

## Happy New Year 2024

## PIXELONE'S E-COMMERCE CLIENT CROSSED **RS.111 MILLION** OF REVENUE PER MONTH BY PROCESSING **25K** ORDERS



As per local trade resources, Pakistan is the 46th largest market for eCommerce, with a revenue of \$5.2 billion in 2023. Pakistan's internet penetration reaches 87.4 million people today, as per trade.gov numbers. This e-commerce revenue in 2021 was below \$4.2 billion with a reasonable growth. This is a significant growth for the industry. Through e-commerce growth, there is massive job creation, and more industries such as logistics, printing & packaging, software solutions, and manufacturing emerge.

With this growth, store owners from the get-go must implement a solid, sustainable solution for their order fulfillment and management.

In contrast to the global e-commerce landscape, Pakistan's market share is still relatively small, providing significant room for growth. This opinion piece aims to discuss the challenges facing the e-commerce industry and offers ways to overcome them. As we are in the middle of it all, we highly recommend and encourage young entrepreneur to explore the Pakistani e-commerce market.



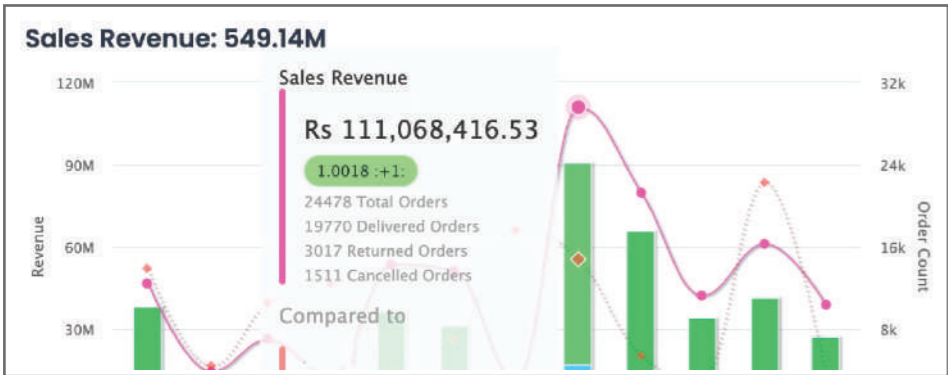
PixelOne enters the new year with great spirits and new goals to impact the Pakistani e-commerce market positively. After our exhibition and on-ground presence in December 2023, we are still battling with the overwhelming response that we have received from hundreds of potential clients. We have successfully onboarded many big names in the industry and are continuing to do so in the coming week. We have added new software features, reporting, multiple integrations, and a payment gateway.

Our Lahore office celebrated the new year with high morale and showed commitment to commit to a positive role in the company. Our product team is more charged than ever before, and we are constantly increasing the platform's capability.



Organic products are prepared and processed without synthetic fertilizers, pesticides or additives. Eating organic foods and avoiding pesticides and toxins can improve overall health and lead to a healthier and better lifestyle.

In 2015, after decades of hard work and passion for an organic way of living, Najam Mazari established his own company, Chiltan Group of Industries. ChiltanPure is now Pakistan's renowned domain for organic and natural products. ChiltanPure is ISO 9001:2015 certified with 800+ skin, hair and food products.



Our customers had feature requests, which PixelOne has rolled out this month. When an order comes, most store owners want instant contact with the customer, and WhatsApp achieves that. Now, to communicate via WhatsApp, they either have to add the client as a contact or type the number in the web WhatsApp window and then open the chat window. PixelOne now has a WhatsApp icon that will auto-open the chat window of that customer within your WhatsApp web page. This saves a lot of time when you want to establish communication with your customer.

Malik Najam uddin Mazari Baloch is an expert in organic foods, a nature lover, and the first licensed aromatherapist in Pakistan. Shopify President Harley Finkelstein even awarded his online company ChiltanPure.com a shield for being the best-performing e-commerce and milestone-achieved online store in Pakistan.

Malik has made Pakistan proud and we congratulate him for his amazing success and wish the best for his future plans.

"Organic refers to anything related to or derived from living matter," he says.

The Chiltan Group of Industries also provides a private labeling business, which enables multiple organizations to produce high-quality products. ChiltanPure also collaborates with private labeling businesses for the brand Nur by Juggun.

Chiltan Group of Industries owns 10 brands that are marketed on Mama's Jan, which is an online shopping store that offers consumers pure and organic skin, hair, and body care products. Mama's Jan store provides the finest organic products in Pakistan to help one explore the soul of beauty with nature's goodness.

PixelOne is proud to announce that one of our client made record sale of PKR 111 Million in a single month, processing around 25K unique orders in that month. This shows the amazing potential the Pakistani market e-commerce market has.