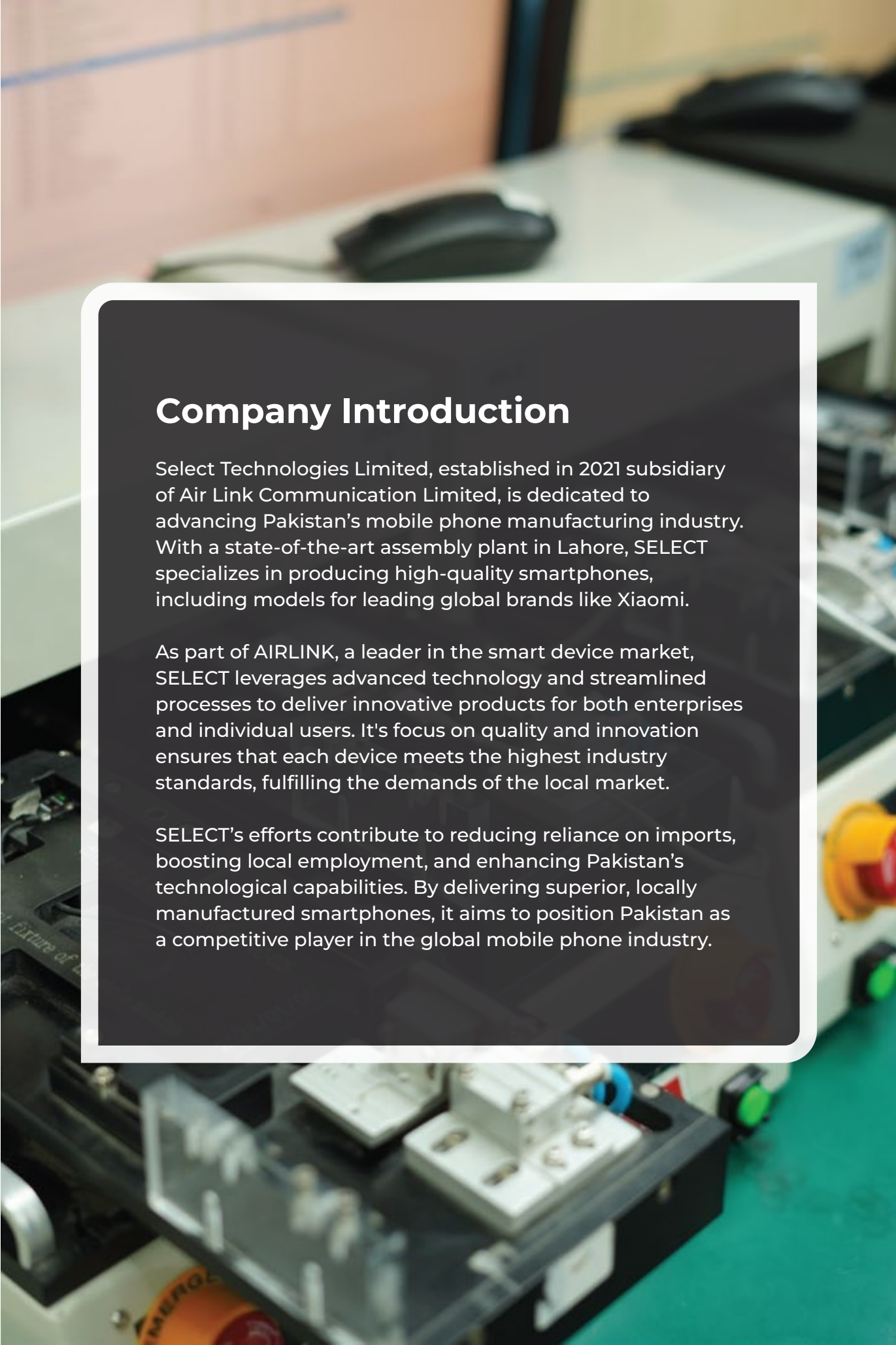




**Innovation
at the
Doorstep**



Company Introduction

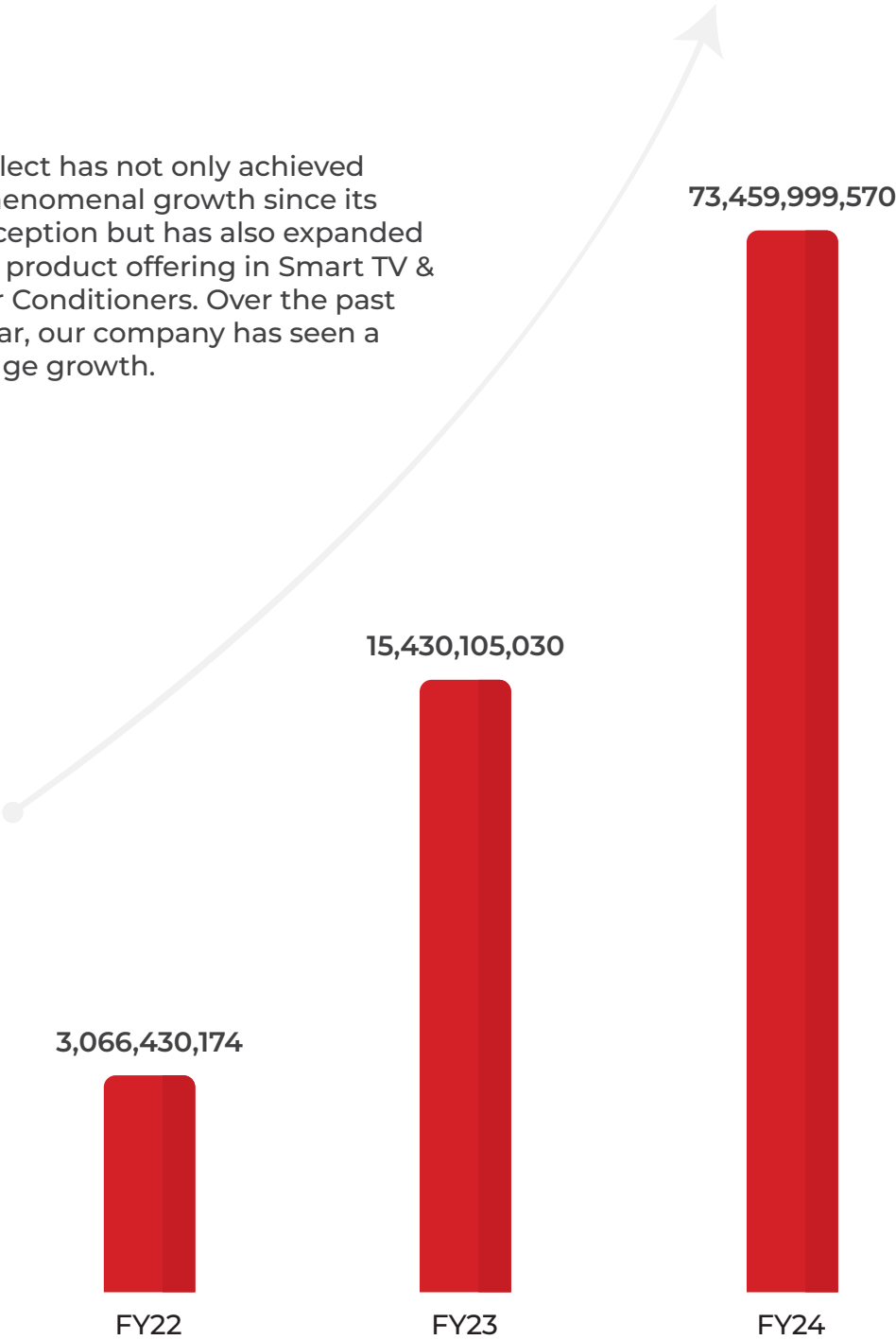
Select Technologies Limited, established in 2021 subsidiary of Air Link Communication Limited, is dedicated to advancing Pakistan's mobile phone manufacturing industry. With a state-of-the-art assembly plant in Lahore, SELECT specializes in producing high-quality smartphones, including models for leading global brands like Xiaomi.

As part of AIRLINK, a leader in the smart device market, SELECT leverages advanced technology and streamlined processes to deliver innovative products for both enterprises and individual users. It's focus on quality and innovation ensures that each device meets the highest industry standards, fulfilling the demands of the local market.

SELECT's efforts contribute to reducing reliance on imports, boosting local employment, and enhancing Pakistan's technological capabilities. By delivering superior, locally manufactured smartphones, it aims to position Pakistan as a competitive player in the global mobile phone industry.

Growth History

Select has not only achieved phenomenal growth since its inception but has also expanded its product offering in Smart TV & Air Conditioners. Over the past year, our company has seen a huge growth.



Core Values



Innovation

Committed to pushing the boundaries of smartphone technology to deliver the latest and most advanced products



Quality

Focused on providing high-quality devices that meet the highest industry standards.



Sustainability

Striving to adopt environmentally responsible practices throughout the manufacturing process.



Customer Focus

Dedicated to understanding and exceeding customer expectations with exceptional service and products.



People-Oriented

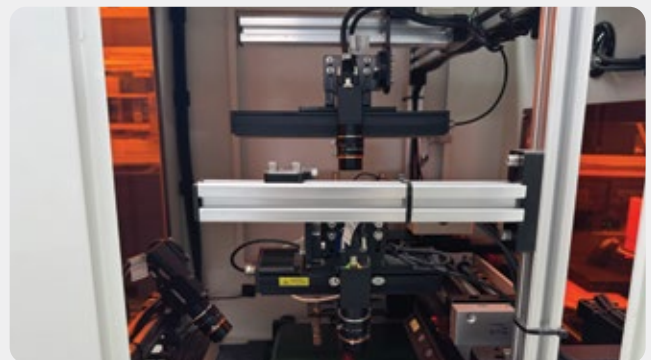
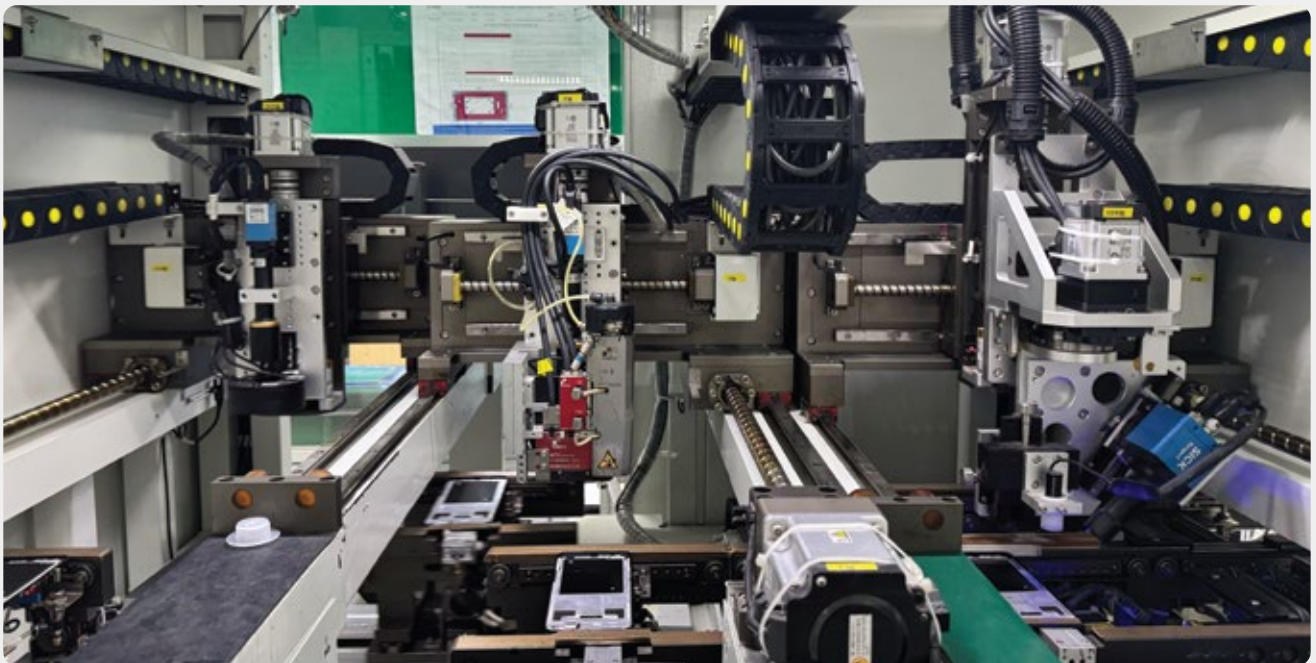
Valuing employees, partners, and customers by fostering a positive, inclusive, and supportive environment that empowers growth and collaboration



Business Operations

Manufacturing Capabilities

Our facility is designed to meet the growing demand for smartphones and feature phones in Pakistan, with a production capacity of 12 million handsets & 360K Smart TVs annually. This local assembly operation has not only positioned Select Technologies as a leader in the industry but has also played a crucial role in job creation, providing thousands of opportunities for both skilled and semi-skilled labor across the region. Located in Lahore, this state-of-the-art facility spans an impressive 250,000 square feet, seamlessly integrating cutting-edge machinery with skilled human expertise to deliver unparalleled quality and efficiency.



Brands Manufactured:

SELECT is focused on providing products for enterprises and end users and exclusively caters the manufacturing of leading, state of the art smart devices.



Hisense

Integration & Resources:

Select Technologies Limited leverages advanced AI-driven technology, robotics, and automated production lines in its manufacturing facility. These cutting-edge resources ensure high efficiency and top-quality production of smartphones and smart TVs & ACs. By integrating these technologies, Select delivers innovative, high-performance products that meet global standards and contribute to the growth of Pakistan's mobile phone manufacturing

Partnerships & Collaborations

Strategic Partners

Select Technologies Limited has established strategic manufacturing partnerships with Xiaomi and Hisense, globally recognized technology brands, to advance the future of smart device manufacturing in Pakistan.

Leveraging the state-of-the-art, AI-powered manufacturing facility, SELECT produces Xiaomi smartphones and Smart TVs, alongside Hisense Smart TVs and Air Conditioners, delivering world-class quality while strengthening the nation's "Made in Pakistan" manufacturing ecosystem.



Hisense

A wholly-owned subsidiary of Air Link

Select Technologies Limited a subsidiary of Air Link Communication Limited, a leader in smart device manufacturing, retail, distribution, and sales in Pakistan. This collaboration allows SELECT to leverage AIRLINK's extensive industry experience and infrastructure, focusing on the production of top-tier smartphones.

The partnership enhances local manufacturing capabilities, meeting market demand with high-quality, innovative devices while driving growth in Pakistan's tech industry.



Certifications

Select Technologies Limited's manufacturing facility adheres to the highest industry standards, with certifications that ensure quality, safety, and innovation in mobile phone production.

These certifications underscore the company's commitment to delivering reliable, locally produced technology, supporting Pakistan's digital growth and providing affordable products to consumers.



Board of Directors



Mr. Muzaffar Hayat Piracha
Group CEO

Muzaffar Piracha is the visionary founder and CEO of Air Link Communication Ltd., a company he established in 2010 alongside his late brother, Mr. Moazzam Piracha. Under his dynamic leadership, Airlink has rapidly evolved into one of Pakistan's largest and most influential distributors, manufacturers, and retailers of smartphones. What began as a modest venture with a FY12 revenues of PKR 143 million has now become a powerhouse in the telecommunications industry, with boasting PKR 129,742 million in revenues by FY24.

Muzaffar's ability to identify and capitalize on emerging opportunities has enabled Airlink to forge strategic partnerships with some of the world's leading technology companies, including Acer Gadget Inc., Samsung, Xiaomi, Tecno, and iPhone.

These alliances have not only bolstered Airlink's market position but have also played a significant role in making cutting-edge technology accessible to millions of Pakistanis.

With over 25 years of extensive experience in the business world, Muzaffar is widely recognized for his strategic insight and deep expertise in the industry. His leadership extends beyond Airlink, as he serves as the Senior Vice Chairman of the Pakistan Mobile Phone Manufacturer Association. In this capacity, he plays a pivotal role in advancing and shaping the mobile phone manufacturing sector in Pakistan, contributing to the industry's growth and development on a national scale.



Mr. Adnan Aftab
CEO / Director

Adnan Aftab is a highly accomplished executive and manufacturing expert with a wealth of experience spanning more over two decades. With a passion for driving innovation, leading transformative projects and Business turn around strategist. Adnan has established himself as a dynamic force in the industry.

Currently serving as the Chief Executive Officer and Director at Select Technologies Pvt Ltd, he continues to make significant contributions to the organization's growth and success.

Throughout his career, Adnan has held key leadership positions in renowned companies, showcasing his ability to excel in diverse environments. As the General Manager of Factories at Air Link Communication Limited, he played a pivotal role in streamlining operations, enhancing efficiency and onboarding various International brands manufacturing setups.

Adnan's journey in manufacturing began with Dawlance Private Limited, where he rose to Vice President of Factories over 16 years. He then served as General Manager at Pak Elektron Limited for 6 years, revitalizing the business with new techniques and innovative products. Later, he became Director Technical at Singer Pakistan, leading its merger with Waves to form Waves Singer Limited.

Complementing his extensive professional experience, Adnan holds a Master of Science in Manufacturing Engineering (MSME) and a Bachelor of Engineering in Mechanical Engineering, both from N.E.D University of Engineering & Technology in Karachi, Pakistan. Additionally, he has further honed his expertise through executive education programs at Harvard Business School, including courses on entrepreneurship and leadership.



Mrs. Rabiya Muzzaffar
Non-Executive Director

Mrs. Rabiya Muzzaffar did her Masters in Business Administration from NUST University, Islamabad. Her core specialty is in Marketing and Human Capital Management. She is keenly involved in Human Resource efficiency improvement of Airlink which shows in long term retention and satisfaction of human resource employed by the Airlink.

She also looks into the outdoor media and marketing campaigns of the Airlink with the objective of deep penetration and access to real consumers. She believes in continuous training and development of Human Resource in order to make them compatible for the emerging era.

She attended various conferences, seminars of human capital management of the emerging era, which does not merely to get things done, but also exploring true potential of human resource competencies currently employed.



Mariam Sajjad Executive Director

A Modern marketer with a passion of building brands using a multifaceted approach to digital marketing. With expertise in advertising, communication and strategy development, Mariam brings a fresh perspective to the table.

From marketing and branding to content creation and digital engagement, incorporates modern techniques using world's best digital channels. Her focus is to build brand reputation and create a thriving community on social networks as well as on offline channels.

Starting her career in 2014, she has effectively contributed to growth of multiple brands. She passionately advocates customer centricity and leveraging bleeding edge competitive intelligence techniques and MPhil in Development studies from Lahore School of Economics.



Sharique Azim Siddiqui Independent Director

Mr. Sharique 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. He led the team for the bidding of the PIBT terminal in 2007 and was instrumental in the planning and execution of the project. He joined Marine Group of Companies in 1997 and was involved in various Group Ventures.

He served as Project Director and Chief Operating Officer at Pakistan International Container Terminal Ltd. from 2002 till 2012 and was in-charge of container terminal's project planning, coordination and implementation.

He also served as CEO of Marine International Container Terminal – an inland Container Depot project with Railway's connectivity in Lahore. He did his Bachelors and Masters of Arts in Economics from Tufts University, Boston, USA.



Aqdu Faraz Tahir Independent Director

Mr. Tahir is an established telecom procurement consultant who played an instrumental role in procurement, logistics and implementation of the PTCL and Ufone telecom network as per international best practices.

He has served as Advisor to PTCL Procurement for implementation of succession setup. Prior to that, he held Executive Vice President (Group Procurement) position at PTCL & Ufone where his responsibilities included heading procurement, logistics and implementation of transformation of procurement setup as recommended by McKenzie. Moreover, he supervised merger of traditional turnkey and supply sections based on latest technologies. He did his Masters of Technology Management from Griffith University, Brisbane, Australia.



Shaista Bano Gilani

Independent Director

Ms. Shaista Bano is a seasoned economic, corporate, and regulatory advisor with extensive experience in economic policy, financial services, competition law, and regulatory frameworks. She currently serves as a Member of the National Database and Registration Authority (NADRA) and Chairperson of its HR & Admin Committee, providing strategic oversight of governance, human resources, and organizational administration in a critical national institution. In addition, Ms. Shaista sits as an Independent Director on the Boards of Sindh Bank Ltd and Thatta Cement Company Ltd, where she chairs the Audit and HR Committees, contributing to corporate governance, compliance, and financial oversight while aligning banking operations with SBP regulations.

Ms. Shaista Bano holds an MSc in Economics for Competition Law (King's College London), MBA in Finance, and is a Member of ACCA (UK), combining technical expertise with practical regulatory insight. She has also worked closely with development partners, including the World Bank and UNICEF, on financial inclusion, taxation reforms, and institutional transitions, equipping her with the experience to lead complex governance and reform agendas across financial, regulatory, and public sector institutions.

