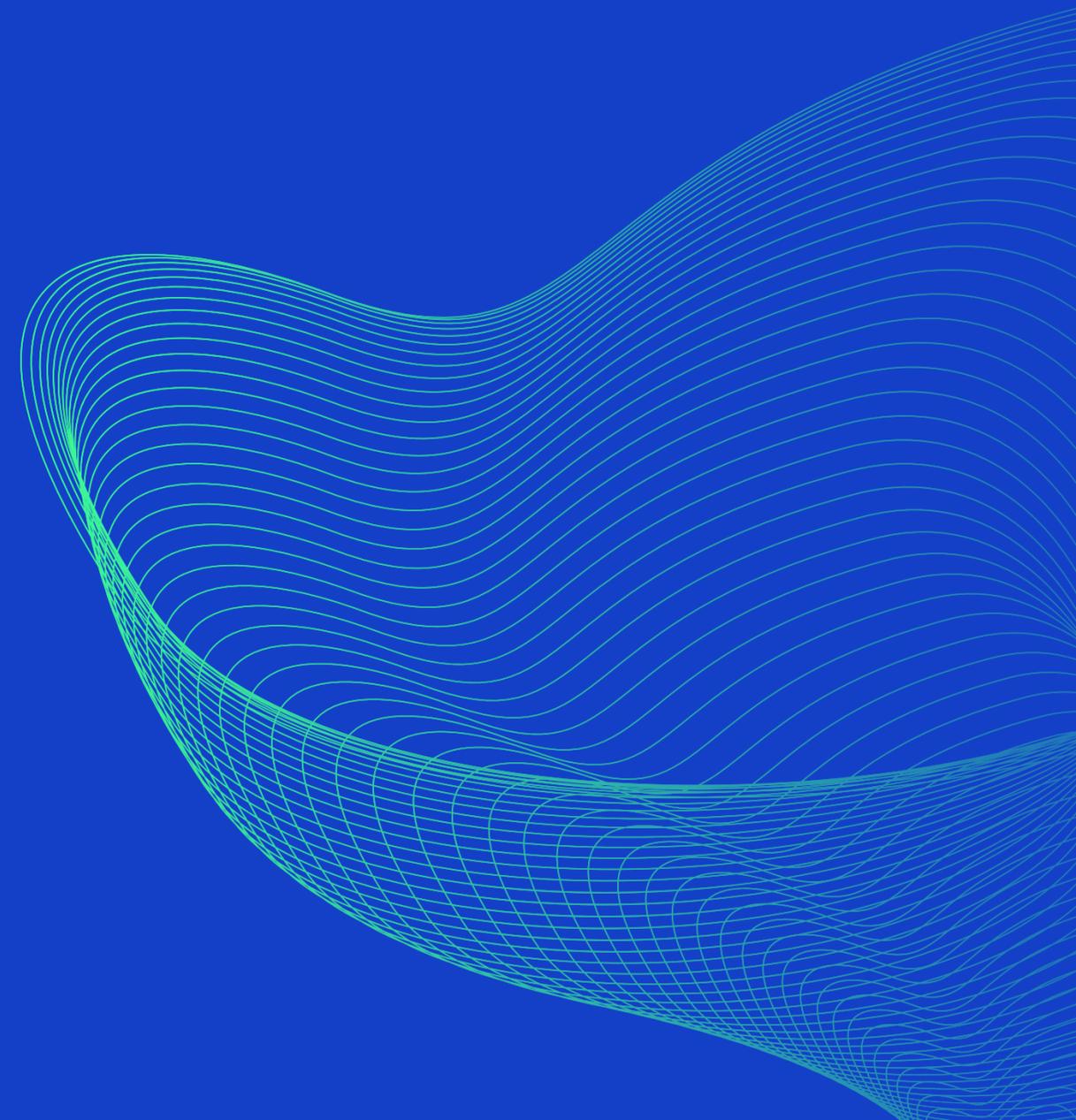




SWITCH

Profile

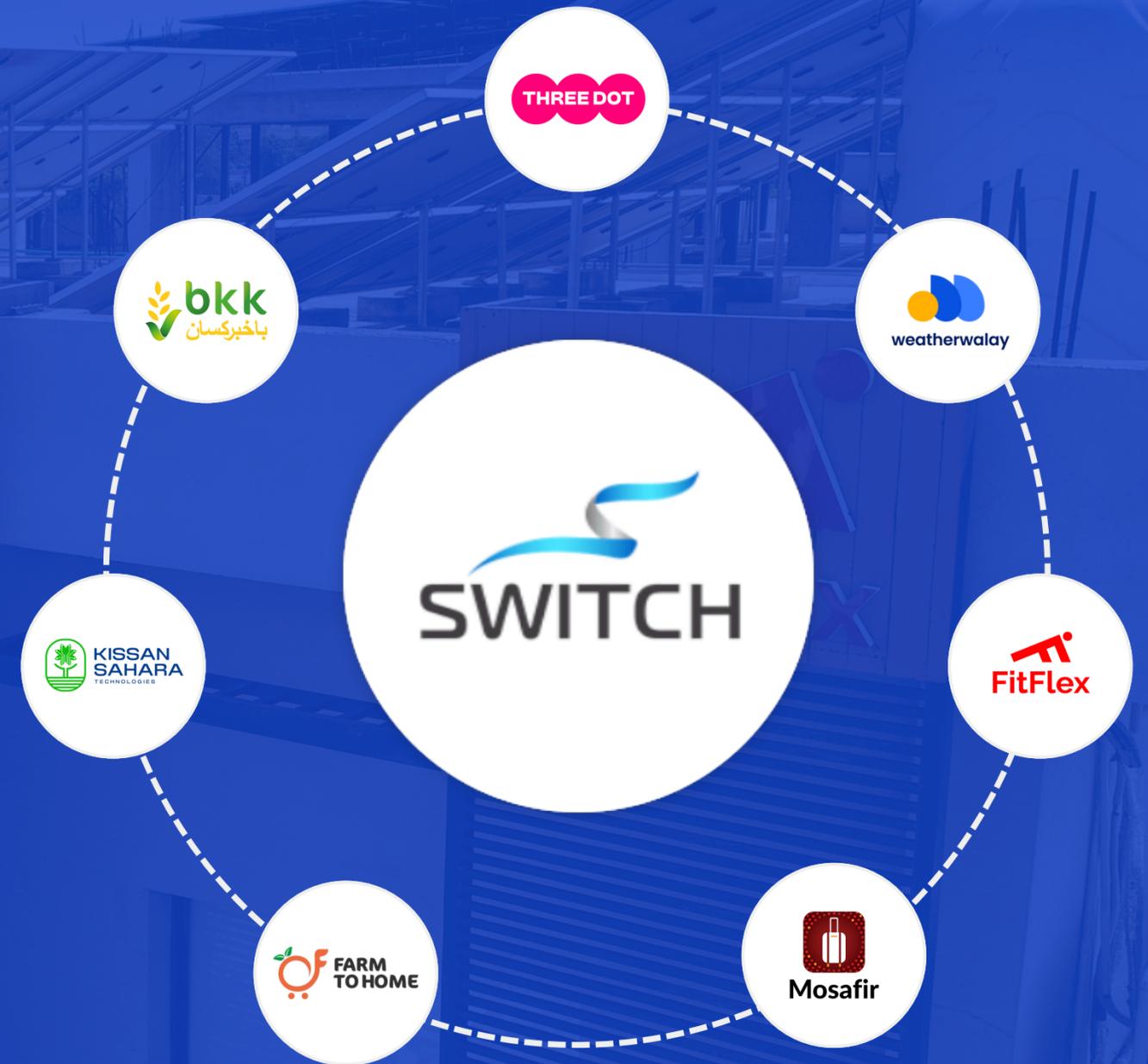
Digital



WHO WE ARE?

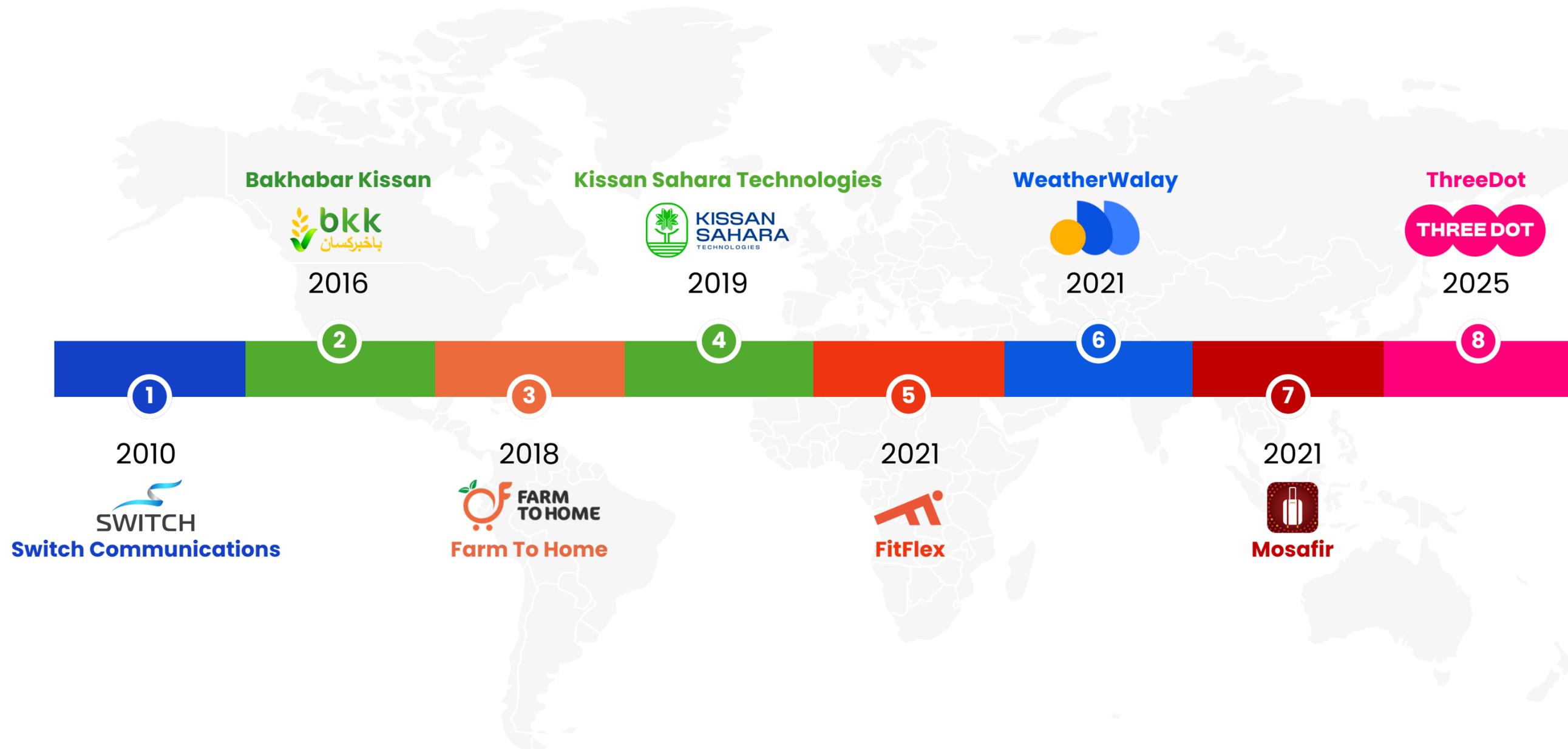
Founded in 2010, we've grown our digital footprint across 7 countries to become Pakistan's leading Digital and VAS provider.

We are a privately held, profitable company with **90 million users** and exceptional employee retention. Our innovation extends across multiple verticals, with Agri-tech and Travel-tech at the forefront, and strengthened by expertise in Telecom, Weather, Fitness, E-Commerce, and Creative Marketing.



OUR EVOLUTION

Since 2010, Switch Group has built a powerful ecosystem driving change across diverse industries. From agritech and e-commerce to health, travel, and creative marketing, our affiliates, which include BaKhabar Kissan, Farm to Home, FitFlex, Mosafir, WeatherWalay, and ThreeDot, respectively, continue to enrich lives and shape the future.



OUR IMPACT



Leading VAS Provider, covering **70%** of the **Pakistani mobile users**, i.e. **90M+ users**



Leading digital services provider with **30+ platforms**



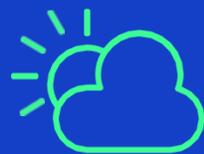
Largest agri-tech empowering **20M+ farmers**



Transforming health and fitness journey of **10M+ fitness enthusiasts**



Leading Travel-tech, catering to **10M+ travelers**



Driving climate action through **300+ weather stations**, providing real-time weather alerts



Digital apps being used across the **globe**



Diverse workspace of **500+ professionals**

WHY CHOOSE US?



Unparalleled VAS Leader

VAS leader in Pakistan with 30+ services and 112M+ subscribers



Intellectual Property Pioneers

With 5 patents & country's largest intellectual property portfolio, we're recognized for introducing groundbreaking ideas



In-house Capabilities

In-house technology team including Development, Operations, Infra and 24/7 NOC support



Financially Stable Brand

With 15 years of experience, we're standing as a self-funded, financially sound and trusted name



Fullstack Product House

End-to-end product execution. From ideation to launch – with precision, scale, and speed



Human Expertise

500+ experienced professionals working in dynamic fields



Competitive Pricing

Market-competitive pricing with global-grade service level



Exclusive R&D Expertise

Our robust R&D capabilities & teams drive innovative & purpose-driven solutions that bridge market gaps

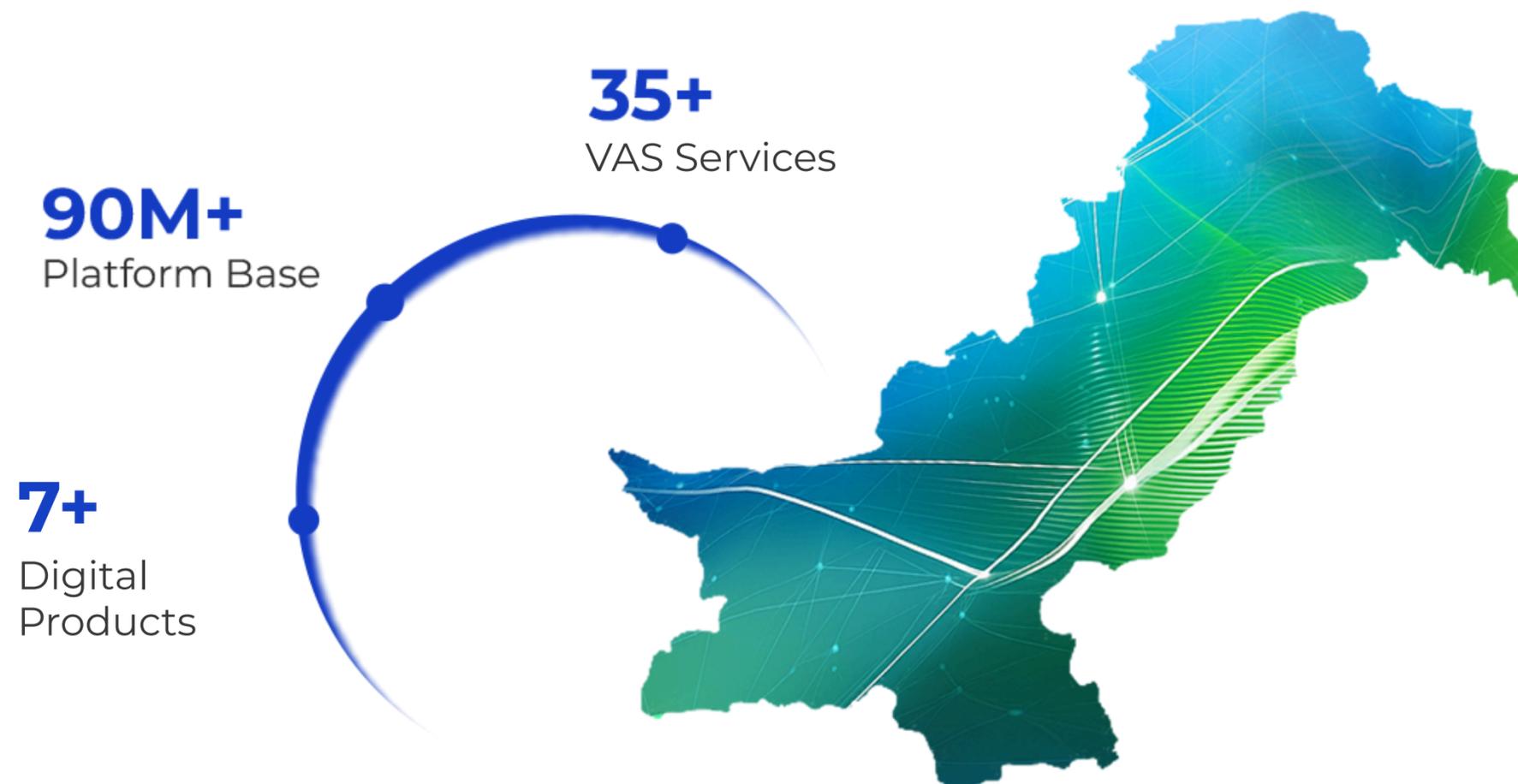


Industry Experience

15 years of experience with the largest digital and VAS portfolio, partnered with leading telecom brands.

Digital VAS

Switch Communications is a leading digital services provider in Pakistan, serving over **90 million users**. We drive innovation across Telecom, Agri-tech, Travel, Weather, Fitness, and E-Commerce sectors. As a pioneer in digital transformation, we are committed to advancing technology while empowering communities through impactful development initiatives.



LEADERSHIP AT SWITCH



Khizer Alam Khan
CEO



Rehan Alam Khan
COO



Aisha Saifullah
Chief Products & Operations Officer



Adam Khan
Senior Manager Business Solution & Services Delivery



Nihal Mehmood
Manager DevOps

OUR PARTNERS



ZONG 4G

ufone 4G



zain
—Iraq

Telkom
Indonesia

zain
SAUDI ARABIA



Portfolio



Cloud Storage

Seamless and reliable cloud storage solutions, offering secure and efficient cloud storage services



Kids Entertainment

Endless fun and educational content for kids, offering a delightful world of entertainment and games



Health & Fitness

Personalized workouts and health tracking features for a healthier and fit lifestyle



SMS Management

Your Daily SMS Manager, organizing and streamlining SMS communication



Educational/ Language Learning

A platform, offering immersive and interactive lessons for language learners worldwide



Parental Control

A safe online environment for children, designed to protect and monitor kids digital activities

Consumer Cloud



With a wide range of products developed with existing infrastructures and customers in mind, we are privileged to be Pakistan's leading digital value-added services (VAS) provider.

Features



Unlimited Storage



**File sharing,
controlled & open**



**File, folder, rich
media storage**



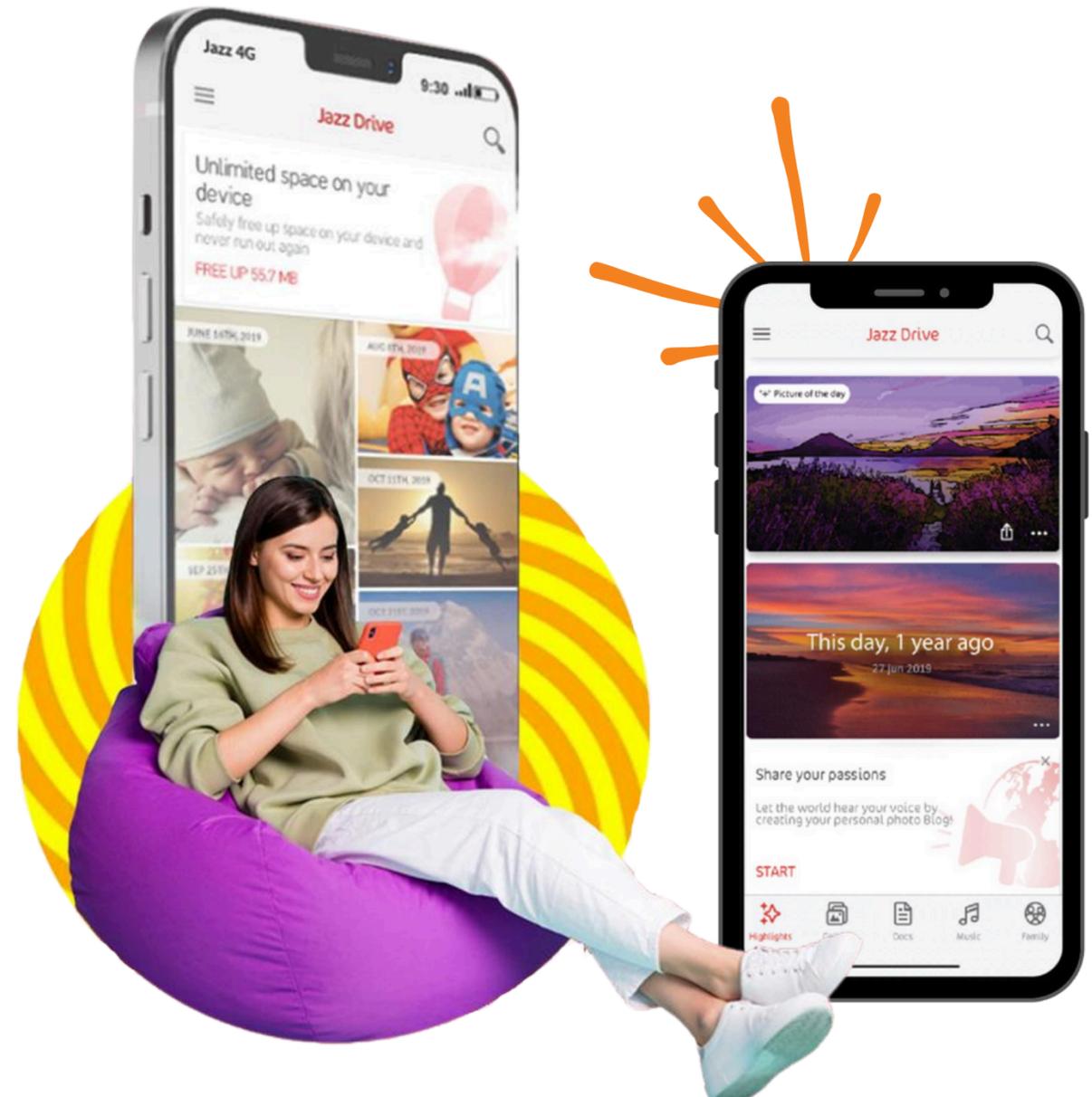
**Auto/Manual
Backup**



**Photo editor &
Doc scanner**



**Flexible pricing
options**



Our Impact



1M+
App Downloads



7.5M+
Subscribers



4.1
App Rating



1.1M+
Monthly Active
Users



40K+
Daily Active
Users

Our Partners



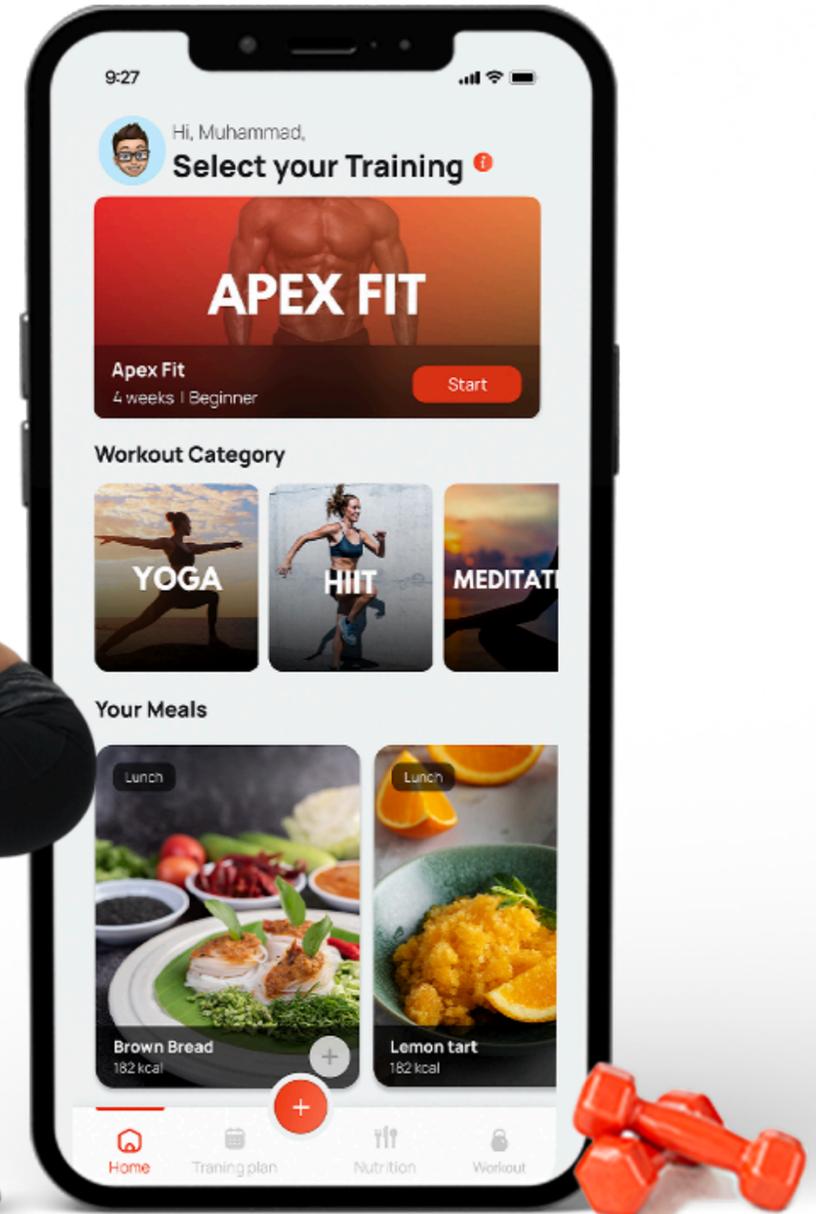


TRANSFORMING LIVES WITH

PERSONALIZED

Fitness Plans

& Meal Recommendations





An app-based health and fitness platform with the aim to make workouts easy and accessible while building and empowering communities passionate about fitness.

Features



01

Tailored Training Plans

Fitness programs built for your goals, from weight loss to muscle gain.

02

2000+ Muscle Exercises

Huge library covering every muscle group for smarter workouts.

03

Track Your Progress

Stay motivated with detailed stats and milestone tracking.

04

Personalized Diet Plans

AI-designed meal plans to match your fitness journey.

05

Smart Food Scanner

Snap and log meals instantly with AI calorie detection.

06

Complete Nutrition Manager

Balance macros, calories, and nutrients effortlessly.

Our Impact



500k
App Downloads



13M+
Subscribers



3.9
App Rating



1.1M+
Monthly Active
Users



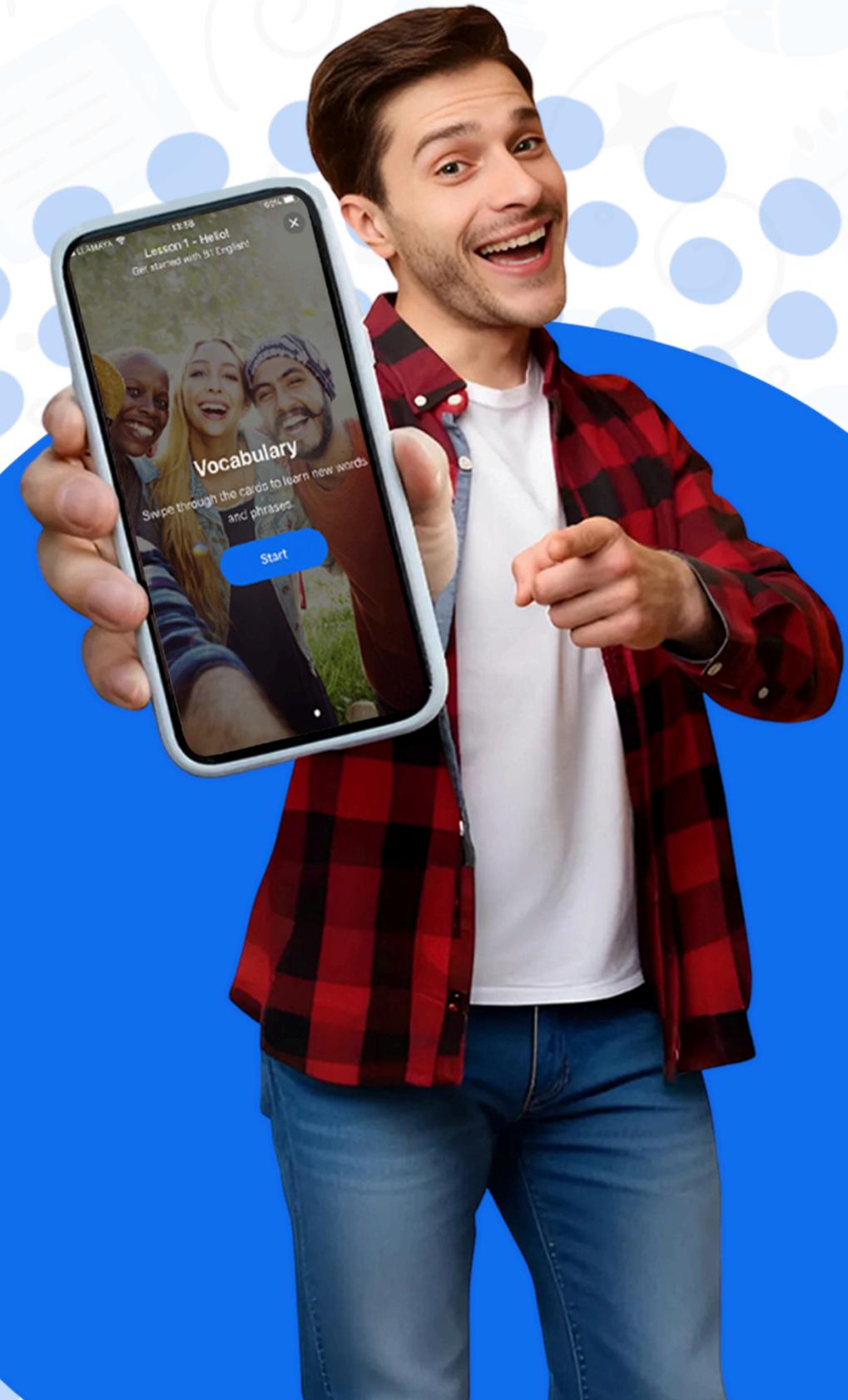
38K+
Daily Active
Users

Our Partners





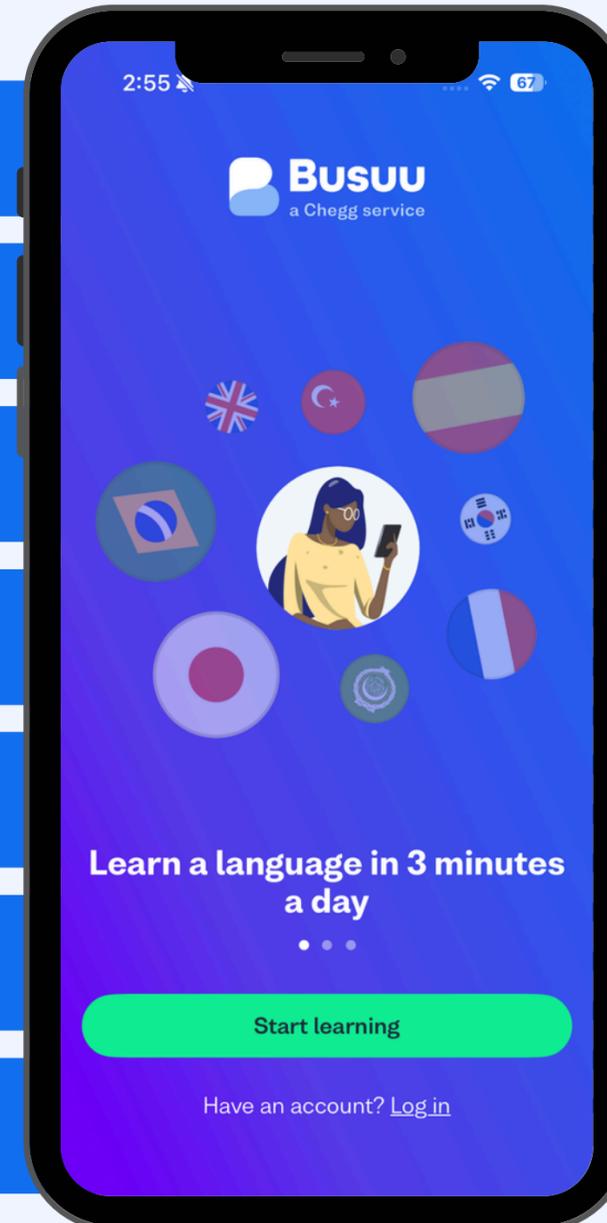
**NEW LANGUAGE,
NEW OPPORTUNITIES,
NEW YOU**



Our partner language-learning app, Busuu aims to empower people through languages. With self-paced study, live classes with expert tutors, and the ability to practice with 120 million native speakers around the world, Busuu is the best way to learn a language.

FEATURES

- 01 3000+ Lessons in 12 Languages
- 02 McGraw Hill Education Certificates
- 03 Self-paced courses
- 04 Flexible pricing options daily, weekly, and monthly offerings
- 05 Peer-to-peer learning
- 06 Professional live tutors
- 07 Tailored courses for business and travel



Our Impact



50M+
App Downloads



13M+
Subscribers



4.5
App Rating



950K+
Monthly Active
Users



40K+
Daily Active
Users

Our Partners





KIDJO

An edutainment app that kids love and parents trust.





More than 4500 educational videos and games are available for screens big and small. More than 900 amazing science facts, fairy tales & wild adventures are part Kidjo's content to spark kids' imagination.

Features



**Unlimited
Access**



**Offline
Mode**



**Multi
Screen**



**Engaging
Content**



**Parental
Control**



**Full
Privacy**



Our Impact



5M+
App Downloads



5.6M+
Subscribers



3.2
App Rating



900K+
Monthly Active
Users



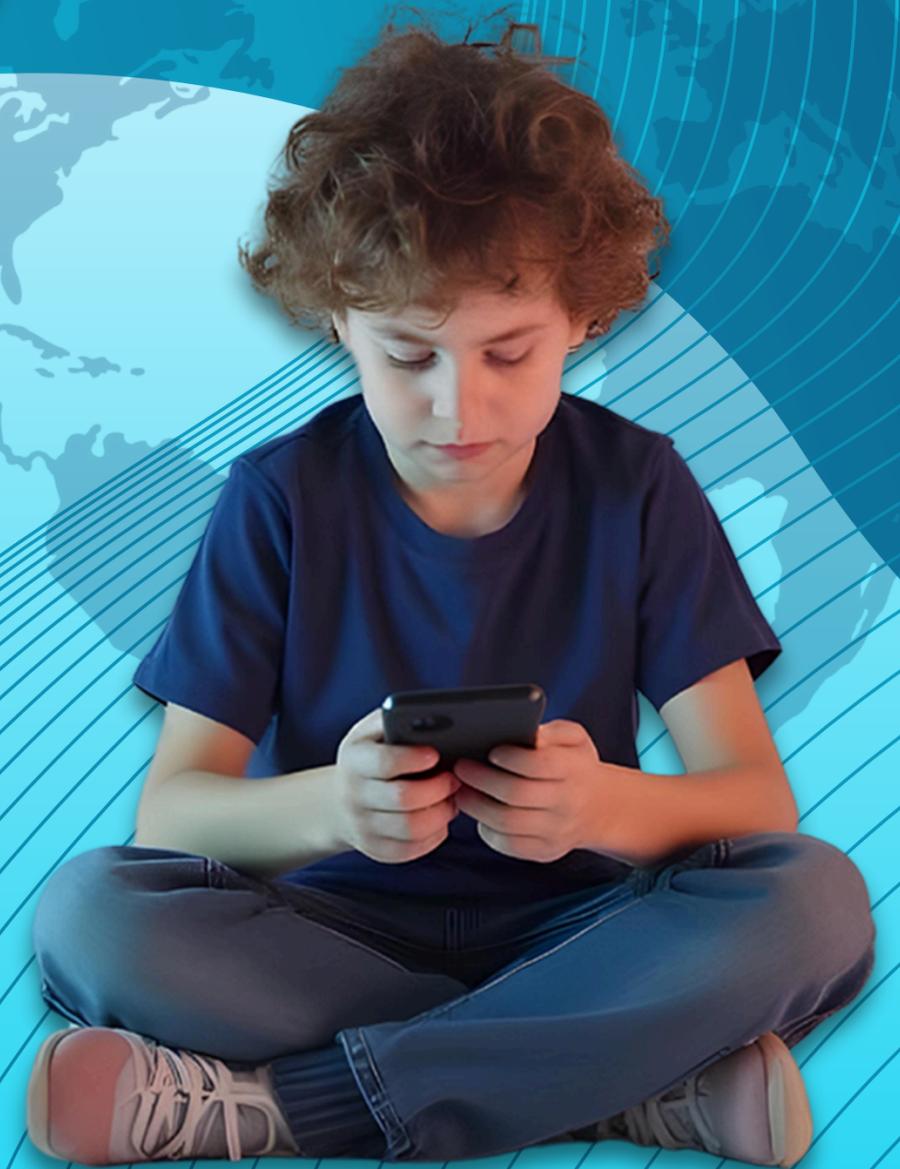
36K+
Daily Active
Users

Our Partners





Ultimate Parental Control Software





Our robust monitoring covers every aspect, from social media monitoring to call, sms and location monitoring. Coupled with our effective time management and app blocking features, we help you to promote balanced digital habits for kids.

Features

App Control

Manage your child's app usage effectively.

Monitor SMS and Calls

Monitor your child's SMS and Call logs.

Category-Based Filtering

Tailor internet access based on content categories.

Location Tracking

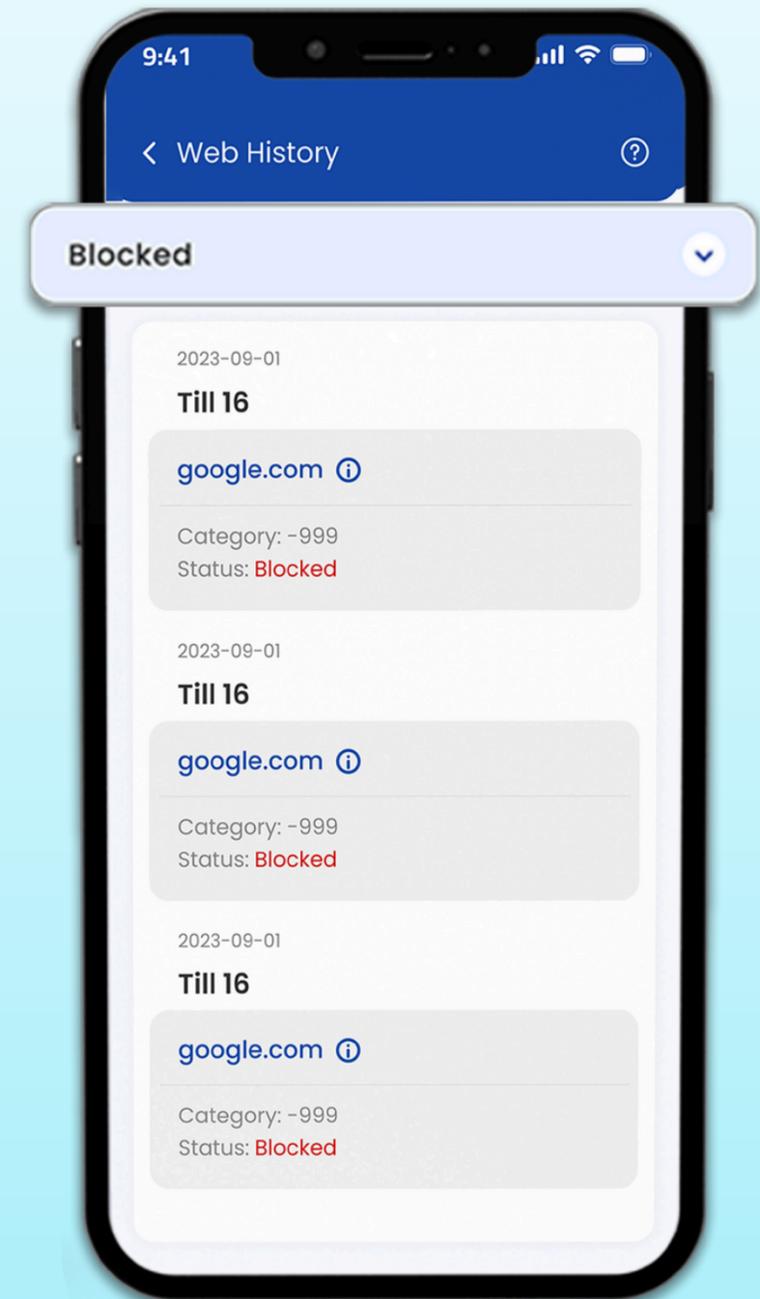
Always know your child's whereabouts.

URL-Based Filtering

Block harmful websites and allow safe content only.

Web History

Stay informed about your child's online search history.



Our Impact



1M+
App Downloads



10M+
Subscribers



4.1
App Rating



960K+
Monthly Active
Users



36K+
Daily Active
Users

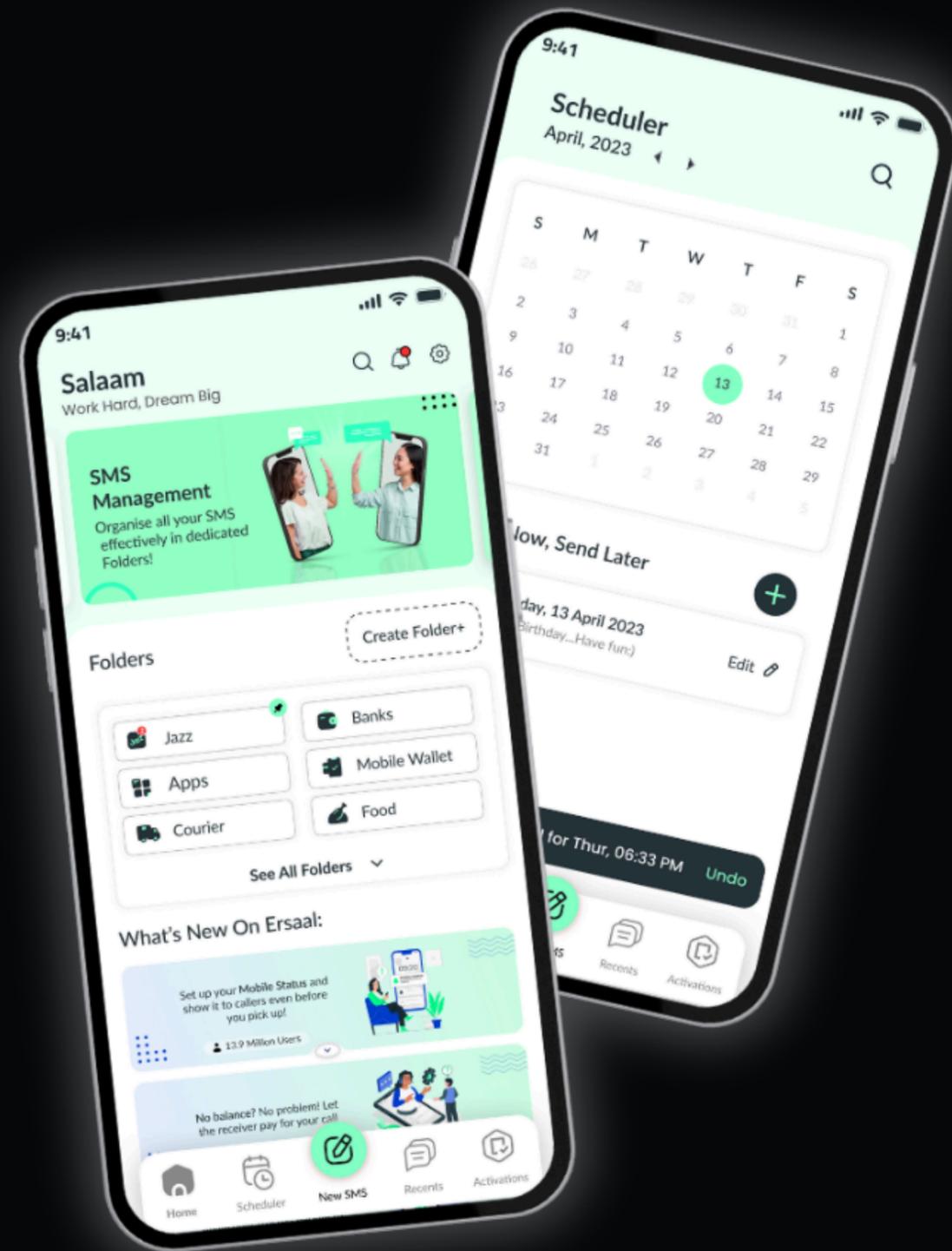
Our Partners





Endless Control

Ersaal Pro is your complete communication companion, designed to give you full control over calls, messages, and privacy, all in one app.



Features



Folder Management

Effectively organize your SMS in dedicated folders



Set your Caller Status

Flash a Caller Status of your choice to keep your contacts posted



Messaging Via Web

Like Whatsapp Web, the manager will also have a web version to facilitate across web platform.



SMS Scheduling

Like other email based applications, this SMS scheduler lets users to schedule messages



SMS Broadcast

Send one-to-many messages to a list of contacts at once; all as private SMS



Call without Balance

Call without balance, to any Jazz number & the receiver covers the cost



Pin Protected Calls

Set a pin code to only let selected callers connect



Missed Call Notification

Get alerts when the person you're calling is back online, after being out of coverage or switched off.

Our Impact



100K+
App Downloads



200K+
Subscribers



4.1
App Rating



3.1K+
Monthly Active
Users



150+
Daily Active
Users

Our Partners



THANK YOU

 contactus@switch.com.pk

 www.switch.com.pk