SWITCH

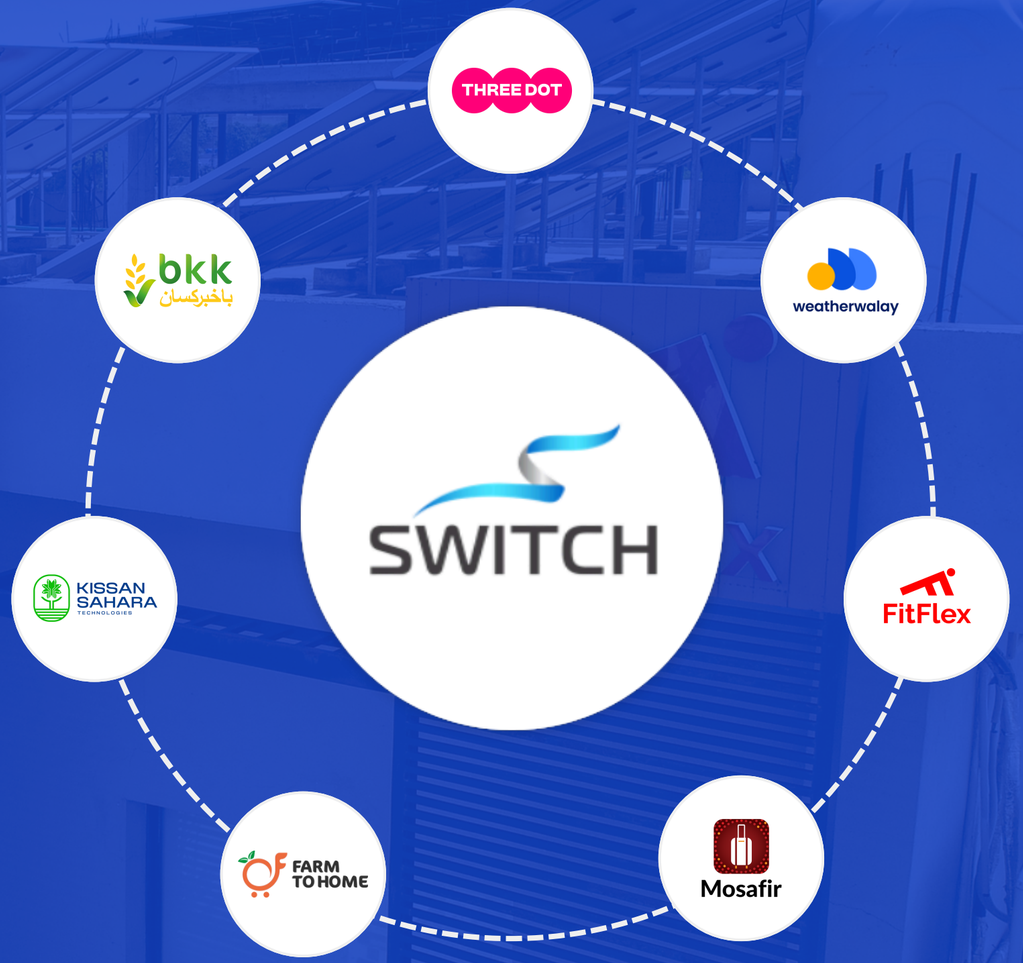
Profile

Conventional VAS

WHO WE ARE?

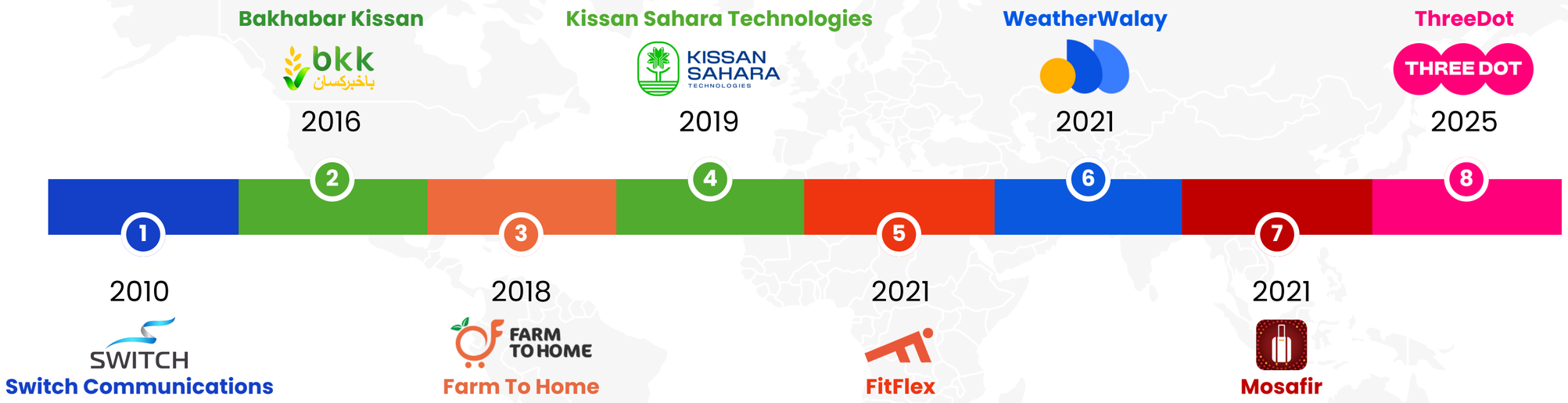
Founded in 2010, we've grown our digital footprint across 7 countries to become Pakistan's leading Digital and VAS provider.

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

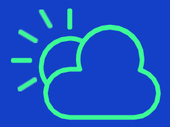
Leading VAS Provider, covering **70%** of the **Pakistani mobile users,** i.e. **90M+ users**

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

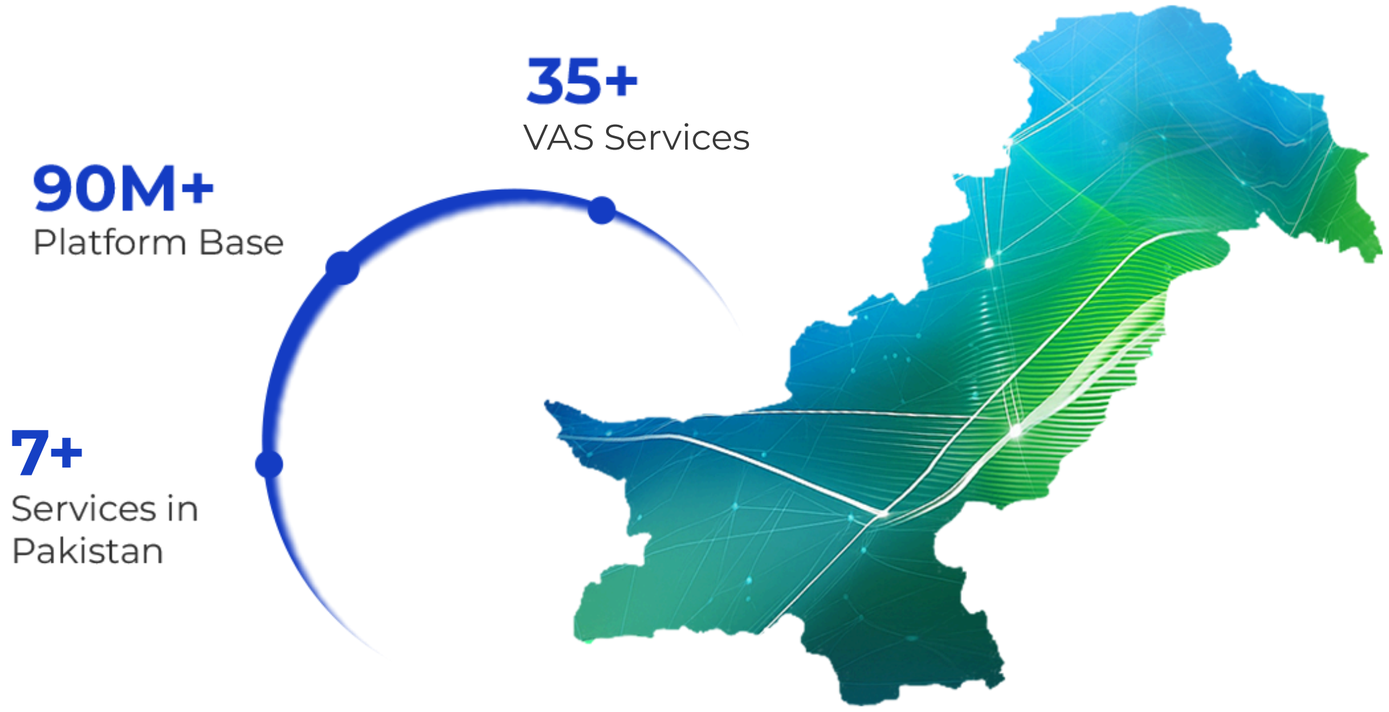
Our robust R&D capabilities & teams drive innovative & purpose-driven solutions that bridge market gaps

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
Senior Manager Business Solution & Services Delivery

Nihal Mehmood
Manager DevOps

CONVENTIONAL VAS SERVICES

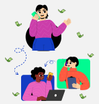
Our Conventional Value-Added Services (VAS) portfolio is redefining the landscape of connectivity and enhanced communication experiences. From traditional voice services to messaging and more, Switch ensures a seamless blend of reliability, innovative solutions and advanced technology.

Calling Services

Collect Call

Auto Call Back

Call Back Notification


Sponsor Me

VIP Call

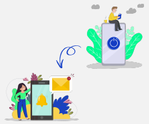
Beep Call

Incoming Call Screening

Smart Call

SMS Services

My Status


Notify Me

Smart SMS

Missed Call Alert

Parental Control Services

Fauri SMS

Missed SMS Alert

U-monitor

Budget Management

U-budget

Family plan

U-Log

60M+

Platform Base

20

Services deployed in Pakistan with various operators

Partners

Collect Call

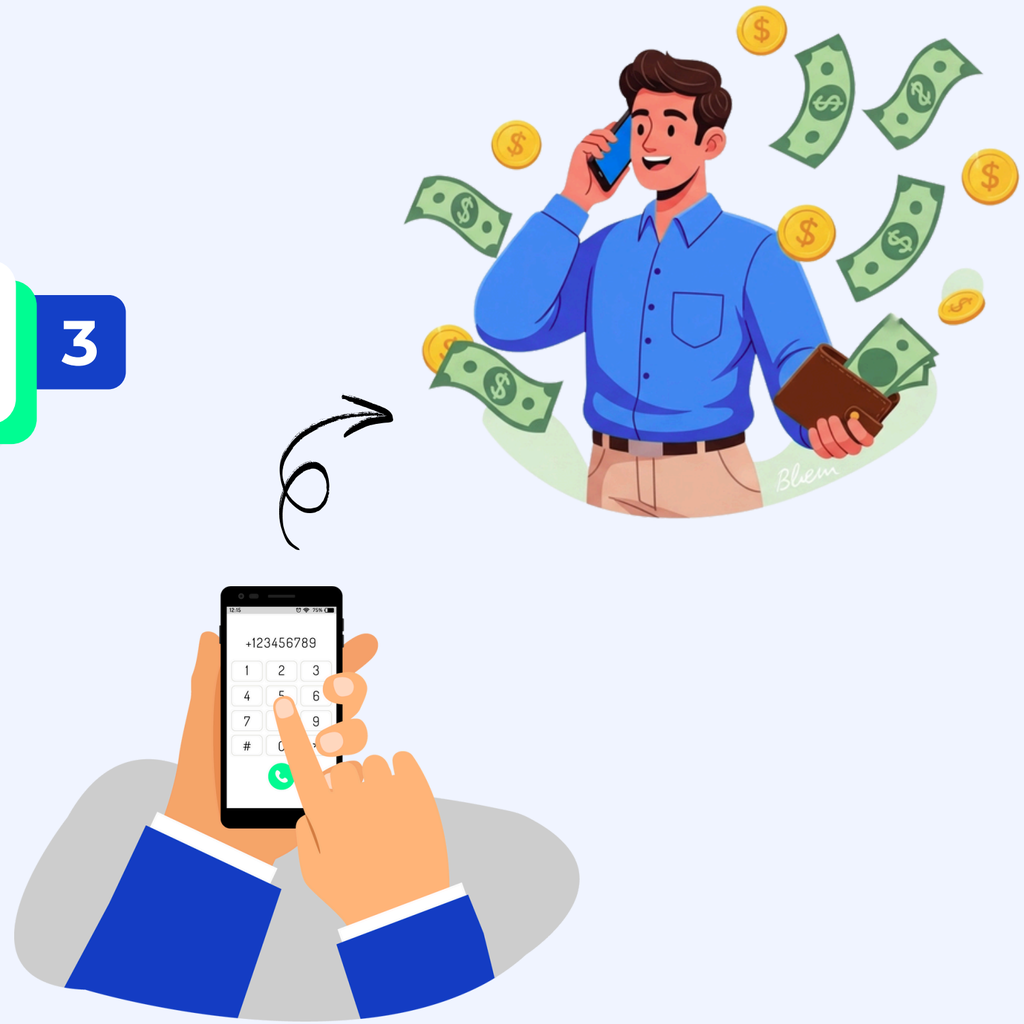
Enables users who are “out of balance” to initiate a call to family and friends.
The party receiving the call pays the charges.

Features

1 **Dial Collect Call**
Call any user and they will pay the charges of call

2 **Whitelist Number**
Whitelisted number doesn't need approval to dial Collect Call

3 **Blacklist Number**
Block a number from sending Collect Call Requests



Auto Call Back

A service that lets Party A (if they have selected this service) automatically receive a callback that connects them to Party B once Party B returns to the network.

Features

1. **Call Alert**
   Get notified via call when number is back on the network

2. **Block/Unblock**
   User can Block / Un-block notifications

Call Back Notification

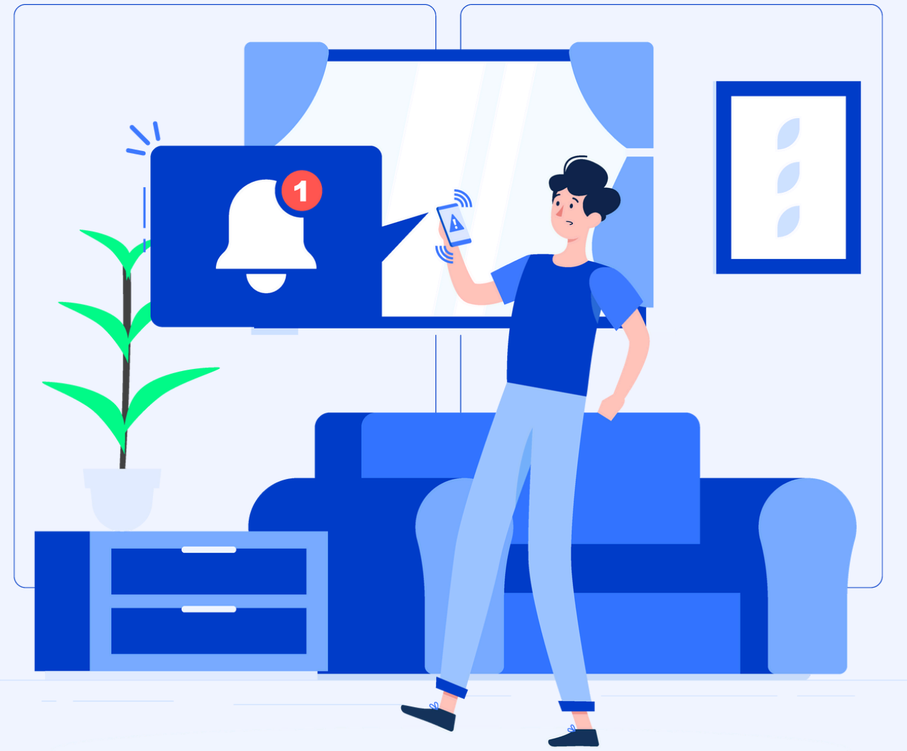
This Call Back Notification service allows you to know the availability of any number that was previously switched off or out of coverage and send missed calls to both parties.

Features

1. **Alert via Missed Call**
   Instant Missed-call alert when number gets back on network

2. **Send Alerts to both Parties**
   Both A and B Party will receive the alerts.

3. **Out of Coverage Alerts**
   Get Alerts as soon as the caller is back on network

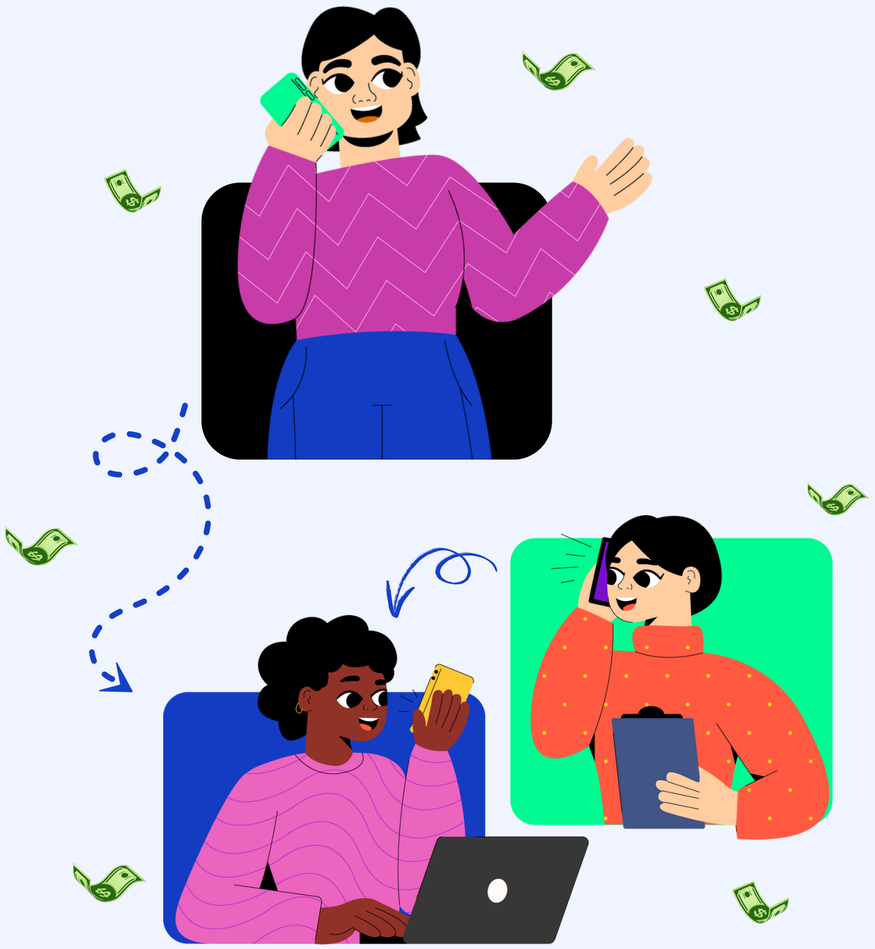


Sponsor Me

The service allows you the liberty of making calls while you are out of balance to anybody you want, while a close one pays for it.

Features

1. **Permissions**
   Per call & all calls permission by sponsor
2. **Block / Un-block**
   Block / Un-block requests
3. **Add Sponsor**
   Sponsor to pay charges for your call
4. **Remove Sponsor**
   Sponsors can block requests from specific numbers

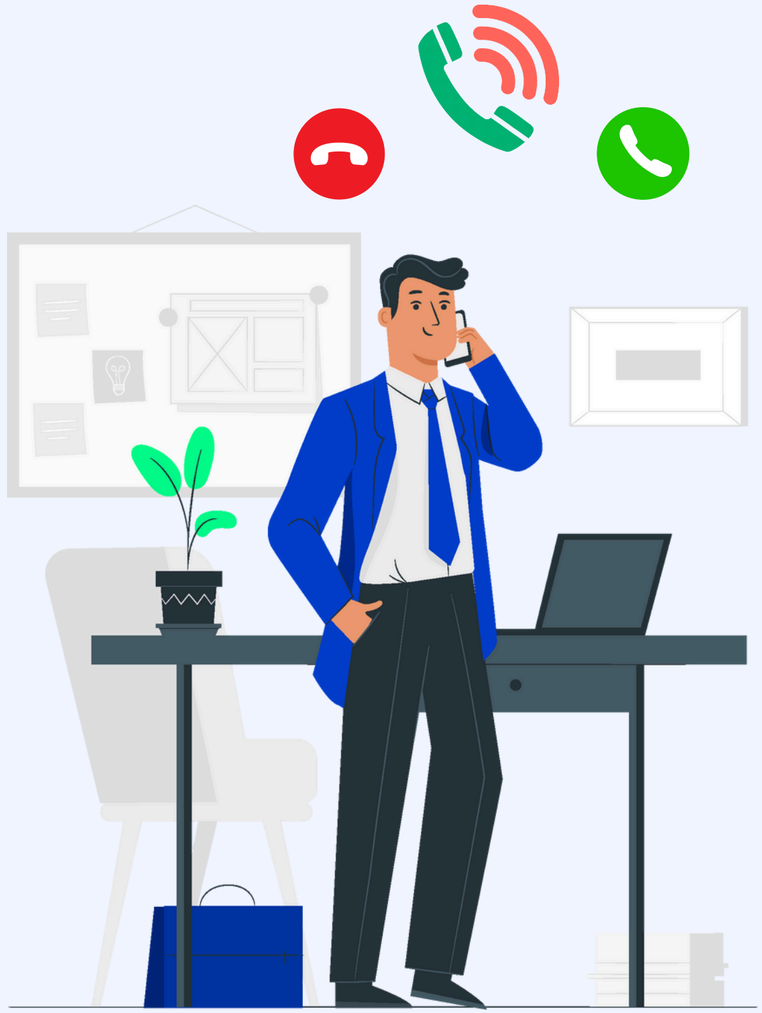


VIP Call

Manage incoming calls i.e. getting calls from desired callers only who have your PIN code and transferring others to a designated number, personal secretary.

Features

1. **Personal Secretary**
   Route unwanted calls to PS
2. **DND Off / ON**
   Activate do not disturb mode
3. **Rest PIN**
   Set PIN for your calls
4. **Share PIN**
   Share your PIN with your contacts
5. **VIP Off / ON**
   Activate or deactivate service mode
6. **Blacklist**
   Blacklist a specific number from calling
7. **Whitelist**
   Whitelist a number so it doesn't require Pincode



Beep Call

BeepCall is a convenience service that allows users to send a “beep” or missed call to another number when they have insufficient balance.

Features

1. **Beep Alert**
   Lets users send a free “beep” when they’re out of balance
2. **Connectivity**
   Keeps users connected and engaged with zero call balance
3. **Seamless Communication**
   Utility-driven service for effortless communication

Incoming Call Screening

Incoming Call Screening is a subscription-based service that empowers users to block unwanted calls and messages from specific numbers.

Features

1 **Block Calls**
Lets users block unwanted calls and SMS from specific numbers

2 **Family List**
Allows only selected contacts to reach the user

3 **Complete Control**
Subscription-based service that provides full control and privacy

Smart Call

Smart Call facilitates making calls using another mobile phone while displaying the subscriber’s number on the recipient's screen, with charges deducted from the subscriber's balance and authenticated via a PIN code.

Features

1. **Blacklist**
   Blacklist party a number
2. **View pin**
   View Pin Code
3. **Rest PIN**
   Reset Pin Code

My Status

My Status allows the user to post a status of their choice. The status flashes on the caller's mobile screen. In this way, one can deliver messages to friends, family, and a larger network even before answering the call.

Features

1. **Status**
   General status for all callers
2. **Caller Specific Status**
   Set status for an individual
3. **Group Status**
   Set status for any specific group
4. **Copy Feature**
   Copy status of another subscriber
5. **Block / Unblock**
   Turn off/on copy feature
6. **Status Off/ On**
   Turn on/off view status
7. **Blacklist**
   Status doesn't flash for set numbers
8. **Log off/on**
   Stop/resume status flashing for callers

Notify Me

Notify Me sends notifications about the called party when they are available and back on the network, whether they were out of coverage area or switched off.

Features

1. **Switched off Alert**
   Get notified via SMS when a previously switched off number is back on network

2. **Block / Un-block**
   Block / Un-block notifications

3. **Out of coverage Alert**
   Get notified via SMS when a previously out of coverage number is back on network

Smart SMS

This service is for the customers who want to guarantee their SMS delivery to the receiver. The SMS backup is stored for 30 days on our platform, and then the messages are delivered to the party B as soon as he/she gets back on the network.

Features

1. **Auto SMS Delivery**
   Automatically sends pending SMS when number returns to network

2. **One Month SMS Storage**
   Stores SMS for up to a month before delivering.

Missed Call Alert

Missed Call Alert is a prepaid service that ensures users never miss important calls when their phone is switched off, busy, or out of coverage.

Features

1. **Notification Alert**
   Sends SMS alerts about missed calls when the phone is off, busy, or out of coverage

2. **Call Details**
   Provides caller number, date, and time details for missed calls

3. **CallGuard**
   Ensures users never miss important calls even when they're unavailable

Fauri SMS

Fauri SMS is a prepaid service that enables users to send an instant SMS when they miss a call due to being busy or unavailable.

Features

1. **Instant Messaging**
   Instantly auto-text when you miss a call
2. **Auto-Connect**
   Auto-connect Party A & B, without the need to redial
3. **Subscription-based**
   A weekly subscription model for prepaid users

Missed SMS Alert

This service is for customers who miss their important SMS due to their unavailability on the network. Missed SMS Alert service enables you to get the messages you missed while your number was not on the network.

Features

1. **Auto SMS Delivery**
   Automatically sends pending SMS when number returns to network
2. **Block / Un-Block**
   Block / Un-Block alerts
3. **30 Days SMS Storage**
   Stores SMS for up to 30 days before delivering

U-Monitor

Stay vigilant over every call your child makes with U-Monitor. Monitor both incoming and outgoing calls on up to three mobile numbers for enhanced security and parental control.

Features

1. **Add Child**
   Add upto 3 Children to monitor their calls.

2. **Set Timer**
   Set a timer to block calls for a specific period

3. **Blacklist**
   Blacklist a specific numbers from calling

4. **Whitelist**
   Whitelist numbers to allow them to call to child.

U-Budget

Efficiently manage your monthly budget with U-Budget, a user-friendly service designed to streamline your finances and provide automated usage calculations.

Features

1. **Budget Manager**
   Monitor and control budget allocations.
2. **Budget List**
   Organized view of all budgets.
3. **Income Tax Calculator**
   Accurately calculate income tax liabilities
4. **Zakat Calculator**
   Precisely compute zakat obligations.
5. **Add Category**
   Define categories and allocate funds.

Family Plans

Allows users to share internet data, call minutes, and SMS (on-net and off-net) with family members under one subscription.

Features

1. **Shared Access**
   Access and manage shared resources via a single account or mobile app

2. **All Members - One Plan**
   One plan covers the entire family- no separate packages needed

3. **Flexible Control**
   Lets users allocate and adjust data and minutes anytime

U-Log

Gain access to comprehensive call and SMS logs for the entire month with our convenient U-Log service, ensuring detailed record-keeping and oversight.

Features

1. **Daily Reports**
   Get daily usage logs everyday
2. **Weekly Reports**
   Summarized weekly usage logs, week by week.
3. **Monthly Report**
   Get Monthly usage summary .
4. **Specific contact Logs**
   View logs for selected contacts.
5. **Logs for Customized Date**
   Choose between dates and get logs.
6. **Specific Date Logs**
   Access logs from chosen date.

THANK YOU

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