



# COMPANY PROFILE

EMPOWERING THE FUTURE WITH INNOVATIVE  
TECHNOLOGY SOLUTIONS

Delivering Innovative Software  
Solutions To Drive Global  
Technological Advancements.

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 Royal Orchard, Multan

# Who We Are

We are a visionary IT company delivering transformative solutions for diverse industries. Our expertise drives growth in the digital age. Committed to excellence, we complete projects on time and within budget. By staying ahead of trends and investing in R&D, we ensure sustainable growth and keep clients at the forefront.

Established in 2016

**200+**

**Employees**

**900+**

**Projects**

**50+**

**Companies**



# Our Mission

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Our mission is to revolutionize the way businesses leverage technology to achieve their goals. Through continuous research, development, and collaboration, we aim to empower our clients and fostering a culture of innovation and creativity.



# Our Vision

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Our vision is to be a global leader in technological innovation, empowering businesses to thrive in the digital age. We aspire to set new standards of excellence in the IT industry by delivering cutting-edge solutions that drive sustainable growth and success for our clients.

# Core Values

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01

## Innovation

We embrace creativity and ingenuity to develop groundbreaking solutions that push the boundaries of what's possible.

02

## Excellence

We strive for excellence in everything we do, delivering high-quality, reliable solutions that exceed client expectations.

03

## Collaboration

We believe in the power of collaboration and teamwork, working closely with our clients and partners to achieve mutual success.

04

## Integrity

We uphold the highest standards of integrity and professionalism in all our interactions, earning the trust and respect of our clients and stakeholders.

05

## Continuous Improvement

We are committed to continuous learning, staying ahead of trends, and evolving to meet changing client and industry needs.

# Meet Our Chairman

Mr. Tanvir Ahmad is the driving force behind our success. His visionary leadership and deep understanding of the tech world have steered **Top Edge Technologies** toward greatness. With his wealth of experience, he's not just leading the way, he's paving it, showing us what's possible and inspiring us to reach even higher.

Mr. Ahmad's commitment to collaborative partnerships is pivotal. He forges strategic alliances with industry leaders and startups, enriching our work and amplifying our potential. His collaborative approach ensures continuous innovation, growth, and impact.

## MESSAGE FROM OUR CHAIRMAN

As Chairman, I envision our company as a beacon of innovation, driving positive change in the tech industry. I believe in the power of collaboration, innovation, and unwavering dedication to excellence. Together, we can redefine the boundaries of technological innovation and shape a future where possibilities are limitless.



**TANVIR AHMAD**  
CHAIRMAN

# Meet Our CEO

Sardar Anser Ali leads **Top Edge Technologies** as the Chief Executive Officer, a leading innovator in the tech industry. With a decade of experience, he brings a wealth of expertise in driving technological innovation and business growth.

His visionary leadership has propelled **Top Edge Technologies** to the forefront of the industry, specializing in cutting-edge solutions that redefine the digital landscape. His passion for excellence and commitment to client satisfaction are evident in every aspect of our company's operations.

## MESSAGE FROM OUR CEO

As CEO of **Top Edge Technologies**, I am dedicated to driving our company to new heights through relentless innovation and excellence. By fostering a culture of creativity, we push the boundaries of the tech industry, delivering groundbreaking solutions and unparalleled user satisfaction. We value collaboration and stay ahead of technological trends, shaping the future of digital innovation. Join us on our journey toward a brighter, more innovative tomorrow.



**SARDAR ANSAR ALI**  
CHIEF EXECUTIVE OFFICER

## About CTO

Mr. Khalid Kamal, CTO of **Top Edge Technologies**, drives innovation, leading teams to develop cutting-edge solutions. His vision shapes our technological roadmap and ensures our competitive edge.



**KHALID KAMAL**  
CTO



**KHURRAM SHAHZAD**  
CFO AND MD

## About CFO

Khurram Shahzad, CFO and MD of **Top Edge Technologies**, oversees financial strategy and operations. His finance expertise ensures our long-term success, driving sustainable growth and maximizing shareholder value.

# Our Services

At **Top Edge Technologies**, we harness cutting-edge technology to drive innovation and success across industries. Our services include app and game development, software solutions, digital marketing, and e-commerce. With a dedicated team and a proven track record, we deliver tailored solutions that exceed expectations.

By staying ahead of trends and investing in R&D, we ensure sustainable growth and keep clients at the forefront. Whether creating immersive digital experiences, optimizing processes, or expanding online presence, **Top Edge Technologies** is your trusted partner for transformative digital solutions.

## APP DEVELOPMENT

## GAME DEVELOPMENT

## SOFTWARE DEVELOPMENT

## DIGITAL MARKETING

## E-COMMERCE

# App Development

Our App Development division combines creativity with cutting-edge technology to create bespoke, visually appealing, and functionally robust mobile applications.

- Utilizing advanced design tools like Figma to ensure user-friendly and aesthetically pleasing applications.
- Leveraging HTML/CSS, JavaScript, and React Native to build responsive and dynamic interfaces.
- Employing backend technologies such as Node.js, Express.js, Django, and Firebase for powerful systems.
- Integrating and managing databases like MySQL, MongoDB, and PostgreSQL for data reliability and efficiency.
- Conducting rigorous testing and debugging by our QA engineers for a smooth user experience.
- Deploying apps on major platforms like the Google Play Store to reach a wide audience and ensure flawless performance.



# Game Development



Our Game Lab is a dynamic hub where imagination and innovation converge to create captivating gaming experiences. We utilize a comprehensive suite of tools to develop, test, and deploy high-quality games.

- Utilizing industry-leading engines like Unity and Unreal Engine to create immersive games.
- Using Visual Studio, Visual Studio Code, and JetBrains Rider to streamline coding and development.
- Employing Adobe Photoshop, Autodesk Maya, and Blender to create stunning game assets.
- Crafting immersive audio experiences with tools like FMOD Studio and Wwise.
- Managing version control with Git and GitHub for seamless collaboration and version management.
- Rigorous testing with Unity Test Runner and TestFlight to ensure games meet the highest quality standards.

# Software Development

Our Software Development department is dedicated to delivering high-performance software solutions that drive business success. We cover the entire software development lifecycle using advanced tools and methodologies.

- Using Visual Studio to create software applications across multiple languages including C#, C++, and Php.
- Tracking code changes and collaborating efficiently with Git.
- Facilitating project management and team collaboration with tools like Trello.
- Sharing and managing project documentation seamlessly with Microsoft SharePoint.



# Digital Marketing



Our Digital Marketing team drives brand awareness and user engagement through innovative and data-driven strategies. We create compelling campaigns that deliver results using various digital marketing tools and platforms.

- Optimizing app listings to enhance visibility and drive downloads.
- Designing and executing targeted user acquisition campaigns.
- Developing eye-catching ad creatives and in-game events to boost user engagement.
- Leveraging social media platforms and influencer partnerships to expand reach and build community.
- Utilizing data analytics to understand user behavior and refine marketing strategies for maximum impact.

# E-commerce

Our E-commerce services are tailored to help businesses thrive in the competitive online marketplace. We offer a comprehensive suite of tools and technologies to manage every aspect of e-commerce operations efficiently.

- Managing product listings, inventory, pricing, and order fulfillment on Amazon's platform with Amazon Seller Central.
- Using industry-leading CRM solutions like Salesforce, HubSpot, and Microsoft Dynamics to manage customer relationships and drive sales.
- Leveraging Amazon's advanced logistics and shipping infrastructure to ensure timely delivery of products.
- Utilizing platforms like Amazon Advertising, Google Ads, and social media for digital marketing and advertising.
- Supporting sales on local e-commerce platforms to maximize reach and revenue.



# Why Choose Us



# Our Other Leading Innovations



# Our Partners & Collaborations

At **Top Edge Technologies**, we pride ourselves on forging strategic partnerships that drive innovation and excellence. Our collaboration with industry giants and esteemed organizations underscores our commitment to staying at the forefront of technological advancements and delivering top-notch solutions to our clients.

These partnerships are more than just affiliations; they are integral to our mission of delivering transformative solutions and fostering an environment of continuous innovation. We are proud to work alongside these esteemed organizations to shape the future of technology and drive progress in the global IT landscape.





As a Google strategic partner, **Top Edge Technologies** participates in global events like the Google App Summit. Our collaboration with Google's Growth Team refines our strategies and elevates our technological offerings, keeping us ahead of industry trends and driving innovation.



**Top Edge Technologies** is also an active member of P@SHA (Pakistan Software Houses Association), an association that aims to foster the growth of the IT and IT-enabled services sector in Pakistan. Our involvement with P@SHA allows us to influence industry policies and initiatives, contributing to a robust IT ecosystem. We are dedicated to nurturing the IT industry, driving innovation, and supporting sustainable growth through this strategic alliance.





Our membership with the Pakistan Software Export Board (PSEB) underscores our commitment to excellence and promoting Pakistan's IT industry globally. We participate in IT expos and initiatives, showcasing our cutting-edge solutions and driving economic growth. This partnership enhances our export capabilities and supports local employment and technological advancement in Pakistan.



# Meet Our Team



# Events Coverage

At **Top Edge Technologies**, we foster community and learning through innovation summits, hackathons, team-building retreats, and workshops, offering opportunities for collaboration and growth.



# Future Goals



## Expand Global Presence

We aim to expand internationally, establishing offices and strategic partnerships to better serve our global clientele.



## AI & ML Innovation

By integrating AI and machine learning, we offer smarter, more efficient products that exceed client needs.



## Sustainability Enhancement

We implement eco-friendly practices and develop sustainable technology solutions to positively impact the environment.



## Foster Talent Development

We prioritize our team's growth, enhancing training and advancement opportunities to maintain a skilled workforce.

# Thank You

We appreciate your interest in our commitment to innovation and excellence in software technology.

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