

# E-COMMERCE

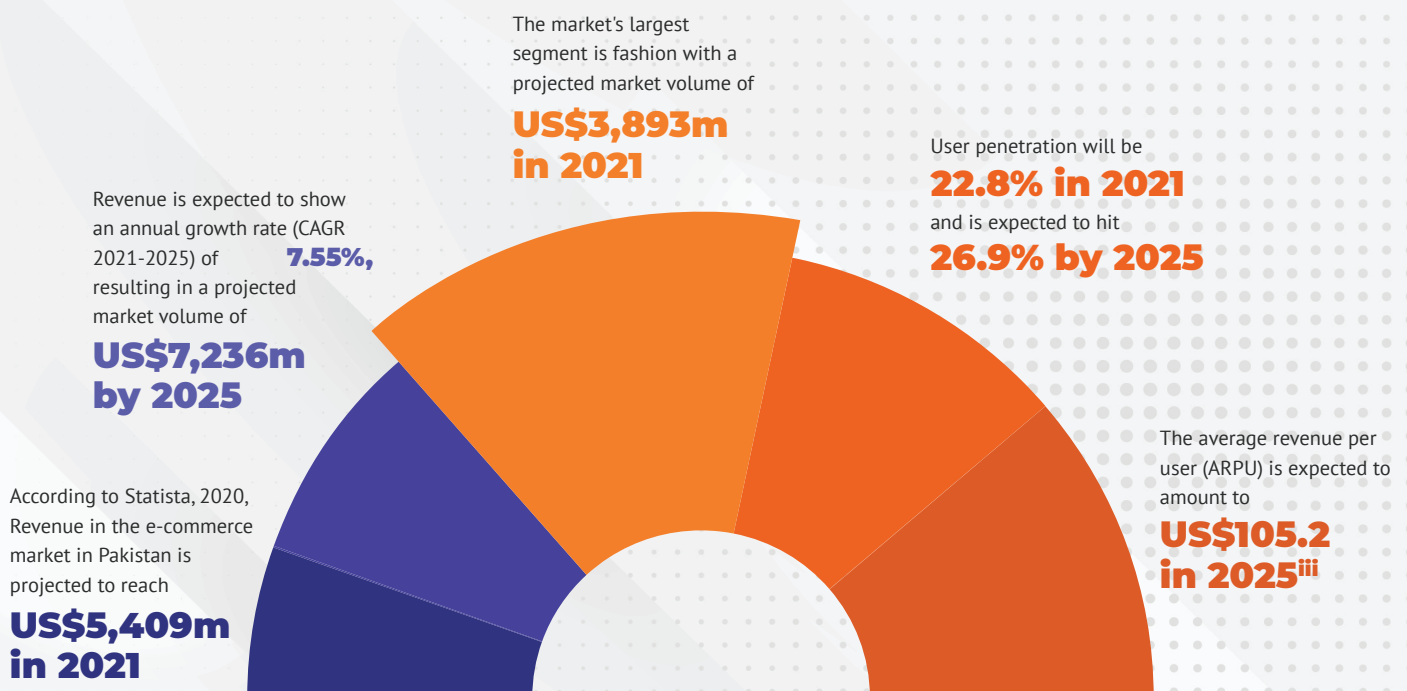


# A GLIMPSE OF

# E-COMMERCE IN PAKISTAN

E-commerce platforms in Pakistan are on the rise, estimated to increase trade, commercialization and economic development. The increase in internet usage has generated awareness regarding different products and services available and, has surged customer demand. The surge in demand has been detected by local as well as international sellers. As a boomerang effect, networks have been created between local and international retailers, sellers, courier services and marketers. Pakistanis are now able to get hands-on and high-quality services and goods provided by top-listed brands, through a simple desktop or mobile click. The expenses related to geography have decreased and according to the Ministry of Textile and Commerce, 2019; e-commerce platforms are around 5 times more likely to export as compared to traditional platforms.<sup>i</sup>

To facilitate exports, promote and regulate e-commerce in Pakistan, the Government released the first ever E-commerce Policy in 2019. The policy was built upon SDGs 8, 9 and 12 which are Decent Work and Economic Growth; Industry, Innovation and Infrastructure and Responsible Consumption and Production. Through the policy goals, the Government of Pakistan has worked to create a single interface for e-commerce companies and solve crucial issues related to legal systems, taxation structures and digital infrastructure. Under the policy, the National E-commerce Council was developed, which is a body of representatives from the public and private sector, aiming to build collaboration and problem solving within the ecommerce ecosystem of Pakistan. The country aims to leverage the increased revenue in e-commerce to achieve economic and developmental prosperity.<sup>ii</sup>



The revenue is generated through a range of products and services provided by e-commerce platforms. Product categories include, but are not limited to, beauty, tech, food, household, sanitary items, books, experiences and tourism. Along with products, some organizations such as Enablers, Extreme Commerce and DigiSkills.pk, provide free and paid e-commerce training and capacity building to help Pakistani sellers reach international audiences and increase their sales.<sup>iv</sup> Furthermore, e-commerce services in Pakistan are vast which cover beauty, health, travel and food categories. Some notable examples of e-commerce services are GharPar<sup>v</sup>, which provides at home spa services, Dawaai.pk,<sup>vi</sup> Marham<sup>vii</sup> and Ola Doc,<sup>viii</sup> which provide appointment and medicine delivery services and finally, Careem<sup>ix</sup> and Bykea<sup>x</sup> which are ride hailing and delivery services respectively.

## WOMEN IN E-COMMERCE

Women e-commerce business owners, and e-commerce platforms providing visibility to women artists and manufacturers has helped many Pakistani women access the market and become financially independent, especially during the pandemic. Women from far-flung areas of Pakistan often face cultural restrictions, which restrict them from entering into a market place to sell their products. These women are often highly skilled in handcraft apparel, shoes, jewelry, homeware items and much more. With the existence of user-friendly online marketplaces such as Daraz, Vceela and Polly & Other Stories, many Pakistani women can now sell their products locally and internationally, hassle-free. Women e-commerce business owners are also creating waves in the industry. Many of the top revenue generating e-commerce platforms are owned by women. A notable example is of Bagallery which is owned by Mina Salman.



Service(s)	Company(s)
 <b>LIFESTYLE, FASHION, BEAUTY AND SPA</b>	BizB, Affordable PK, Export Leftovers, Clicky, Buyon PK, Ghar Par, Connatural, Vegas PK
 <b>MULTIPLE PURPOSE ONLINE MARKETPLACE</b>	BizBee, Daraz, OLX Pakistan, Symbios, Retailo, Naheed PK
 <b>E-TICKETING, DISCOUNTS, VOUCHERS, EVENTS, TOURISM</b>	Bookme.pk, Happening.pk, Find My Adventure, Chkar Lodgings, Bogo, Golootlo, Vouch365, Triplona, SastaTicket.pk
 <b>FRUIT, VEGETABLES AND EDIBLE GROCERIES</b>	Batoor, Fowrry, Mandi Express, Grocer App, Subzi.pk, Pandamart, Bakecarry, METRO, 24seven.pk
 <b>E-COMMERCE SERVICE PROVIDERS</b>	Dukan, Dukan Lay, Ecommerce Wala, Extreme Commerce, Enablers, E-sparks, Fishry, Trademod, RLTSquare, Jugnu, Salesflo
 <b>HOMEWARE, ARTS AND HANDICRAFTS</b>	Funooni, Polly and Other Stories, Vceela, Plastic Bazar
 <b>RIDE HAILING AND DELIVERY</b>	Careem, Uber, Bykea, Cheetay, Traxx, Savaree, Swyft, Fowrry, TradeNode
 <b>MACHINES, CARS, TECHNOLOGY AND GADGETS</b>	Telemart, MachineSells, Pakwheels, Carfirst, Vava Cars
 <b>DOCTOR APPOINTMENTS AND MEDICINE DELIVERY SERVICES</b>	Dawaai, Marham, Find My Doctor, Sehet, Emeds
 <b>CUISINE AND HOMEMADE FOOD</b>	Plate101, Byte, Eat Mubarak, Food Pakistan, Delivery6, Food Nerd
 <b>REAL ESTATE</b>	Zameen.com, Graana, Elaan, Lamudi

# E-COMMERCE STARS IN THE INDUSTRY

Some notable companies working in e-commerce, placed according to their categories are as follows:

## E-COMMERCE SERVICE PROVIDERS

### Fishry

Launched in 2014, Fishry provides a tech-enabled solution for businesses to go online. It includes pre-defined web templates, personal domain name, custom design, assistance, web hosting, products and order features, analytics, SEO and much more. Currently, the platform has 100+ stores in the local and international market and almost PKR 3 billion worth of products are sold online. Some notable clients at Fishry include KFC, Nando's, Baskin Robbins, Behbud Crafts, Bridge & Ciel, Brisk, Crimson, Nourhan, One, Sputnik Footwear, Kolhart, Beaconhouse, My Vitamin Store, Menu Foods, Sultan Kitchen, TippiToes, Ismail's, Jeem, Mushrooms, Essentials Healthcare, GloBright, Index Furniture, Shahbano, Rivaj UK, Reefland and others.<sup>xi</sup>



#### FACEBOOK REVIEW

Best E-commerce platform in Pakistan. Highly recommended.



### E-Sparks

A Magento-certified front-end developer, E-sparks has overcome the challenge of accessing qualified Magento developers and has been able to provide high-quality e-commerce platforms to clients. The portfolio companies at E-sparks include Pet Teezer, Japanimation, Big Blue, Explore your Senses, Futon Bed from Japan, Pay Like and 11 Room. E-sparks focuses on making e-commerce websites sustainable.





“We ensure to develop your business not just for this generation but also for the next generation.”

**Umair Zaman, CEO at E-sparks**

E-sparks also specializes in WooCommerce plugins, fulfilling all the technical, logistical and management needs of their e-commerce clients.

**DEAN FULLER**

**FUTON BED FROM JAPAN**

Umair is extremely conscientious, quite experienced and works diligently to have good customer service. He responds quickly... to my email requests (keeping in mind that he lives in another country and has to sleep some time.) You will likely have a very good experience working with Umair and his team.



## Salesflo



Salesflo is a sales and distribution platform, with a wide range of products and services for sellers and retailers in Pakistan. The product “Salesflo” is a distribution management software, which allows users to manage order processing, supply chain, customer services, finances and much more. Another product offered by Salesflo is “Store Viz”, which is a Digital Merchandising & Instore Marketing Platform that allows users to increase their sales through a live data stream to generate retails and market insights.<sup>xii</sup>

## RLTSquare

A Magento e-commerce development company, RLTSquare caters to all its e-commerce platform holders’ needs by providing web design, customization, extension development, integration and support. Some of RLTSquare’s clients include ECS, Dr.Berg, Naheed.pk, Thriftify and Junaid Jamshed. As of 2021, RLTSquare has completed 200+ projects.<sup>xiii</sup>



# ONLINE MARKETPLACES AND RETAILERS



## Dukan

Dukan allows small businesses to launch their business on Dukan's platform. Dukan is based on a simple solution – by entering one's WhatsApp number, a chatbot gets prompted to message the number, asking for the seller's full name.

After confirmation, a webstore is created and the whole process takes 29 seconds. Dukan also allows small businesses to sell globally, hence helping them expand and allowing international clients to access Pakistan-made quality products.

The logo for Dukan, featuring a blue shopping cart icon followed by the word "DUKAN" in a bold, blue, sans-serif font.

## Dukanlay.com

This e-commerce service provider provides advanced solutions to anyone with a knack for e-commerce and is willing to start a business in this industry. Dukanlay helps individuals build high quality e-commerce brands. Businesses that Dukanlay.com has digitalized include Freshstore.pk, Himalayan Marbles, FreshStore and many more.

The logo for Dukanlay, featuring the word "DUKANLAY" in a bold, orange, sans-serif font, enclosed in a blue rectangular border.

**MUHAMMAD SHAHNAWAZ**

“Dukanlay.com picks up an offline business and makes it go online. We have converted many home-based businesses owned by women into fully-functional online businesses.”



بازار

## Bazaar

A B2B marketplace which connects retailers to wholesalers and manufacturers, Bazaar provides a convenient and seamless ordering system, competitive pricing and a direct route to the market. In 2021, Bazaar raised \$6.5 million in seed funding from Indus Valley Capital, Global Founders Capital, S7V and others.<sup>xiv, xv</sup>

## Trademor

An authorized channel partner of Alibaba in Pakistan, Trademor allows Pakistani sellers to sell their products on Alibaba's platform. The platform focusses on SMEs, envisioning them to have a global reach and an increase in their salesforce.<sup>xvi, xvii</sup>

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mor



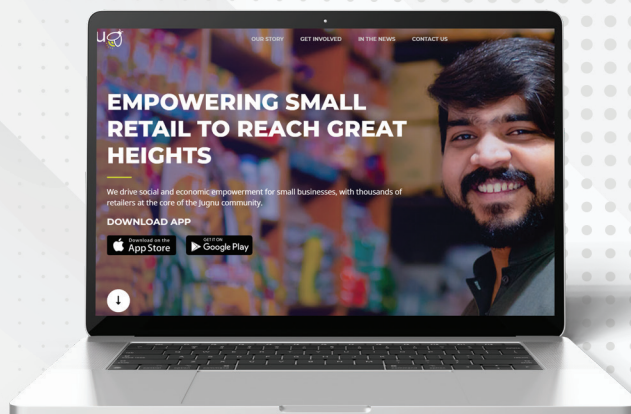
“Trademor’s long-term vision is to support Pakistan to become the hub of eCommerce and IT services, which will ultimately boost the local and global economy and create thousands of jobs.”

Press Release by ProPakistani

jugnu

## Jugnu

A B2B e-commerce platform, Jugnu helps retailers become tech-enabled by providing them the opportunity to order stocks online and to avoid stock outs through the same day or next day stock delivery service.<sup>xviii</sup>

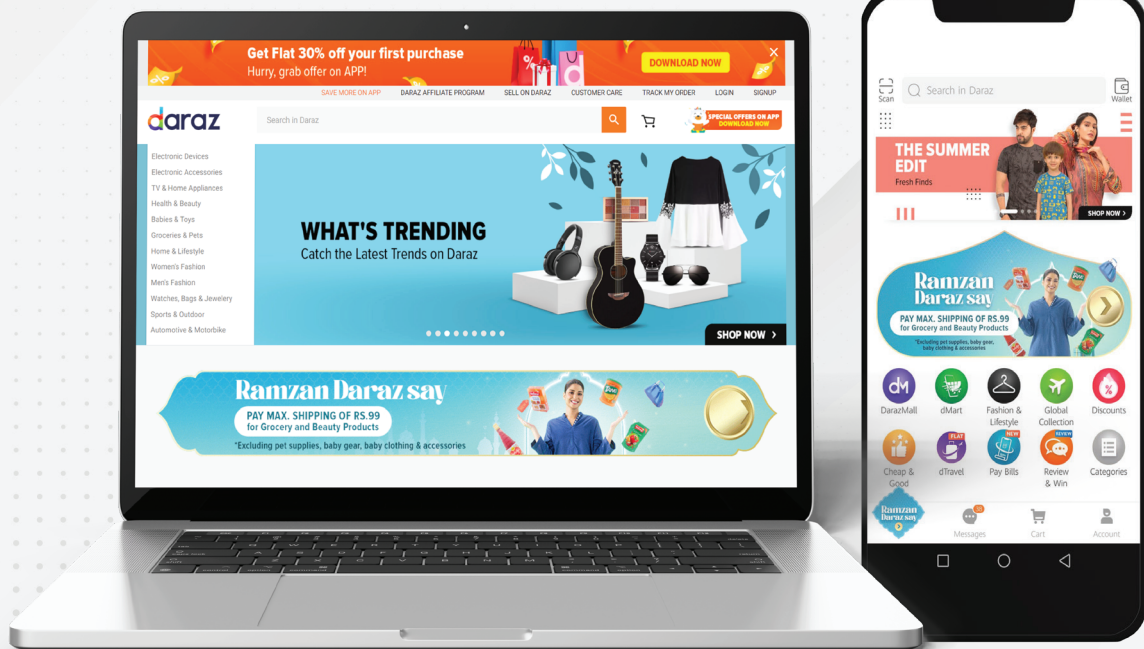


Source: jugnu.pk



# Daraz

Founded in 2012 as a Pakistani fashion e-commerce store, Daraz is now South Asia's leading e-commerce marketplace. Daraz has almost 10 million listed products in 100+ categories. As Daraz scaled, it also initiated its own logistics company known as Daraz Express (DEX) to maintain the quality of its delivery services, and to match the customer demand of almost 2 million deliveries a month. Daraz also launched "Daraz Seller Stories" in which successful sellers share their stories of growth and the benefits of using Daraz to sell, the purpose of which is to motivate all budding e-commerce entrepreneurs of Pakistan. <sup>xix, xx</sup>



Source: daraz.pk



# Buyon.pk

Buyon.pk has a potential scope of 14 million customers with a wide selection of 30,000 items. Founded by Anum Kamran, Buyon.pk offers a great opportunity for sellers who want to make money with minimum investment and technological skills. Buyon.pk also helps sellers by providing trainings to help them scale and grow in the long run. <sup>xxi</sup>

# Shophive

One of the first e-commerce platforms to be launched publicly in 2006, Lahore-based Shophive positions itself as a forerunner in the e-commerce and retail sectors. The platform has a wide selection of merchandise, ranging from laptops, and smartphones to office and household items. It provides a 7-day money-back guarantee as well as extra warranties. Furthermore, the platform offers restoration facilities on all the items it sells. Shophive believes in making international tech products available at an affordable price for the Pakistani population.<sup>xii</sup>



# OLX Pakistan

OLX Pakistan is a platform under Online eXchange (OLX) which is a Dutch-based online marketplace headquartered in Amsterdam. OLX Pakistan's marketplace allows sellers to sell, and customers to buy products including electronics, clothing, furniture, household goods, motorcycles, and bikes. OLX gets almost 30 million views a month in Pakistan. Recently, OLX Pakistan launched OLX Mall, which allows customers to access products in Mobiles & Tablets, Computers & Gaming, TV, Audio & Cameras, Appliances and Automotives categories.<sup>xxiii</sup>

# Dastgyr

At Dastgyr, retailers have one step to source merchandise from manufacturers, suppliers and wholesalers. The e-commerce platform aims to solve the supply chain challenges that retailers face, allowing them to access a tech-enabled solution to be at par with other stakeholders in the e-commerce industry. In 2020, Dastgyr raised a six-figure in USD investment from angel investors in the United States, Middle East & Pakistan.<sup>xxiv, xxv</sup>



“At Dastgyr, we make lives easier for retailers by giving them the opportunity to buy at a lower price.”

**Zohaib Ali, Co-founder at Dastgyr**



# TradeNode

TradeNode is an online general materials supplier, offering a range of assortments including refreshments, stationary items, sanitary supplies and vegetables for corporations, schools, colleges, universities and the HoReCa Industry. Some notable clients include Abbas Steel Group, Pak Oman Asset Management, Pie in the Sky and Meat Cheese.

# Retailo

Focusing on the MENAP region, Retailo has expanded itself as one of the best B2B market places in Pakistan. The platform focuses on catering to the inefficiencies present in the current retail industry through competitive pricing, tech-enabled logistics and a one-stop solution.<sup>xxvi</sup>



**SALMAN RASHID**

I have never found so many product choices at one place which brings me more options and better quality.



# Tajir

An app-based B2B platform for retailers, Tajir’s seller network consists of many multinational brands including Veet, RC, LU, Coca Cola, Red Bull, Mortein and others. The Lahore-based organization currently sells to 1500+ neighborhood stores. In 2020, Tajir raised \$1.8 million which came from the investment came from Fatima Gobi Ventures, Karavan, San Francisco-based Pioneer Fund, Singapore’s Golden Gate Ventures,

Dubai-based VentureSouq, and different angel investors.<sup>xxvii</sup>



“In an interview given to Tech Crunch, Ismail Khan, Cofounder at Tajir, said “We help store owners save money on inventory and help them boost their sales.”

# HOMWARE, ARTS AND HANDICRAFTS



## Vceela

Vceela is an online marketplace, focusing specifically on handmade arts and crafts, homeware, clothing, footwear and gifts. An advocate for Fairtrade, the e-commerce store brings handmade items online from remote areas of Pakistan. The website for Vceela also allows Pakistani artists to sell their products outside of Pakistan. Users can navigate through a craft map which allows them to buy products that a particular province is more known for.<sup>xxviii</sup>



## Plastic Bazar

Karachi based Plastic Bazar is an e-commerce platform for kitchenware, storage accessories, waste containers, multipurpose baskets, furniture and much more.

I encourage small retailers, housewives, people who recently moved in and want to purchase things for their house, office etc. to avoid the hassle of stepping outside and order from my store. Plastic Bazar will fulfil their needs at their doorsteps. These products are manufactured in-house.

**Humza Sheikh, CEO at Plastic Bazar**





## Polly & Other Stories

Polly & Other Stories is a community of artists, artisans, entrepreneurs and designers, with a mission to promote Pakistan's high quality handmade products and make them readily available locally and internationally.<sup>xxix</sup> As of 2021, 1000+ artisans are being connected to international customers through a supply chain technology with a simple mobile or desktop click.<sup>xxx</sup>



“Polly & other stories involves people with a creative vision and a passion to make – from rural women painstakingly crafting beautiful pieces using age-old, hand-worked techniques to a young entrepreneurial artisan crafting handmade soaps and talented men making hand-printed fabric using organic dyes and hand-carved wooden blocks.”

**Polly & Other Stories**<sup>xxxi</sup>

## Funooni

Founded by Sarim Khan and Syed Hamza Raza, Funooni bridges the gap between a canvas and an online market place, by providing the opportunity to artists to sell their paintings locally and internationally. Product categories include paintings, jewelry and accessories, home décor and others.<sup>xxxii</sup>



The global value of art is always increasing. At Funooni, we're working hard to enable artists to exit the shadow industry and operate online, so that local and international customers can benefit from their talent.

**Syed Hamza Raza, Co-founder at Funooni**

# FASHION, LIFESTYLE & MATERNITY



## Clicky

Clicky, a fashion e-commerce company based in Lahore, was founded in 2016 by Muhammad Khalid and Syed Shahzad. It is a leading fashion-focused marketplace and retail startup in Pakistan offering style items for men, women and kids. Recently, Clicky received \$700,000 in pre-series A round from Souq/Amazon MENA executive Asif Keshodia, Xiaomi and others. Clicky previously raised investment from Fatima Ventures and Souq.com.<sup>xxxiii, xxxiv</sup>

CLICKY ➤



“The new funds will be used to grow a team of fashion designers for home-grown labels.”

This will allow authentic and vast cultural fashion items to be showcased on Clicky’s platform, available for international buyers to access.

## Export Leftovers (ELO)

Focusing on sustainability, Elo works to recycle clothing to provide high quality and affordable wearables for men, women and children. Elo believes that sustainability should be trendy, affordable and accessible to everyone, hence making recycling easier to adopt.<sup>xxxxv</sup>

**elo**  
GENUINE QUALITY SAVINGS



Speaking in a webinar, Umar Qamar, Co-founder at Elo mentioned, “When we started e-commerce, courier services weren’t computerized at all. We worked with these people and worked on e-commerce APIs. We developed in-house e-commerce APIs. The industry is high on partnerships. In the past, we have worked with different stakeholders, including courier companies for the growth of the industry.”<sup>xxxv</sup>



## Scary Ammi

Headed by Ayesha Nasir, Scary Ammi is a parenthood blog turned into an e-commerce marketplace, where mothers are able to buy products for babies, kids, and maternity products, skin care products, toys, clothes, diapers, footwear etc.<sup>xxxvi</sup>

## Affordable.pk

Affordable.pk is a high quality online fashion marketplace, giving people easy access to buy branded goods at low prices. It houses products from Pakistani fashion brands, manufacturers, export quality leftovers, SMEs, designers and entrepreneurs. Founded back in 2014 by Wajiha Ghazal, the company’s marketplace upholds new fashion and design startups, allowing other companies to expand their outreach to buyers. Currently, Affordable.pk includes a wide-range of Pakistani brands, and a large customer base.<sup>xxxvii</sup>



## Bagallery

Karachi-based Bagallery is a fashion and beauty store, currently selling products from over 500 different brands including MAC, Huda Beauty, L’Oréal, Peter Thomas Roth and many more. Bagallery has brought the international market to Pakistan at an affordable price. In November 2020, Bagallery raised \$900,000 in a Pre-Series A round from Lakson Investments Venture Capital.

# FOOD & GROCERIES DELIVERY SERVICES



## Airlift Grocer

Airlift, which allows users to book rides on high quality buses with set routes has entered into the grocery business named 'Airlift Grocer'.

In Pakistan, grocery delivery is still a competitive market, but there are few players that provide same-day delivery, which is the challenge that Airlift Grocers is attempting to tackle. In 2020, Airlift Grocer brought in a foreign investment of \$10 million.<sup>xxxviii</sup>



"We want to offer customers a fast grocery delivery experience and optionality (wide range of SKUs) and that's what we've built our operations and tech around."

Usman Gul, CEO & Co-founder at Airlift

## GrocerApp

Pakistan's grocery delivery app, GrocerApp, allows customers to receive edible and non-edible grocery items at their doorstep. In 2020, the platform raised \$1 million from Amazon executives and investors in the Middle East. Post the investment, GroceryApp is now expanding its operations into other cities of Pakistan.<sup>xxxix</sup>







## Cheetay

Cheetay uses cutting-edge technologies to provide instant logistics services to customers, restaurant owners, and small-scale businesses across Pakistan. The e-commerce platform started with food, and now has expanded to Pharma, Pantry and Tiffin.<sup>xliv</sup> It was founded back in 2015 by Ahmed Khan and is currently operating in Lahore, Islamabad, Rawalpindi, Bahawalpur and Faisalabad. According to Ahmed, who

shared some figures with MENAbytes, the website has over 100,000 registered users and 3,000 vendors. In 2019, Cheetay raised \$7.8 million in a Series A round from US-based investors.<sup>xi, xli</sup>

## Darewro Delivery Services

Darewro is a delivery and errand management service based in Peshawar that serves over 21,000 customers per month. The distribution of products from company to client, customer to consumer, customer to business, and so on is central to the business model. They have a well-functioning call center infrastructure, a smartphone app, and a large network of delivery agents. Darewro was founded by management graduates and it showed substantial growth over time. They also raised almost PKR 150 million in funding, with Microsoft contributing an extra PKR 5.5 million in web credits and other benefits.<sup>xi, xlii</sup>



## Bykea

A platform for transportation and logistics, Bykea helps to efficiently transfer parcels and payments in a secure manner. Founded by Muneeb Maayr, Bykea has around 500,000+ registered bikes on its platform. Bykea has raised investment in two funding rounds, one in 2019 for \$5.7 million and in 2020 for \$13 million.<sup>xliv, xlv</sup>

**SUNDUS S.**

"Very useful app. Highly satisfied with their services. Quick response to any query and very helpful in case of any complaint."





## Subzi.pk

Faisalabad-based Subzi.pk provides fresh fruit and vegetables to household and HORECA industry in a timely and efficient manner. It delivers farm-fresh products straight from the farm.

“At Subzi, we enable businesses to compete on the market price with fresh farm produce. We empower small holder farmers across the country to directly sell to restaurants, stores and e-commerce platforms. Currently, we work with more than 1400 farmers across the country,”

Qasim Ali, CEO at Subzi.pk

## Mandi Express

Mandi Express provides a fresh from the farm experience to their customers, delivered to their doorsteps. Fruits, vegetables and edible groceries are handpicked to ensure the best quality, as claimed by Jehanzeb Chaudhri, CEO at Mandi Express. In 2020, Mandi Express raised \$725,000 Seed Funding from Lakson Investments Venture Capital and Disrupt Ventures.<sup>xlvi, xlvii</sup>



## Fowrry

Fowrry, another business incubated at NIC Islamabad and accelerated under Epiphany Lab, is a platform that delivers food items, including fruit and vegetables, and services such as gardening to a customer's doorstep. What's unique about Fowrry is that recently, they have stepped into providing e-commerce services including market automation, customer services and product information management.<sup>xlvi</sup>

## Batoor

Founded in Swabi, Batoor is an on-demand delivery service, which has now expanded to Peshawar and Mardan. Batoor is a platform which acts as a medium between the buyer and seller and solves the delivery challenge of ecommerce. Batoor deals in parcel, food and grocery delivery services.<sup>xlvi</sup>



# E-TICKETS, VOUCHERS, EVENTS AND TOURISM



## Bookme.pk

Bookme.pk has become Lahore, Karachi and Islamabad's most favored platforms for booking cinema, bus, events and airline tickets.

The vision behind Bookme.pk was to match the e-ticketing development of international companies and to avoid long queues, making life easy for the Pakistani population. On the bookme.pk website, users can build their profile and keep track of their purchased tickets and activity.<sup>1</sup> Recently, Bookme.pk also launched Pakistan's fastest ever end to end logistics solution and also partnered with PCB for PSL ticket sales.



## Happening.pk

For all the exciting events in Pakistan, Happening.pk provides promotions and ticketing solutions. Events include workshops, exhibitions, concerts, conferences, competitions, food festivals and more. Through in-depth data analytics, this platform allows users to avoid crowds and provide ticketing services to users based on their locations. Happening.pk's solutions can be utilized by small, medium and large enterprises for crowd and entry-exit management.<sup>1i</sup>

## Vouch365

Vouch365 is an app with offers for over 150 Karachi and Lahore based brands. Through the Vouch 365 app, customers are able to avail coupons, discounts and offers. The app also allows users to track how many coupons have been used and the total number of savings that were made by using these coupons.



The logo for Golootlo, featuring the word "Golootlo" in a blue, sans-serif font with a stylized blue icon to the left consisting of three horizontal lines of varying lengths.

## Golootlo

Pakistan's largest discount app, Golootlo, provides a QR code for different industries including shopping and retail, health, electronics, beauty, spa, food and events. This QR code then allows customers to avail meal deals and discounts at the store. Currently at Golootlo, there are 18,000 merchants, 20,000 offers and 130 cities. The platform also hosts the G-delivery feature, which allows restaurant meals to be delivered at a discount.<sup>lii</sup>

## Bogo

Bogo offers membership bundles to its customers, which then allows them to avail 2000+ coupons and savings from almost 300+ brands in Karachi, Lahore, Islamabad, Faisalabad, Multan and Hyderabad.

Bogo covers different industries including fashion, health, lifestyle, travel and food, and offers savings.<sup>liii</sup>

The logo for Bogo, featuring the word "bogo" in a lowercase, orange, sans-serif font.The logo for Triplona, featuring a green circular icon with a white symbol inside, followed by the word "Triplona" in a black, cursive script font.

## Triplona

A domestic hotel provider, Triplona is an e-commerce platform, allowing users to book hotels through online payment mechanisms. As of 2021, users can choose to book hotels in 40+ cities of Pakistan ranging from low to high budgets.<sup>liv</sup>

## Chkar Lodging and Experiences

Chkar Lodging and Experiences is an online marketplace, accommodation and hospitality platform, allowing users to lease or rent hotels, vacation rentals, homestays, hostel beds and more. The platform also allows users to share experiences and events. Chkar Lodging and Experiences was founded in 2017, with the aim to empower the people in Gilgit Baltistan and Khyber Pakhtunkhwa so that they could earn through offering their homes for tourists to stay.<sup>liv</sup> In January 2021, the startup raised \$50 million in investment from MFSYS Software and Systems – Pvt. Ltd, and as of 2021, there are 25+ destinations in Pakistan where hotels can be booked by tourists.<sup>lv</sup>

The logo for Chkar, featuring the word "Chkar" in a bold, red, sans-serif font with a stylized red icon to the left consisting of a circle with a white shape inside.

# TECHNOLOGY, GADGETS, MACHINES AND CARS



## Symbios

A mega electronics marketplace, Symbios is one of the pioneers in e-commerce. Established since 2006, Symbios covers a wide variety of products falling under mobile phones, laptops and tablets, smart watches, cameras, home and living, sports and fitness, health and beauty, automobile accessories and others. The platform includes products from top organizations including Apple, Samsung, Casio, Braun, Phillips, and Fitbit.<sup>lvi</sup>



### AMEEN KARSAZ

"Your service and your passion for customer satisfaction are excellent. I feel like the customer-Symbios relationship is a long-term one. I hope you continue to excel and make customer satisfaction your business."



## Machine Sells

Machine Sells is a machine trading platform, focusing on providing new and used machines for different industries including agriculture, pharmaceuticals, construction, food processing, forklifts, generators, material handling, metal processing, packaging and filling and more. This platform also provides machine valuation, inspection and insurance services. Machine sellers may also list their machines on the platform, allowing them to reach buyers directly.<sup>lvii</sup>



## Telemart

The award-winning Telemart, has 200,000+ listed products, an online marketplace and 13 stores across Pakistan. Product categories at Telemart include appliances, gadgets, homeware, gaming and many more. Telemart also has a product category for gold plated items including smartwatches, MacBooks and other accessories.<sup>lviii</sup>

The vision behind Telemart is “to transform, disrupt and digitize the landscape of retailing and e-commerce in Pakistan by working towards a customer centric business approach based on an omni-channel retail model”

Hamza Abdul Rauf, Co-Founder at Telemart<sup>lix</sup>

## Car First

Established in 2016, Car First is known for buying, selling and exchanging used and new cars. As of 2021, there are 1000+ cars that buyers can choose from with popular brands including Daihatsu, Cuore, Esse, Honda, Accord, City, Civic, Mitsubishi, Nissan and many more.<sup>lx</sup>

## Vava Cars

A platform for sellers, Vava Cars offers a seamless selling experience. Currently, Vava Cars is present in Karachi. The platform provides an evaluation of sellers' cars, while they wait and within 45 minutes, an offer is made. Brands that Vava Cars has made an offer for include Audi, Toyota, Suzuki, BMW, KIA, Daihatsu and more.<sup>lxi</sup>

## Pak Wheels

Established since 2014, Pak Wheels is an online marketplace for new and used cars, bikes, parts and accessories. The platform covers Lahore, Karachi, Islamabad, Peshawar, Faisalabad, Multan, Gujranwala, Sialkot and Rawalpindi, allowing sellers present in these locations to place their advertisements on Pak Wheel's website. Recently, Pak Wheels has also collaborated with Mountain Dew to bring a series called “Wheels of Pakistan”, in which unique bikes and cars across Pakistan are covered.<sup>lxii, lxiii</sup>

# TRAINING AND CAPACITY BUILDING PLATFORMS



## Extreme Commerce

Extreme Commerce is an all-in-one platform for training, incubation and virtual seminars on e-commerce. Extreme commerce provides a one-year diploma on e-commerce, in affiliation with Magna Carta College UK. Furthermore, Extreme Commerce leverages its community building strength, and allows its network of sellers to communicate and share ideas with one another under the Extreme Commerce Marketplace and Facebook Community.



## Daraz University

Daraz University is a learning center, that trains almost 5000 sellers every month on tools and techniques for selling, content and social media marketing, and customer services. At the end of the course, sellers are able to register on Daraz's seller dashboard, without any listing fee<sup>lxiv</sup>

## eCommerce Wala

Headed by Usman Chughtai, eCommerce Wala helps individuals step into e-commerce with lowered risk and allows the already present e-commerce sellers to become the best at what they do. From business ideas to content and marketing strategies, Usman Chughtai provides consultations and trainings to sellers. Furthermore, through eCommerce Wala's seller dashboard, which includes market places like Amazon, Ebay, Etsy, sellers are able to sell their products internationally.<sup>lxv</sup>





# Enablers

Specializing in e-commerce, Enablers helps online business owners reach profitability by providing trainings on Amazon account management and providing sellers the opportunity to sell through Amazon. Being authorized sellers on Amazon, Enablers provides a one-time fee to Pakistani sellers to expand their reach to international buyers. Through their selling dashboard, after careful screening, Enablers

then allows different products to go live on Amazon. For any sold item, the Pakistani seller gets paid in PKR.<sup>lxvi</sup> One of the very notable success stories of Enablers is how one of their students was able to hit the target of USD 75,000 worth of sales during the pandemic.<sup>lxvii</sup>



“Our mission is to help establish 200,000 Businesses and create 2 Million employment opportunities in Pakistan by 2023, and adding additional 50 million exports for the international e-commerce marketplaces.”

- Enablers





# WHAT'S NEXT FOR E-COMMERCE IN PAKISTAN?

Pakistan's e-commerce market continues to grow. As of the first quarter of the Fiscal Year 2021, Pakistan's e-commerce market size posted a growth of over 35% to reach PKR 96 billion. Majority of the sales have been owed to COVID-19 induced lockdown. This allowed e-commerce leaders to enable their customers to receive products at their doorstep. These companies are solving challenges faced by retailers, farmers, customers, home-based entrepreneurs, and are creating opportunities for youth in the country.

Furthermore, with increasing e-commerce and related trainings and certifications being offered, rapid internet and smartphone penetration in the country, and swift adoption of technology due to the COVID factor, the future is promising for the e-commerce industry. It has become easier to ensure safe and secure e-commerce, allowing small-scale and large-scale sellers to have a global reach.

The ability to seamlessly display their products on international marketplaces such as Ebay, Amazon and Etsy, sellers have been able to tap huge revenues, several of those to the tune of USD 100,000.

By virtue of this, Ebay, Amazon and Etsy can invest in Pakistan, allowing sellers a direct route to their market places, the benefit of which will be high quality cultural products, increased revenue, financial stability for small sellers and collaboration.



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# ABOUT THIS INDUSTRY ROUNDUP

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

## DISCLAIMER

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A product of TECH destiNATION Media

Commissioned by:



Developed by:



Publishing year: 2021