

# AL Tijarat App

# Pakistan's first app-based platform for retailers



## **24/7 ordering**

No need to wait for a salesman. Stores can order whenever they like.



## **Next-day delivery**

Everything a store needs, delivered in one go.



## **Transparent prices**

Stores always know the latest prices, updated in real-time.



### The fastest, most reliable distribution in Pakistan

Enjoy software-powered distribution with zero investment in sales and logistics.

### Trusted by 100s of multinational and local brands

Rice, beverages, HPC, and more — Tajir's seller network continues to grow.



### Buy thousands of products

Everything you need from a single app, so you can reclaim hours wasted on buying inventory.



## Transparent prices

We update prices daily, so you never miss the best deals in the market.



## Free next-day delivery

Receive products within 24 hours of ordering on the Tajir app with zero delivery fees.



## How Al Tijarat hit \$4.2M revenue and 15k customers in 2023

Marketplace for mom-and-pop stores in Pakistan to buy inventory.



**2020**  
Founded



**\$4.2M**  
2023 Revenue



**20.8%**  
YOY



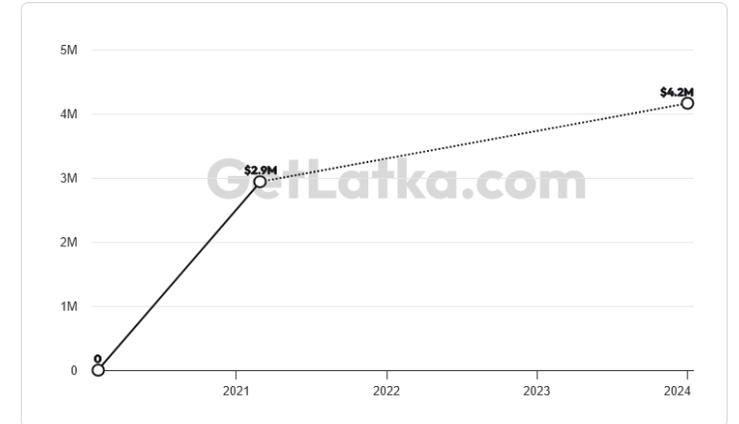
**\$19M**  
Funding



## AL Tijarat Revenue

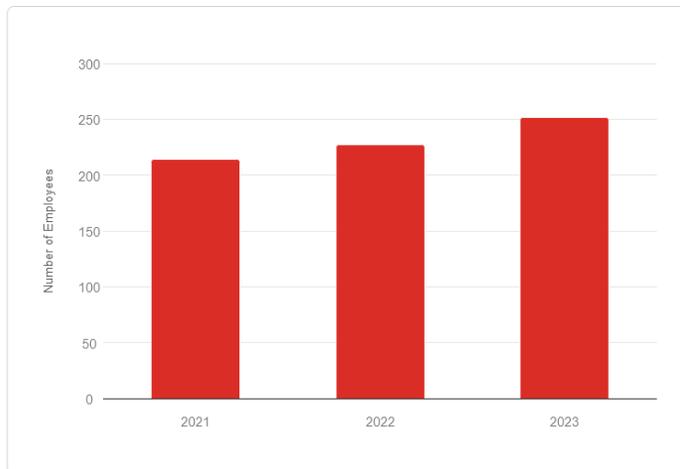
In 2023, Tajir revenue run rate hit \$4.2M in revenue.

- **2023**  
Tajir hit \$4.2M in revenue in 2023
- **2021**  
Tajir hit \$2.9M in revenue in 2021
- **2020**  
Tajir launched in 2020 with \$0 revenue

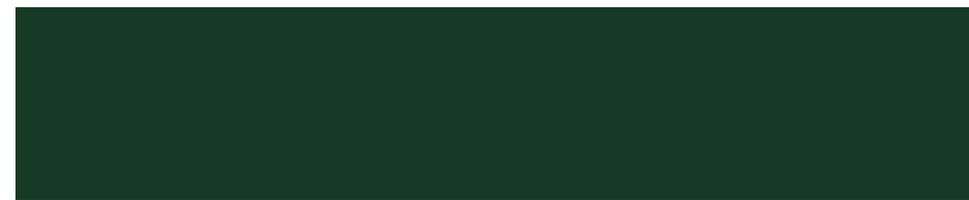


## Team

Tajir has 252 total employees. They have 15,000 customers



DISTRIBUTION	QTY
• Total team size	252



## AL Tjjarat FAQs

**When was Tjjar founded?**

Tjjar was founded in 2018.

**Who is the founder of Tjjar?**

Babar Khan and Ismail Khan are the founders of Tjjar.

**Who is the CEO of Tjjar?**

Babar Khan is the CEO of Tjjar.

**Where is Tjjar headquartered?**

Tjjar is headquartered in Lahore, Pakistan.

**What is the size of Tjjar?**

Tjjar has 77 total employees.

**What industry is Tjjar in?**

Tjjar's primary industry is Internet Retail.

**Is Tjjar a private or public company?**

Tjjar is a Private company.

**What is Tjjar's current revenue?**

The current revenue for Tjjar is ██████ .

**How much funding has Tjjar raised over time?**

Tjjar has raised \$19.1M.

## AL Tjaraat Investors (24)

Investor Name	Investor Type	Holding	Investor Since	Participating Rounds
<a href="#">2xN</a>	Venture Capital	Minority	2015-2016	Series A
AAVCF	Venture Capital	Minority	2015-2016	Series A
<a href="#">AAVCF3</a>	Venture Capital	Minority	2015-2016	Series A
<a href="#">Dylan Field</a>	Angel (individual)	Minority	2015-2016	Series A
<a href="#">Emles Venture Partners</a>	Venture Capital	Minority	2015-2016	Series A

You're viewing 5 of 24 investors. [Get the full list »](#)

## AL Tjjarat Competitors (6)

Company Name	Financing Status	Location	Employees	Total Raised	Last Financing Date/Type	Last Financing Amount
<a href="#">Smiles</a>	Venture Capital-Backed	Beijing, China	50	\$10M	2018-01-01	\$10M
<a href="#">boodmo</a>	Venture Capital-Backed	Gurugram, In...	100	\$5M	2018-01-01	\$5M
<a href="#">Ralali</a>	Venture Capital-Backed	West Jakarta, ...	100	\$5M	2018-01-01	\$5M
<a href="#">OfferUp</a>	Venture Capital-Backed	Bellevue, WA	100	\$5M	2018-01-01	\$5M
<a href="#">Dumpling</a>	Venture Capital-Backed	Seattle, WA	50	\$5M	2018-01-01	\$5M

[To view Tajar's complete competitors history, request access »](#)

## AL Tjjarat Comparisons

### Description



Operator of an e-commerce marketplace intended to serve mom-and-pop stores. The company's platform...

### Primary Industry

Internet Retail

### HQ Location

Lahore, Pakistan

### Employees

**77**

As of 2021

### Total Raised

...

### Post Valuation

...

### Last Financing Details

...



Blurred description

Blurred industry

Beijing, China

Blurred employees

Blurred employees

Blurred raised

Blurred valuation

Blurred financing



Blurred description

Blurred industry

Gurugram, India

Blurred employees

Blurred employees

Blurred raised

Blurred valuation

Blurred financing

Add Comparison



## AL Tjirat Valuation & Funding

Deal Type	Date	Amount	Raised to Date	Post-Val	Status	Stage
3. Early Stage VC (Series A)	02-Jun-2021	\$17M	██████	██████	Completed	Generating Reve...
2. Seed Round	05-Jun-2020	███	██████	██████	Completed	Generating Reve...
1. Accelerator/Incubator	18-Mar-2020	\$150K	\$150K	██████	Completed	Generating Reve...

[To view Tjir's complete valuation and funding history, request access »](#)

## AL Tijarat Overview

[Update This Profile](#)

Year Founded

**2018** 

Status

**Private**

Employees

**77** 

Latest Deal Type

**Series A**

Latest Deal Amount

**\$17M**

Investors

**24**

## AL Tijarat General Information