. With mKhata, users can efficiently record day-to-day debit and credit transactions, send automated payment reminders, and track their financial activities in real-time. By replacing traditional, error-prone paper-based ledgers with a digital alternative, mKhata enables businesses to streamline operations, save time, and make data-driven decisions. This approach not only facilitates better financial management but also contributes to the broader digital transformation of Pakistan's economy.

The company has established significant partnerships to expand its impact. A strategic collaboration with Bank Alfalah explores synergies between the two organizations, leveraging banking services and customer portfolios to enhance financial inclusion. These partnerships demonstrate M-Khata's commitment to integrating traditional banking with modern technology, creating more accessible financial solutions for underserved markets. M-Khata's credibility is further bolstered by its

strong affiliations, including its operational base at the Lahore University of Management Sciences (LUMS) National Incubation Center, a hub for cutting-edge innovation and entrepreneurship.

Since its inception, the mKhata app has been downloaded over 100,000 times, with more than 60,000 active users regularly utilizing its services. Its features include a secure digital ledger, automated SMS and WhatsApp payment reminders, multi-language support, and tools for real-time credit management. mKhata also offers users the ability to earn additional income by selling mobile airtime and bundles directly through the app. This multi-functional platform ensures ease of use, data security, and accessibility, making it an essential tool for small business owners looking to digitize their operations and improve their financial efficiency.

M-Khata's focus on financial digitization extends beyond bookkeeping. The platform provides value-added services like credit management and payment facilitation, addressing key pain points faced by MSMEs. Through its accessible interface, businesses can gain better control over their expenses, reduce operational inefficiencies, and accelerate payment recovery. The app's comprehensive credit history tracking feature enables users to evaluate their financial standing at any time, promoting transparency and accountability in financial transactions. By providing a cost-free platform with no hidden charges, M-Khata ensures inclusivity for all users, regardless of their scale or financial background.



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Primary Products

- **Customer Management:** Efficiently organize and maintain customer records.
- **Inventory Management:** Track and manage stock levels seamlessly.
- **Invoicing and Estimates:** Generate professional invoices and estimates for clients.
- **Business Reports:** Access detailed reports to monitor and analyze business performance.



معاون MUAWIN

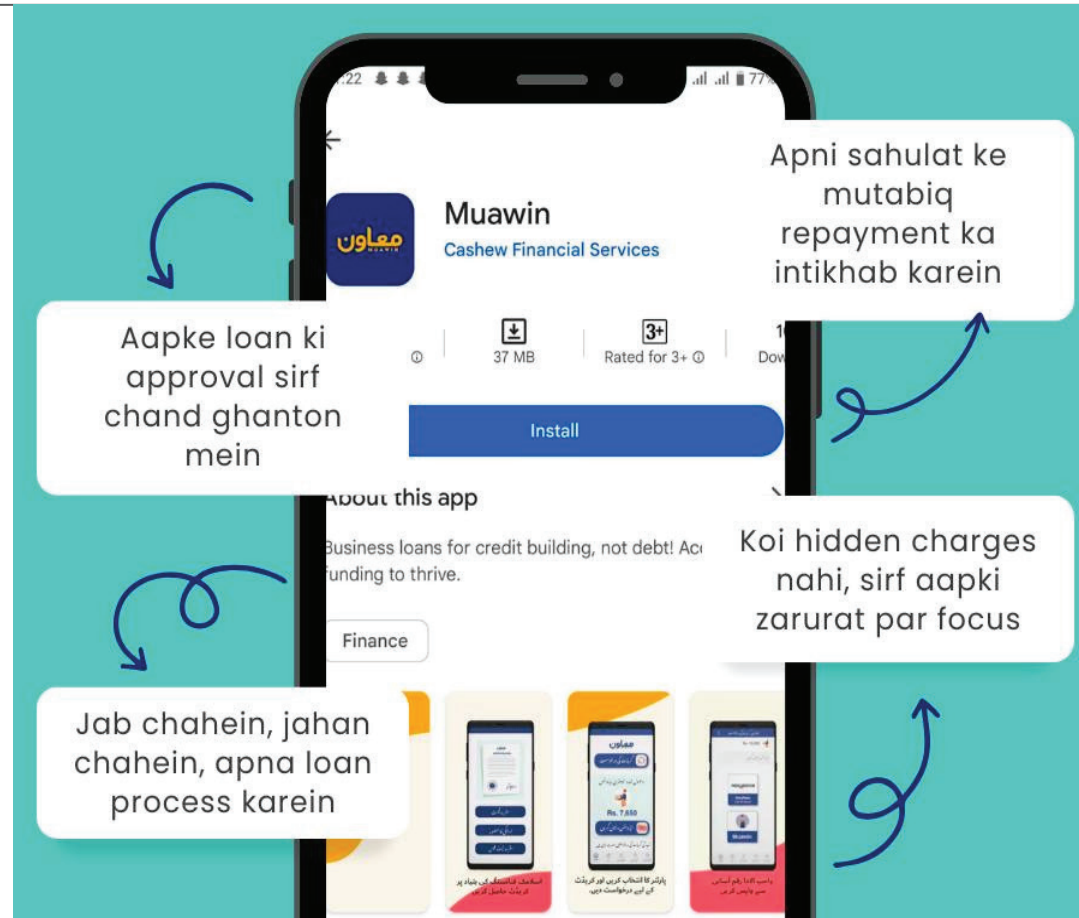
Muawin

Muawin, established in 2020, is Pakistan's first B2B Buy Now, Pay Later (BNPL) company, operating under Cashew Financial Services Limited. It offers credit-based digital financial solutions tailored to businesses of all sizes, assisting them in managing payables and receivables, raising capital, and planning quick loans without impacting their balance sheets. By leveraging AI and machine learning technologies, Muawin provides seamless financial services across various sectors, including ride-hailing, e-commerce, traditional retail, digital marketplaces, and agriculture.

Muawin has formed strategic partnerships to enhance its service offerings. Notably, it has collaborated with VIZPRO Pvt. Ltd. and Sigma Distributors Pvt. Ltd., expanding its reach within the supply chain ecosystem. Additionally, Muawin has partnered with BusCaro to empower vendors with fuel financing solutions, demonstrating its commitment to supporting diverse business needs.

Muawin's product portfolio includes Munafa, Sahulat, and Kashtkar, each designed to address specific financial challenges faced by different sectors. Munafa offers small retailers easy access to credit for working capital requirements, enabling them to order and receive inventory in advance of payments, thereby improving cash flow

and business efficiency. Sahulat provides gig economy workers, such as ride-hailing drivers, with access to fuel financing, allowing them to complete more rides without immediate out-of-pocket expenses. Kashtkar is tailored for the agricultural community, offering members in the supply chain access to credit from the purchase to the end-sale of farming inputs, facilitating better financial management for farmers.



Muawin's innovative approach to digital lending has positioned it as a key player in promoting financial inclusion in Pakistan. By providing quick, easy, and affordable access to credit for micro-retailers and gig-economy workers, Muawin supports micro-entrepreneurs in realizing the true worth of their businesses. Its early pilots have shown a universal rise in profits for customers, indicating a positive impact on the market.

Primary Products

- **Munafa:** Provides small retailers with easy access to credit for working capital, enabling them to order inventory in advance and pay later. Benefits include flexible working capital, convenient payment options, Shariah-compliant credit, quick processing times, flexible payback tenures, and credit limit rewards.
- **Sahulat:** Offers gig economy workers, such as ride-hailing drivers, access to fuel financing through partnerships with fuel providers. This allows drivers to obtain fuel on credit, facilitating increased mobility and income. Features include access to fuel credit cards, convenient e-top-ups, Shariah-compliant financing, credit limit rewards, and increased mobility.
- **Kashtkar:** Designed for the agricultural community, providing farmers with credit to purchase farming inputs, which can be paid for after the sale of their produce. This helps in freeing up cash for essential expenses and supports the farming cycle. Benefits include flexible working capital, convenient payments, Shariah-compliant credit, quick processing times, flexible payback tenures, and credit limit rewards.

In the current climate where the unstable fuel economy is a major hurdle for any Uber driver, Muawin's fuel financing through Sahulat is helping me complete more rides without having to empty my wallet after every few kilometres.

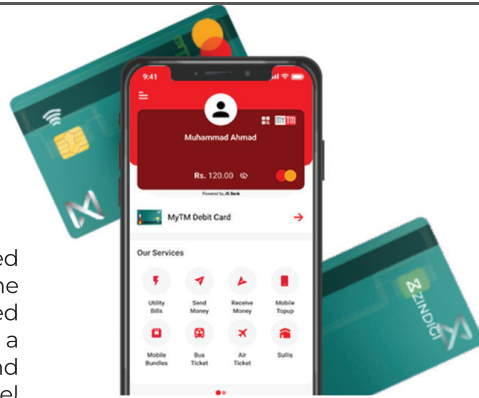
– Hassan Mirza, Uber Partner



myTM

MyTM is a fintech platform committed to addressing the financial needs of the banked, unbanked, and underbanked populations in Pakistan. It offers a one-stop solution for retailers and merchants, providing a hybrid model that supports both cash-based and cashless transactions. Through its network of MyTM-enabled outlets, customers can access services such as bill payments, loan applications and repayments, intercity ticket purchases, and mobile top-ups, without the need for Android devices or prepaid digital accounts. The MyTM ecosystem integrates a consumer app and a robust retail network to ensure accessibility and convenience, emphasizing a customer-centric approach to financial inclusion.

In recognition of its innovative approach, MyTM won the Supernova Pitching Challenge in the Creative Economy category at GITEX Future Stars 2021 in Dubai, a competition showcasing startups from around the world. The company has also established a strategic partnership with NRSP Bank, enabling an expanded range of services that includes digital payments, home remittances, and account-to-account transfers. These collaborations have positioned MyTM as a key player in promoting financial inclusion in Pakistan, leveraging technology to bridge the gap for underserved communities.



MyTM's financial services ecosystem is underpinned by advanced capabilities in marketing, sales, information technology, data analytics, and payment processing. The platform also offers e-ticketing services, making it easy for customers to book intercity travel tickets seamlessly. MyTM's retail network is instrumental in providing real-time solutions and educating users about financial services, ensuring a smooth and informed customer experience. By integrating cashless and cash-based systems, the platform offers unparalleled flexibility to merchants and consumers alike.

The MyTM consumer app plays a central role in facilitating digital financial transactions, enabling users to pay bills, top up mobile accounts, and send or receive money conveniently. Retailers benefit from the platform's ability to streamline operations through its payment gateway, which supports secure transactions and efficient financial management. MyTM's innovative model not only expands access to financial services but also promotes economic growth by supporting local businesses and individuals.



Blue Tech Consulting

Blutech Consulting, founded in 2016, rapidly established itself as a trailblazer in data and technology strategies. Their innovative approach attracted attention and led to a swift acquisition by Jaffer Group, fueling their expansion into the EMEA and GCC regions. Blutech Consulting has since executed transformative projects, including collaborations with major international banks, and is now recognized globally for its excellence and innovation in shaping business futures.

Blutech Consulting's achievements include a strategic partnership with Allied Bank Limited to develop a comprehensive data roadmap, enhancing banking efficiency and customer experience. They also introduced the Context-Aware Chatbot, which has been highly praised for its breakthrough in personalized customer interactions. Their financial solutions saved \$1 million with their credit scoring model and improved executive decision-making accuracy by 60%.

Notable statistics from their work include a 30% reduction in marketing spend and a 40% increase in campaign results for the aviation sector, an 80% improvement in retail dashboard performance, and a 20% reduction in user churn with a 25% increase in bundle resource utilization in telecom.



Blutech Consulting's innovative solutions saved USD 1 million with their credit scoring model and boosted our decision-making accuracy by 60%.



Their AI-driven strategies led to a 30% reduction in marketing spend and a 40% improvement in campaign results, showcasing their significant impact on business.





Tyme bank

NayaPay is Pakistan's first Electronic Money Institution (EMI), authorized and regulated by the State Bank of Pakistan, designed to transform how individuals and businesses interact with financial services. As a fintech platform, NayaPay empowers consumers and small and medium businesses (SMBs) with digital financial solutions that are both accessible and user-friendly. For individual users, NayaPay offers a chat-led super app that integrates free Visa virtual and physical debit cards, enabling seamless everyday payments, peer-to-peer transfers, bill splitting, and more. Entrepreneurs benefit from NayaPay's business accounts, which provide easy access to e-money accounts, universal payment acceptance, and advanced financial management tools tailored to SMBs.

NayaPay has received significant recognition for its contributions to the digital payments ecosystem. It was featured on the Forbes Asia 100 list for its impactful innovations in the region. The company has formed strategic partnerships with organizations like Soneri Bank and Askari Bank Limited to drive financial inclusion and expand digital payment services. Collaborations with global entities, including Ant Group and NUCC under the auspices of the People's Bank of China and the State Bank of Pakistan,



have positioned NayaPay as a major player in facilitating cross-border and local transactions. Additionally, NayaPay is backed by the Lakson Group, a prominent Pakistani conglomerate, underscoring its financial strength and strategic vision.

Since its inception, NayaPay has made rapid strides, serving a growing base of students, freelancers, and digital natives. Its services are underpinned by cutting-edge technology, ensuring that users can set up wallets in minutes using only their smartphones. NayaPay's Visa cards are accepted worldwide at over 15,000 ATMs and millions of merchants, providing users with global financial reach. The platform also supports businesses with features like payment acceptance through micro-apps, invoice management, and bill reminders. This end-to-end functionality makes it an indispensable tool for SMBs aiming to streamline their operations and embrace digital transformation.

One of NayaPay's unique selling points is its chat-based interface, allowing

users to interact with financial services in an intuitive manner. Features such as adding personal notes to transactions, splitting bills among friends, and gifting money with digital envelopes add a layer of convenience and personalization. Additionally, users can manage their Visa debit cards directly through the app, enabling them to freeze accounts, set spending limits, and change PINs anytime, ensuring security and flexibility. NayaPay also simplifies bill payments, allowing users to pay for utilities, school fees, and other services with a few clicks, eliminating the need for long queues or complex payment processes.

Primary Products

- **NayaPay Super App:** A chat-led platform with integrated financial services, offering free Visa virtual and physical cards, bill splitting, and secure money transfers.

Just got my NayaPay card and it's actually pretty good. I don't see myself using Easypaisa or JazzCash in the future.

I have linked my bank account to the NayaPay app and within seconds I was able to load, pay, and go. The entire process is very seamless.

NayaPay has an employee rating of 4.6 out of 5 stars, based on 31 company reviews on Glassdoor, indicating that most employees have an excellent working experience.



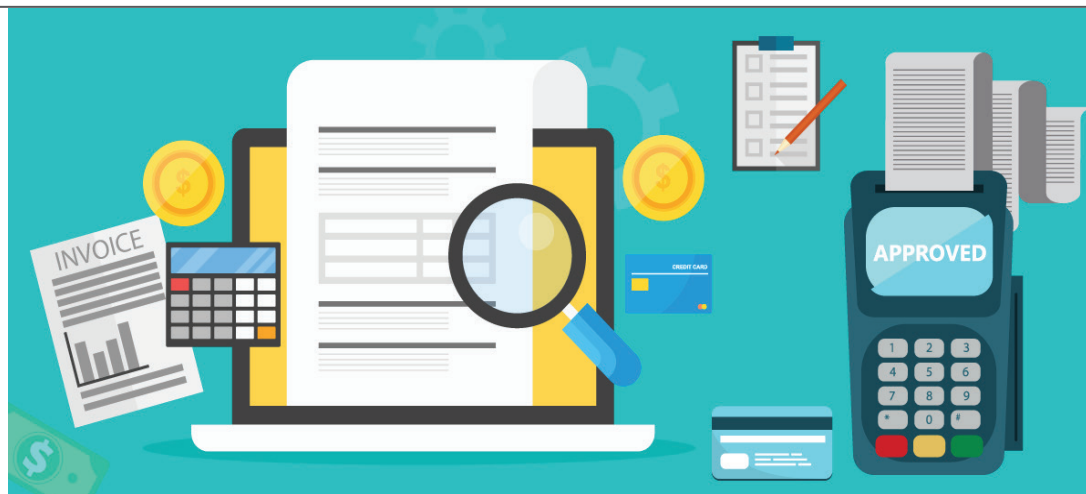
hisaab.pk

Hisaab

Hisaab, a product of DYS Solutions (Pvt.) Ltd., is a leading provider of cloud-based accounting and Enterprise Resource Planning (ERP) software in Pakistan. Established in 2009, the company focuses on delivering digital business accounting solutions tailored to the needs of small and medium-sized enterprises (SMEs) across various industries. Their flagship product, Hisaab.pk, is designed to simplify financial management by offering user-friendly interfaces and comprehensive features that require no prior accounting knowledge.

The company's suite of products includes Hisaab Basic Edition, Hisaab Premium Edition, and Hisaab Enterprise Edition, each catering to different business requirements. These solutions encompass modules for invoicing, general accounting, purchasing, inventory management, human resources, and payroll. The cloud-based nature of the software ensures 24/7 accessibility, enabling business owners to manage their finances from anywhere, at any time, with enhanced security and automated backups.

Hisaab.pk serves a diverse clientele, including service providers, trading houses, import-export businesses, manufacturers, and retailers. The software's flexible structure allows for customization to meet specific user



requirements, making it adaptable across various sectors such as 3S automobile dealerships, catering, real estate, and more. The company has also established partnerships with international firms, such as One Direction Technologies in Libya, to expand its reach and provide localized support.

Over the years, Hisaab.pk has received positive feedback from clients for its efficiency and ease of use. Testimonials highlight the software's ability to streamline business processes, improve financial management, and provide excellent customer support. Clients have noted the software's reliability and the prompt assistance provided by the Hisaab.pk team in customizing solutions to fit their business needs.

In addition to its core accounting and ERP solutions, Hisaab.pk offers industry-specific software tailored to unique business needs. For instance, the 3S Automobile Dealership Software

is designed to manage dealership operations efficiently, while the Hisaab Point of Sale (POS) system caters to retail businesses by streamlining sales processes. These specialized products demonstrate Hisaab.pk's commitment to providing comprehensive solutions that address the distinct challenges faced by different industries.

Primary Products

- ▶ **Enterprise Edition (ERP Software)** – Comprehensive business management solution with CRM, inventory, procurement, and financial tools.
- ▶ **Service Edition (Accounting Software)** – Tailored for service industries like healthcare, legal, and tourism, offering client/vendor management and accounting features.
- ▶ **MyHisaab** – A personal finance tool on WhatsApp for tracking expenses, budgeting, and savings insights.
- ▶ **Hisaab B2B Business Management App** – Helps businesses manage suppliers, clients, and orders with real-time tracking and secure records.

System is easy to use access from anywhere i can check my ledger with mobile phone anytime.
- Faisal A., Owner in Oil and Energy Sector

Features and outlets management with multiple users.
- Tanveer I., Owner in Textiles

Ease of Customization and overall improvement of the software as per industry and company needs.
- Sajid Ali A., Group CEO in Construction

Its an ERP that designed According to the need of industry (Services, Trading and Manufacturing) and can be customised according to the organisation demand.
- Abdul S., Owner in Accounting

User friendly, Ultimate number of users Availability of service team.
- Prashan D., Manager in Accounting



Netsol Technologies is a globally recognized provider of advanced software solutions for the asset finance and leasing industry. Specializing in automotive and equipment finance, the company serves automotive OEMs, auto captives, independent financial institutions, and dealerships across more than 30 countries. Netsol's flagship offering, the Netsol Financial Suite (NFS), is a robust platform designed to streamline the entire lifecycle of financing and leasing operations. With a portfolio that integrates AI, cloud computing, and intuitive design, Netsol equips its clients with scalable, secure, and efficient solutions to meet the evolving demands of a digital economy. In addition to its comprehensive suite of financial products, the company offers consultancy services in digital transformation, data engineering, and emerging technologies.

Netsol's achievements underscore its position as a leader in the fintech industry. The company recently secured a \$16 million contract with a leading automaker, further cementing its reputation for excellence in dealership and financial management solutions. As an Advanced Tier Partner of Amazon Web Services (AWS), Netsol leverages cutting-edge cloud technology to enhance its offerings. Over the years, Netsol has earned the



trust of global automotive leaders and financial institutions by providing transformative technology solutions. Notable partnerships include collaborations with MINI of the Americas and Close Brothers, where Netsol's technology enabled digital transformation and seamless integration of financial processes.

The company's statistics reflect its global impact and market leadership. With a presence in over 30 countries, Netsol's solutions manage millions of assets and financial contracts globally. The platform supports a variety of functions, including originations, servicing, contract modifications, tax calculations, and receivables management, enabling clients to optimize operations and enhance customer satisfaction. The Transcend Platform, its latest cloud-native solution, provides an end-to-end digital retail ecosystem for automotive finance, offering streamlined workflows and customizable configurations for a wide range of clients, from independent lenders to multinational corporations.

Netsol's product suite is designed to address the specific challenges of asset finance and leasing. The Calculation Engine enables precise and instant credit calculations, while the Tax Engine

reduces audit risks with accurate tax management. The Loan Origination System simplifies end-to-end lease and loan workflows, and the Document Generation module facilitates seamless documentation. Additionally, Netsol offers an API Library to enable effortless system integrations and a Customer Care Portal to ensure customer-centric service delivery. These tools empower clients to navigate the complexities of financial processes with agility and efficiency.

Primary Products

- ▶ **Netsol Financial Suite (NFS):** A comprehensive platform that streamlines financing and leasing processes, offering solutions for originations, servicing, and portfolio management.
- ▶ **Transcend Platform:** A cloud-based platform for digital retail and automotive finance, providing flexibility and scalability for global businesses.
- ▶ **Calculation Engine:** A high-precision tool for swift and accurate credit contract calculations, ensuring operational efficiency.



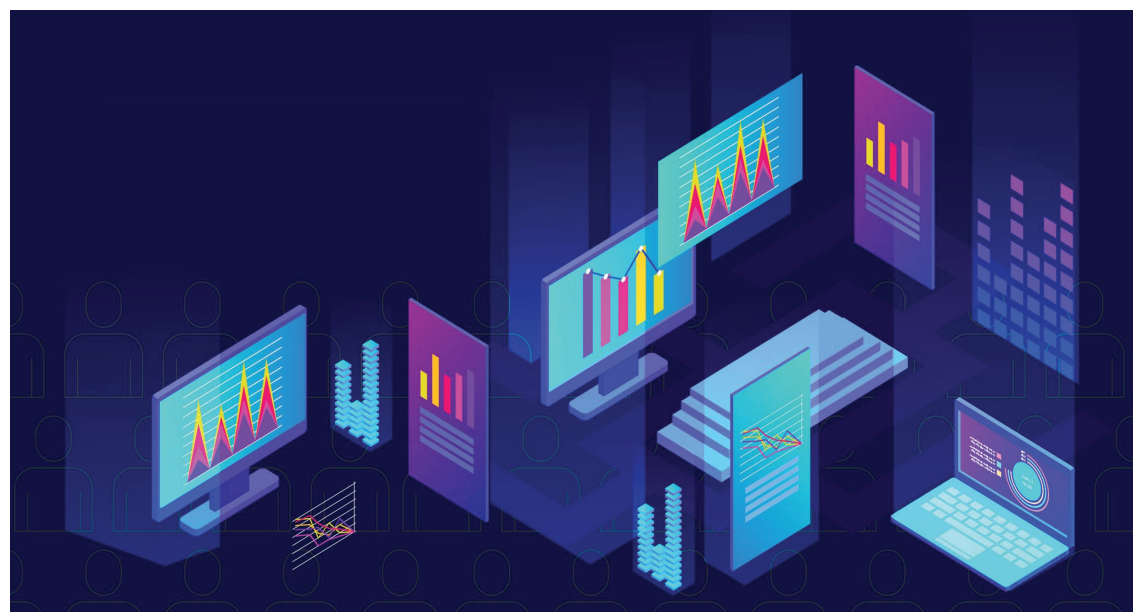
Mike Peyton, Chief Motorer and Vice-President of MINI of the Americas, highlighted NETSOL's role in developing an end-to-end purchasing and finance journey for MINI customers:

"Our partnership with NETSOL has enabled us not only to catch up with industry leaders, but also to set new benchmarks in digital auto-retail."



Mike Boyes, Head of Vendor Sales at Haydock Finance, praised NETSOL's responsiveness and product quality:

"NETSOL have been brilliant. Their response times are very quick... The product is brilliant. It works fantastically well and NETSOL have been a joy to work with."





OneLoad

OneLoad, a fintech product developed by EP Systems—a subsidiary of Systems Limited—offers a comprehensive platform for promoting financial inclusion and access to digital payments in Pakistan. Backed by notable investors such as the International Finance Corporation (IFC), the Bill & Melinda Gates Foundation, and others, OneLoad provides innovative solutions tailored to the needs of retailers and individual consumers. Its core services include digital transactions, bill payments, mobile bundles, ticketing, vouchers, and cash management, all accessible through a single app. By consolidating multiple telecom, banking, and payment services into one platform, OneLoad simplifies financial operations for small shopkeepers and individuals, effectively addressing the challenges of a fragmented payments ecosystem in Pakistan.

OneLoad has earned industry recognition and global acclaim for its impact on financial technology and inclusion. It successfully raised \$11 million in a recent funding round led by Sarmayacar and Shorooq Partners, with significant backing from the Bill & Melinda Gates Foundation's Strategic Investment Fund—marking the foundation's first investment in Pakistan. The platform has been celebrated for empowering over



50,000 retailers and establishing itself as the country's largest app-based digital transaction network. Its collaborations with leading banks and telecom companies further solidify its reputation as a reliable and innovative solution for addressing financial barriers faced by underserved communities.

With over 50,000 registered retailers and a rapidly growing user base, OneLoad is a market leader in enabling non-banking digital transactions. The platform processes thousands of transactions daily, offering services such as balance transfers, mobile top-ups, and utility bill payments. The Android application is a go-to tool for

small shopkeepers, enabling them to earn commissions on every transaction and manage supplier settlements efficiently. Retailers can access region-specific mobile packages and exclusive offerings while utilizing the app's seamless onboarding and user-friendly interface. For individual users, OneLoad provides a convenient solution to make payments, purchase mobile bundles, and access vouchers, tickets, and other digital services through multiple funding methods, including ATMs, online banking, and partner retailers.

OneLoad's ecosystem bridges the gap between digital and cash economies,

offering its services to a wide range of consumers and businesses. The platform's emphasis on accessibility and integration ensures that even users with limited technical knowledge can perform transactions with ease. Its one-stop solution approach has made it indispensable for users seeking to streamline their financial operations and reduce dependency on multiple service providers. Additionally, OneLoad's efforts to support financial inclusion contribute to a broader vision of empowering Pakistan's fintech sector while driving economic growth and innovation.

Primary Products

- **OneLoad for Retailers:** A single app for shopkeepers to provide telecom, branchless banking, and payment services, enabling them to earn commissions and manage supplier settlements.
- **OneLoad for Everyone:** A user-friendly app offering mobile bundles, bill payments, and ticketing, with multiple funding options to facilitate seamless transactions.

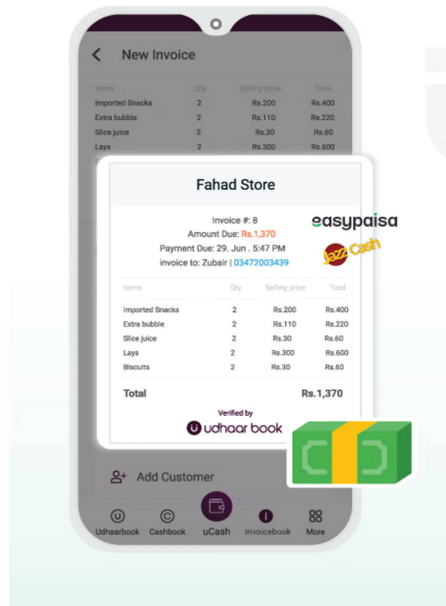


Good app for load services, but there should be a sort option for price low to high and high to low. It will make searching for packages easier.

udhaar

Udhaar book

Udhaar Book is a leading fintech platform designed to revolutionize business management for small and medium enterprises (SMEs) in Pakistan. The app simplifies key functions such as cash and credit management, staff payroll, inventory tracking, and invoice generation. With over 5.1 million businesses onboard, Udhaar Book is an indispensable tool for business owners, empowering them to manage their financial operations with ease while providing opportunities to earn extra income. Its integrated functionalities include the Cash Book for streamlined cash management, the Staff Book for attendance and payroll, the Stock Book for inventory tracking, and the



Invoice Book for professional invoice generation. Additionally, the app facilitates supplementary income through services like Easyload, gaming and entertainment vouchers, bus ticketing, and bill payments.

The platform has gained significant recognition within Pakistan's fintech ecosystem. It secured \$6 million in seed funding from multiple investors, a milestone that underscores its commitment to digitizing merchant operations. This funding fuels ongoing innovation, enabling the development of new features and strengthening its position as a reliable business management solution. Its achievements have also made Udhaar Book the top-ranked business app in Pakistan, known for its safety, efficiency,

and 100% free-of-cost services. The app's partnerships with prominent organizations, including leading banks like HBL, UBL, and Meezan Bank, as well as telecom providers like JazzCash and Easypaisa, further enhance its capabilities by integrating secure payment gateways.

Udhaar Book caters to a diverse client base, ranging from small kiriyana (grocery) stores and medical shops to distributors, electronics retailers, and garment shops. This diversity highlights the platform's adaptability and wide-reaching utility across various industries. One of its unique offerings is the Saddar marketplace, an integrated B2B e-commerce solution that connects business owners with wholesale suppliers, allowing them to procure quality products at competitive prices. This marketplace enables businesses to stock up on inventory more efficiently, further streamlining their operations and boosting profitability.

The app's statistics are a testament to its impact on the business community. With more than 5.1 million users and continuous growth in downloads, Udhaar Book has become a vital part of Pakistan's SME ecosystem. Its user-friendly interface and multi-functional design ensure that even users with minimal technical expertise can leverage its capabilities effectively. Moreover, by automating critical processes such as ledger management, payroll, and inventory tracking, Udhaar Book saves time and reduces the operational burden on business owners, allowing them to focus on growth and customer satisfaction.

Primary Products

- **Cash Book:** A seamless solution for managing cash flow and credit, providing real-time insights into business finances.
- **Saddar Marketplace:** A B2B e-commerce platform connecting businesses with wholesale suppliers, enabling cost-effective procurement.
- **Easyload and Bill Payments:** A revenue-generating feature that allows businesses to sell mobile credits and facilitate customer utility payments directly through the app.



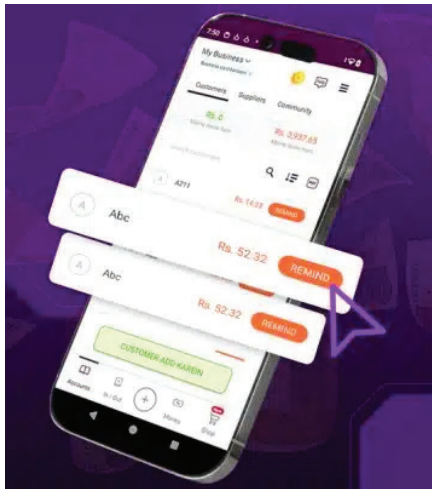
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Kwick High Tech & Solutions

Kwick High Tech & Solutions (Pvt) Ltd is a leading provider of Smart Card and Identity Assurance Solutions for the Communication, e-Government, and Banking sectors. Headquartered in Pakistan with a branch in the United Kingdom, they deliver cutting-edge solutions worldwide, driving technological advancement and innovation.

As Pakistan's exclusive GSM SIM Card manufacturer, they have set industry benchmarks in secure digital transactions and biometric verification. Their expertise has been recognized through successful deployments in SIM issuance, banking digitalization, and secure communication solutions. They are an Oracle Gold Partner and an active member of P@SHA and PSEB, collaborating with industry leaders to push technological boundaries.

Kwick High Tech & Solutions (Pvt) Ltd stands as Pakistan's exclusive GSM SIM Card manufacturer, setting industry benchmarks in secure digital transactions and biometric verification. They have successfully pioneered biometric verification

solutions, which have been effectively implemented for SIM issuance. Their expertise extends to comprehensive digital banking solutions, including mobile wallets and Know Your Customer (KYC) verification, revolutionizing banking convenience and security. With headquarters in Pakistan and operations in the UK, they continue to expand their global reach. Additionally, their proficiency in artificial intelligence and software development enables them to lead innovations in IoT, Smart Cities, and Fintech, empowering businesses with cutting-edge technology.

Primary Products

- ▶ **GSM SIM Card Manufacturing**
- ▶ **Biometric Verification Solutions**
- ▶ **Branchless Banking Platforms**
- ▶ **ERP Solutions**
- ▶ **Digital Financial Payment Platforms**
- ▶ **Know Your Customer (KYC) Verification Solutions**
- ▶ **Mobile Wallet Solutions**
- ▶ **IoT Platforms**
- ▶ **Smart Cities Platforms**
- ▶ **Transportation Engineering Platforms**



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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 fintech sector. The paper focuses on Pakistan-based companies in this vertical and appraises the reader of the expertise available in this domain.

Disclaimer

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