



AIRLINK
COMMUNICATION LIMITED

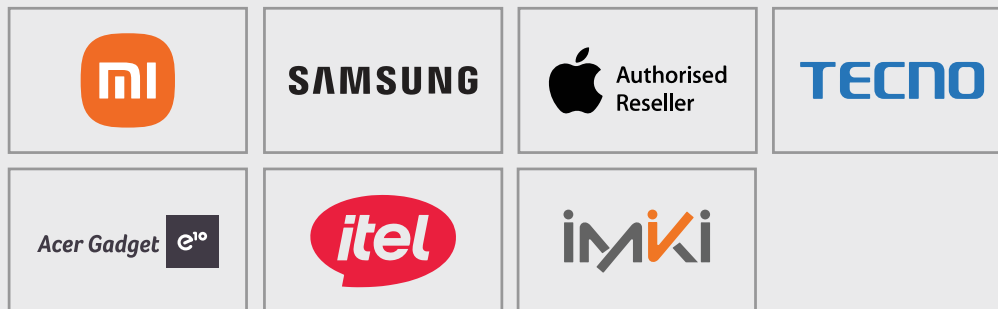
**YOUR
SMART
DEVICE
PARTNER**



THE COMPANY AT GLANCE

INTRODUCTION

Founded in 2010, Airlink Communication Ltd. has rapidly evolved into one of Pakistan's leading technology companies. Starting as a premier distributor for global smartphone brands, Airlink has expanded its footprint into local manufacturing, retail, and innovative technology solutions. With a state-of-the-art production facility capable of assembling 12 million devices annually, the company proudly manufactures smartphones and Xiaomi Smart TVs, setting new benchmarks in quality and innovation. Backed by strong partnerships with brands like Xiaomi, Tecno, Samsung, Apple (Authorized Reseller), iMiki and Acer, and recognized for its historic IPO on the Pakistan Stock Exchange, Airlink continues to drive technological advancement, enhance digital connectivity, and shape the future of home and mobile entertainment across Pakistan and beyond.



Select Technologies (Pvt.) Ltd. (SELECT), a wholly owned subsidiary of Air Link Communication Ltd., was founded in 2021 to establish and operate advanced assembly facilities in Pakistan.

Dedicated to manufacturing a range of high-quality smart products including smartphones, smart TVs, and smart gadgets. SELECT plays a pivotal role in advancing the country's local production capabilities and contributing to the growth of Pakistan's tech industry



16+
Hubs and
Regional
Offices



300+
Cities
and
Towns



1000+
Employees



1000+
Wholesalers



5000+
Retailers

AIRLINK COMMUNICATION

VISION

To become a global leader in telecommunication and technology, driving innovation and excellence to establish Pakistan as a recognized technological hub.

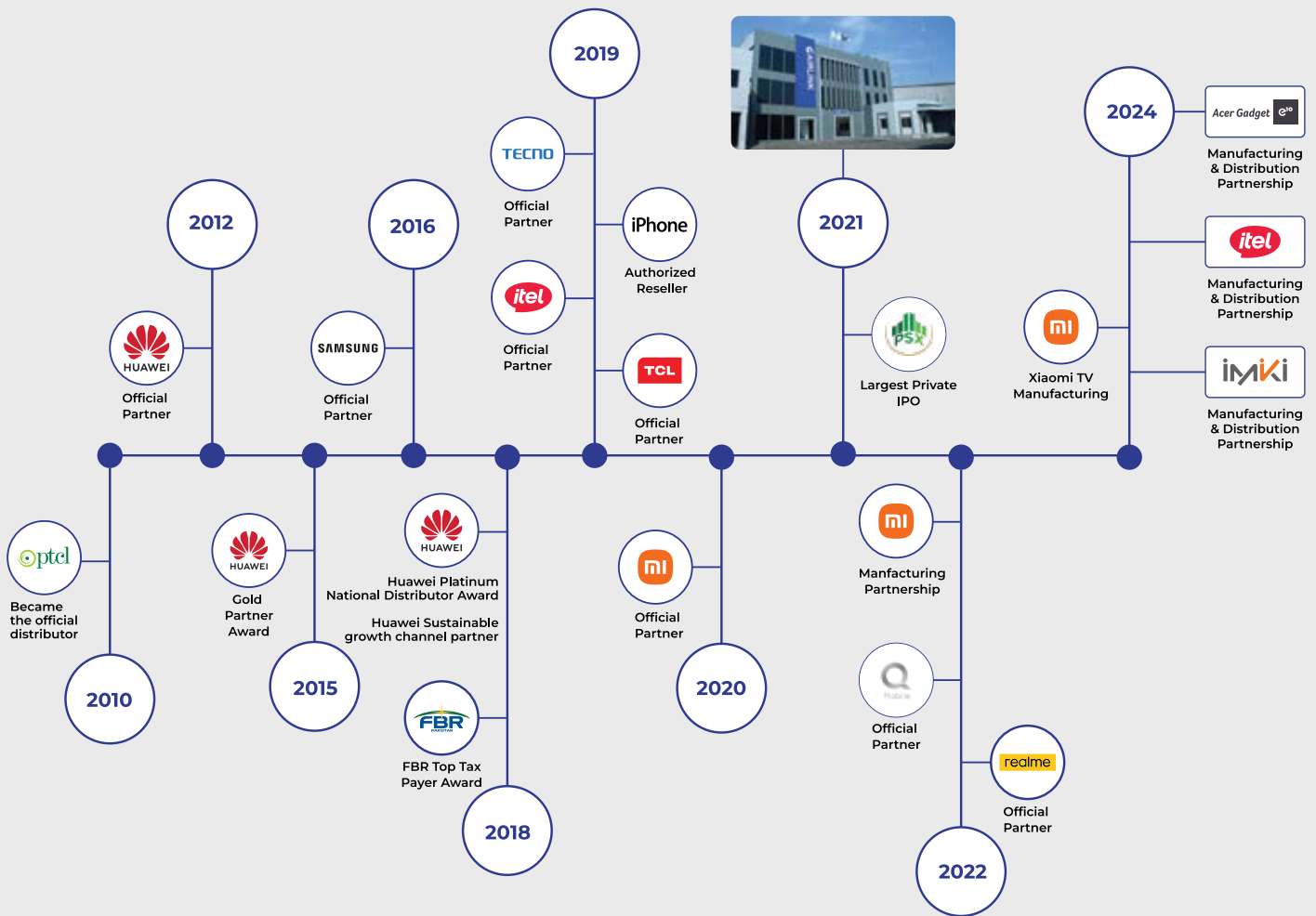
MISSION

To enhance connectivity and improving lives through high-quality, affordable products, while driving Pakistan's transformation into a global technological leader. With a steadfast commitment to customer satisfaction, integrity, and excellence, we aim to set industry benchmarks and foster a culture of continuous improvement and innovation.

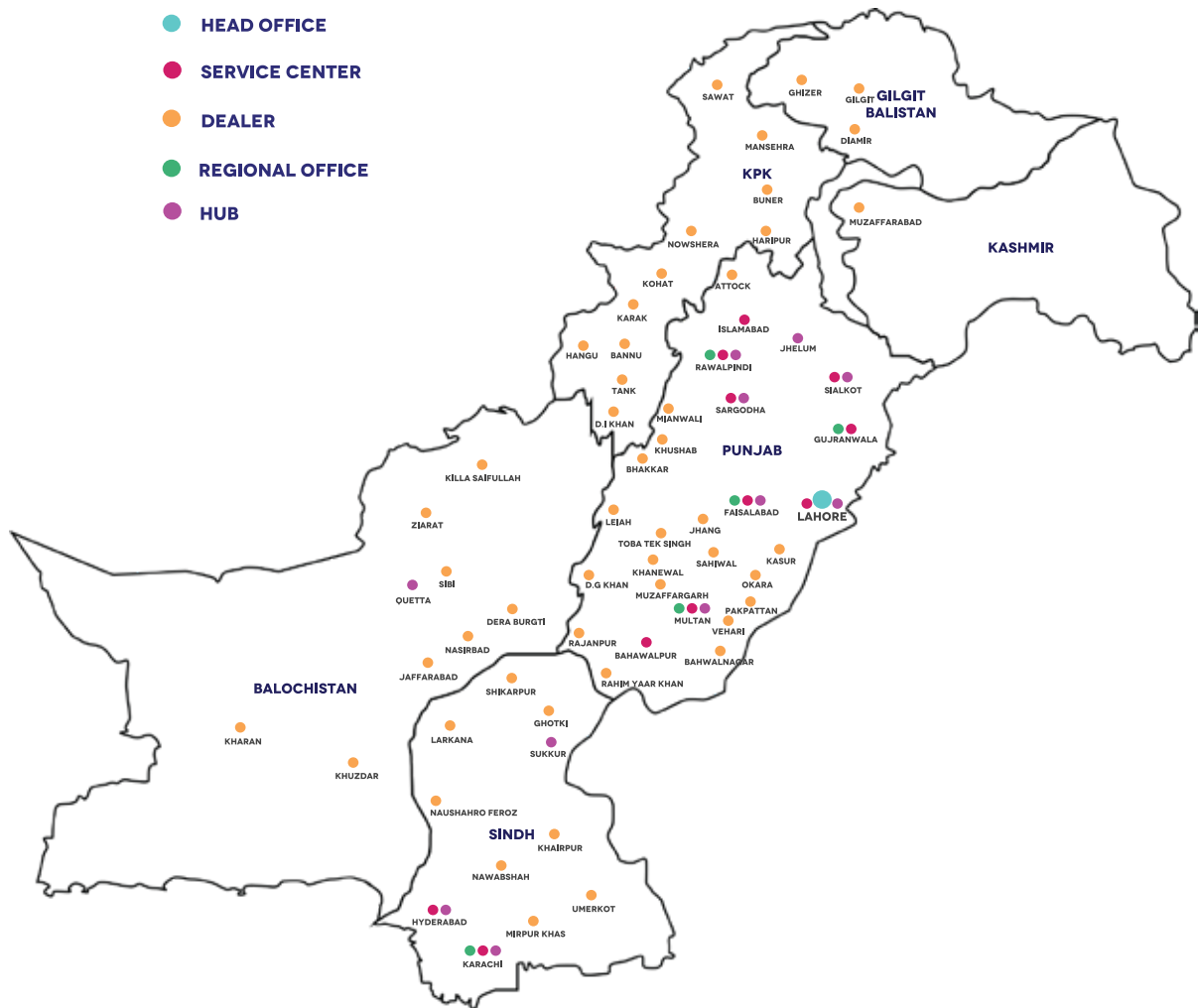
VALUES

INTEGRITY
TRANSPARENCY
QUALITY
INNOVATION
CUSTOMER SATISFACTION
DIVERSITY & INCLUSIVITY

TIMELINE



NATIONWIDE PRESENCE



HEAD OFFICE

Lahore

REGIONAL OFFICES

Lahore

Gujranwala

Islamabad

Hyderabad

Multan

Faisalabad

Taxila/Wah

Peshawar

Karachi

Bahawalpur

Rawalpindi

Sargodha

SERVICE CENTERS

Lahore

Karachi

Faisalabad

Rawalpindi Hyderabad

Multan

Peshawar

Islamabad

i Hyderabad

DISPLAY CENTERS

Lahore

Karachi



**ISO 9001:2015
Certified**



Company Auditor



Pakistan's First Mobile
distribution and
manufacturing company
ever recognised and
rated by Pacra



**ISO 14001:2015
Certified**



**ISO 45001:2018
Certified**



LARGEST PRIVATE SECTOR IPO



In August 2021, Airlink made history by executing Pakistan's largest private sector IPO. With overwhelming investor response and record-breaking participation, the successful offering highlighted Airlink's leadership in the telecom sector and boosted confidence in Pakistan's capital markets.

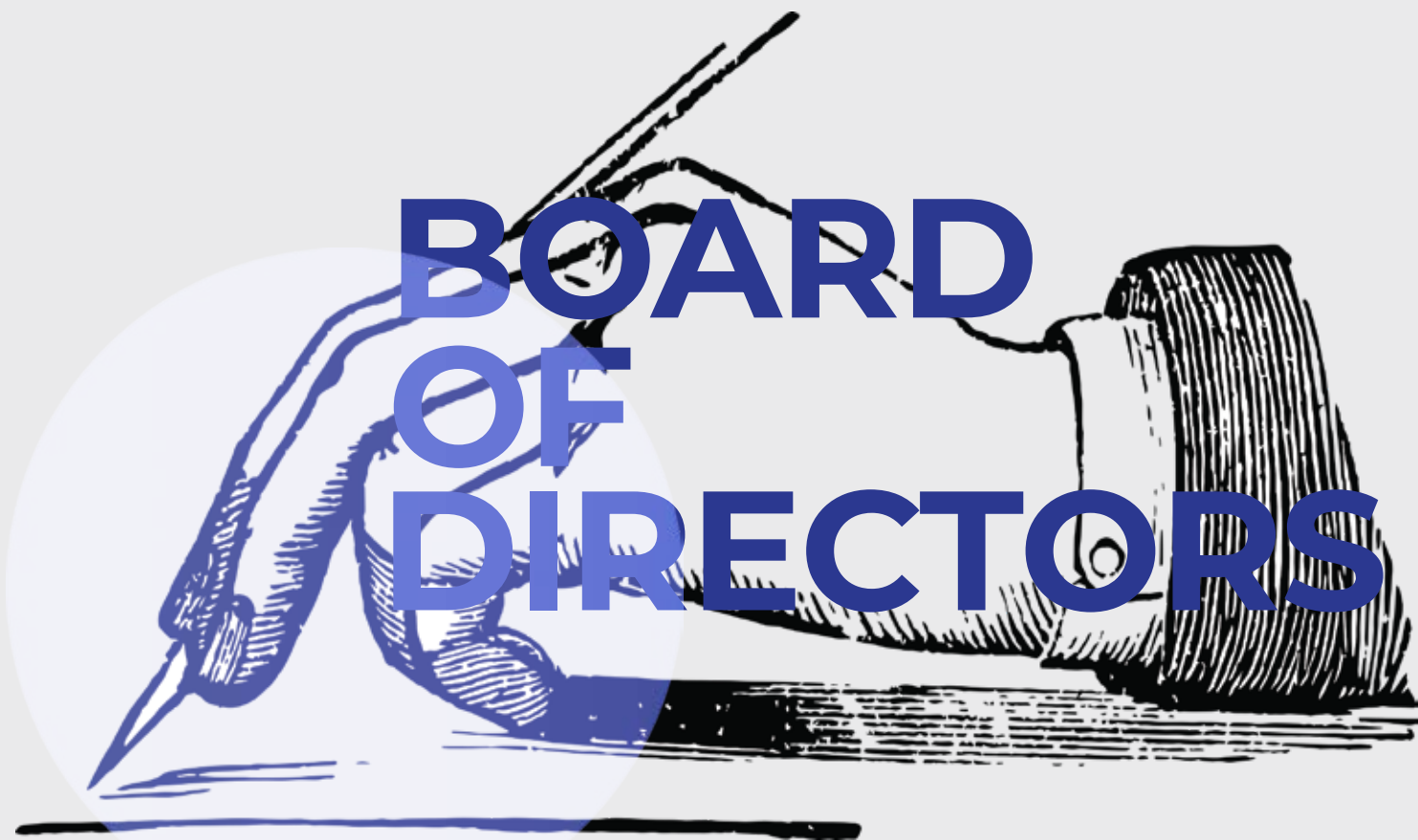
This landmark achievement reflects our journey of resilience, innovation, and growth over the past decade.

RECORD SETTING PERFORMANCE

PKR 11,000 MILLION approx.

OVERSUBSCRIPTION 2X approx.

BOARD OF DIRECTORS



MUZZAFFAR HAYAT PIRACHA

CHIEF EXECUTIVE / DIRECTOR

1992 LUBNA TEXTILE

Started his career with a self-financed family owned unit, Lubna Textile.

2010 AIRLINK COMMUNICATION

Established "Airlink Communication" and started distribution of 3G Tablets & Evo-WiFi devices in major cities of Pakistan for Pakistan Telecommunication Limited (PTCL).

2012 EXCLUSIVE RIGHTS

Exclusive distribution rights of Huawei for launching Huawei handheld devices first time in Pakistani market

2015 HUAWEI GOLD PARTNER

Airlink Communication awarded as "Huawei Gold Partner" status in 2015 by Huawei.

2016 SAMSUNG OFFICIAL PARTNER

After Airlink's remarkable performance in the market, Samsung appointed Airlink as its official partner

2018 AWARDS

Airlink Communication was awarded 'Platinum National Distributor' & 'Sustainable Growth Channel Partner' by Huawei

2019 TECNO, ITTEL, TCL AND MP

OFFICIAL PARTNER

Partnership with Tecno, Itel, TCL and MP (Apple Authorized Distributor for Pakistan) and expansion of retail network.

2020 XIAOMI OFFICIAL PARTNER

Airlink Communication partnered with Xiaomi and started setting up assembling plant and e-commerce platform





ASLAM HAYAT PIRACHA

CHAIRMAN BOARD OF DIRECTOR

50 years of business experience with core specialty in import and export sector. He is keenly involved in system and controls of business of Airlink which shows in long term competitive advantage in its relevant industry.

MRS. RABIA MUZZAFFAR

DIRECTOR

With a master's degree in Business Administration, Mrs. Rabia Muzaffar is keenly involved in Marketing and Human Capital Management with her focus on long term employee retention and satisfaction.



MR. SHARIQUE AZIM SIDDIQUE

INDEPENDENT DIRECTOR

Mr. Sharique Azim Siddiqui is the CEO of Pakistan International Bulk Terminal Limited (PIBT). PIBT is Pakistan's first bulk terminal for handling cement, clinker, and coal set up at a cost of USD 305 million.



MR. HUSSAIN KULI KHAN

INDEPENDENT DIRECTOR

Mr. Khan is the CEO of General Tyres Limited, an accomplished professional with substantial and diversified managerial and leadership experience in the manufacturing sector.



MR. AQDUS FARAZ TAHIR

INDEPENDENT DIRECTOR

Mr. Tahir was the Executive Vice President (Group Procurement) at PTCL and Ufone and played an instrumental role in procurement, logistics and implementation of telecom network as per international best practices.

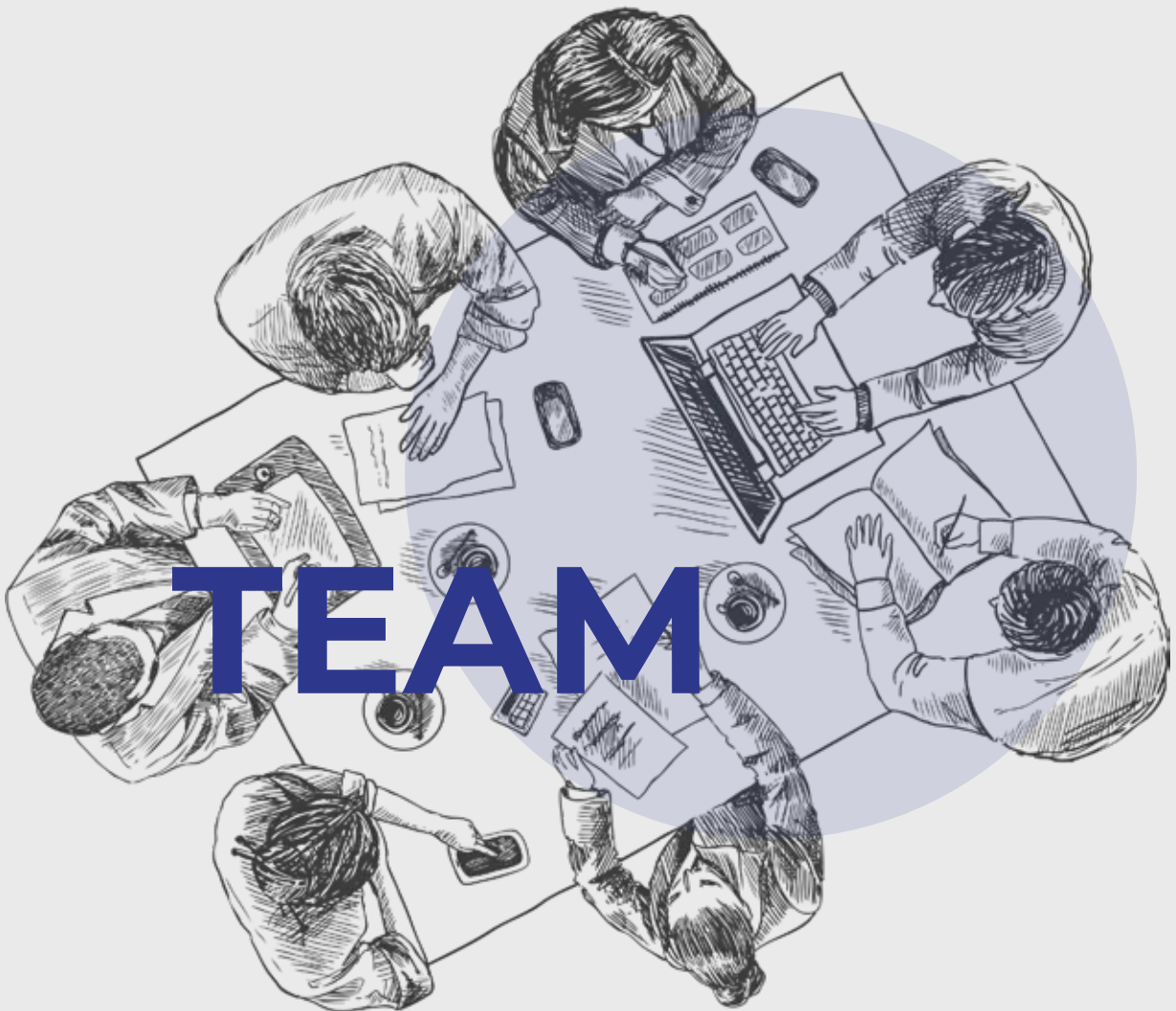


MR. NAFEES HAIDER

EXECUTIVE DIRECTOR

He is involved in formulating and implementation of the core distribution strategy, in consultation with the Sales head. Provides input to the overall core sales strategy with in-depth market analysis to drive profitable of the distribution channel.





TEAM

“***The biggest strength of Airlink Communication is its team.***”

We have built this company around human needs. We work with a remarkably stable and enthusiastic group of professionals that bring great energy and passion to our organisation every day. The strength of our team relies in sheer hard work and State of closeness among the staff members who work together as one family.”

MUZZAFFAR HAYAT PIRACHA

C.E.O





Front Row: Asim Mehmood (GM), Hira Piracha (Reg. Mgr. Retail), Muzzaffar H. Piracha (CEO), Mian Irfan (Head of Sales),
Left to right

Hina Qureshi (HR Manager), Adnan Aftab (CEO Select Technologies Pvt. Ltd.)

Back Row: Khurram Ahmad (Customer Experience Head) , Ali Mustapha (Head of Retail) , Jahanzaib Riffat (RSM), Nimra Jamil (Sr. Exec. Marketing)
Left to right

Syed Nafees (Head of Planning & Distribution), Amer Latif (Head of Legal) , Faheem Nawaz (Sr. Manager HR), Mariam Sajjad (Head of Marketing & Corp.)

Nusrat Mehmood (CFO), Shoaib Ahmad (CHRO)



Bank Alfalah

ZONG 4G
A NEW DREAM

daraz.pk



B2B
Customers



كارفور
Carrefour

ufone



HBL



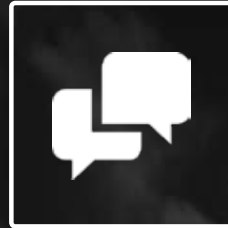
BUSINESS FEATURES



**Face to Face
Customer
Services**



**Nationwide
Collection
Points**



**Customer
Services at Door
Step for Flag
Ship Models**



**Web Base
Complaint
Tracking**



**Extended
Warranty**



**In Shop Repair
Facility**

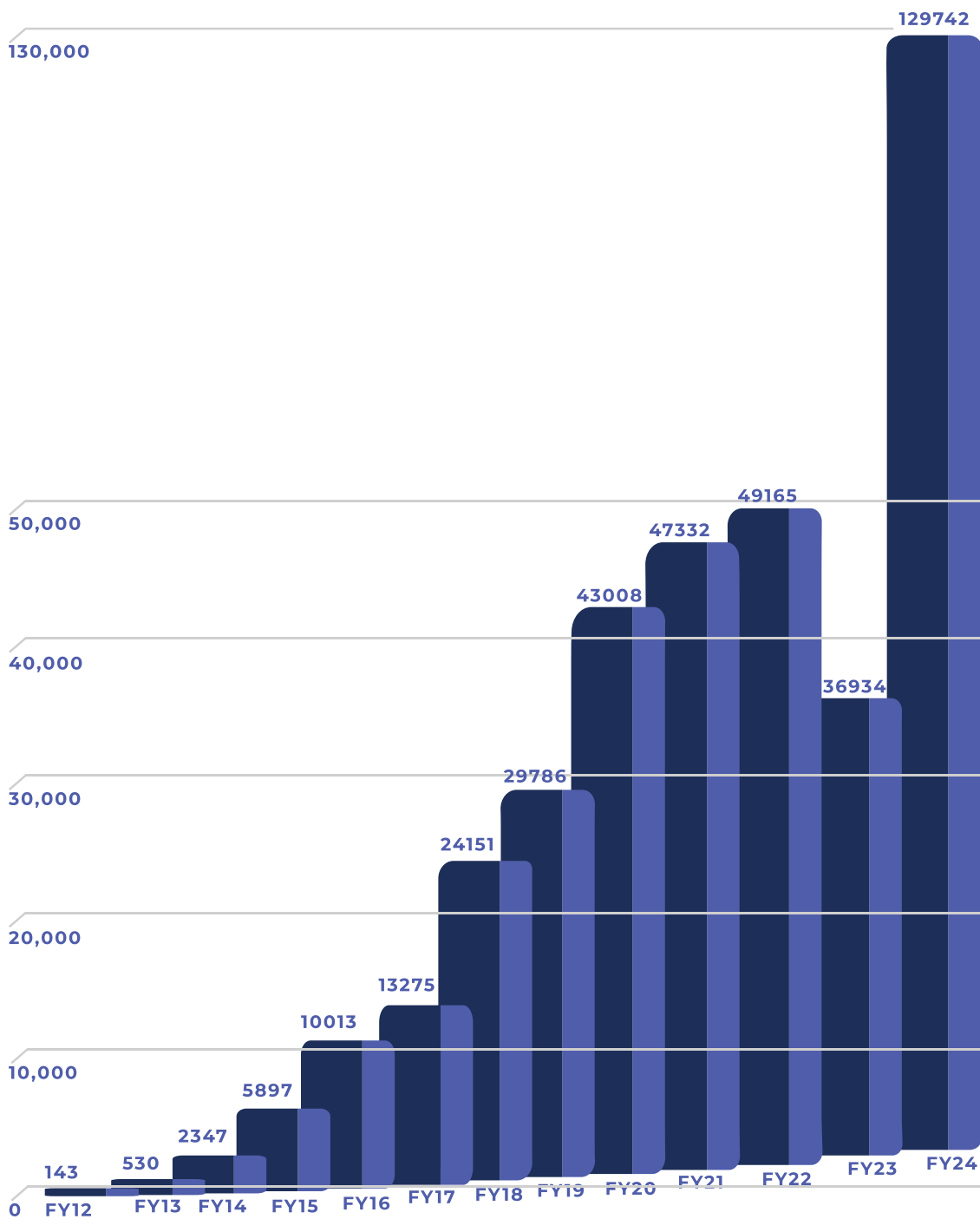


**Sr. Citizen
Priority
Counter**



**Mobile Van
Customer
Care**

AIRLINK GROWTH HISTORY



YOUR
SMART
DEVICE
PARTNER





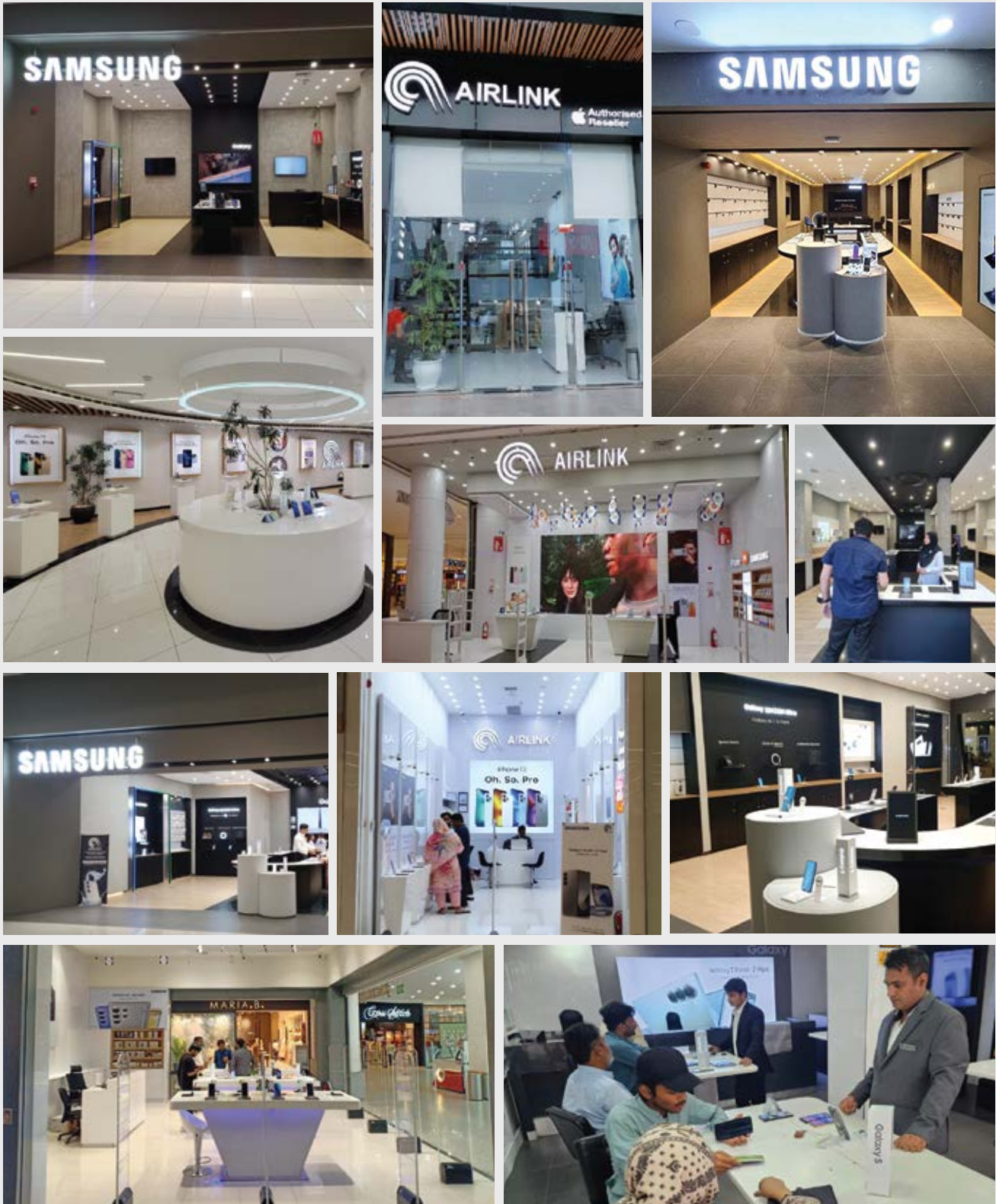
01 RETAIL NETWORK

At Airlink, retail is not just about transactions, it is about creating immersive, intimate, and multi-sensorial experiences.

Our stores are designed to be Points of Engagement rather than just Points of Sale, offering customers a world-class environment that rivals top global retail destinations.

We have developed a focused retail roadmap, strategically covering key malls, high-end street trades, and in-market stores across Pakistan. Our white mapping strategy ensures that no major landscape is left untapped.

Currently, Airlink proudly operates 15 flagship outlets located in Karachi, Lahore, Bahawalpur, Hyderabad, and Multan. With a bold vision for growth, we aim to expand our footprint to 125 additional locations within the next 2–3 years, setting new benchmarks for customer experience in Pakistan's retail industry.



A large, stylized graphic of the number '22' in a light gray color. The first '2' is composed of a circle and a horizontal bar, which serves as a background for the text. The second '2' is a solid, thick shape. The text 'SMARTPHONE PRODUCTION FACILITY' is written in a black, serif, all-caps font across the horizontal bar of the first '2'.

SMARTPHONE PRODUCTION FACILITY

Airlink has invested heavily in setting up a state-of-the-art smartphone assembly facility in Lahore, covering over 150,000 sq. ft. This facility is a testament to our belief in "Made in Pakistan" products and creating substantial employment opportunities for skilled and unskilled workers alike.

THE FACILITY INCLUDES:

- 8 production lines, 2 quality control lines, and 4 packaging lines
- A warehouse of 10,000 sq. ft., equipped with AI-based systems

Partnerships with global brands such as Xiaomi, Tecno, Samsung, Apple (Authorized Reseller), iMiki, itel, and Acer.

The local assembly initiative is expected to create thousands of jobs for engineers, technicians, and skilled labor while contributing to the national economy by reducing reliance on imports.



THE GROWTH

Following the successful implementation of the Device Identification Registration and Blocking System (DIRBS), Pakistan's local handset market holds a potential exceeding 40 million units annually, positioning Airlink for substantial domestic growth.



Name: CCD FILM
Function: Paste protective sheet on the TP



Name: AUTOMATIC SCREW MACHINE
Function: It tightens the screws on mobile with specific torque values



Name: AUTOMATIC CODE BINDING
Function: It binds mobile components by using QR



Name: THERMAL GLUE DISPENSING
Function: It paste the thermal glue on the mobile



Name: DECO BRACKET PASTING.
Function : It place the deco on the mid shell.



Name: CCD SCREEN PASTING
Function: Combine TP & Mid shell



Name: AUTOMATIC GLUE DISPENSING
Function: It applies the glue to the shell & check the quality with 3D scanning



Name: PLASMA Cleaning
Function: It applies high pressure plasma for shell cleaning.



Name: TP PLASMA Pasting

Function: It applies special liquid on FPC soldering points



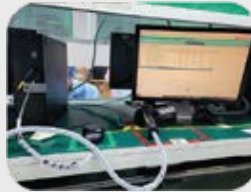
Name: Silicon Glue

Function: Paste silicone glue on FPC



Name: Coating Machine

Function: It applies polymer coating from 15nm to 30nm to improve liquid resistivity



Name: CQR

Function: This station compares the internal IMEI with external IMEI



Name: Shrink wrap cutting

Function: It wraps the mobile automatically.



Name: CAM

Function : It verifies the camera, image quality, dent , scratch etc. inside camera.



Name: ANT

Function: It verifies the values of signals like WIFI,GSM Bluetooth, GPS, 3G, 4G etc.



Name: USFT

Function: It test finger sensor functionality.



Name: ALEAK

Function: It verifies Mic, Speaker and receiver.



Name: IDLE machine

Function: It verifies the Voltage and Current on all points of PCBA.



Name: BACK COVER PRESSING

Function: It press Back cover with defined PSI.



Name: CCD BACK COVER PASTING MACHINE

Function: It pick & place back cover automatically.



First mobile phone ORT Lab in Pakistan : To meet smart phone reliability, lab equipped with climate, mechanical , Electronics, ESD and cross section reliability machines.

Security Surveillance & Monitoring Systems : State of the art monitoring & control system installed to ensure discipline, control irregularities and improve productivity

Advance IT Data Center: Latest twin IT data center established to ensure production & IMEI data as per Mobile industry & PTA standards.

HT and LT is ensuring reliable and safe electrical power distribution.
Overcurrent and full earth protection

Installed three different capacity Perkins Generators 500kva,400kva and 250kva to ensure back up supply

ATS(Automatic Transfer Switch) and Synchronization Control room: Installed Deepsea ATS Controllers used to manage the transfer of power between different sources

Installed Four different capacity Air Compressors 22kw and 37kw of B&D brand with Air dryers to fulfil factory requirement

Fire Alarm System: An addressable fire alarm system is made up of a series of fire detectors and devices that are connected back to a central control panel

Latest electrical equipment and systems commissioned as per ISO 45001, 9001/14001 and electrical standards including (NEC codes+ DSS (British standards) , NFPA 2017 (national protection for fire.

Latest state of the art VRV3 (Daikin variable refrigerant volume system) multi zone environment & claimant control features Including Bio sensor Installed Fresh air & Internal Air auto Purifying unit

Advanced lightening arrester towers with early streamer emission system and event counter installed on factory building to save building from all type of electrical magnetic and other charge Anti-static rings installed with assembly stations for each worker to ensure ESD compliances during work.

- All electrical and electronics equipment including assembly belts connected with copper earthing mesh system as per ESD and health & safety standards.
- Installed latest electrical self-power syncing system to manage all time available electricity with auto load management grid systems.
- Installed three different capacity gensets including 400kva (Perking), 250Kva (Perking) and 60Kva attached with sync grid
- All electronics equipment connected through latest online 120kva ups power to ensure safety from spikes and surges and maintain static and all-time regulated voltage.
- Latest MEP/ERP (SAP Hana) with all manufacturing modules (M/S Abacus consultants as deployments and quality assurance partner for SAP
- The state-of-the-art warehouse management systems including packaging and storage. Managed through ERP SAP Hana with bin and lot serialized inventory system.

03 E-COMMERCE

Recognizing the rapid rise of e-commerce in Pakistan, Airlink launched its official e-commerce portal, offering customers direct access to genuine products with the convenience of home delivery.

The platform aims to bring smartphones, smart gadgets, and accessories to consumers with competitive pricing and

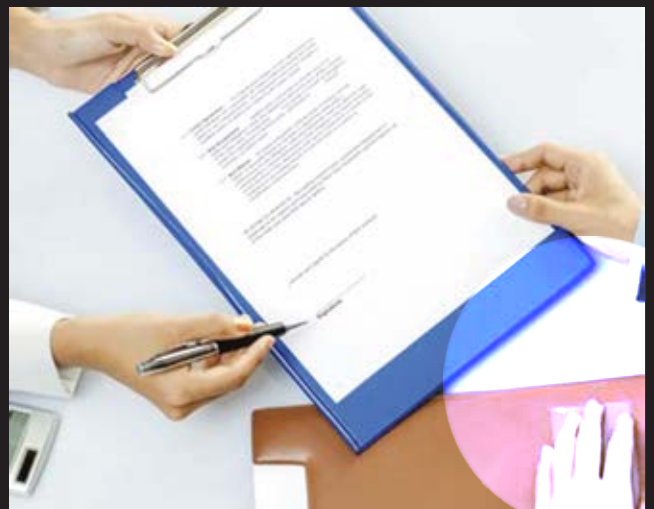


CONSUMER FINANCING

4

To make technology more accessible, Airlink is developing consumer financing programs in collaboration with partner banks.

Soon, customers will be able to purchase devices online or in-store through flexible installment plans, making high-end technology affordable for a broader audience.





AWARDS AND ACHIEVEMENTS

ACHIEVEMENT



by Pakistan
Customs

**HIGHEST TAX
PAYER AWARD
2021**



by Pakistan
Customs

**HIGHEST TAX
PAYER AWARD
2020**



by HUAWEI
in July 2018

**SUSTAINABLE
GROWTH CHANNEL
PARTNER AWARD**



From Pakistan's federal board
of Revenue declared at PM
house

**5TH TOP TAX
PAYER AWARD
2018**

**PLATINUM
NATIONAL
DISTRIBUTOR
AWARD**

by HUAWEI in
July 2018



**TOP TAX
PAYER
AWARD 2017**

on 26th January, 2018

**MOST VALUABLE
CHANNEL
PARTNER AWARD**

by HUAWEI in 2016



**TOP TAX
PAYER
AWARD 2018**

on 26th January, 2019

**GOLD
PARTNER
AWARD**

by HUAWEI in 2015



EVENTS AND TRIPS



EVENTS & EMPLOYEE ENGAGEMENT



At Airlink, we believe that building strong internal connections is just as important as building connections with customers. Throughout the year, we organize a variety of corporate events, team-building activities, and employee engagement programs designed to foster collaboration, celebrate achievements, and strengthen our organizational culture.

TRIP TO CHINA



TRIP TO SWITZERLAND



TRIP TO GREECE



TRIP TO TURKEY



TRIP TO THAILAND



TRIP TO BAKU









BHERA COMMUNITY CENTER



The Bhera Community Centre, established and maintained by Airlink, offers a wide range of free services including primary healthcare, vocational training, adult literacy programs, and skill development.

Designed as a hub for empowerment, it supports the socio-economic uplift of the region by enabling individuals, especially women and youth to access education and employment resources in a safe and supportive environment.

PARTNERSHIP WITH RIZQ FOUNDATION



Pakistan faces a critical paradox: while millions go hungry, nearly 40% of food is wasted. Airlink's partnership with the Rizq Foundation helped close this gap by redistributing surplus food to vulnerable populations.

Through this collaboration, thousands of meals have been saved from waste and redirected to those in need championing food security, sustainability, and social equity across urban communities.

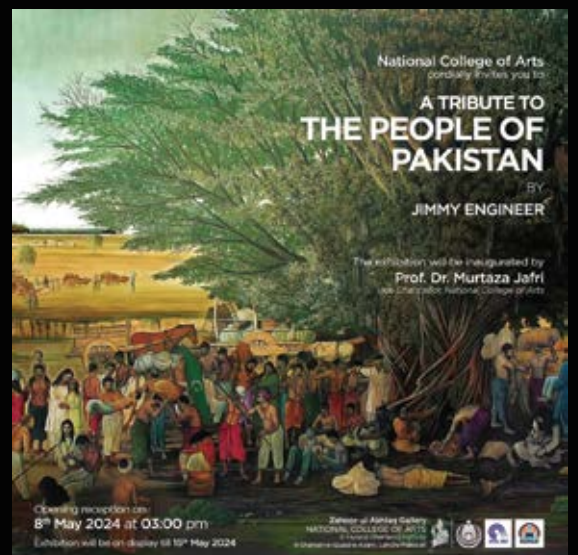


SOLAR WATER WELLS IN THAR

Recognizing the critical water scarcity in Thar, Airlink has successfully established 17 solar-powered water wells, providing sustainable access to clean water for local communities.

JIMMY ENGINEER'S PHILANTHROPIC WORK

Airlink partnered with celebrated Pakistani artist and philanthropist Jimmy Engineer, whose work is dedicated to social awareness and national service. Through collaborative exhibitions, community art programs, and cultural outreach, this initiative amplifies important social issues such as education, equality, and disability inclusion.



SUNDAR STEM SCHOOL



Understanding the importance of STEM in future economies, Airlink donated 154 Chromebooks to Sundar STEM School in Lahore. This initiative helps underprivileged students gain digital literacy and hands-on experience in Science, Technology, Engineering, and Mathematics. By supporting equitable access to quality education, Airlink is investing in a tech-empowered generation prepared to lead Pakistan into a smarter future.



AL KAREEM BEGUM CLINIC

Al Kareem Begum Clinic in Barmi Gali, Nathia Gali addresses essential healthcare needs while ensuring dignity and care for those who need it most.

This initiative reflects Airlink's belief that health is a fundamental right and supporting healthcare access in remote areas is a responsibility we proudly share.

APWA RANA LIAQAT WELFARE PROJECT

Through dedicated financial support, Airlink partners with the APWA Rana Liaqat Craftsmen's Colony Welfare Project to improve the lives of over 20,000 individuals primarily women and children. This long-standing initiative provides critical access to healthcare, early childhood education, vocational training, and income-generating opportunities.





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