



SWITCH

# Switch Group

Company Profile

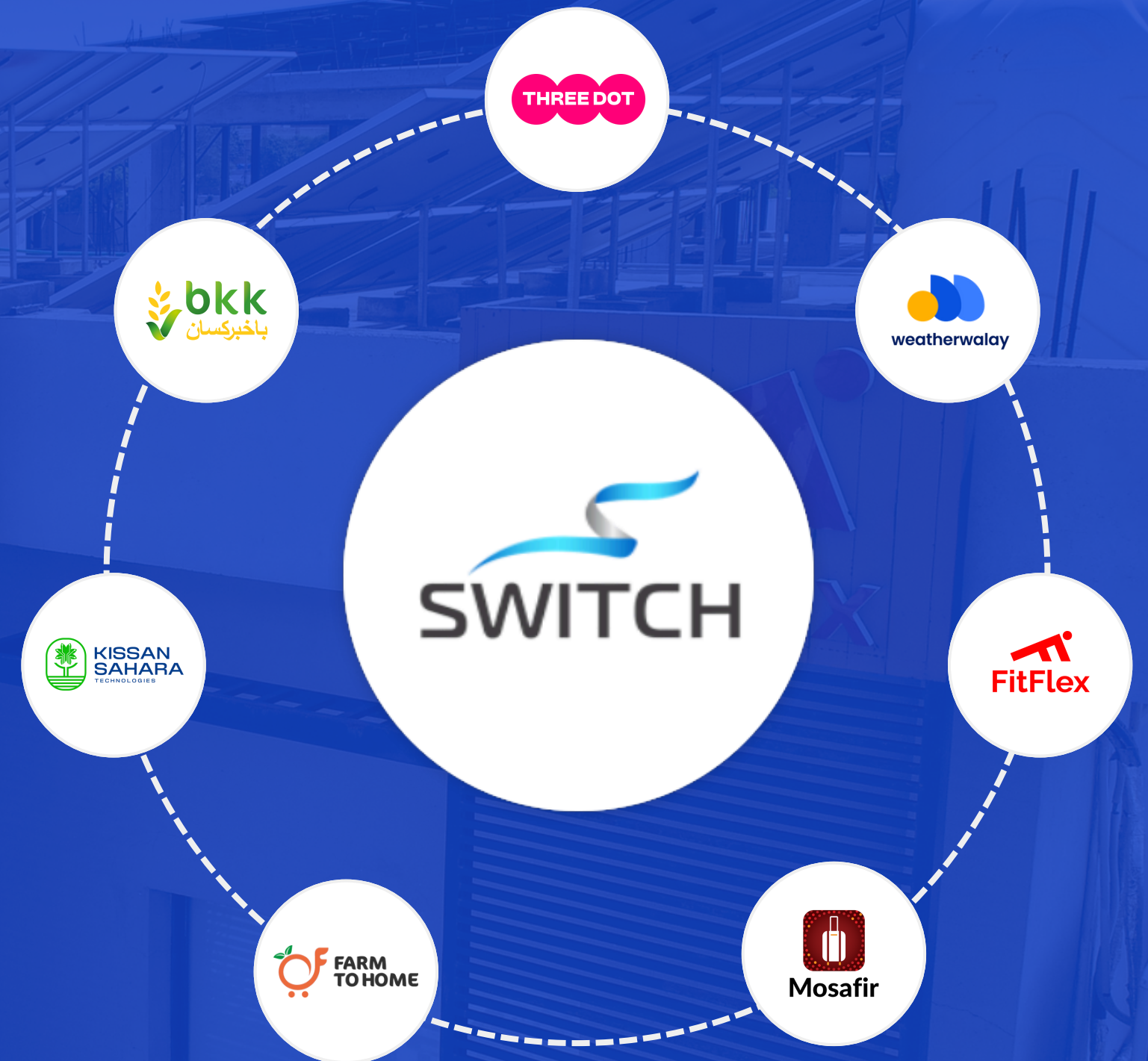




# WHO WE ARE?

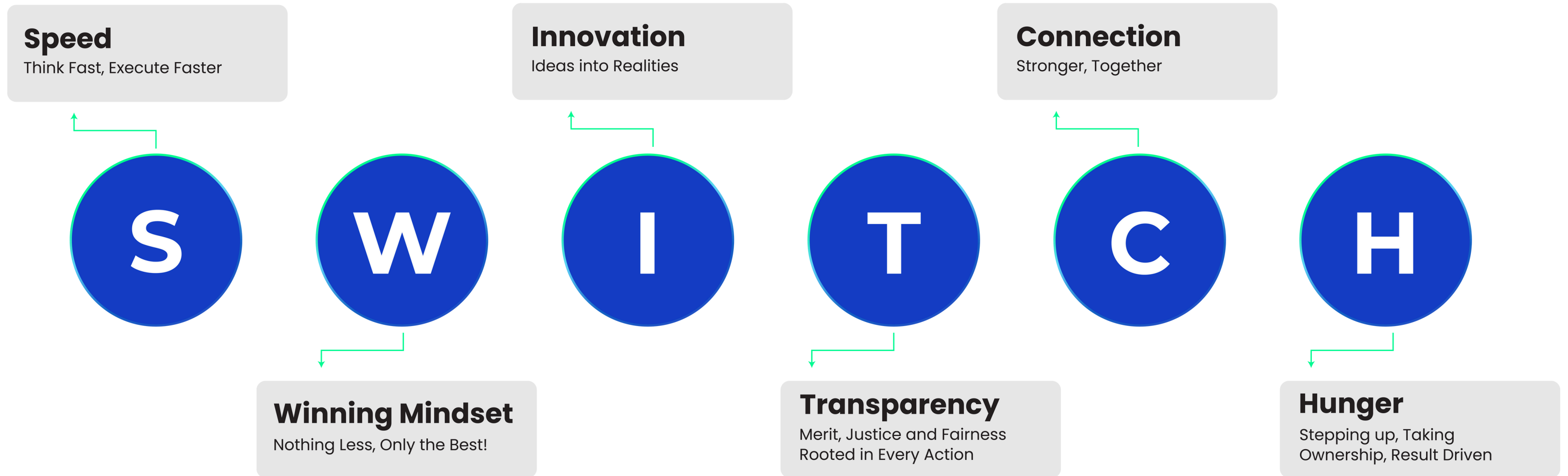
Founded in 2010, we've grown our digital footprint across 7 countries to become Pakistan's leading Digital and VAS provider.

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.





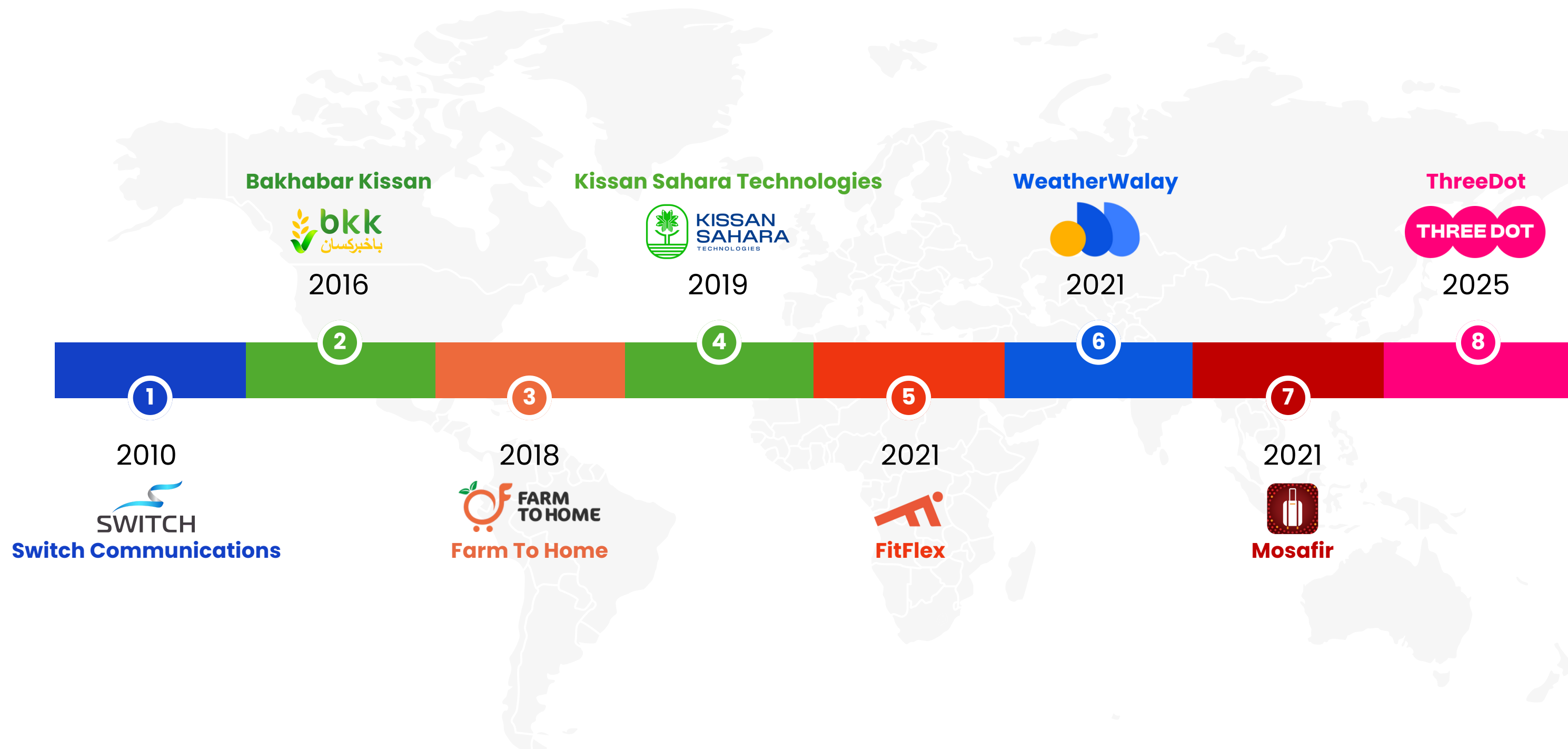
# OUR VALUES





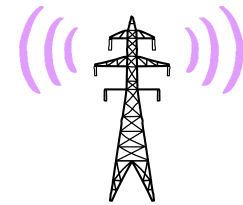
# OUR EVOLUTION

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.





# 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



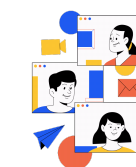
## Financially Stable Brand

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.



# OUR DIVERSE ECOSYSTEM

## Switch



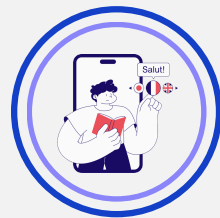
### Conventional VAS

- My Status
- Notify Me
- Collect Call
- VIP Call
- Missed SMS Alert
- Smart SMS
- Smart Call
- Call Back Notification
- Many more services++



### Digital

- Fitflex
- Jazz Drive
- Ersaal Pro
- UCloud
- Busuu
- SecureTeen
- Kidjo



### Global Apps

- Equalizer
- Animal Ringtone
- Video Player
- Monify
- Data Transfer



### Creative

- Graphic Design
- Video Production
- Branding
- Animation
- Content Strategy and Social Media
- UX/UI Design
- Digital Marketing



### Enterprise

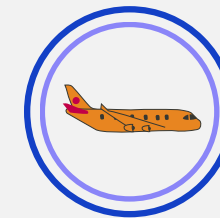
- Data Centre Networking & Cabling
- Fiber Maintenance
- Power & Energy Solutions
- Surveillance & Security
- Networking and Telecom Setups

## Affiliates



### Agri Tech

- BaKhabar Kissan (BKK)
- Kissan Sahara



### Travel

- Mosafir



### Weather

- WeatherWalay

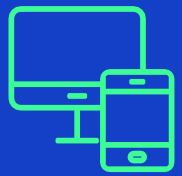


### E-commerce

- Fitflex
- Farm to home
- BaKhabar Kissan
- WeatherWalay



# OUR IMPACT



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



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



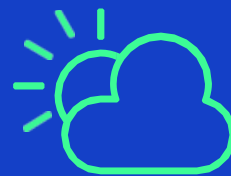
Largest agri-tech empowering **20M+ Farmers**



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**



# OUR LEADERSHIP



**Khizer Alam Khan**  
Group CEO & CEO  
BaKhabar Kissan



**Rehan Alam Khan**  
COO  
Switch Communications



**Asim Ali**  
Co-Founder  
FitFlex



**Sajjad Khan**  
CEO  
Mosafir



**Junaid Yamin**  
CEO  
WeatherWalay

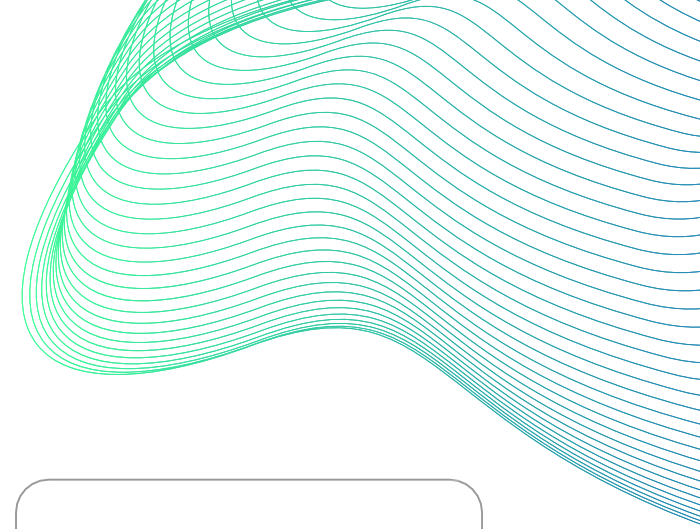


**Emad Saifullah Khan**  
Founder  
Kissan Sahara Technologies



**Azam Khan**  
Co-Founder  
Farm to Home

# OUR PARTNERS



ZONG 4G

ufone 4G



zain  
SAUDI ARABIA



stc



HBL





SWITCH

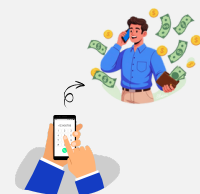
Portfolio

# Conventional VAS

# 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.

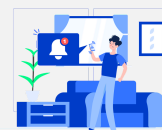
## Calling Services



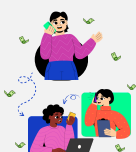
Collect Call



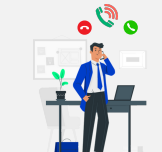
Auto Call Back



Call Back Notification



Sponsor Me



VIP Call



Beep Call



Incoming Call Screening

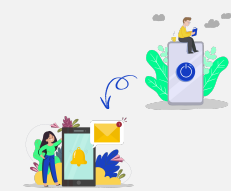


Smart Call

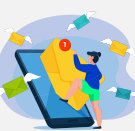
## SMS Services



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



ufone 4G

ZONG 4G



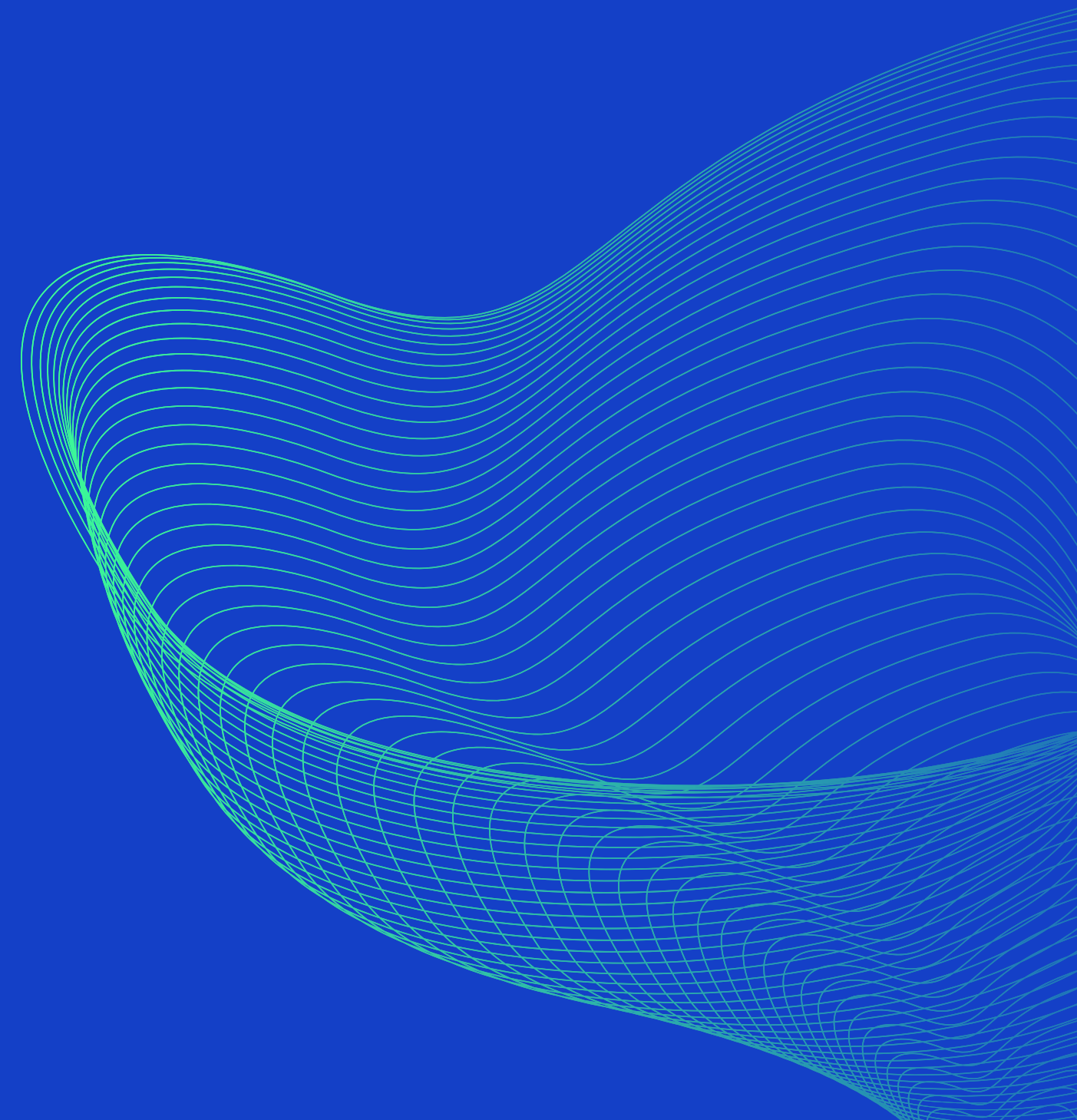




SWITCH

Portfolio

# Digital Services



# DIGITAL SERVICES

Being at the forefront of digital services in Pakistan, we offer an extensive array of products exclusively designed to cater to the diverse needs of our customers. From advanced technology solutions to seamless user experiences, our digital services redefine excellence in the modern age.



## 52M+

Platform Base



## 8

Services deployed in Pakistan with various operators

Partners



ufone 4G

ZONG 4G





### **Cloud Storage**

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



### **SMS Management**

Your Daily SMS Manager, organizing and streamlining SMS communication, with added robust calling and status setting features.



### **Health & Fitness**

Personalized workouts, meal plans and health tracking features for a healthier and fit lifestyle for global audience.



### **Parental Control**

A parental control app, designed to protect and monitor kids' digital activities and location



### **Educational/ Language Learning**

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



### **Kids Entertainment**

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



# Global

## Apps



# Global Apps

Our digital apps focus on single-feature utilities that solve real user pain points. Available on iOS and Android, they serve a global audience, generating direct revenue, attracting paid users, and featuring monetization mechanisms through ad revenues and subscriptions via app stores.



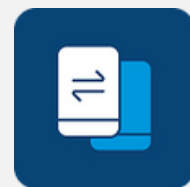
Equalizer



Animal  
Ringtone



VIDEO PLAYER  
Stream. Play. Repeat



Data Transfer



**100K+**  
Active users



**8**  
Apps operating  
globally



# ● SWITCH ENTERPRISE SOLUTIONS

At Switch Communications, we provide exclusive surveillance solutions to protect your premises and valuable assets. Additionally, we offer comprehensive LAN solutions to optimize the network infrastructure of your business. With our tailored enterprise solutions, we ensure the security and efficiency of your operations, empowering you to succeed in today's dynamic business environment.



Security and  
Surveillance Solutions



Networking and Infra  
Management



IT, Cloud & Infra  
Solutions



Power and Energy  
Solutions



SWITCH

Our  
**Affiliates**



# AFFILIATE COMPANIES

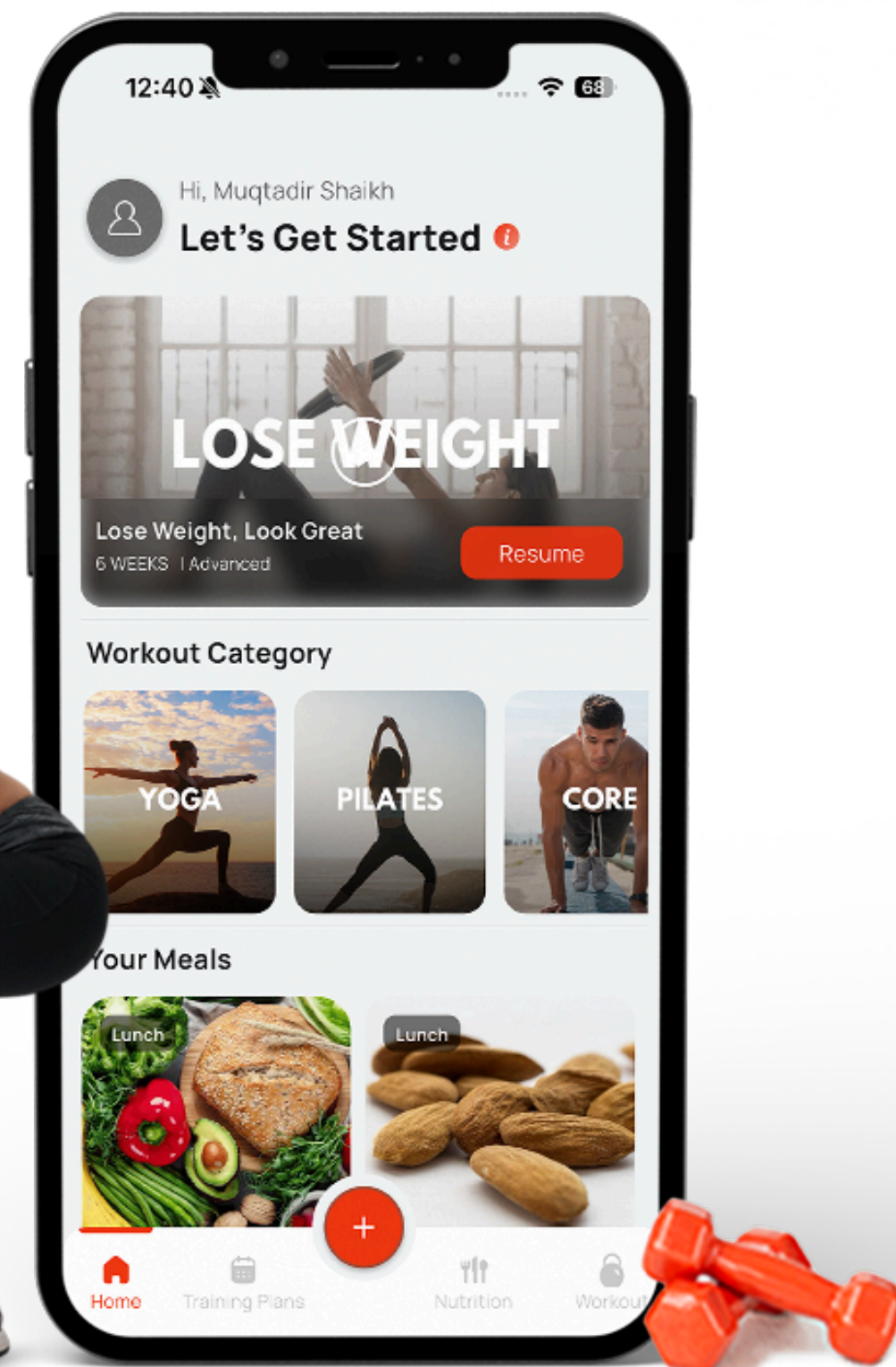




TRANSFORMING LIVES WITH

# PERSONALIZED

*Fitness Plans*




# FITFLEX

Founded in 2021, FitFlex has swiftly emerged as a **premier health and fitness app**, catering to a global audience across seven countries. As an innovative application, it empowers individuals to achieve their health and wellness goals from any location, at any time. With its robust platform, users can access personalized workout plans, nutritional guidance, instructional videos, scan meals for their calorie content and more.

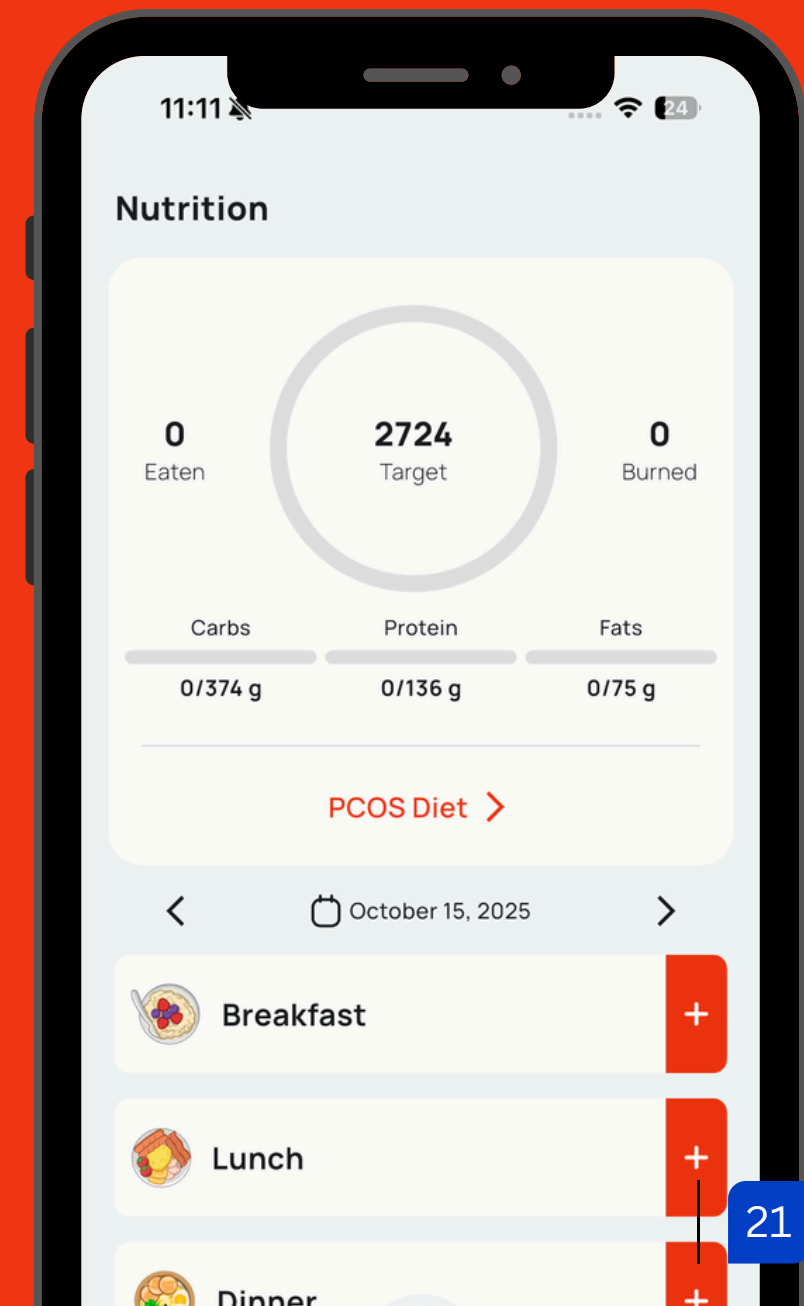
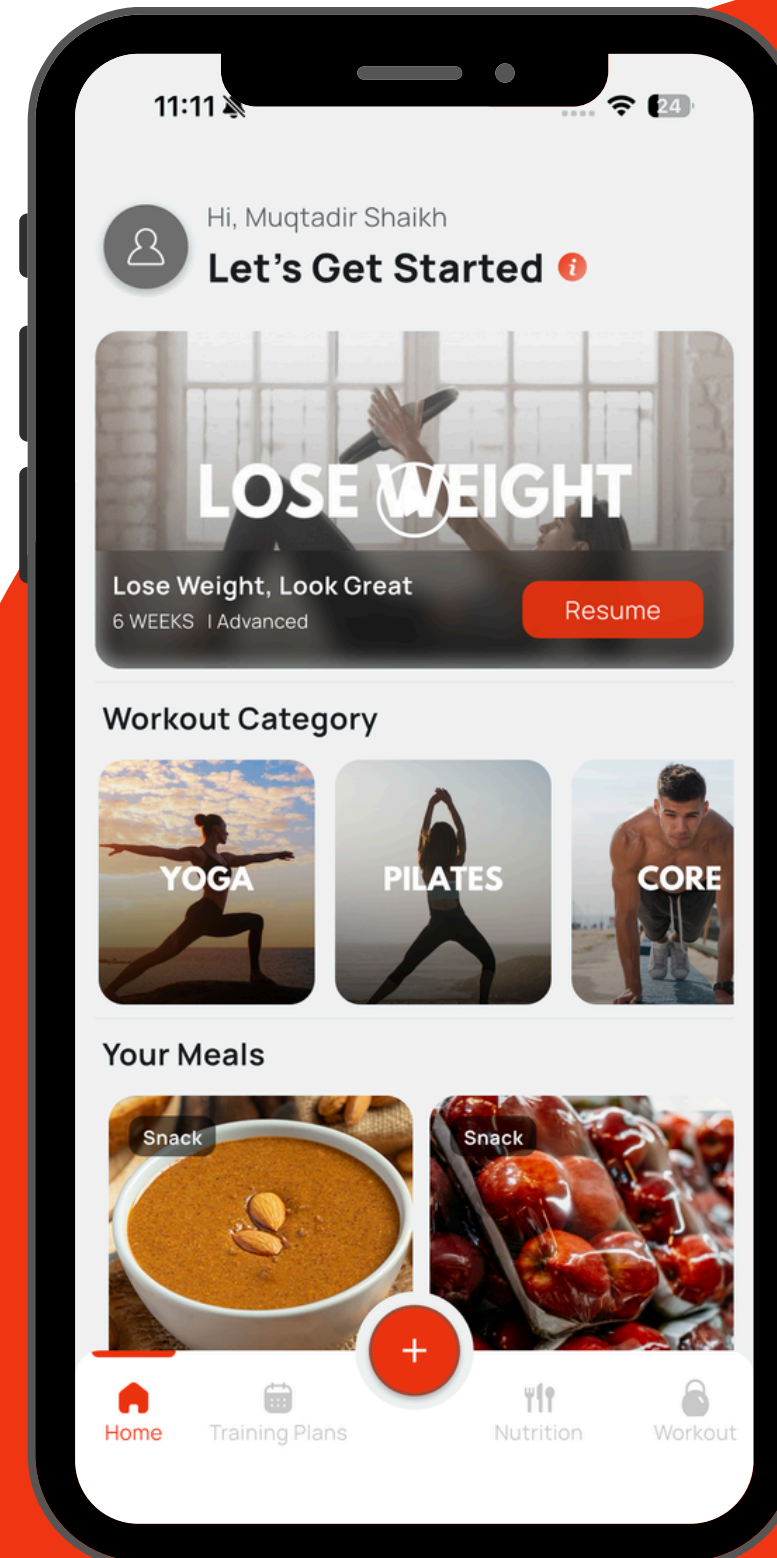
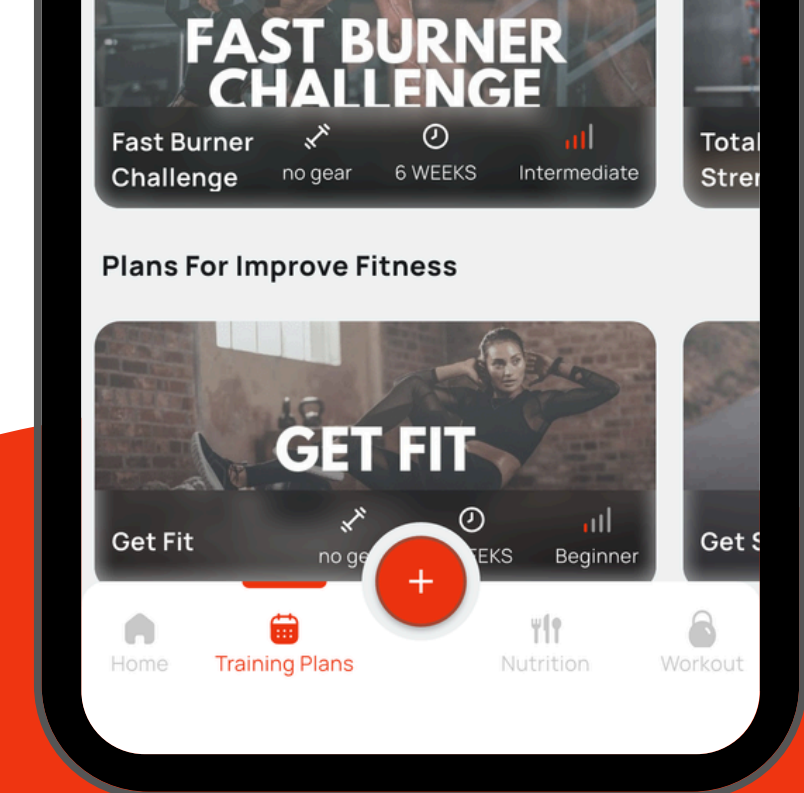
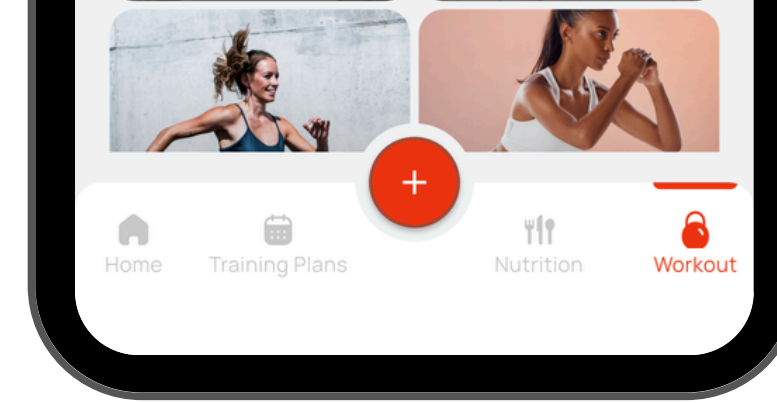
 **10M+**  
Users

 **3K+**  
Muscle-specific Exercises

 **2.3M+**  
Recognized Foods  
on AI-meal scanner

 **1600+**  
Meal Library

DOWNLOAD NOW





## OUR LEADERS

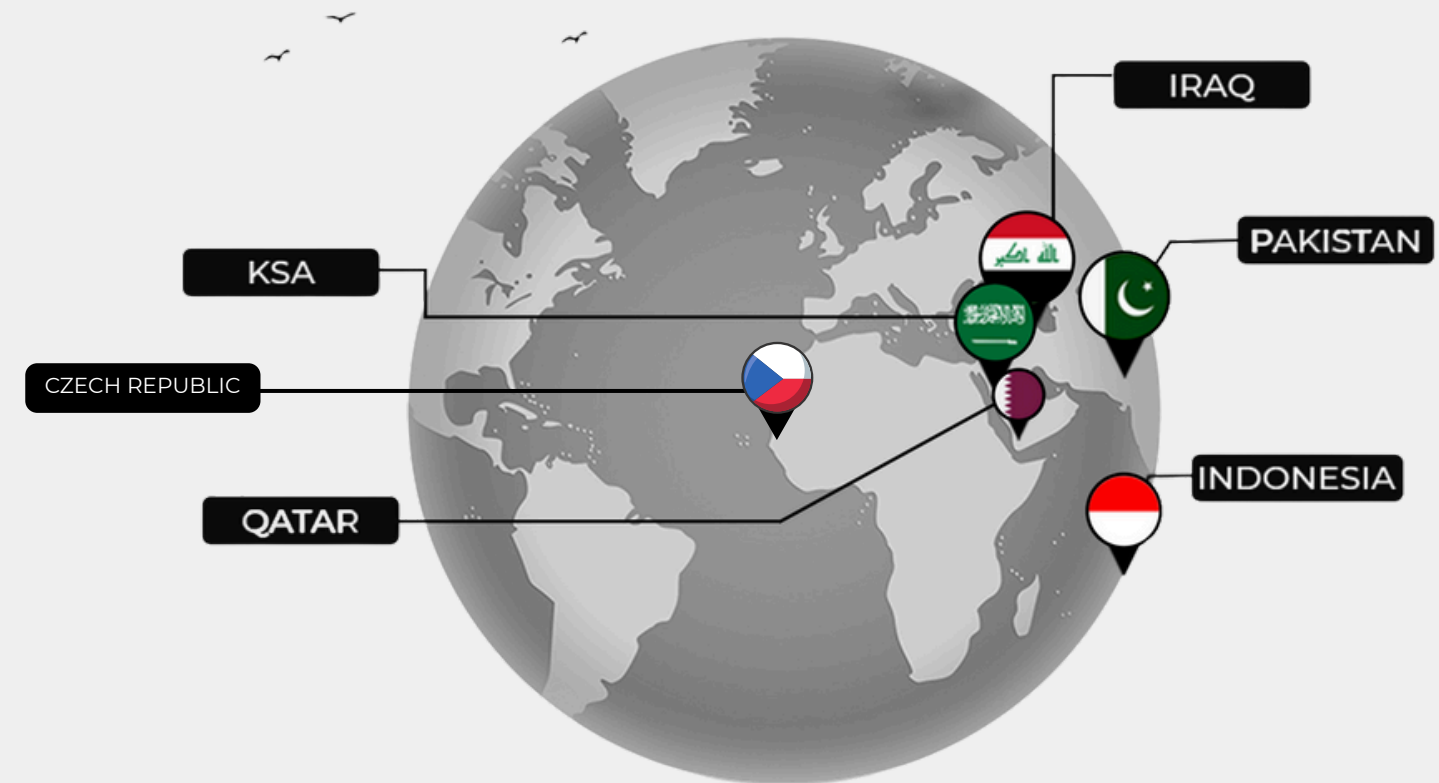


**Khizer Alam Khan**  
Co-Founder/CEO



**Asim Ali**  
Co-Founder & Director

## FITFLEX ACROSS THE GLOBE



Service Partners:





Mosafir

ONE STOP SHOP FOR YOUR  
**TRAVEL NEEDS**



# MOSAFIR

Established in 2021, Mosafir has rapidly become a trusted name in travel-tech. With **400+ partner airlines**, **20 global partners**, and **IATA certification**, it delivers a seamless travel experience through comprehensive services — from travel advisories and custom tour plans to visa consultancy, flight, and hotel bookings. Every journey with Mosafir is expertly planned and executed.



Flights



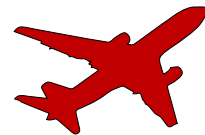
Visa's



Tours



Tickets



**400+**

Partner Airlines



**10M+**

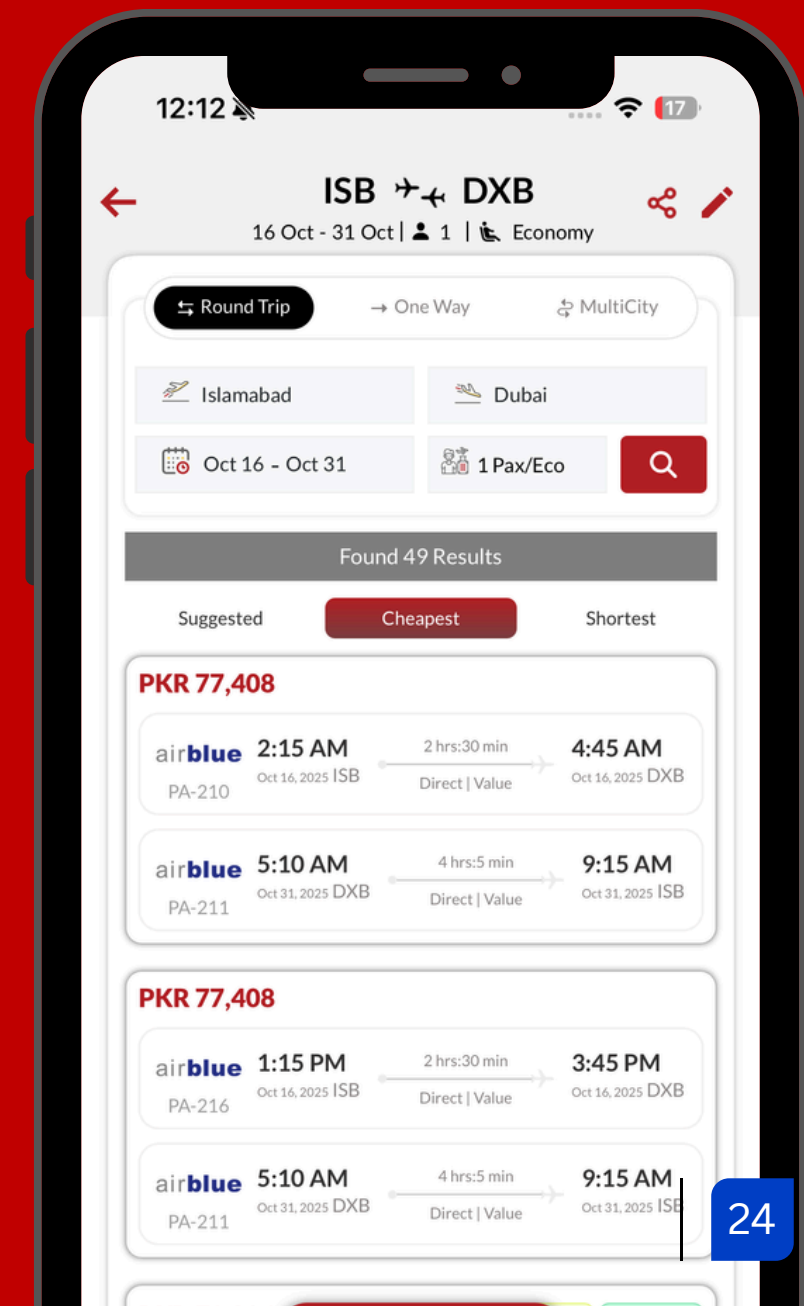
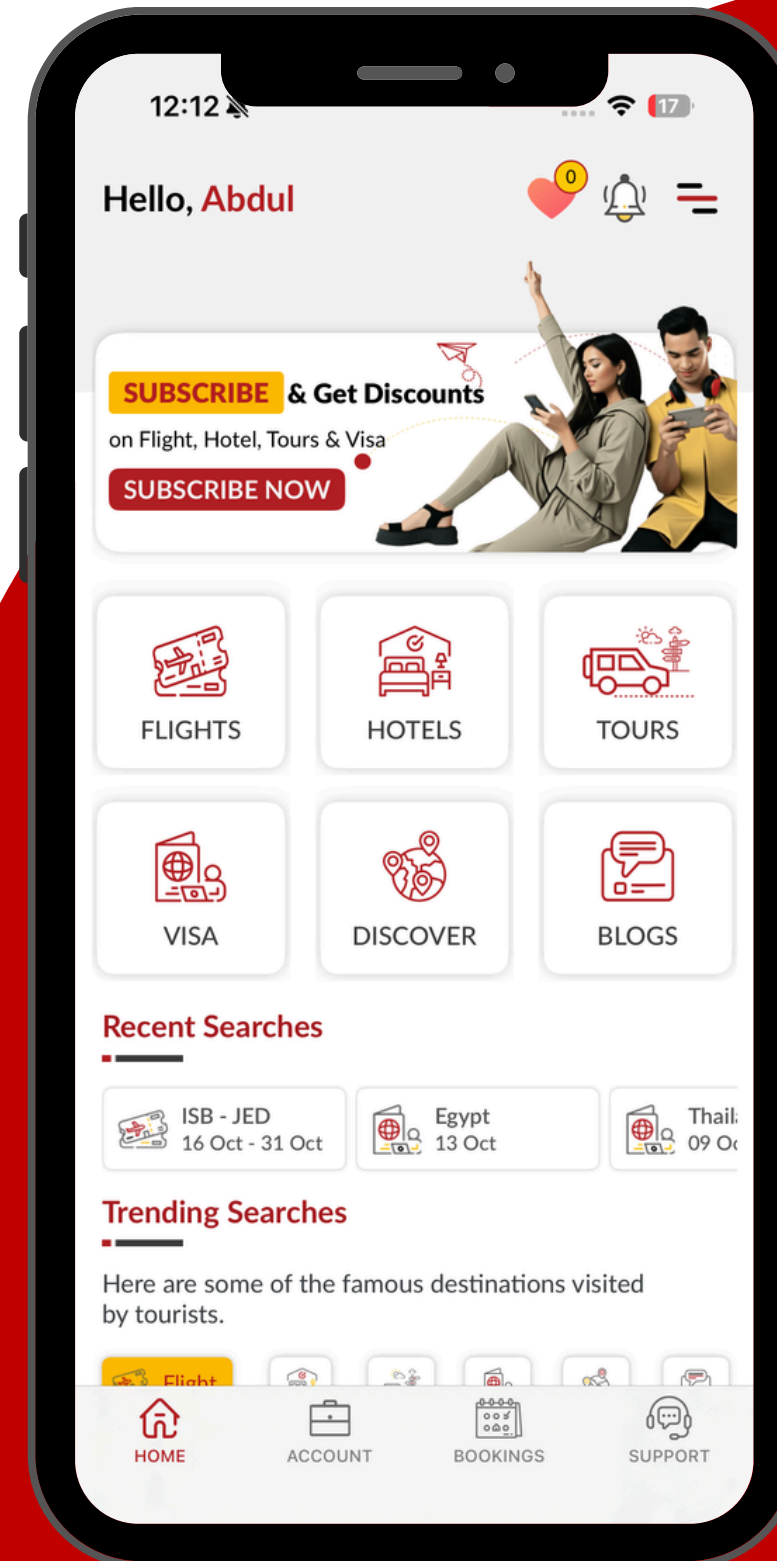
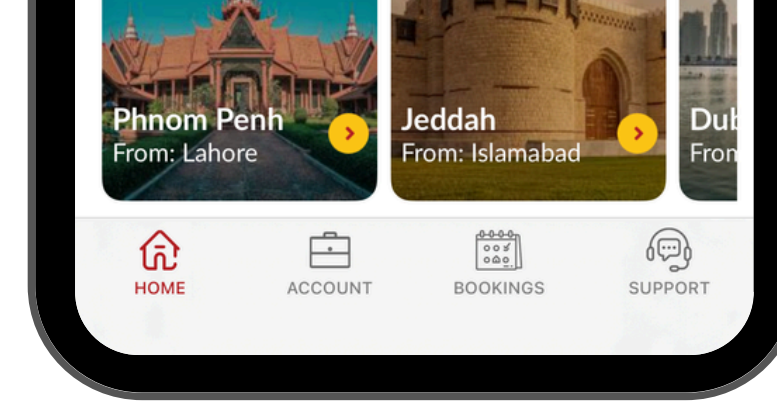
Users



**300K+**

Hotels

DOWNLOAD NOW







**Mosafir**

## OUR LEADERS



**Sajjad Khan**  
CEO



**Fakhr I Alam**  
COO



**Imran Ali Durrani**  
Manager Product

Service Partners:





**ACCURATE FORECASTS.  
TIMELY ALERTS**



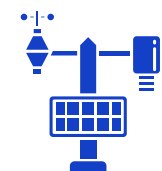
# WEATHERWALAY

Pakistan's first private weather company, providing accurate and hyper-local weather information to over **5 million Pakistanis**.

Accurate weather information is being delivered through:

- **Digital channels:** mobile apps, websites, and social media
- **Conventional channels:** SMS, IVR, Contact Centers, and VMS
- Available in **6 local languages**

We're also supporting agriculture and other weather-dependent industries with reliable forecasting.



**300+**  
Weather Stations

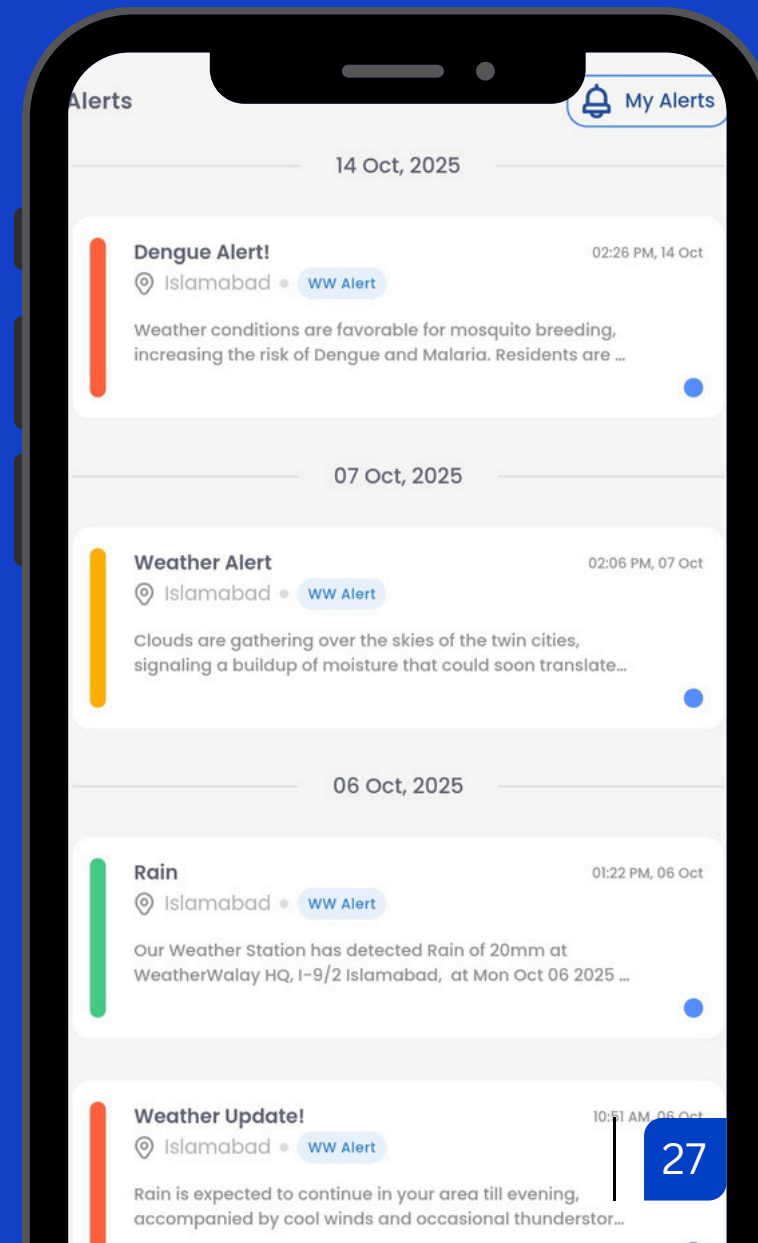
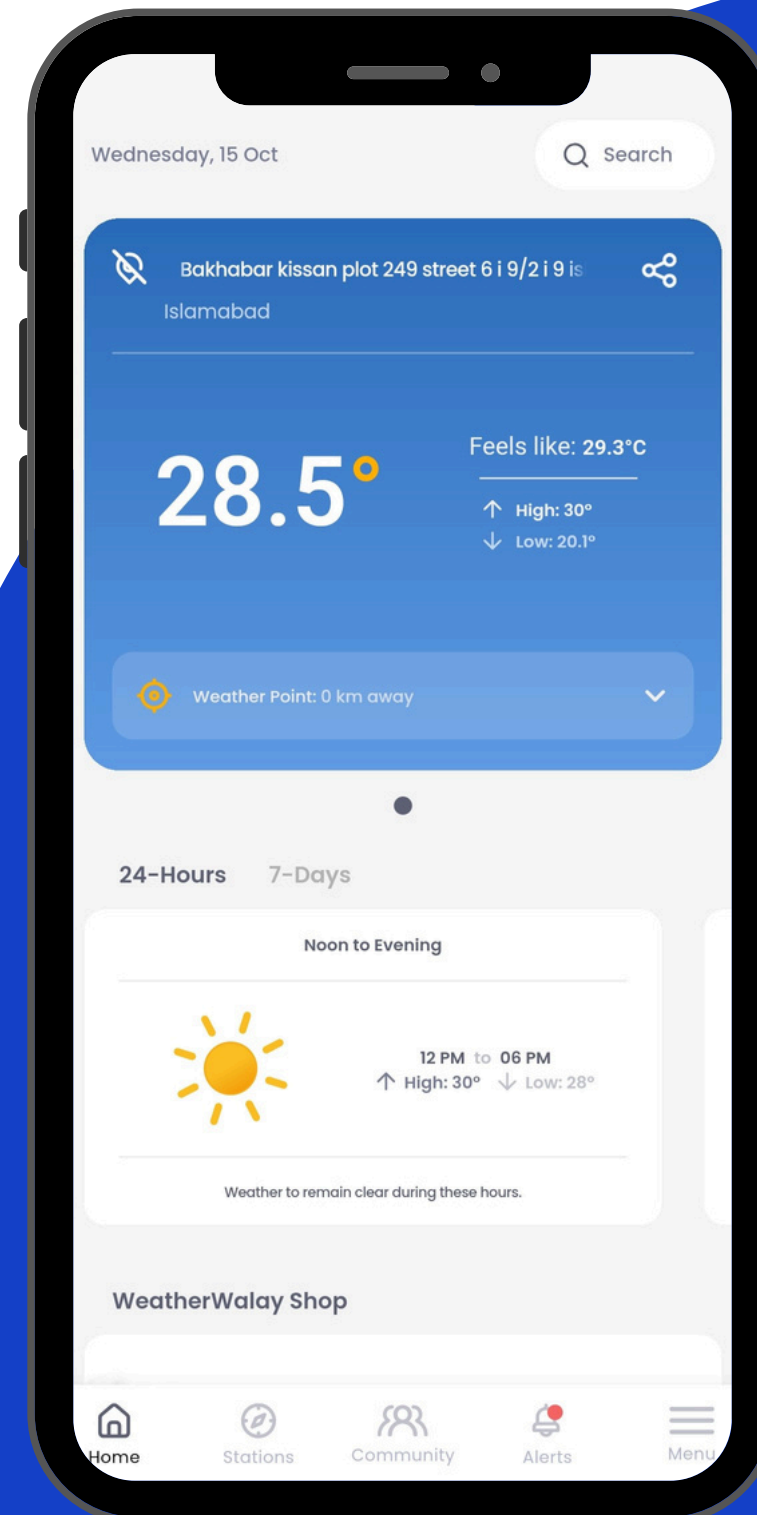
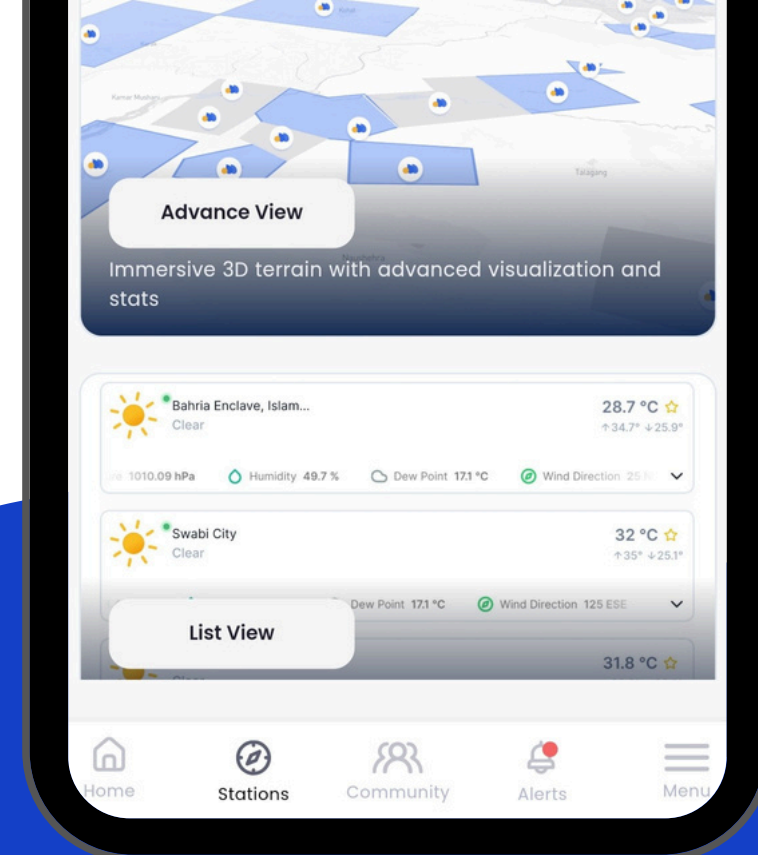
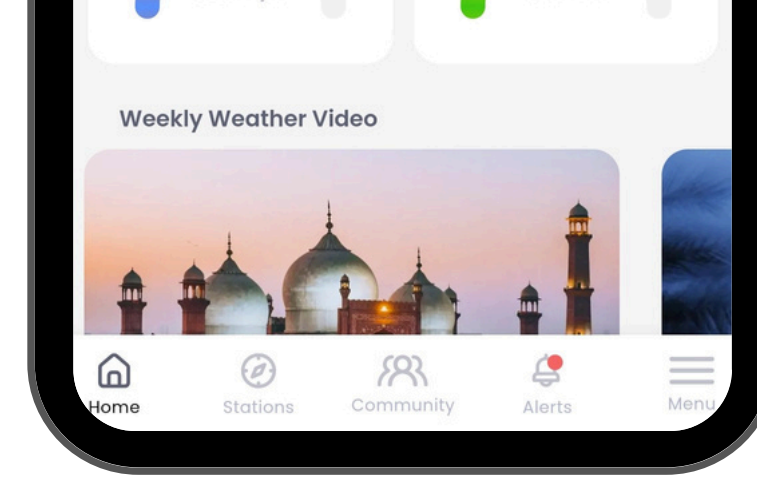


**620+**  
Climate Zones



**5M+**  
Users

DOWNLOAD NOW





## BOARD OF DIRECTORS & ADVISORS



**Junaid Yamin**  
CEO WeatherWalay



**Rehan Alam Khan**  
COO Switch



**Khizer Alam Khan**  
CEO BaKhabar Kissan



**Javaid Saifullah**  
Chairman Saif Group

## OUR LEADERS



**Ahmed Bilal**  
Head of Product



**Muhammad Nauman  
Bin Habib**  
Sr. Manager Technology  
& Development



**Fozia Hussain**  
Sr. Manager  
Partnerships



**Danish Baig**  
Manager Weather  
Forecasting



**Mashhood Iqbal**  
Manager Deployment





pH CONTROL



TEMPERATURE





# BAKHABAR KISSAN

BaKhabar Kissan is Pakistan's leading agri-tech platform with a commitment to empowering our nation's farmers. Serving a vast network of **20 million farmers**, our mission is to transform every farmer in Pakistan from **BeKhabar to BaKhabar** (from uninformed to empowered).

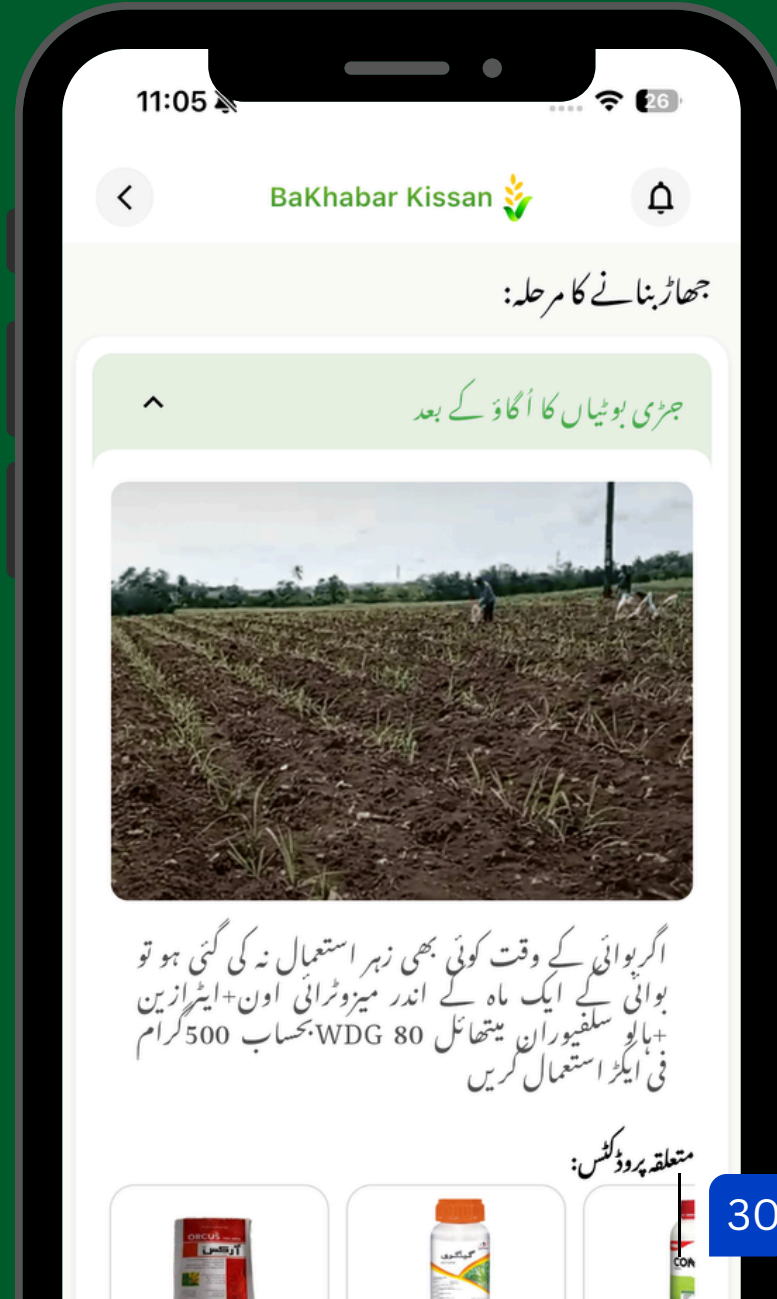
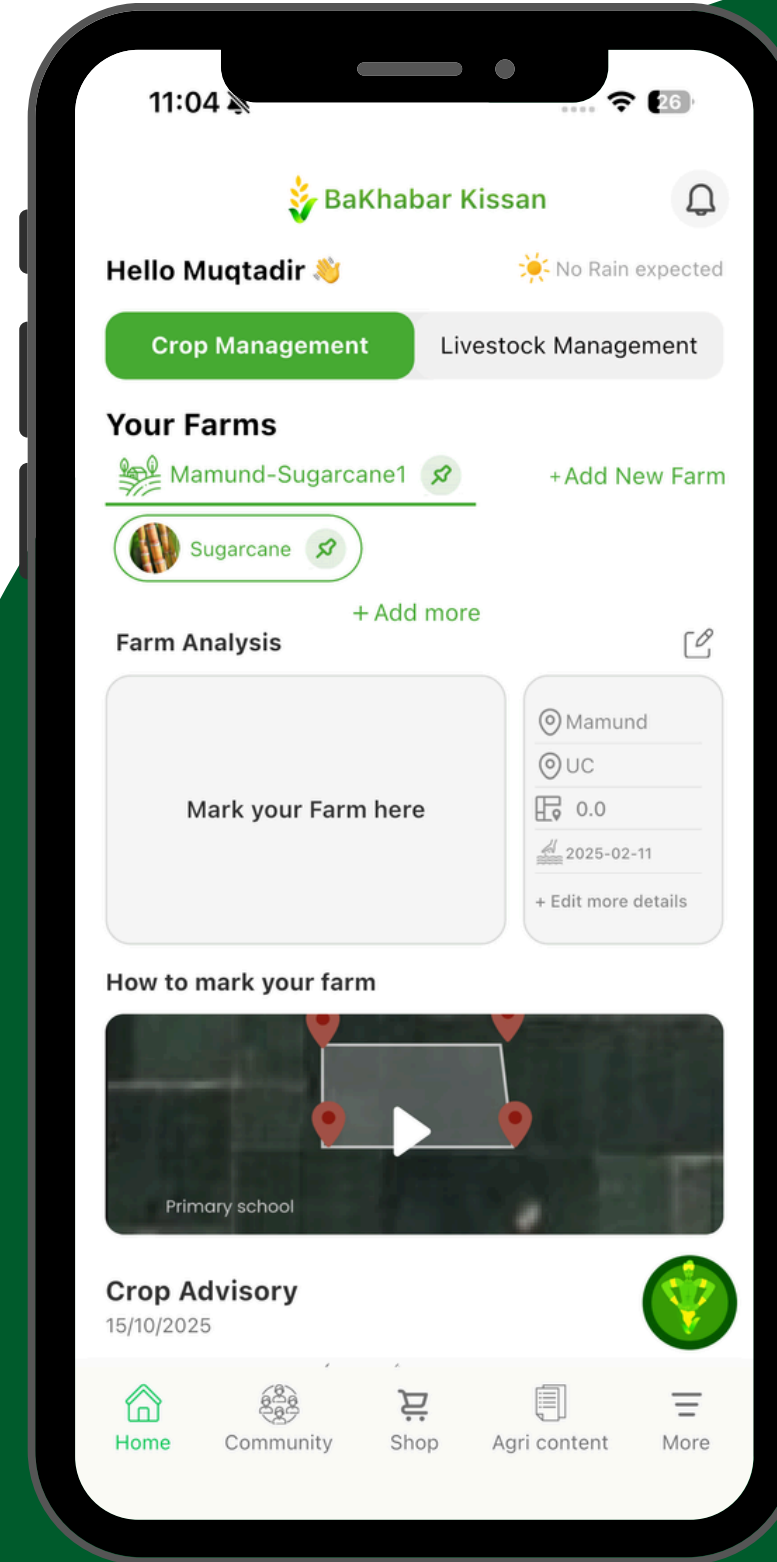
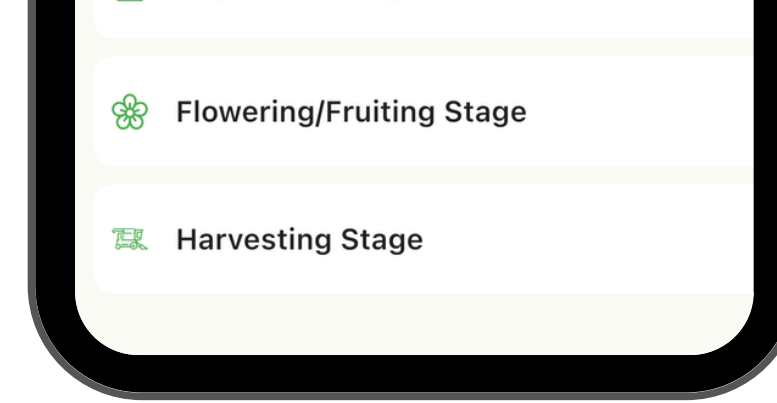
We aim to empower farmers through comprehensive on-ground, conventional and digital advisory and fulfillment services. We strive to elevate agricultural productivity, promote sustainable farming, and economic growth in rural communities.

 **40M**  
Farmers Outreach

 **20M+**  
Users

 **1.5M**  
Fully Profiled Farmers

DOWNLOAD NOW

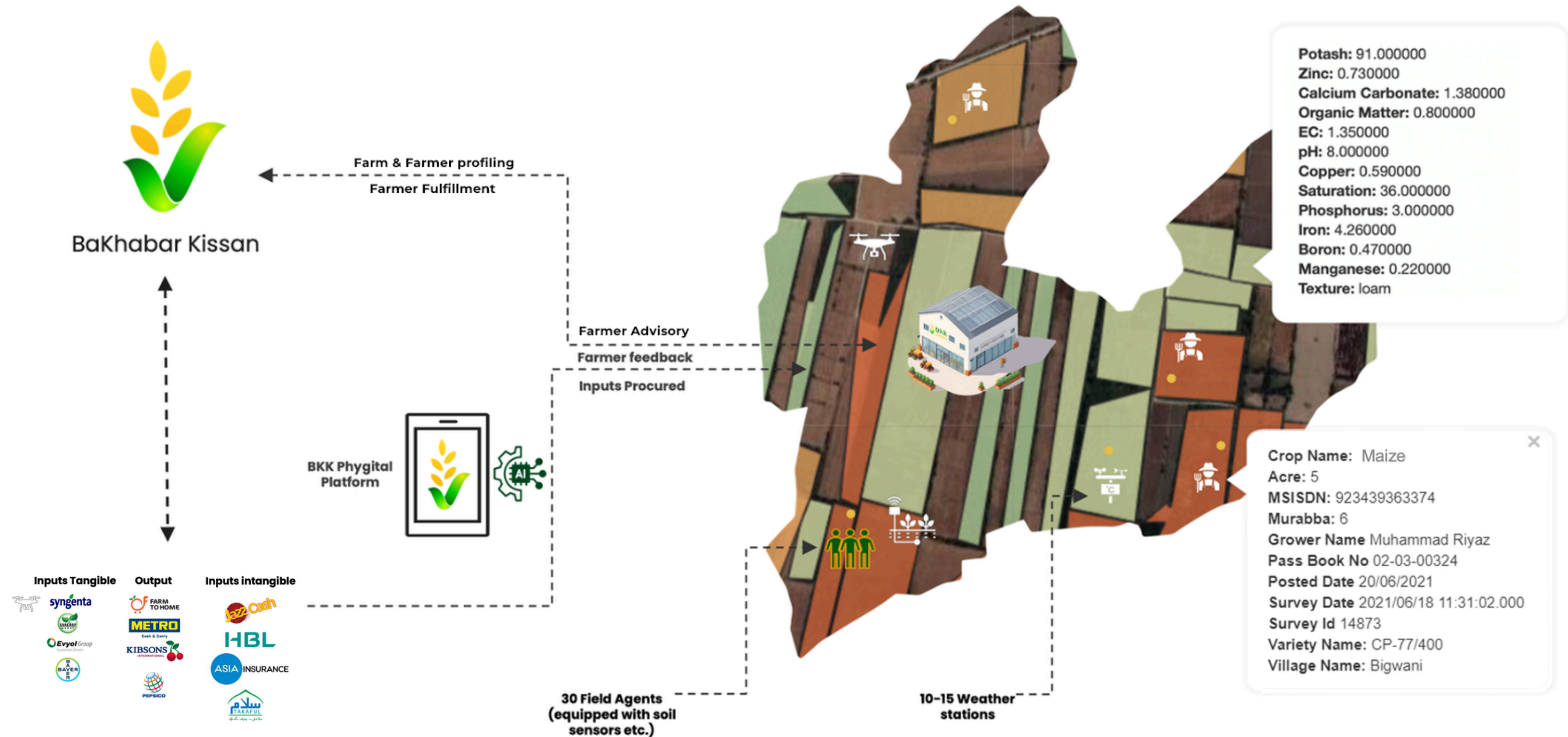






## BKK's Value Chain

BaKhabar Kissan is enhancing the livelihoods of millions of farmers by boosting their yields, reducing costs, and ultimately increasing their profitability.





# BKK's Framework

## Channels



IVR



SMS



Helpline



VMS



Application



Website



Social media



On field



WhatsApp  
business

## Data collection & analytics



Digital  
profiling



Agri data bank

## BKK features and services



Weather  
operations  
center



Crop  
operations  
center



Livestock  
operations  
center



Remote sensing  
operations center



Disasters  
management &  
early warnings

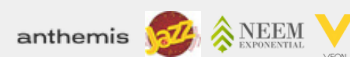


Agri value  
chain services

## BOARD OF DIRECTORS & ADVISORS



**Nadeem Shaikh**



**Naeem Zamindar**



**Vladimira Briestenska**



**Dr. Khalid Masud**



**Prof Abdur Rashid**



**Haq Nawaz Khan**



## OUR LEADERS



**Khizer Alam Khan**  
Co-Founder/CEO



**Jaudat Shaikh**  
CTO



**Rizwan Hafeez**  
Head of Field  
Operations



**Muhammad Hasan Mustafa**  
Head of GIS



**Adnan Reshi**  
Head of People and  
Culture



# TRUSTED PARTNER

in Agri Commodities





# KISSAN SAHARA TECHNOLOGIES

Founded in 2016 as Reap Agro and rebranded in 2019, Kissan Sahara Technologies is a pioneering agri-tech company dedicated to **empowering small-scale farmers**. Our innovative approach facilitates access to Sharia-compliant loans and insurance, ensuring that farmers can thrive economically. At the heart of our mission is the commitment to increase yield, reduce cost, and make a meaningful impact on the lives of farmers.



**5%**  
Reduction in  
farmer's costs



**20%**  
Increase in  
farmer's yield



**15K+**  
Profiled farmers

## OUR LEADERS



**Khizer Alam Khan**  
Co-Founder



**Emad Saifullah**  
Founder





# Adding convenience to life

BY DELIVERING FRESH GROCERIES TO THE DOORSTEP



# Farm to Home

**Farm to Home**, a q-commerce app, established in 2018, aims to enhance convenience by delivering farm-fresh fruits, vegetables and meat directly to people's homes. With advanced cold storage and warehousing facilities, it **maintains freshness until delivery**. It offers the luxury of farm-fresh goods delivered, prioritizing health, comfort, and quality at an affordable price.



**2K+**  
Grocery Items

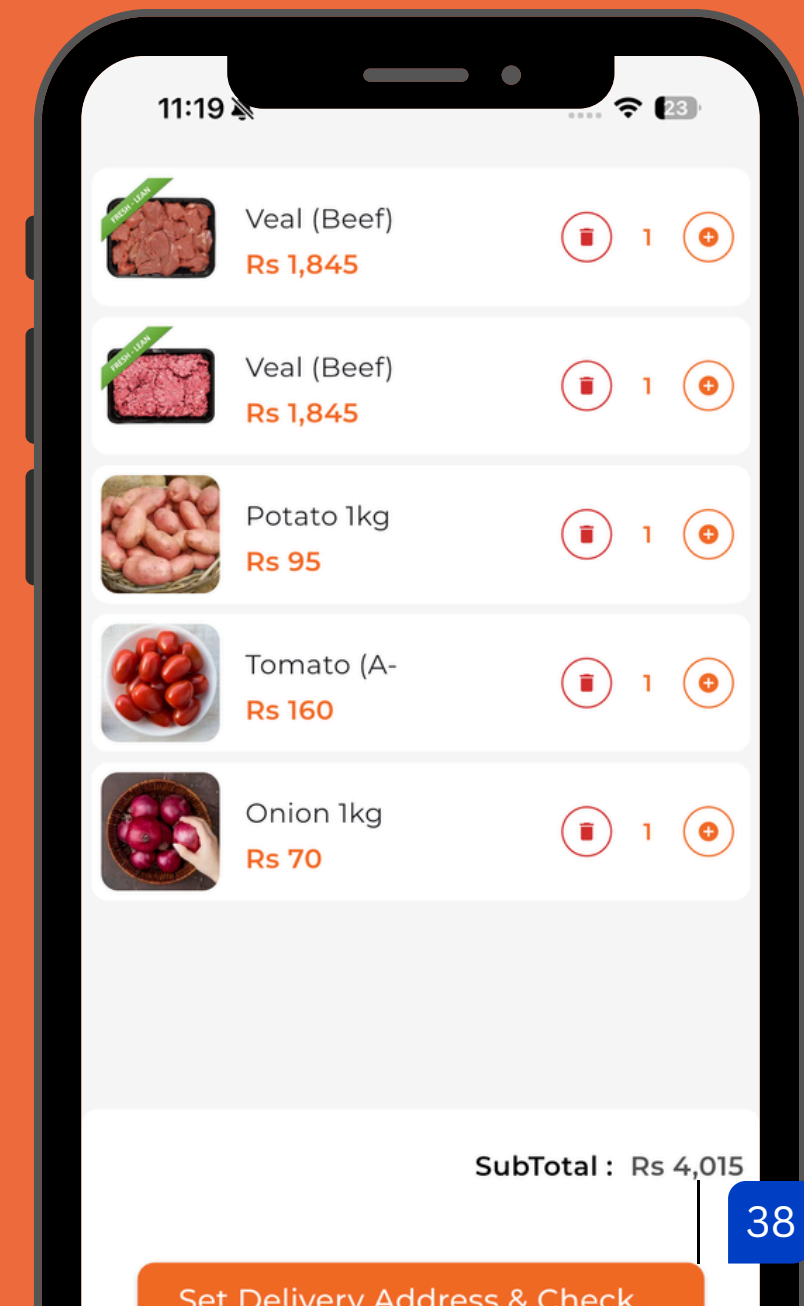
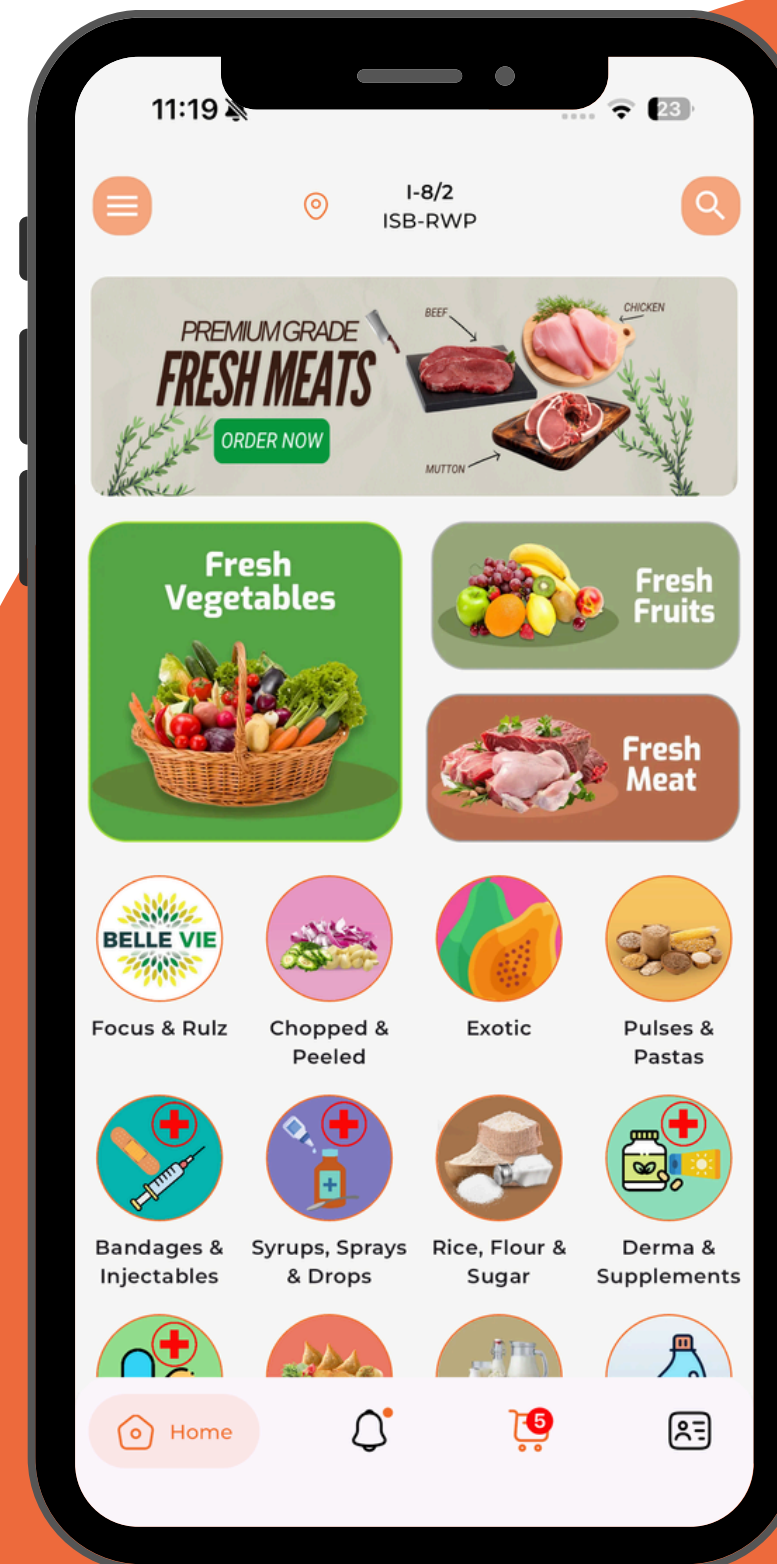
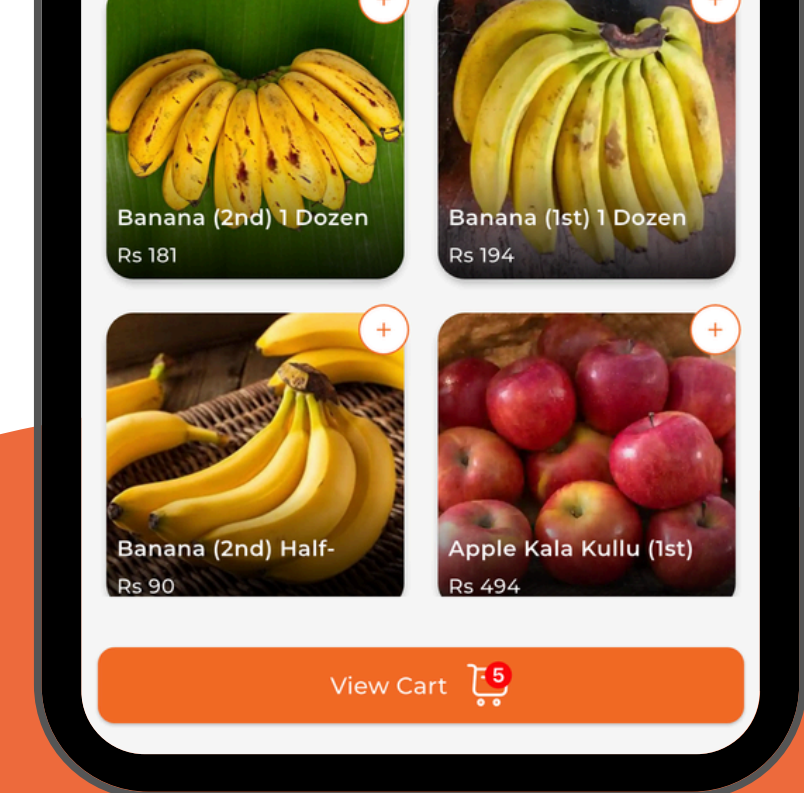
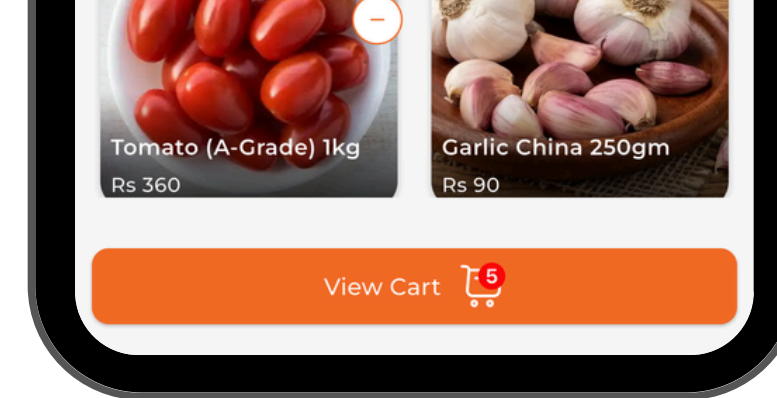


**300K+**  
Orders Delivered



Less than  
**60** MIN  
Delivery Time

DOWNLOAD NOW





## BOARD OF DIRECTORS & ADVISORS



**Nadeem Hussain**  
Co-Founder Planet N

## OUR LEADERS



**Azam Khan**  
Co-Founder



**Abbas Ali**  
Head of Operations



**THREE DOT**



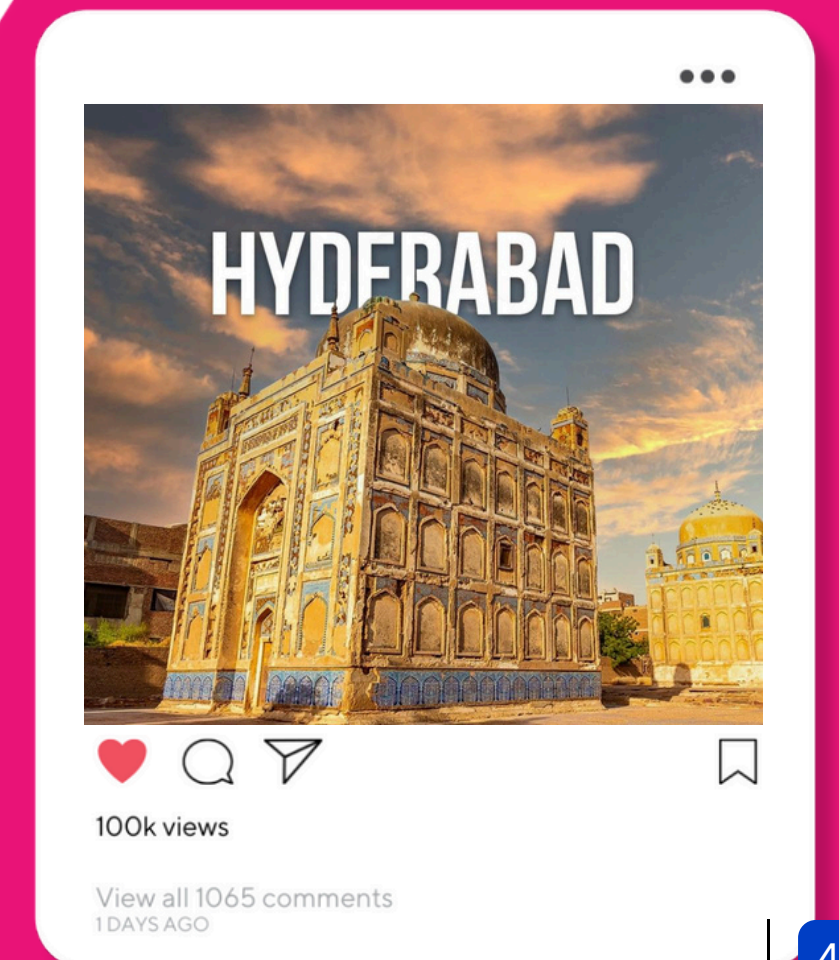
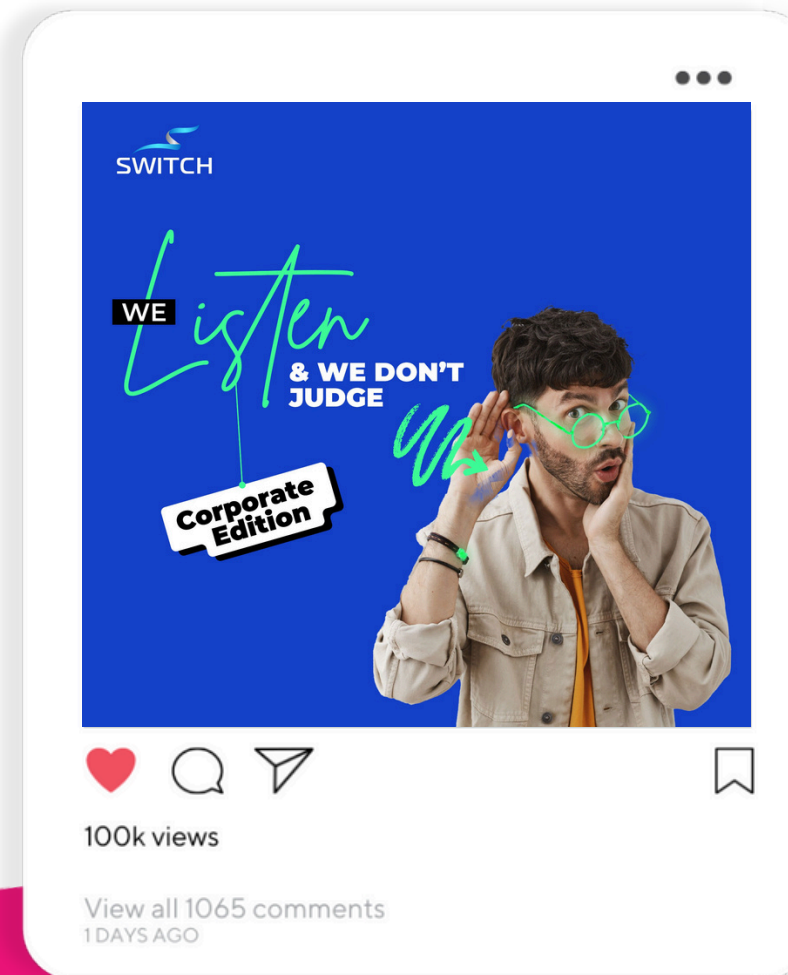
# WHERE EVERY DOT TELLS A STORY

■ GRAPHIC DESIGN ■ BRANDING ■ CONTENT STRATEGY  
■ SOCIAL MEDIA MANAGEMENT ■ UI/UX DESIGN ■ PHOTOGRAPHY  
■ VIDEOGRAPHY ■ ANIMATION ■ DIGITAL MARKETING



# THREE DOT

A creative agency with over 15 professionals, where we deliver data-driven **360° marketing solutions** designed to inspire engagement and produce measurable results. Our expertise includes content strategy, social media management, video production, animation, performance marketing, UI/UX design, and visual design services.



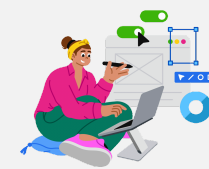
# OUR SERVICES



Content Strategy



Digital Marketing



Graphic Design



UI/UX Design



Video Production



Photography



Social Media Marketing



Animation





## OUR LEADERS



**Rehan Alam Khan**  
COO



**Noor ul Huda Ahmed**  
Creative Manager

# THANK YOU



[contactus@switch.com.pk](mailto:contactus@switch.com.pk)



[www.switch.com.pk](http://www.switch.com.pk)