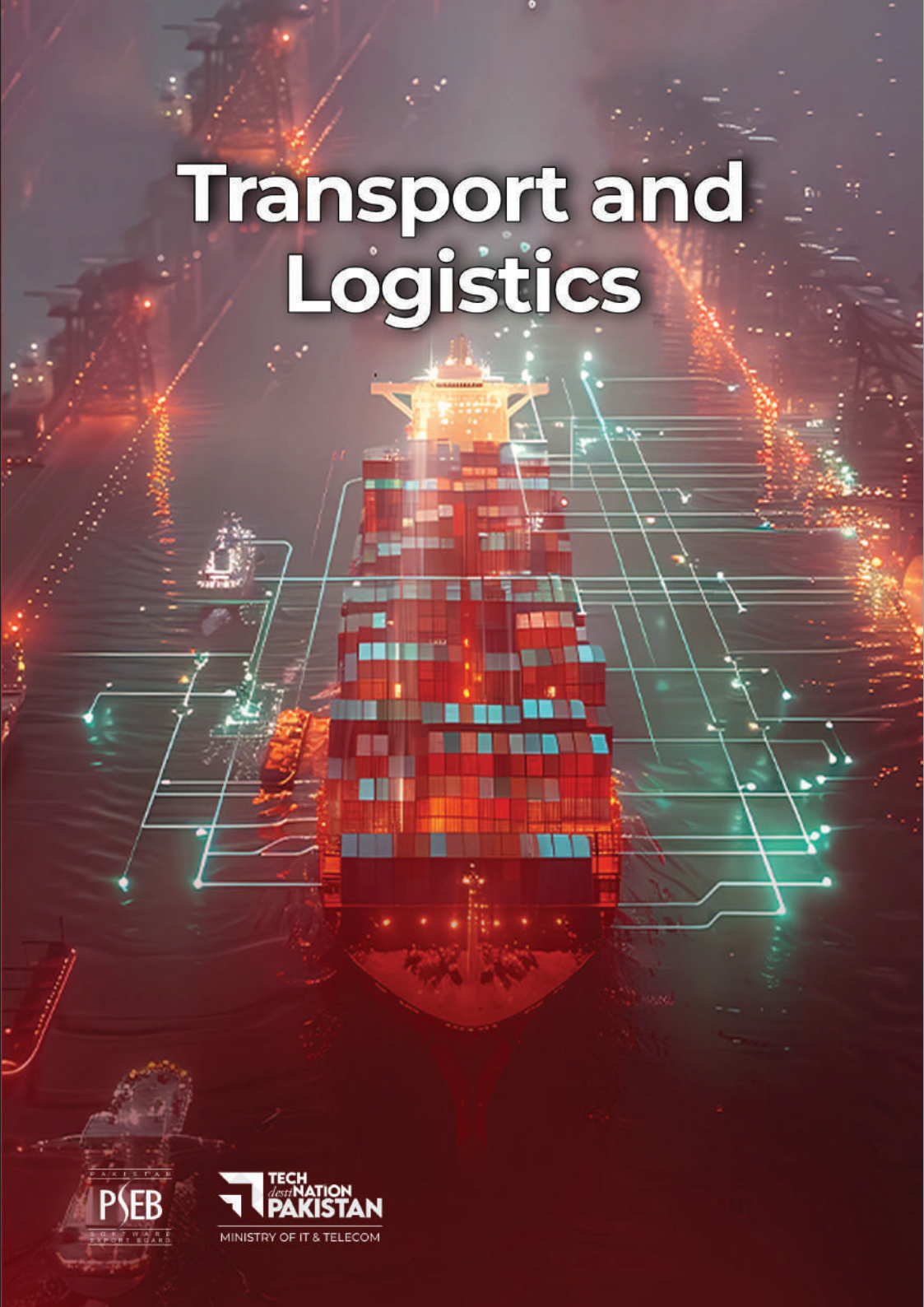
Transport and Logistics



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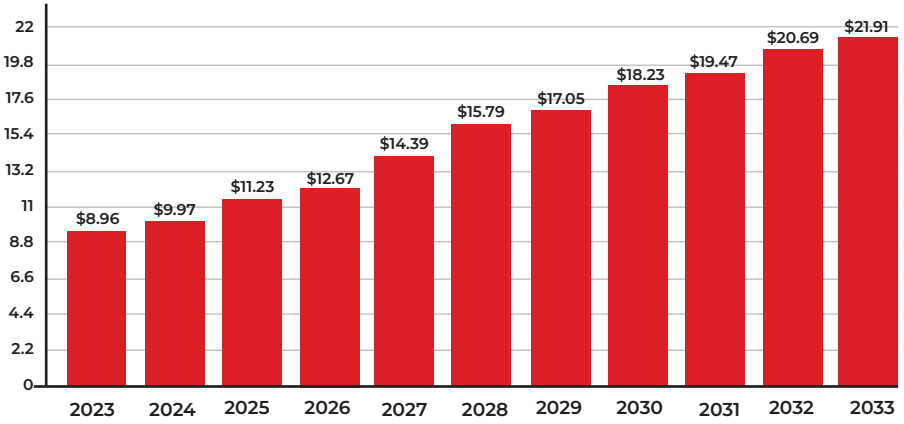
MINISTRY OF IT & TELECOM

Transport and Logistics

In the blink of an eye, a package ordered from halfway across the world now arrives at the doorstep. A silent revolution in logistics has been quietly reshaping our world over the last two decades. The global transport and logistics sector, once a behind-the-scenes player, has emerged as a pivotal force in the modern economy. As per estimates the global logistics market is worth around USD 9.97 trillion in 2024.[1] Projections estimate it will reach USD 21.91 trillion by 2033, reflecting a CAGR of 9.35% from 2025 to 2033.



Logistics Market Size 2023 To 2033 (USD Trillion)



Source: https://www.precedemceresearch.com/logistics-market

Today's logistics landscape is a complex, interconnected web of algorithms, automated warehouses, and last-mile robots. We are heading towards a world where artificial intelligence tools predict customer needs before they even click the Buy button and where blockchain ensures the authenticity of every product in transit. This transformation is being fueled by a perfect storm of technological breakthroughs – skyrocketing consumer expectations, the e-commerce explosion that has turned our smartphones into 24/7 shopping malls, increased emphasis on environmental sustainability, and continued globalization of trade.

[1] *Research, P. (2024). Logistics Market Size Worth USD 21.91 Trillion by 2033. GlobeNewswire News Room. Retrieved from https://www.globenewswire.com/news-release/2024/07/31/2922020/0/en/Logistics-Market-Size-to-Worth-USD-21-91-Trillion-by-2033.html*

> *The goal of logistics is to meet customer needs at the right place, at the right time, and at the right price.*
> *– Larry Zimmerman, former executive Vice President of Xerox*

> *In today's economy, successful businesses are the ones that have mastered the art of logistics.*
> *– Forbes*



The Global Context

The Asia Pacific logistics market size accounts for USD 4.44 trillion in 2024 and is expected to expand to around USD 10.67 trillion by 2033. This amounts to a double-digit CAGR of 10.45% from 2024 to 2033. North America is forecast to be the fastest-growing region over the next two years.[2]

The manufacturing sector leads the global market share – logistics improves efficiencies and production rates, cuts costs, and boosts customer satisfaction.

The roadways segment led the logistics market, offering key advantages such as lower capital

Asia Pacific Logistics Market Size 2023 to 2033



Source: https://www.precedemceresearch.com/logistics-market

[2] *2024 Global Transportation & Logistics Industry Report. (2025, March 05). Retrieved from https://www.benchmarkintl.com/insights/2024-global-transportation-logistics-industry-report*

investment, flexibility in rural areas, and seamless door-to-door services. Ideal for short distances, this transport mode minimizes handling, feeder connectivity costs, and transit damage—making it perfect for fragile goods.

Road transport also keeps packaging costs low with simpler processes and remains faster and more cost-effective than other modes. Serving as a crucial feeder for air, water, and rail transport, it ensures efficient last-mile delivery, reinforcing its dominance in the logistics sector.

The waterway segment is set for the fastest growth, driven by its high storage capacity, cost-effectiveness, and environmental benefits. As self-sustaining highways, rivers require no construction or maintenance, reducing infrastructure costs.

Water transport is also the most economical option for moving goods, with low operational expenses and fuel efficiency—larger vessels spread costs over greater volumes. It is especially ideal for transporting heavy cargo while maintaining a lower carbon footprint, making it a sustainable choice for logistics.

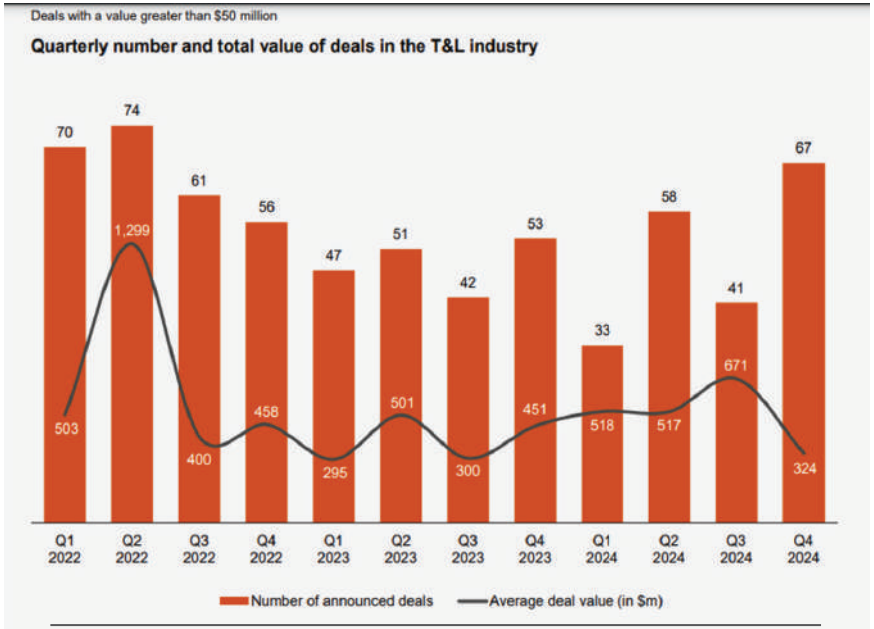
Last-mile delivery accounts for 53% of total shipping costs. To cut expenses and speed up deliveries, retailers and logistics firms are leveraging crowdsourcing to connect with local, non-professional couriers using their own vehicles. As automation advances, the future will see increased use of robots, drones, and self-driving vehicles for deliveries, further optimizing efficiency.



Deals and Acquisitions

Venture capital (VC) investments in logistics technology have seen considerable fluctuations over the past decade. The sector experienced a remarkable peak in 2021, with investments surpassing USD 25 billion. This surge was largely attributed to the accelerated digital transformation triggered by the global pandemic. However, by 2023, investments had declined sharply to USD 3 billion, reflecting broader macroeconomic challenges such as inflation, geopolitical tensions, and tightening monetary policies. The logistics sector's share of total VC investments mirrored this trend, peaking at over 3.5% during the height of the pandemic before falling to under 1% in 2023.

In 2024, the transport and logistics industry saw a slight recovery in mergers and acquisitions, with 199 deals worth at least USD 50 million.[3] The total deal value surged nearly 27% to USD 96.3 billion, driven by a higher average deal value of USD 483.8 million. This growth was fueled by 21 mega deals—transactions exceeding USD 1 billion—including DSV's USD 15.8 billion acquisition of DB Schenker. Logistics and trucking remained prime targets, accounting for 50% of deals by volume and 52% by value. Infrastructure-related deals remained steady, comprising 26% of total transactions. Overall, 2024 witnessed resilience and adaptation to structural shifts in the sector.



[3] PricewaterhouseCoopers. Transport & Logistics Barometer – 2024 Full-Year Analysis. PwC, 2025. https://www.pwc.de/de/transport-und-logistik/pwc-transport-and-logistics-barometer-h2-2024.pdf.

Total value ($bn)	2022 No. of deals	2022 Total value	2023 No. of deals	2023 Total value	2024 No. of deals	2024 Total value
Passenger Air	19	7.3	11	7.3	6	6.2
Passenger Ground	21	62.1	18	4.8	18	5.9
Rail	1	0.1	1	0.1	0	0.0
Logistics and Trucking	63	32.5	42	10.8	55	21.2
Shipping	12	10.0	11	3.7	12	4.0
Other	10	3.6	8	1.1	2	0.7
Total	126	115.6	91	27.7	93	38.0

Global mergers and acquisition activity is set to rise in 2025, driven by interest rate cuts and higher public company valuations. Strategic investors focus on growth and capability expansion, while private equity firms leverage available capital and exit opportunities. However, trade policies, geopolitical risks, and regulations highlight the need for careful planning and due diligence.

Key Trends in the Logistics Market

The logistics sector is undergoing a significant transformation[4]. Here we identify key trends driving this change:



[4] *Logistics Market Size, Share, Industry Trends, Report, 2033. (2025, March 05). Retrieved from https://www.imarcgroup.com/logistics-market*

Expansion of the E-Commerce Sector

The rapid expansion of the e-commerce industry is a primary driver of logistics market growth, as it necessitates more diversified and faster shipping options. The Indian e-commerce sector has demonstrated remarkable resilience and adaptability, experiencing a substantial 26.2% increase in order volumes in FY23, according to the India Brand Equity Foundation (IBEF). Notably, tier-1 cities contributed significantly to this surge, with a 31.1% rise in order volumes, largely driven by businesses reinstating work-from-office policies following the pandemic.



This shift towards e-commerce has placed immense pressure on logistics companies to enhance their distribution networks and integrate cutting-edge technologies to track and manage goods efficiently. Additionally, the rising consumer preference for digital transactions is expected to transform payment methods in the industry. In 2024, digital wallets are estimated to account for over 50% of the total e-commerce payment volume, further solidifying the sector's digital transformation.



Rapid Technological Advancements

Technological advancements continue to reshape the logistics landscape, with innovations such as the Internet of Things (IoT) significantly improving supply chain visibility and operational control. The increased adoption of sensors and RFID tags has facilitated real-time monitoring of goods, ensuring optimal tracking and security throughout the supply chain.

Another emerging trend is QuickCommerce, a business model specializing in ultra-fast deliveries, often within an hour. This model is gaining traction in various countries, particularly in the United States, where key players like Gopuff and Instacart are heavily investing in rapid delivery solutions. The QuickCommerce sector is estimated to generate approximately USD 30.8 billion in revenue in 2024, highlighting its growing influence on consumer behavior and logistics operations.



Moreover, cloud-based solutions are becoming increasingly popular in logistics due to their numerous advantages, including scalability, cost-effectiveness, security, and enhanced control. Enterprises are leveraging these technologies to optimize supply chain management, streamline operations, and enhance overall efficiency.

Rising Globalization of Trade

As globalization intensifies, logistics providers must navigate an intricate web of customs regulations and trade agreements, further complicating supply chain management. Governments worldwide are implementing policies to support international trade growth. For instance, the UK government's partnership with Amazon Marketplace enables international customers to access a diverse range of products from small UK businesses, artisans, and well-established British brands.[5]

The demand for sophisticated logistics solutions and expertise in global trade management continues to rise. Additionally, market volatility—driven by fluctuating fuel prices, trade wars, and currency exchange rate shifts—is reinforcing the need for flexible and resilient supply chain solutions that can adapt to rapidly changing economic landscapes.

Growing Concerns Over Environmental Sustainability

Environmental sustainability is becoming a critical focus in the logistics industry, driven by increasing concerns over carbon emissions and stringent regulatory measures. According to recent reports, the transportation sector accounted for 7.7 gigatons (Gt) of CO2 emissions in 2021, marking an 8% increase following the easing of pandemic restrictions.

To mitigate environmental impact, logistics companies are investing in alternative fuel sources and electric vehicles (EVs). This transition is helping reduce greenhouse gas emissions while also enhancing operational efficiency. Moreover, companies are exploring innovative, sustainable packaging solutions to align with environmental regulations and reduce costs. A notable example is DHL's GoGreen Plus initiative, which provides clients with dedicated solutions to minimize the carbon footprint of their shipments.[6] By utilizing sustainable aviation fuel instead of traditional fuel for aircraft, DHL customers can reduce up to 30% of the carbon emissions linked with their shipments.



[5] *Staff (2023). How Amazon and the UK government are supporting British brands to reach customers around the world. UK About Amazon. Retrieved from https://www.aboutamazon.co.uk/news/small-businesses/amazon-great-british-brands-campaign*

[6] *DHL GoGreen Plus. (2025, March 05). Retrieved from https://www.dhl.com/discover/en-my/dhl-gogreen*

Increasing Consumer Demand for Faster Delivery

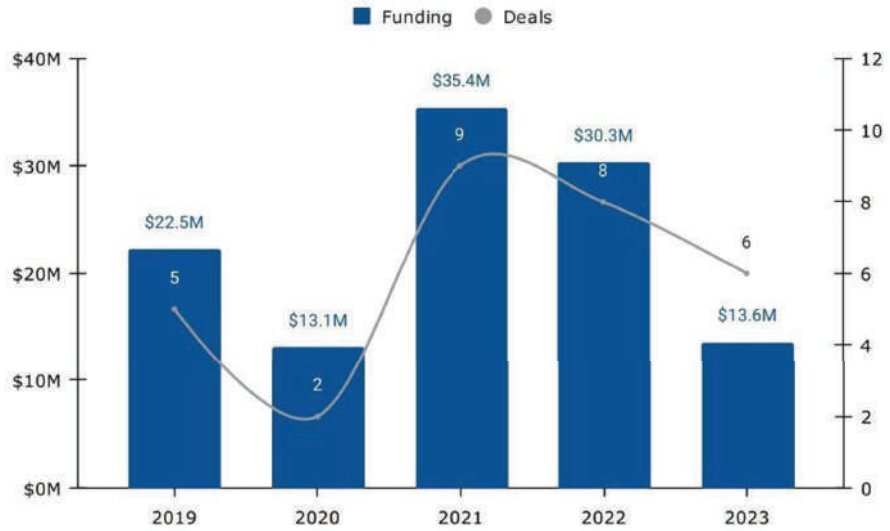
Consumer expectations for rapid delivery services continue to drive market transformation. Logistics companies are responding by deploying micro-fulfillment centers-smaller, strategically located warehouses designed to shorten delivery times. These centers are particularly effective in urban areas where same-day or even one-hour deliveries are in high demand.

Partnerships between logistics providers and local retailers are also reshaping delivery models, while advanced software solutions enhance route optimization to ensure speed and efficiency. QuickCommerce, already making waves globally, is further accelerating the demand for instant delivery services. In parallel, logistics firms are exploring futuristic innovations such as aerial drones and underground delivery networks to bypass traffic congestion and streamline distribution.



As the logistics industry stands at the intersection of traditional commerce and modern technological innovation, it is clear that investment trends reflect both the challenges and opportunities the sector faces. While fluctuations in deal value and a general sense of investor caution have slowed down growth in recent years, the steady rise in technology adoption—particularly in areas such as automation, artificial intelligence, and sustainability—signals that the logistics sector is poised for long-term success. Companies that embrace these advancements are likely to lead the change in making logistics faster, more efficient, and more environmentally friendly. With strategic investments and continuous innovation, the logistics sector is set to play a crucial role in shaping the future of global trade and e-commerce for years to come.

Zooming in on Pakistan

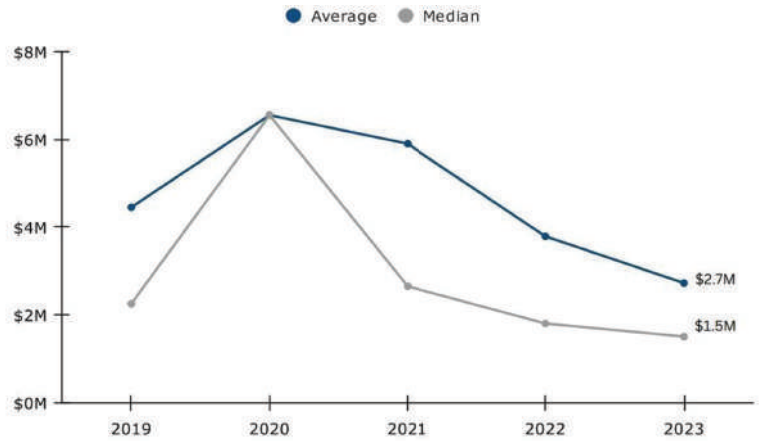


In Pakistan, the transport and logistics sector, which once commanded a dominant position in the investment landscape, has witnessed a notable decline in its share of overall funding. Before 2020, the sector enjoyed significant investor attention, but by 2023, its share had dwindled to just 17.9%. In absolute terms, the sector raised USD 13.6 million, marking a sharp 55.1% year-on-year decline and the lowest funding level in five years.

However, despite the decline in capital inflows, the number of deals remained relatively stable, dipping by 25% to six transactions. Given the small base of deals, however, it is difficult to draw any broad conclusions about long-term trends from these figures. Nonetheless, the sharp reduction in funding highlights a shift in investor focus away from transport and logistics, even as there remains some level of interest in the sector.



Startup	Category	Amount	Year	Stage
JABBERWOCK VENTURES	Delivery	$18M	2021	Series B
BYKEA	Mobility	$13M	2021	Series B
TRUCK IT IN	Trucking & Cargo	$13M	2022	Seed
AIRLIFT	Mobility	$12M	2019	Series A
BridgeLinx.	Trucking & Cargo	$10M	2021	Seed

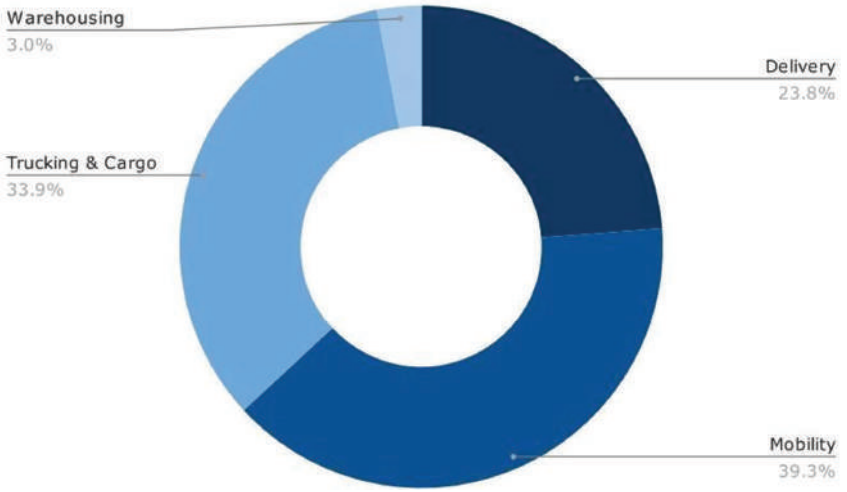


At its peak in 2021, Pakistan's transport and logistics sector raised USD 35.4 million across nine deals, representing the highest point of investment activity in recent years. However, since 2020, when Bykea's USD 13 million Series B round boosted investment figures, the average ticket size has steadily declined. By 2023, the average deal size had fallen by 28%, reaching USD 2.7 million, while the median deal size shrank by 16.7% to USD 1.5 million.

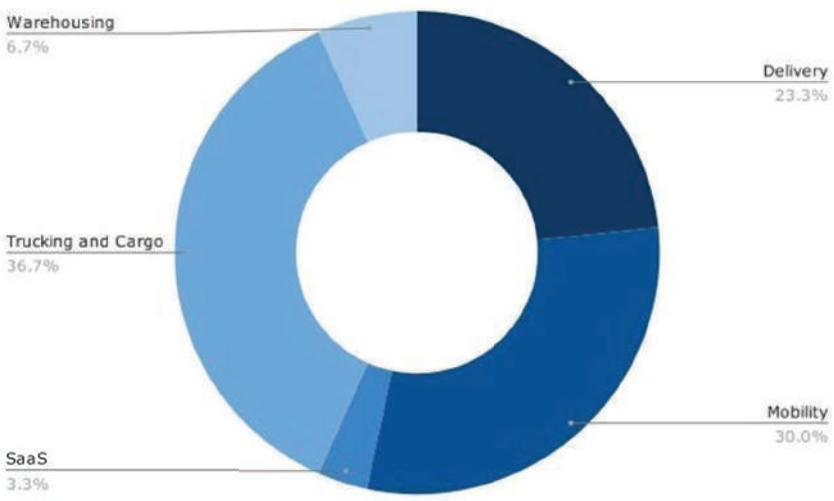
These figures not only reflect a tightening of available capital but also point to a broader trend of reduced investor enthusiasm for large-scale deals within the sector. While some large deals have taken place in recent years, overall investor appetite appears to have waned, suggesting that companies in Pakistan's transport and logistics sector may face challenges in securing funding going forward.



Deal Value



In terms of deal value, mobility has long been a standout segment within Pakistan's transport and logistics landscape, thanks to the success of companies such as Careem and Bykea. Together with Airlift, these companies accounted for a substantial 39.3% of total sector funding between 2019 and 2023. However, in recent years, investor focus has shifted away from mobility, with trucking and cargo emerging as the new leaders, securing 33.9% of total capital during the same period. Delivery services have also gained traction, capturing 23.8% of the total funding. This shift in focus represents a significant change in the investment landscape, as investors increasingly prioritize logistics segments that cater to broader structural changes in commerce, such as e-commerce and supply chain efficiency, over mobility-focused innovations.



When examining deal count, trucking and cargo lead the way, accounting for 36.7% of all deals between 2019 and 2023. Mobility comes in second, contributing to 30% of the total deal volume, although activity in this space has significantly slowed down in line with global trends. Ride-hailing startups have faced challenges related to unit economics, making it difficult for these companies to attract new capital. Meanwhile, delivery startups focused on e-commerce fulfillment made up nearly a quarter of the total deals during this period. Some of these delivery companies have now overtaken legacy brands, securing substantial market share through their innovative approaches and customer-centric business models.



A Snapshot of Ride-hailing Services in Pakistan

Ride-hailing services have undoubtedly transformed urban mobility, offering both convenience to riders and a welcome income stream to drivers. Pakistan's ride-hailing market has witnessed significant growth in recent years, with motorcycle-based services emerging as a key player alongside traditional car-based options.

In Pakistan, motorcycles significantly outnumber cars, with approximately 30 million registered motorcycles compared to 4.65 million cars as of 2024.[7] This prevalence of two-wheelers is shaping the ride-hailing landscape. The affordability of motorcycle rides, costing on average 30-40% less than car rides, has been a major factor in their popularity.[8] This shift not only addresses cost concerns in a price-sensitive market but also provides a solution to last-mile connectivity issues in congested urban areas.



Bykea pioneered the motorbike taxi concept in Pakistan, breaking the mold of three-wheeler Qingchis. Launched in 2017, the app matches part-time motorbike owners with customers heading in the same direction. Bykea has soared in popularity in Karachi, Lahore, and Islamabad. As of 2024, the platform handles around three million bookings monthly, boasting 700,000 monthly active customers and 60,000 drivers.

Prominent new ride-hailing entrant, InDrive launched in Pakistan in 2021 with its unique bidding/P2P model. Its steadily growing user base reflects strong customer satisfaction, word-of-mouth referrals, and expanding market presence. The company secured a USD 150 million investment to drive product and market expansion. Among recent innovations, it has introduced in-ride insurance coverage for passengers and drivers.[9]

In its three years in Pakistan, inDrive has expanded to 20 cities for ride-hailing and serves over 200 cities with intercity services. Globally, it operates in 46 countries and more than 700 cities.

[7] *Gallup Pakistan - Pakistan's Foremost Research Lab. (2025, January 22). Retrieved from https://gallup.com.pk/post/36799*
[8] *Raza, S. I. (2022). Inflation-hit people prefer bike-hailing services to cabs in Islamabad and Rawalpindi. DAWN. Retrieved from https://www.dawn.com/news/1727026*
[9] *Khan, G. A. (2024). Ride hailing firms eye exclusive SOPs. Express Tribune. Retrieved from https://tribune.com.pk/story/2463109/ride-hailing-firms-eye-exclusive-sops*



OpenPort

OpenPort, established in 2015, is a logistics startup that utilizes technology to enhance supply chain management, with a focus on emerging markets. Its neutral mobile platform connects shippers and carriers, integrating with enterprise resource planning (ERP) systems to provide improved visibility and cost efficiency, replacing traditional paper-based processes. By incorporating blockchain technology, OpenPort ensures transparent operations, secure transactions, and accelerated cash flow for all stakeholders. Operating extensively across Asia, OpenPort plays a crucial role in modernizing logistics solutions.

With offices in Karachi, Lahore, and Islamabad, OpenPort bills itself as 'Pakistan's Largest Logistics And Trucking Platform'. The company has achieved significant milestones, processing over 700 million kilometers through its system and completing more than 500,000 shipments, moving over 6 billion tons of goods. With a network of over 27,000 trucks and 23,000 drivers, OpenPort has facilitated the transportation of goods valued at over 6 billion USD across more than 800 cities and towns. Supported by over 156 transport companies and 29 tracking companies, OpenPort collaborates with more than 200 companies, including eDrive for secure fleet management, OnTrack for transport visibility, IGI General for insurance, PROMASAT for satellite solutions, and RES 911 for fleet management. These accomplishments and partnerships highlight OpenPort's work in transforming the logistics and supply chain industry.

OpenPort's suite of products includes OpenTM, a transport management system that streamlines logistics operations by providing real-time status updates from tender through to delivery, facilitating lower costs, increased control, and improved cash flow. OpenMARKET serves as a digital marketplace connecting shippers with a network of carriers, enhancing efficiency and transparency in the shipping process. OpenPOD offers electronic Proof of Delivery, utilizing blockchain technology to create an irrefutable record of events from pickup to delivery, ensuring transparency and security in transactions. OpenSAFE focuses on the safety and security of shipments, providing tools and features to monitor and protect goods in transit. OpenAI integrates artificial intelligence to optimize various aspects of the supply chain, from route planning to demand forecast, enhancing overall efficiency and decision-making.



In 2018, OpenPort announced a joint venture with XVC Logistics to introduce blockchain-enabled Proof of Delivery and a rewards program, further enhancing transparency and efficiency in the logistics sector. This collaboration underscores OpenPort's commitment to leveraging advanced technologies to address industry challenges.

Primary Products

- **OpenTM:** A transport management system that streamlines logistics operations by providing real-time status updates from tender through to delivery, facilitating lower costs, increased control, and improved cash flow.
- **OpenPOD:** An electronic Proof of Delivery system utilizing blockchain technology to create an irrefutable record of events from pickup to delivery, ensuring transparency and security in transactions.
- **OpenMARKET:** A digital marketplace connecting shippers with a network of carriers, enhancing efficiency and transparency in the shipping process.

TruckLoad

Truckload.pk, established as Pakistan's first online trucking marketplace, offers a streamlined platform for booking verified trucks within minutes. By connecting shippers, carriers, and drivers, it provides real-time access to nearby shipments, competitive rates, and transparent pricing. The platform supports services including goods transport, relocation, car moving, and intra-city logistics. Dedicated applications for shippers, drivers, and carriers enhance operational efficiency and facilitate instant payments.

As the pioneer online trucking marketplace in Pakistan, Truckload.pk has garnered trust from notable clients such as Metro, Clicky, and GMP. The platform features verified trucks and drivers, an instant booking system, and an enterprise-grade control panel, offering customer-centric solutions and real-time tracking capabilities.

Truckload.pk's service offerings include Full Truckload Services, enabling customers to book entire trucks for large shipments, and Loose Cargo Transportation, allowing for cost-effective transport of smaller loads based on weight or volume. The Load Matching Service efficiently pairs shippers with suitable carriers to optimize logistics. Additionally, the platform provides Car Carrier Services for vehicle transportation, a Premium Towing Service for SUVs and sports cars, and a Tow Truck Service for general towing needs. An Instant Booking feature ensures quick reservations, while a web-based control panel caters to enterprise clients, offering comprehensive management tools.



> *Excellent services. I booked their services two times. Very professional and responsible.*
> ***– Sharjeel Gohar***[10]

> *Very excellent and easy service. The whole team is very cooperative.*
> ***– Muhammad Haris***

[10] *Truckload.pk Truck Booking APP - Apps on Google Play. (2025, March 06). Retrieved from https://play.google.com/store/apps/details?id=com.truckload.shipper&hl=en*



DHL Pakistan Pvt. Ltd

DHL Pakistan (Pvt) Ltd, a subsidiary of Deutsche Post DHL, is the leading provider of international express shipping in Pakistan. Employing over 600 people, the company operates a robust network of 88 outlets and serves 24 cities nationwide. DHL Express Pakistan offers time-definite, door-to-door delivery services that support global trade across the country. With tailored solutions for a wide range of industries, including textiles, denim, leather, sports, technology, life sciences, healthcare, automotive, and more, DHL Express Pakistan delivers world-class express shipping services to thousands of customers.

DHL's commitment to innovation and sustainability has earned it numerous accolades, including recognition as the most innovative logistics provider and an award for its green logistics initiatives. The GoGreen program highlights the company's dedication to reducing its carbon footprint while optimizing supply chain operations globally.



DHL's offerings include international express shipping, supply chain optimization, and freight services. Their robust network and expertise in logistics management enable them to provide timely, reliable, and cost-effective solutions to clients in diverse industries, from e-commerce to manufacturing and beyond.

Foomotion

Foomotion is a versatile software development company which crafts custom solutions across diverse industries. Their specialties include crowdfunding platforms, mobile applications, digital payment systems, and logistics and healthcare software. They assist businesses in designing, launching, and scaling their products, guaranteeing secure and efficient platforms tailored to specific needs.

In the domain of logistics, Foomotion partnered with Fastvan, a US-based company which offers a comprehensive Transport Management System software service to streamline and manage entire supply chains and provide end-to-end logistics solutions. Foomotion developed their entire technology ecosystem, integrating other partners including international courier services, to ensure dynamic pricing and order placement. Features also included live geo-tracking of customer's delivery orders and user notification.

Foomotion's innovative solutions now empower over 50,000 users. With key markets in San Francisco, Riyadh, London Ontario, and Lahore, Foomotion also leverages its expertise in engineering and human-centered product design to deliver cutting-edge fintech solutions. Their flagship products have attracted renowned clients like KonMari, ScrubPay, FastVan, Harver Beef, and Enbiosis.[11]

> *Thanks for quickly understanding the domain without any help from the previous team. The launch would not have been possible without you guys.*
> ***– Daud Nur, Founder & CEO at Fastvan***

> *Very skillful team and very good in communication and managing tasks.*
> ***– Michael Kim, CTO & Co-Founder at StrongArm Technologies***

> *Afraz is an amazing engineering lead and engineering manager who has delivered everything he has promised across a variety of projects over many months. Highly recommended to anyone looking to dramatically expedite their engineering process and have a valuable addition to their engineering and technical project management team.*
> ***– Verdi Erel Ergün***
> ***Founder, CEO Punch Group***

[11] *"FOOMOTION - Projects," n.d. https://www.foomotion.io/work.*

BlueEx

BlueEX is a premier smart logistics and e-commerce solutions provider in Pakistan, delivering a comprehensive portfolio of services. Founded in 2011, the company has grown into a trusted partner for over 3,000 corporate clients, serving industries ranging from retail and e-commerce to manufacturing and beyond. BlueEX operates in more than 400 cities across Pakistan, offering crowd-sourcing solutions, instant delivery, cross-border logistics, warehousing, and specialized e-commerce logistics services. BlueEX's strategic partnerships with airlines such as Serene Air and Shaheen Air are testament to its capabilities and quality of service.

Known for its nationwide delivery network and innovative cash-on-delivery system, the company empowers businesses with seamless shipping and payment solutions. Widely acknowledged as a pioneer in e-commerce logistics within Pakistan, BlueEX has achieved numerous milestones and industry accolades. It stands out for its robust technological infrastructure, offering API and plugin integrations to streamline e-commerce operations. The company has also been acknowledged for its role in advancing cross-border trade, providing secure and efficient logistics solutions for international shipments. Its strong return management system and e-distribution services via online logistics services has also garnered industry recognition and strengthened its reputation among clients.

With a nationwide presence and a wide-reaching logistics network, BlueEX processes thousands of shipments daily. Its proprietary cash-on-delivery system enables e-commerce clients to collect payments seamlessly, while its warehousing services provide storage and inventory management tailored to client needs. BlueEX's return management solutions offer businesses a streamlined process for handling product returns, enhancing customer satisfaction. Through its crowd-sourcing and instant delivery services, the company has enabled businesses to tap into real-time delivery capabilities, meeting the growing demand for speed and flexibility in logistics. Its cross-border logistics services facilitate international trade by ensuring compliance, security, and timely delivery.

BlueEX's diverse portfolio of services includes crowd-sourcing and instant delivery for same-day shipments, cross-border logistics that connect Pakistan to international markets, and e-commerce logistics catering to online sellers.



Leopards

Leopards Courier Services, established in 1983, has evolved into a leading logistics company in Pakistan, offering a comprehensive suite of services including express delivery, logistics, e-commerce solutions, international shipping, e-fulfillment, warehousing, and fintech solutions. Serving both corporate and individual clients, Leopards operates across over 1,700 locations nationwide and has expanded its international presence to the UAE and UK. The company manages a fleet of more than 5,000 vehicles, ensuring timely and reliable deliveries.

In December 2024, Leopards Courier was honored as the Best Logistics Partner for E-Commerce at the Global Digital Awards, securing an impressive 27,000 votes through public voting. Leopards Courier Vice President Commercial, Zahid Ali Khosa, was feted at the ceremony, and Head of Marketing & Communications, Abdul Aleem Sheikh, received the Innovative Marketing Leader of 2024 award, reflecting the company's standing in the industry.

Leopards Courier Services boasts a robust operational network, handling thousands of shipments daily across Pakistan and internationally. Their express delivery service ensures swift and secure parcel deliveries with cash-on-delivery, while their logistics services offer comprehensive supply chain solutions tailored to business needs. International shipping services connect clients to over 2,200 destinations worldwide, enabling global reach. The company's e-fulfillment and warehousing services provide efficient inventory management and order processing, and their fintech solutions streamline payment processes.

Leopards' diverse portfolio includes specialized services such as GiftWifts, an online gifting platform that allows customers to send curated gifts nationwide. Their eDistribution services ensure efficient last-mile delivery for brands and retailers, enhancing market reach. The projects services division manages large-scale logistics projects, offering customized solutions to meet complex requirements. Through continuous innovation and a customer-centric approach, Leopards Courier Services remains a pivotal player in Pakistan's logistics and e-commerce landscape.



Muller & Phipps Pakistan

Muller & Phipps Pakistan (M&P), established in 1986, is a prominent distribution house offering a comprehensive range of services across various sectors, including logistics, cold chain management, pharmaceuticals, healthcare, telecommunications, consumer goods, and financial services. With a nationwide presence, employs 2500 (including 1200+ couriers), reaching 1300 locations across Pakistan with 12+ million annual deliveries.. The company has also extended its reach to international markets, including the UAE and the UK, providing efficient distribution and logistics solutions to a diverse clientele.

M&P has demonstrated significant growth, achieving a compound annual growth rate of 18.6% between 2017 and 2023, with annual revenue reaching PKR 219 billion. The company's extensive network enables it to reach over 55,000 outlets across more than 780 towns and cities on a six-day cycle, ensuring timely and efficient distribution services nationwide. In recognition of its excellence in the pharmaceutical distribution sector, M&P was awarded the title of Best Pharmaceutical Distribution Enterprise 2023 - South Asia by The Business Concept.

The company's diverse portfolio includes logistics and distribution services, offering comprehensive supply chain solutions tailored to various industries. Their cold chain services ensure safe transportation of temperature-sensitive products, crucial for pharmaceuticals and perishable goods. M&P's sales and after-sales support provide clients with end-to-end service solutions. The company also offers marketing and information technology services, pharmaceuticals and healthcare services, telecommunications solutions, consumer goods distribution, and financial services, catering to a wide array of business needs.



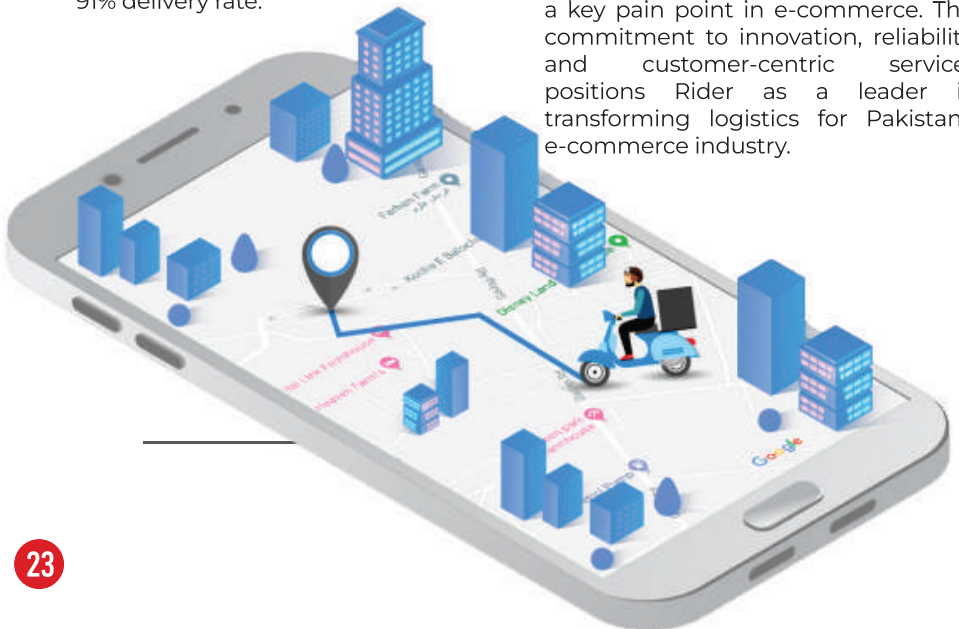
Rider

Rider is a fast-growing, market-leading e-commerce logistics startup in Pakistan, dedicated to simplifying shipping for online businesses. Established in 2019, the company has rapidly expanded its operations, now serving over 450 shippers, including top-tier online sellers, across 60 locations nationwide.

With a unique blend of cutting-edge technology and robust ground operations, Rider ensures some of the fastest delivery times and highest success rates in the market. Rider provides an extensive suite of services, including same-day and next-day delivery options, nationwide warehouse movement, and fulfillment solutions. The company operates in 60 cities, has over 800 delivery agents, and delivered over 8 million parcels and a 91% delivery rate.



The company's plug-and-play shipping portal integrates effortlessly with any online store, offering merchants quick, frictionless pick-up options and full visibility of product movement. Additionally, Rider's customer app enhances the end-user experience with live tracking, flexible delivery options, and end-to-end transparency. Rider's live reconciliation process ensures swift payment disbursements to shippers within 24 hours, addressing a key pain point in e-commerce. This commitment to innovation, reliability, and customer-centric services positions Rider as a leader in transforming logistics for Pakistan's e-commerce industry.



Moveit

Moveit is an innovative logistics platform that connects customers with a diverse pool of movers, catering to businesses and individual clients. By training and onboarding existing offline movers, Moveit bridges the gap between traditional services and modern logistics, offering solutions such as relocation services, vehicle booking, deliveries, and business moves. Operating across major Pakistani cities including Islamabad, Karachi, Lahore, Quetta, Peshawar, Bahawalpur, Multan, and Faisalabad, Moveit ensures a seamless experience for all stakeholders.

Claiming to be Pakistan's first app-based moving and logistics solutions provider, Moveit introduced various new features to enhance user experience, including a revamped relocation flow, payment integration, and a deliveries feature. The company also redesigned its apps for both customers and partners and expanded its client base by partnering with notable brands such as Kasmy, Indus Dyeing, and Carrefour, while maintaining relationships with existing partners like Foodpanda and Bazaar. Moveit boasts a 99% customer satisfaction rate with over 100,000 items moved annually.

Moveit's platform also offers a range of other services tailored to meet various logistical needs.

The relocation service provides comprehensive solutions for house shifting and furniture moving, ensuring a stress-free experience for customers. The Book a Vehicle feature allows users to select appropriate vehicles, such as Suzuki pickups or Shahzore trucks, suitable for intercity business moves, cargo, and house shifting requirements. The deliveries service caters to small businesses requiring quick and efficient delivery solutions, while the business moves service is designed for corporate clients needing reliable logistics for office relocations or large-scale shipments.

Through its tech-driven approach, Moveit has set a new standard in the logistics industry by providing reliable, efficient, and adaptable services. The platform's ability to connect clients with service suppliers, including moving firms, logistics companies, recycling firms, storage firms, and reselling firms, showcases its comprehensive reach and versatility.



InstaWorld

Empowering online sellers across Pakistan, this e-commerce logistics and financial services platform offers comprehensive solutions to streamline operations and drive business growth. Serving over 800 cities nationwide, InstaWorld uses advanced AI and data analytics to ensure efficient deliveries and same-day payment upon shipment delivery. By eliminating delays in both delivery and payments, the platform has become an essential partner for e-commerce businesses looking to scale. Its user-friendly interface allows businesses to integrate their operations seamlessly, removing the complexities of managing multiple delivery partners.



InstaWorld's core features include live order tracking, 24/7 customer support, and complete process visibility, ensuring transparency and reliability for its users. AI- and machine-learning-powered route and fleet optimization enhance operational efficiency, allowing the fastest delivery services at competitive market rates. Additionally, with no minimum order requirements, the platform caters to businesses of all sizes, providing flexibility and scalability. InstaWorld also offers full insurance coverage for shipments, giving businesses peace of mind for their valuable goods.

In recent years, InstaWorld has partnered with a wide range of e-commerce businesses, from small-scale sellers to major online retailers, cementing its reputation as a trusted logistics partner. Its innovative services have been recognized within the industry, including awards for operational efficiency and technological advancement.

InstaWorld's vast delivery network, combined with its financial services such as instant payback solutions, provides unmatched convenience for e-commerce businesses. By eliminating traditional bottlenecks in logistics and payment processing, it ensures that sellers can focus on growing their businesses without worrying about delays or inefficiencies. The company's extensive reach across urban and rural areas makes it one of Pakistan's most reliable delivery and logistics platforms for e-commerce.

CallCourier

Call Courier has established itself as a trusted leader in cash-on-delivery services. With a nationwide reach to over 400 destinations and a delivery time of just 24-48 hours, Call Courier ensures timely and efficient service, catering to every corner of the country. What sets Call Courier apart is its advanced automated software and mobile application. These tools enable online booking, real-time shipment tracking, and live updates, providing unmatched convenience and transparency for clients. The company offers a flexible cash reimbursement plan with options ranging from 3 to 30 days, ensuring seamless financial transactions.

Additional features include dedicated customer support, free pickup, SMS alerts for shipment updates, and specialized handling for fragile items. Call Courier also provides warehousing facilities and various packaging solutions to meet diverse client needs. Its readily available APIs allow seamless integration with client systems for booking and tracking consignments.

Established in 2003 as a sister concern of Excel Group, Call Courier is committed to serving millions across Pakistan with professionalism and reliability.



SHYFT TRUCKING

Shyft

SHYFT Trucking is a Karachi-based logistics company founded in 2020, specializing in organizing, simplifying, and digitizing trucking services across Pakistan. By offering competitive pricing on truck bookings, SHYFT empowers businesses to save time and reduce costs while managing their freight requirements with efficiency and ease. The platform delivers a comprehensive suite of services, ensuring fast, reliable support throughout the shipping process. The company operates with a team of approximately 12 employees and has reported revenues of around $2 million.

For transporters, SHYFT simplifies the challenges of booking and bidding on loads. With an intuitive interface, transporters can easily browse available loads and place bids with just a few taps, optimizing their workflow and maximizing their earning potential. Utilizing a proprietary bidding system, the platform allows transporters to bid on shipments, ensuring shippers receive the most competitive rates available. Users can also manage all past, present, and future shipments in one centralized location, providing clear visibility and control over logistics operations.

In March 2021, SHYFT Trucking secured USD 100,000 in pre-seed funding to support its mission to enhance the efficiency of Pakistan's logistics sector. Customers have praised SHYFT for its reliability, efficiency, user-friendly platform, and responsive customer service.



> *I am very satisfied with the service provided by Shyft Trucking. The website is easy to use and the rates are competitive. I would recommend it to others!*
> *– user, Molly Rickets*

> *I recently used a trucking service and it was a positive experience. The service was fast and efficient, and the website was easy to use. I would recommend it to others.*
> *– user, David Zelinger*

hashmove

Hashmove

HashMove is an innovative logistics platform designed to empower enterprises by seamlessly managing their entire logistics operations. With a focus on end-to-end supply chain visibility and collaboration, HashMove enables businesses to streamline operations, enhance efficiency, and reduce costs.

HashMove has a significant presence in the Middle East, Africa, and Pakistan region, with over 900 freight and logistics companies utilizing its platform. In 2021, HashMove partnered with Qasim International Container Terminal (DP World Karachi) to integrate terminal off-dock and logistics services. This collaboration aimed to provide a fully digital, end-to-end service for exporters. In 2022, HashMove joined forces with Pak Group of Companies to digitalize rail cargo booking and dry port services at Jia Bagga Dry Port. This initiative aimed to streamline cargo movement for both bonded and non-bonded shipments, leveraging Jia Bagga's strategic location as a distribution hub.

HashMove's platform facilitates the creation of a unified digital logistics ecosystem, allowing enterprises to securely and instantly connect with their trusted logistics partners. HashMove's comprehensive solution supports a wide range of services, including sea freight, air freight, trucking, warehousing, and value-added logistics services.

HashMove also offers tailored solutions such as a Digital Portal for logistics providers, a B2B logistics marketplace for enterprise shippers, and digital trade payment systems. With real-time visibility into cargo movements and specialized support for uninterrupted cold chain logistics, HashMove delivers reliability and innovation, setting a new standard for digital logistics management.



Bykea

Bykea is Pakistan's largest network of motorbikes for transport, logistics and payments, seamlessly connecting millions of users with reliable passenger transportation, delivery, and payment solutions. Through its innovative app, Bykea empowers individuals and businesses by providing cost-effective and accessible services for everyday needs, including ride-hailing, parcel delivery, and financial transactions. Bykea's commitment to quality, safety, and affordability has positioned it as a trusted partner in the lives of its users across the country.

Founded by Muneen Maayr in 2016,by 2020 the platform had registered over 500,000 bikes and amassed over 4 million customers. Bykea's dedication to excellence has earned it recognition both locally and internationally. The company has been featured among Pakistan's top startups and has secured significant investments from leading global venture capital firms. Bykea has also been lauded for its social impact initiatives, including empowering gig workers and fostering financial inclusion. Bykea provides income opportunities to approximately 40,000 individuals monthly.

Serving over 10 million users and operating in multiple cities across Pakistan, Bykea processes thousands of transactions daily, showcasing its robust and scalable infrastructure. Its unique blend of two-wheeler-based services ensures faster and more affordable solutions, catering to urban demands. Bykea's fleet of drivers, equipped with cutting-edge technology and safety protocols, has made it the go-to platform for secure and efficient logistics, setting it apart in a competitive market.

> *Bykea has made my daily commute so much easier and affordable. The rides are quick, and the drivers are professional and polite. It's a game-changer for someone navigating a busy city like Karachi.*
> ***– user, Molly Rickets***

> *Bykea's parcel delivery service has been a lifesaver for my small business. Their reliability and speed ensure my customers get their orders on time, and the cost is unbeatable. Highly recommended!*
> ***– Hina, Lahore, Client***

> *Joining Bykea has provided me with a stable income and flexibility. The app is easy to use, and the team is supportive. I feel proud to be part of this company.*
> ***– Imran, Islamabad, Delivery Partner***

DOSAFAR
WE MAKE YOUR SAFAR EASY

Dosafar

Dosafar is a leading shared mobility platform that connects users to various transport services, including buses, taxis, and carpools, making travel seamless and cost-effective. Catering to intercity travelers, daily commuters, and event-goers, Dosafar provides solutions for diverse travel needs while emphasizing safety, convenience, and affordability. Its user-friendly mobile app empowers users to book, offer, or share rides effortlessly, while the platform's commitment to accessibility ensures that transport services are available to a wide range of customers. Dosafar's innovative approach aims to revolutionize travel in Pakistan by promoting shared and eco-conscious mobility solutions.

Recognized for its innovative contributions to the transport sector, Dosafar has received accolades for safety, affordability, and service reliability. The platform partners only with certified, government-authorized drivers, ensuring secure and trustworthy rides. Its 24/7 customer support underscores Dosafar's commitment to maintaining high-quality service standards. As it continues to expand across Pakistan, the platform strives to establish itself as a professional and reliable option for modern travel.

With a growing presence in major cities across Pakistan, Dosafar has facilitated thousands of rides, allowing passengers to save up to 50% compared to traditional transportation methods. Through its focus on carpooling and ride-sharing, Dosafar has significantly contributed to reducing vehicle emissions, making it a leader in eco-friendly mobility initiatives. The platform employs user verification and transparent ride-sharing policies to enhance safety and build trust among its growing user base. Its emphasis on sustainable travel aligns with global efforts to create greener and more efficient urban mobility systems.

Dosafar's services include bus transportation, taxi services, and carpooling options designed to accommodate both individual and group travel needs. The platform's bus transportation feature facilitates access to intercity and local bus services, ensuring comfortable and affordable travel. Taxi and ride-sharing options provide quick and reliable transport, while its carpooling service connects individuals traveling in the same direction to share rides and expenses efficiently. Additionally, Dosafar allows users to request customized transport solutions, catering to unique travel needs. The platform also offers certified drivers a dedicated space to offer services, ensuring reliability and professionalism.

Lorryz

Lorryz is an innovative digital logistics platform transforming freight management across the Middle East, North Africa, and Pakistan region. By leveraging technology and deep industry expertise, Lorryz offers seamless and efficient road freight solutions for shippers and carriers. The platform integrates real-time shipment tracking, optimized route planning, and eco-friendly practices, catering to businesses of all sizes with transparent and scalable logistics solutions. With a mission to reduce fragmentation in the transport industry, Lorryz fosters collaboration and provides reliable services, supporting businesses and individuals in meeting their freight transportation needs efficiently.

With over 25 years of experience in the logistics sector, Lorryz has established itself as a regional leader. Its platform connects shippers with a network of over 10,000 verified transporters, ensuring access to safe, reliable, and competitive freight options. Lorryz has received recognition for its sustainability initiatives, innovative technology, and commitment to operational efficiency. Its adherence to NAFL standard trading conditions demonstrates its dedication to professionalism and industry best practices.

Lorryz provides a comprehensive range of services designed to enhance freight management. Its freight management solutions offer businesses access to transparent, competitive rates and a wide network of carriers for efficient cargo transport. The platform also empowers carriers with tools to reduce idle times, optimize routes, and improve earnings, fostering a thriving driver community. By enabling cross-border logistics services, Lorryz facilitates seamless freight transportation across cities and international borders, making it a key player in regional and global trade.

Through its digital freight platform and user-friendly mobile app, Lorryz ensures real-time shipment tracking, allowing shippers and carriers to monitor cargo movement transparently. Its sustainability-focused initiatives align with global goals to reduce carbon emissions, reflecting the company's commitment to eco-conscious logistics. By combining technology, sustainability, and industry expertise, Lorryz continues to redefine logistics, enabling businesses to save time, reduce costs, and optimize their supply chains.





Truck It In

Truck It In is transforming road freight logistics in Pakistan by connecting shippers and truckers through a digital, technology-driven platform. With a focus on efficiency and transparency, the platform provides end-to-end logistics solutions tailored to meet the unique needs of its users. For shippers, Truck It In simplifies freight management with live tracking, competitive pricing, and access to a reliable, vetted fleet. For truckers, it offers instant load assignments, round-trip assurance, and tools to enhance fleet efficiency. Truck It In aims to digitize the country's logistics sector while improving operational workflows and the livelihoods of truckers.

Supported by prominent global investors, Truck It In has emerged as a prominent force in digitizing freight and logistics in Pakistan. The company has garnered attention for its innovative use of AI-powered tools to streamline operations across various industries, including FMCG, agriculture, chemicals, construction, and pharmaceuticals. Its partnerships with key players in these sectors further demonstrate its ability to deliver tailored logistics solutions. Recognized in industry reviews and trade publications, Truck It In continues to solidify its role as a trusted logistics partner. In 2022, the company raised USD 13 million to fund its expansion.

Truck It In's integrated platform is equipped with advanced technology designed to address the challenges of freight management. For shippers, the platform offers live tracking for real-time visibility of shipments, data insights for optimizing supply chain performance, and a dependable fleet to ensure seamless cargo transportation. For truckers, the platform simplifies load assignments, provides round-trip assurance to minimize downtime, and employs a transparent pricing model with no hidden fees. With mobile applications and a user-friendly dashboard, Truck It In enables businesses to manage operations effortlessly, regardless of scale.

With a robust technology stack, Truck It In delivers solutions tailored to industry-specific requirements. Its AI-powered logistics platform offers predictive analytics to optimize operations, and its multi-platform tools facilitate booking, shipment tracking, and performance analysis. Truck It In is trusted by clients from diverse sectors, including agriculture, construction, pharmaceuticals, and footwear, for its ability to reduce costs and improve operational efficiency. By focusing on data-driven solutions, the company empowers both shippers and truckers to make informed decisions and scale logistics operations effectively.

BridgeLinx

BridgeLinx is Pakistan's leading freight marketplace, connecting shippers and carriers through a robust digital platform designed to optimize logistics. The platform provides end-to-end freight solutions, simplifying port operations, documentation, and settlements while offering seamless shipment booking and tracking through its web and mobile interfaces. With a focus on efficiency, BridgeLinx ensures a smooth and reliable process for moving goods across 100+ serviced lanes nationwide. Its technology-driven approach caters to businesses of all sizes, delivering operational excellence and transparency.

Supported by top-tier global investors, BridgeLinx has established itself as a key player in Pakistan's logistics sector. The platform's carrier auction system guarantees competitive pricing, reducing logistics costs without compromising on service quality. BridgeLinx powers logistics for 25% of Pakistan's top exporters and serves more than 150 active shippers, managing over 40,000 loads and 4,000 tons of freight daily. Its ability to connect shippers and carriers seamlessly across the country has made it a trusted partner for major industries, including textiles, agriculture, and manufacturing.

BridgeLinx's services for shippers include comprehensive freight execution, from port operations to



settlement, as well as real-time load tracking and automated pricing. Its mobile and web platforms eliminate the hassle of phone-based bookings, enabling businesses to efficiently manage shipments. For carriers, the platform offers load-matching technology, operational support, and competitive bidding through carrier auctions, ensuring optimal revenue generation. By leveraging local expertise and its extensive network, BridgeLinx ensures reliable service with minimal delays.

The platform's advanced technology solutions include a digital freight marketplace, real-time shipment updates, and automated analytics tools for cost optimization. Personalized account management and 24/7 customer support further enhance the user experience, making logistics more accessible and efficient. BridgeLinx's commitment to innovation, coupled with its vast network and operational excellence, has positioned it as a transformative force in Pakistan's freight and logistics industry.

TCS

TCS Express & Logistics is a premier Pakistani logistics company specializing in comprehensive courier, logistics, and e-commerce solutions. With a robust domestic and international network, TCS ensures timely and reliable deliveries, catering to diverse customer needs. Their services encompass express courier deliveries, freight forwarding, warehousing, and supply chain solutions, all tailored to meet the dynamic demands of businesses and individuals alike.

Over the years, TCS has garnered significant recognition for its excellence in service. Notably, the company received the "Super Brands Award of Pakistan 2008-09," underscoring its strong brand presence and trustworthiness in the market. Additionally, TCS was honored with the "Consumer Choice Award-2010," reflecting its commitment to customer satisfaction and service quality. The company has also been recognized with the "Brands of the Year" award, further cementing its position as a leader in the logistics sector.

TCS operates an extensive network, both domestically and internationally, ensuring comprehensive coverage for its services. The company's strategic partnership with global entities like UPS enhances its international reach and service capabilities. TCS's commitment to innovation is evident



through its continuous investment in technology-driven solutions, ensuring real-time tracking and efficient logistics management. Their customer-centric approach, combined with a legacy of reliability, positions TCS as a preferred choice for logistics solutions in Pakistan and beyond.

Primary Products

- **Domestic Express Services:** Swift and reliable delivery solutions within Pakistan, ensuring timely shipments across the country.
- **International Express Services:** Global courier services delivering documents and parcels to over 3,500 destinations worldwide.
- **E-commerce Solutions & Cash on Delivery (COD):** Support for emerging e-commerce businesses with efficient product delivery and COD services, enhancing customer convenience.
- **Air & Sea Freight:** Facilitation of cargo clearance and delivery from both air and sea ports, catering to diverse logistical requirements.
- **Warehousing:** Comprehensive warehousing solutions, including storage, inventory management, and distribution services, to optimize supply chain efficiency.
- **Customs Brokerage:** A broad range of customs brokerage services to ensure smooth and timely border crossing of shipments, minimizing administrative burdens, delays, or penalties.

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About this Industry Roundup

Pakistan Software Export Board developed this paper by hiring services of independent consulting firms to prepare this roundup on Pakistan's Transport and Logistics sector. The paper focuses on Pakistan-based companies in this vertical and apprises the reader of the expertise available in this domain.

Disclaimer

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