



**SELECT**  
TECHNOLOGIES

A wholly-owned subsidiary of  
AirLink Communication Ltd.

**Innovation  
at the  
Doorstep**



## Company Introduction

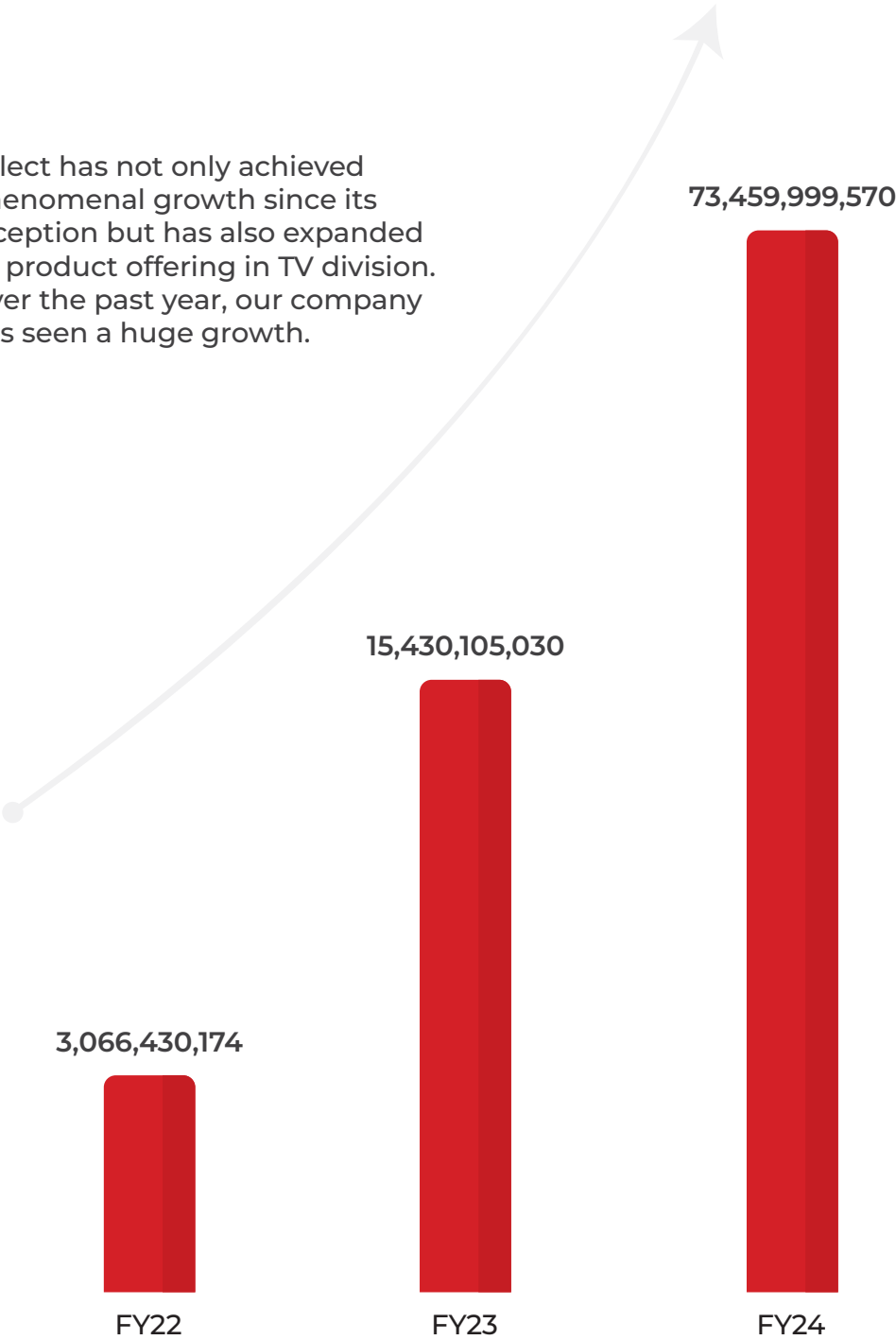
Select Technologies (Pvt) Limited, established in 2021 as a wholly owned subsidiary of Air Link Communication Limited, is dedicated to advancing Pakistan's mobile phone manufacturing industry. With a state-of-the-art assembly plant in Lahore, SELECT specializes in producing high-quality smartphones, 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. Its 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 TV division. 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.



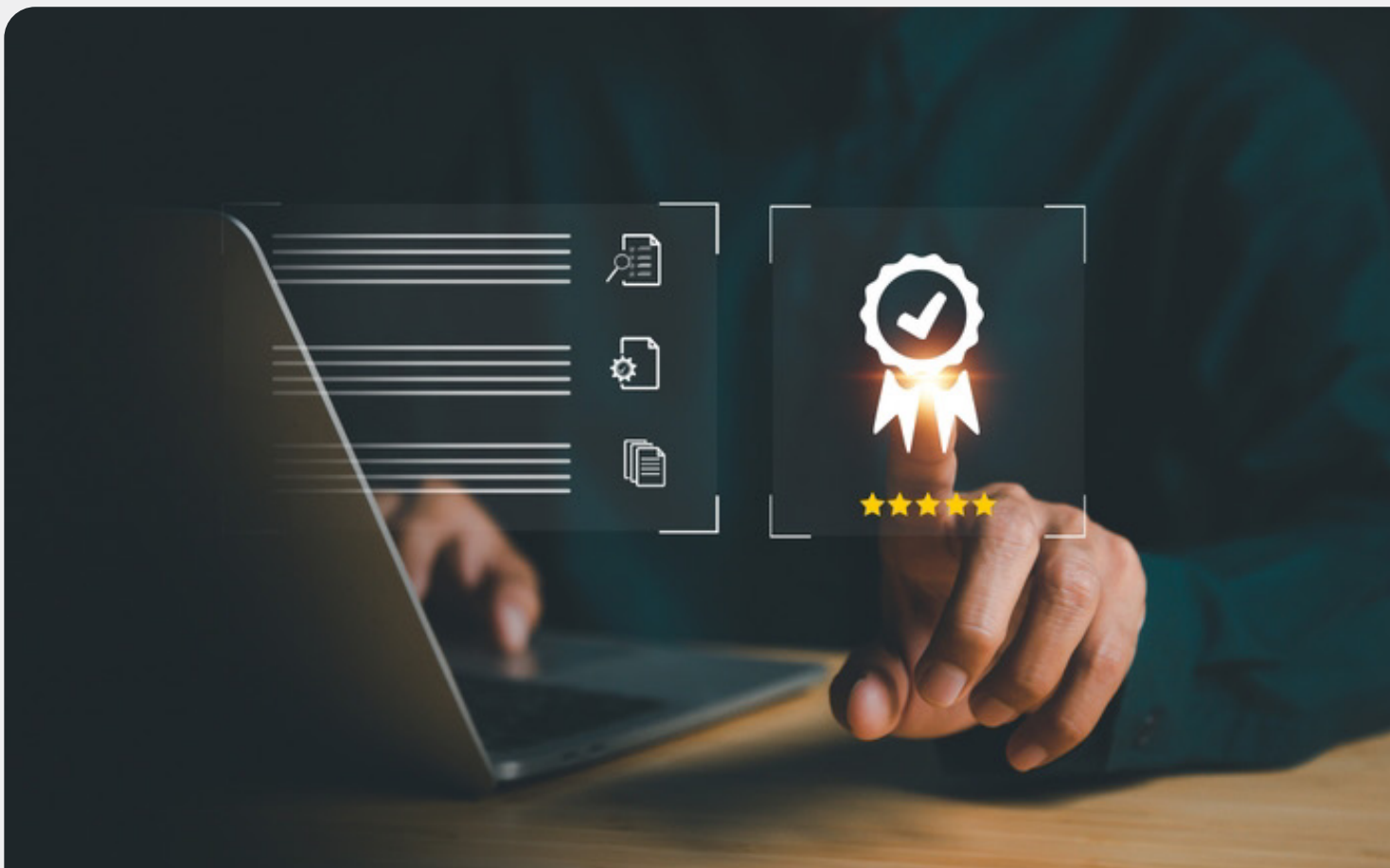
## Customer Focus

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



## People-Oriented

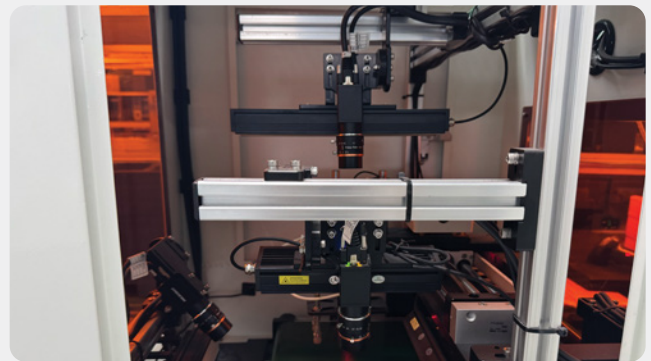
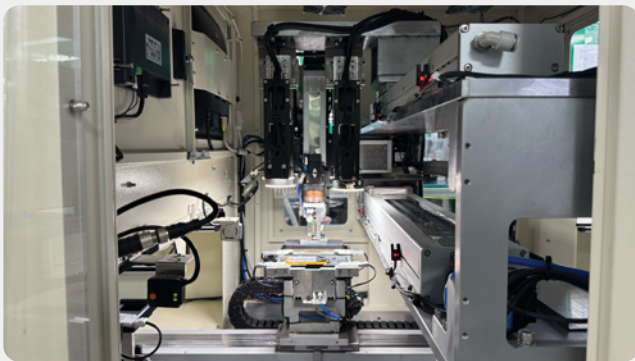
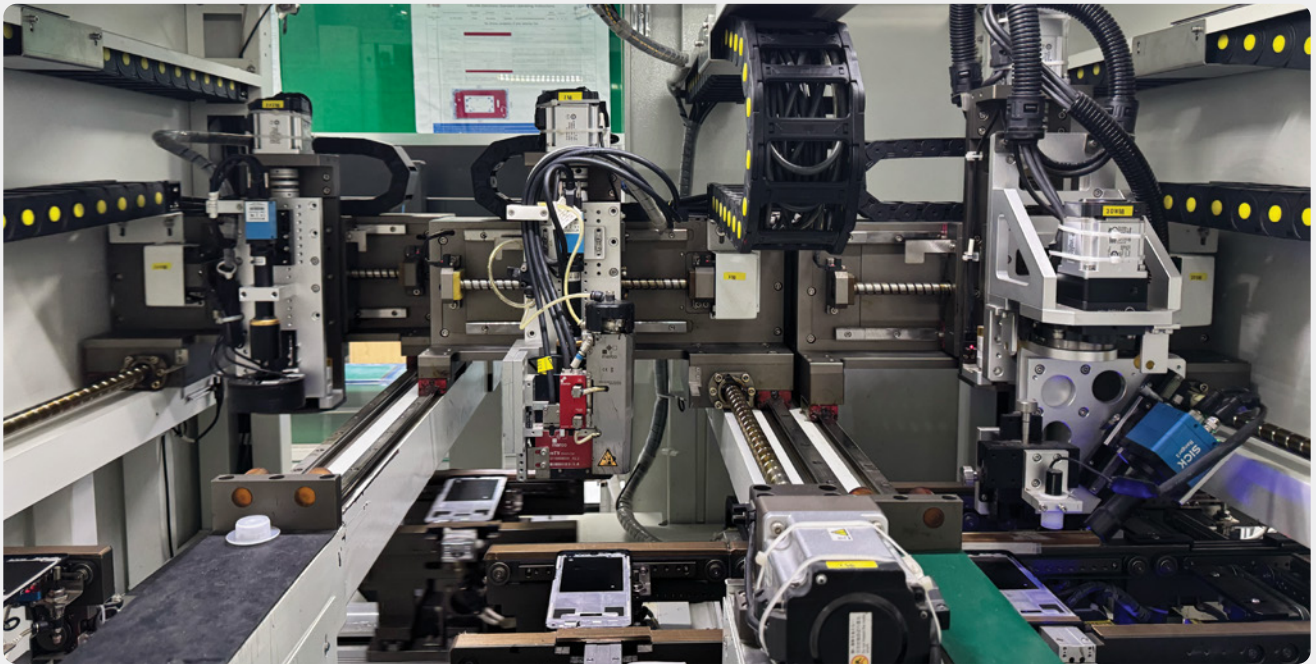
Valuing employees, partners, and customers by fostering a positive, inclusive, and supportive environment that empowers growth and collaboration



# 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 8 million handsets 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.



## Integration & Resources:

Select Technologies (Pvt) 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. 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 industry.

# Partnerships & Collaborations

## Strategic Partners

Xiaomi stands as the exclusive partner of Select Technologies (Pvt) Limited, playing a key role in the company's mission to revolutionize mobile phone manufacturing in Pakistan. As part of this strategic partnership, Xiaomi's smartphones and smart TVs are exclusively produced at Select's state-of-the-art manufacturing facility, which is equipped with the most advanced AI-driven technology.



## A wholly-owned subsidiary of Air Link

Select Technologies (Pvt) Limited operates as a wholly owned 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.

## Our Partners





## Certifications

Select Technologies (Pvt) 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.



# Mangement's Profile



**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.



**Mr. Amir Mahmood**  
Group CFO / Director

Amir Mahmood is a Fellow Member of the Institute of Chartered Accountants of Pakistan. He has experience of over 23 years in senior executive roles of large national and multinational commercial organizations on different positions including CEO, Group CFO, CFO and CCO. Currently he is working as Group CFO of Airlink Communication Ltd.

Mahmood has extensive experience to lead finance and accounting operations across various industry verticals including manufacturing, airline, education, healthcare, telecommunication, media, retail and distribution sectors.

He possesses hands on experience in projects evaluation, feasibility studies, merger, acquisitions, and supply chain. He possesses expertise in devising operating systems contributing towards improved financial performance, heightened productivity and enhanced internal controls. He has been involved in lead role in national and international financing arrangements and restructuring for different organizations.

Mahmood is a member of the Board of Directors of a large power generation company of Pakistan and earlier sat on the Boards of a steel mill and a large public sector teaching hospital. He also served as member of Arbitration Committee of Pakistan Stock Exchange.



## **Mariam Sajjad**

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, Mariam 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. Ms. Mariam is MPhil in Development studies from Lahore School of Economics.



## **Mr. Syed Nafees Haider**

Director

Mr. Haider began his career in 2003 and has been associated with Air Link Communication since its inception.

He is involved in the formulation and implementation of the distribution strategy, in consultation with the Sales Head. He provides valuable input to the overall sales strategy through in-depth market analysis to drive profitability of the distribution channel.

He sets forth strategic and operational plans for achieving sales targets by the distribution network and is involved in planning launch of new products in coordination with sales and marketing teams.

He also coordinates and liaisons with vendors about new development in market dynamics and its implications.

Prior to Air Link, Mr. Nafees was associated with stock brokerage and tourism industry.

