







































# Market Map | 2023

<b>FinTech</b>        				<b>Transportation &amp; Logistics</b>      			<b>Travel &amp; Leisure</b>   		<b>Gaming</b> 
<b>E-commerce</b>    		<b>Recruitment</b> 	<b>HealthTech</b>  		<b>EdTech</b>  	<b>On-Demand</b>  	<b>Deals &amp; Discounts</b> 		
<b>Media &amp; Entertainment</b> 	<b>AgriTech</b> 	<b>Advertising &amp; Marketing</b> 	<b>Real Estate</b> 	<b>EV</b>  		<b>Internet of Things</b> 	<b>Consulting</b> 		

# Notable Foreign Investors

## Venture Capital & Syndicates



## Accelerators



## Corporate



## Others



PORTFOLIO

\$40M+

ASSETS UNDER MANAGEMENT

16

ACTIVE STARTUPS

\$270M+

FUNDING RAISED BY IVC STARTUPS

IMPACT

1.7M

CUSTOMERS SERVED IN 2023

2.7K

JOB'S CREATED

25%

FEMALE WORKFORCE



Source: Indus Valley Capital

SELECT CO-INVESTORS

18

TIGERGLOBAL



DRAGONEER

20VC

SHOROOQ PARTNERS



hustle fund

Y Combinator

flexport.

Acrew

defy.

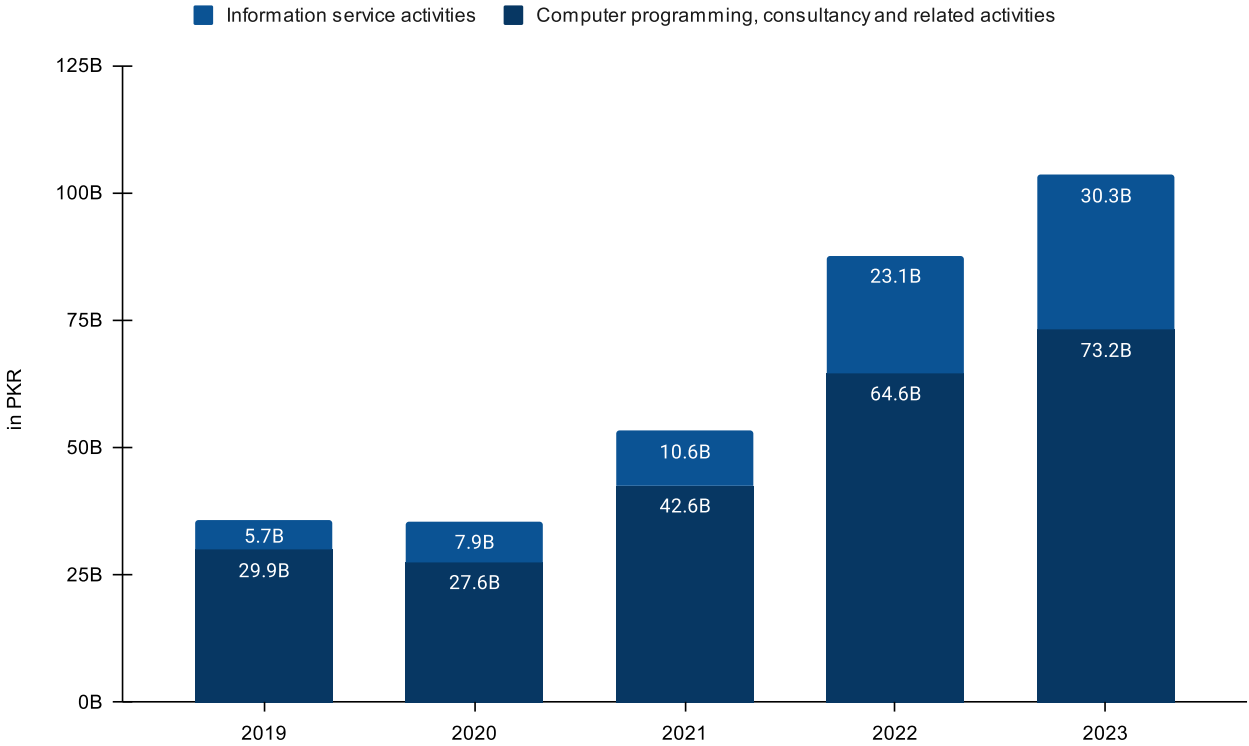
wavemaker

GFC

Si Speedinvest

# Tech Sector accumulates PKR 100B in deposits

Outstanding Deposits held by Information and Communication Sector



While the increase in technology exports proceeds remains the northstar metric, alternative data like sector's deposits in banks also point to healthy growth.

As of 2023, total deposits held in banks by Information & Communication companies breached the 100-billion mark for the first time, clocking in at PKR 103.5B. The figure is 190.6% higher compared to the 2019-end levels.

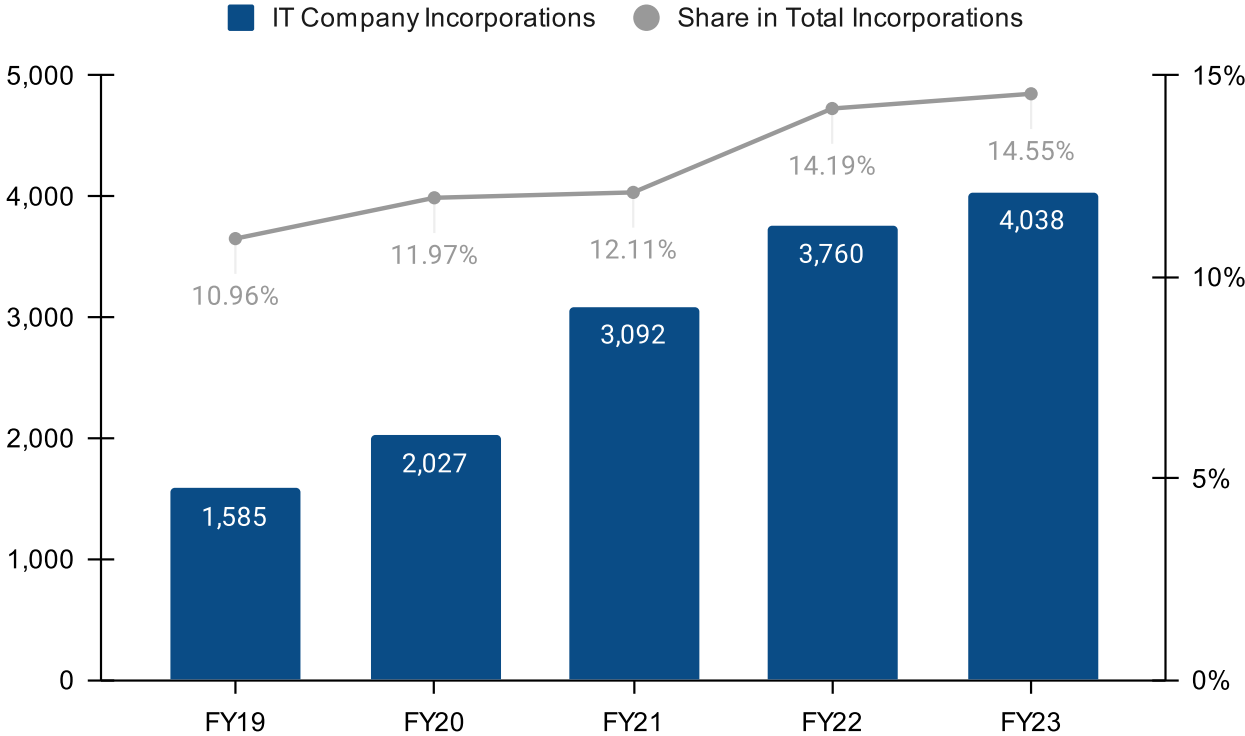
Computer programming, consultancy and related activities accounted for 70.7% while the remaining from information services.



Source: State Bank of Pakistan

# Tech sector drives new corporate activity

Number of Incorporations



Pakistan’s traditional service-oriented IT industry not only brings the much-needed foreign exchange but also employs close to half a million people, even by conservative estimates.

In 2023, there were 4,090 new IT company registrations, making up 14.4% of overall new incorporations with the apex regulator. As per the fiscal year data, it was the second-fastest growing sector after trading and has remained the runner-up for a few years now.



Source: Securities and Exchange Commission of Pakistan