

NOT TO  
FORGET THE  
WIZARD OF  
INNOVATION...

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The Illustrious  
Wholesaler who  
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*To make 3G useful  
and reachable for  
customers, it needs  
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# Editorial

Aslam-o-Alaikum Readers, here we are with the first issue of the Phone World Magazine covering the distribution of devices and their ecosystem serving to bridge the gap between the OEMs, Operators, Distributors, retailers and the consumers along with the provision of ample information regarding the new developments in the mobile world.

With Eid-ul-Azha just over, you might consider changing your old handsets and look for the latest ones - Phone World is here to make your selection much easier. Although it has been a sad month for the technology world with the demise of the creative genius- Steve Jobs but life has to go on and so would innovation. This technology ride will help you to get well-acquainted with articles pertaining to the mobile distributions, their networks, devices and a research based analysis of the local markets.

Our motive is just to play a vital role in this era of mobile technology and the people that drive this industry as the progress of Pakistan largely depends on the development of the mobile technology business. Moreover, mobile technology has the power to connect people together for collective progress and socioeconomic development of the country. We are proud to perform our share of work through Phone World Magazine.

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Editor in Chief





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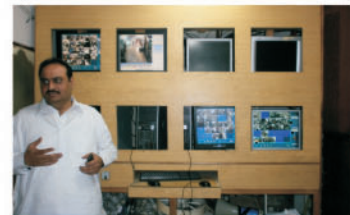
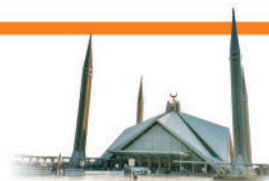
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# THE PROSPERING MOBILE MARKET OF SOUTH ASIA "PAKISTAN"

BY FAKIHA HASSAN RIZVI

Pakistan might be facing several challenges but the resilient inhabitants of this miraculous state are not sidelining innovation. Pakistanis are giving a warm reception to anything that enters the technology world. A fresh evidence to support this view can be implied from the recent surge in imports of cellular phones.

**The import of cellular phones into the country registered an increase of 13.79 per cent during August in comparison with the month of July (2011).**

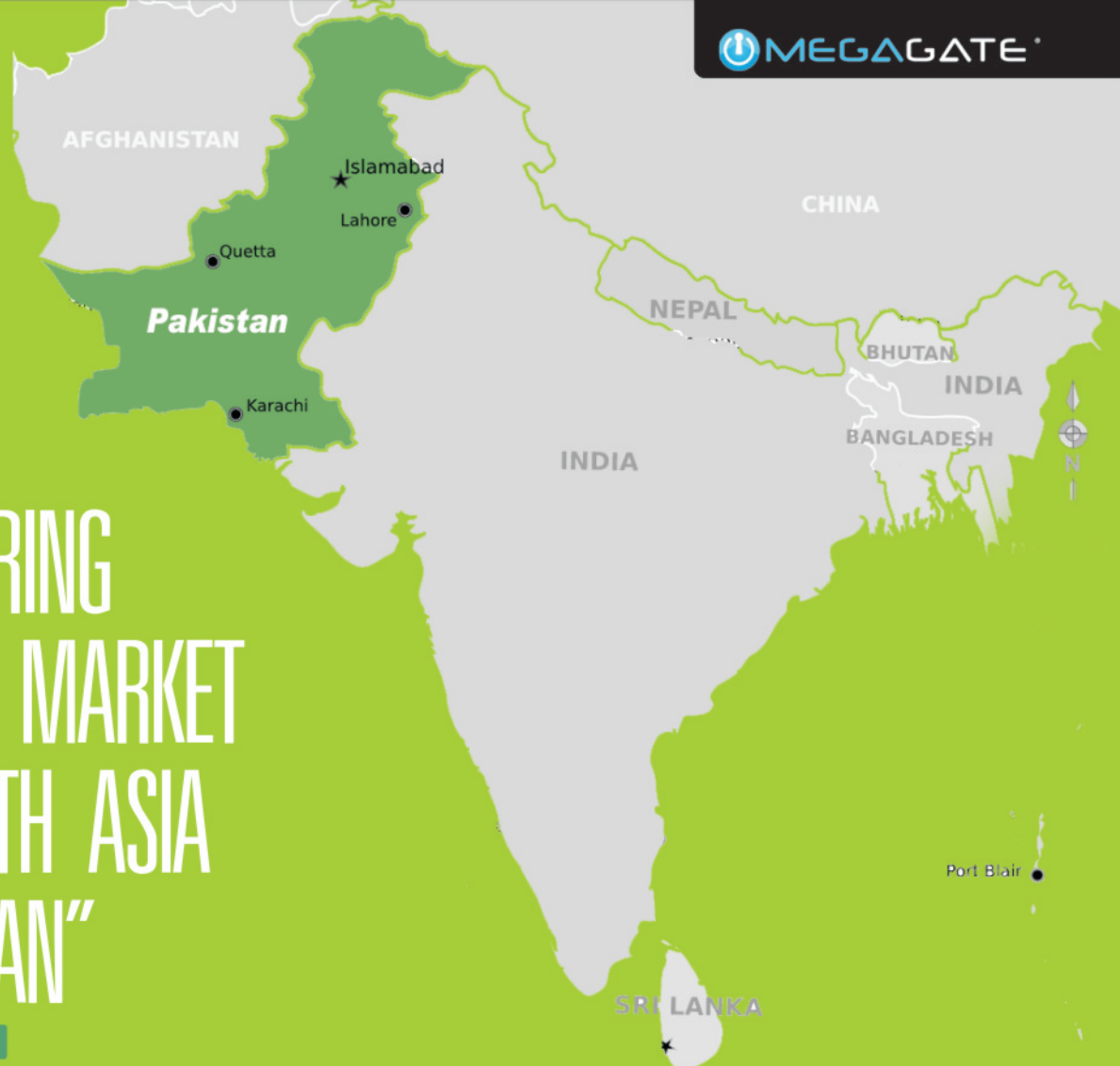
According to data released by the Federal Bureau of Statistics, the value of the imports increased to \$56.04 million (handsets) during August from \$49.25 million (handsets) in July. It is noteworthy that the import of cellular phones had increased by 50.58 per cent during July-August over the same period last year. The country imported handsets worth \$105.31 million during the July –August (2011) period against last year's \$69.93 million. The import increased by 81.21 per cent in August 2011 as compared to the same month last year.

**Handsets worth \$30.93 million were imported in August 2010.** The sharp increase in imports of cellular phones from the neighboring country (China) has started since private mobile companies were allowed to

operate in Pakistan that has lead to an increase in consumer demand for cellular phones. Since the incorporation of cell phones in the list of items for Sino-Pak free trade the penetration of inexpensive smart sets in Pakistani markets has increased greatly.

Though there are many other foreign companies manufacturing smart phones, like NOKIA, SAMSANG, Q-Mobile, the low priced sets made by the Chinese companies have captured around 90 per cent share of the local market. Influx of smart sets which are also value added and comparatively better equipped have also forced down the prices of cellular phones by other companies.

Conclusively, Pakistan, where the mobile telecommunications sector is seeing very large year-to-year growth, has witnessed an increase in mobile phone imports. A major reason behind this is that approximately 90 percent of Pakistanis live within areas that have cell phone coverage and more than half of all Pakistanis have access to a cell phone. With 108 million mobile subscribers out of a total 180 million-plus population, in April 2011, Pakistan has the highest mobile penetration rate in the South Asian region.





“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. Have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary”

### Steve Jobs

Commencement Speech at Stanford, 2005

# NOT TO FORGET THE WIZARD OF INNOVATION...

BY FAKIHA HASSAN RIZVI

Steve Jobs, the visionary and creative genius who co-founded Apple in a Silicon Valley garage, built it into the world's leading tech company and led a mobile-computing revolution with wildly popular devices such as the iPhone, died at the age of 56.

He dropped out from Reed College in 1972, co-founded Apple Inc. but was fired in 1985; started Next Inc. the same year and in 1996 when Apple Inc. bought Next Inc. he came back to Apple and served as its CEO since 1997. If one has to define Steve Jobs' professional career, then it sure is one roller coaster ride. *The man who is considered to be a revolutionary in the digital age, a legend in the Silicon Valley; someone who started Apple Inc. from scratch and made it a multi-billion dollar venture, has also been a innovative leader in modern history.* At one side where Bill Gates was ruling the desktop operating system with Windows and Microsoft Office as his weapon for desktop publishing warfare, Jobs, on the other hand, was advancing in the digital communication genre with his portfolio of iPhones and iPads; gadgets which became icons of the world in no time. Mr. Jobs personifies a symbol of pursuance of dreams. After being kicked out of the very venture he co-founded, he had two choices: either to drown his life in drinking or kicking it back to full power again. That he did! And he did it with class, never letting go of his dream which was the key to excel. It was the pursuance of dreams that made his co-founded company under his leadership the world's biggest and richest. He was someone who told the world that firm belief and ambitions can generate such changes which can alter the world altogether.

Despite all that official non-existence of Apple in Pakistan, Pakistani consumers and media feel the same amount of sadness, so does the Phone World Magazine team, over Steve Jobs' demise and will miss him while using the great innovation in technology such as iPhones and iPads.





# EXAMPLE OF TRUE STRUGGLE : ADVANCE TELECOM

BY HASSAN SALEEM

Karachi, the port city of Pakistan, with a population around 20 Million, makes it "THE" busiest city as well. Located alongside the coast that meets the Arabian Sea, "The City of Lights" is a place that has been home to many prominent historical figures such as the great saint Abdullah Shah Ghazi and landmarks such as the Mizaar-e-Quaid and Clifton Beach. The people of Karachi are quite famous for their fondness towards spicy cuisines and "Paan". The latter is especially famous not only across the country, but internationally as well.

On a business perspective; as **Karachi is the port city that handles all the import and export, which generates almost 63% of the entire market revenue in Pakistan.** Of which a huge portion is associated to the Electronics trade in the Mobile market. Karachi is riddled with huge market and plazas that are riddled with mobile franchises, shops, counters and stalls. Places such as Abdullah Haroon Road Market, Serena Market and Hashmi Plaza are proof of that.

We are honored to interview an official at the Head Office of Advance Telecom, Karachi. He regaled us about the history of the company that **almost 20 years ago the most famous shop in the huge mobile market on Abdullah Haroon Road was a tiny mobile shop by the name "Al-Jadeed Electronics"**. At the time it had a daily sale of at least 5-10 handsets, the owner of that shop was a maestro in his trade, adding in the fact that he

was such a visionary of success and a very humble person. With his vision and hard work he started his own business. It was by 2001 (a whole 10 years later) that he created a distribution company by the name of Advance Telecom. Due to its diligence Advance Telecom was much ahead of its competition for its vastness in the distribution trade. **About 5 years later in 2007 Advance Telecom was regarded as the official partner of the leading mobile brand Nokia in the country.** The man that was talked about earlier was and is the current CEO of Advance Telecom Rizwan Majeed.

Rizwan Majeed has the highest regard of respect from all the members of various markets and plazas for his relentless efforts, social circle and modest personality, who is by their own terms; a team player. It is no wonder that Advance Telecom is the leading distributing company of Pakistan. With all these feats and awards, it is not a surprise that Advance Telecom was named the best distributing company of Asia as well.

Throughout these past years, Advance Telecom has surely been a torch bearer in the field of distributing, wholesaling and retailing. With the recent ISO certification, the company just grew and grew, Advance Telecom has also been the proud winner of various national and international based mobile distribution conference awards, of which some of the prestigious







**4 Consecutive NOKIA**  
Best Distributor Awards

awards include "Best Sales & Distribution Achievement Award 2009" and "Best Distributor Award of Nokia for 2007-2008" and it just didn't stop yet. Running for the past 4 years it has constantly been awarded the best distribution company for mobiles in Pakistan.

Other than these impeccable feats in fame and fortune Advance Telecom also has the honor of having a vast amount of service centers spread around the country comprising of cities such as Karachi, Multan, Lahore, Faisalabad, Rawalpindi, Islamabad, Quetta, Hyderabad & Peshawar. Adding to that, Advance Telecom is immaculate in its advertisement campaign throughout the country, from the highest echelon of modern malls down the small mobile business owners in the remotest of locations. It has captured the advertisement potential and provided its sign boards

*On the possible introduction of 3G in the country, Advance Telecom is set to launch 12 new Nokia handsets in the near future; amazingly 6 of them are capable to support the coveted 3G Network!*



*"Ab Banay Zindagi Aasaan!"*

# NOKIA C2-03

Advance Telecom, being NOKIA's official partners has recently introduced the C2-03 handset to the market; the set is stylish, reliable, durable and affordable with a price tag of Rs. 8500/-. It has all the right ingredients for a perfect bargain available in Chrome Black and Golden White Colours. The C2-03 is a slider phone which is equipped with both a TFT resistive Touch Screen and a slider keypad; which is also crowded with dual SIM on 2G Network, Class 12 GPRS, Bluetooth, 2MP Camera and a Memory Card Slot that can support up to 32GB!

The NOKIA C2-03, being just recently released has rapidly become one of the fastest selling handsets ever for Advance Telecom. The Handset is very attractive and is famous among all the classes of the society due to its classy looks in anyone's hands. The public is aware about the data rates that operators are providing now a day. They keep several SIMs for utilizing different services of different operators. As some operators provide good SMS packages whilst other may have good call rates and finally some would have the best International Rates. That is why we have the ultimate burden at the end to spend money on purchasing another mobile. Well that won't be the case with the C2-03 because the NOKIA C2-03 is a DUAL SIM Handset with easy swap support and doesn't require a reboot.





# Mobile Phones And Consumer Behavior of Karachi

BY KHADIJA TARIQ

Today, mobile phones are well thought-out to be an imperative part of our lives. Adults, adolescents and even kids cannot consider stepping out of their abode without it. This discovery has eventually morphed into a medium of expressions, opinions and sharing of our views with the ambiance.

**“Nokia is leading the retail marketplace in the country thus making it the most popular mobile brand in the world.”**

Although, agricultural profits add to the revenue of Pakistan yet Karachi, the hub and port city of Pakistan, cannot be ignored when it comes to importing and distributing products. The Mobile industry is one of the leading markets there. According to an estimate more than 80% of the populace of Karachi has access to mobile phones with the rapid growth in number of mobile phones for “Bharyas” (Slang which is Synonymous for Karachi locals). On asking a variety of people the factors that are responsible in the need of phones are the brand names, TV commercials and marketing promotions.

First choice of close friends and relatives is new technology with suitable cost of the brand. Diversity can be seen in the likeness of the people of Karachi. And the

general “Karachians” are difficult to compromise with local brands.

Samsung, Sony Eriksson and LG are also admired. Brands like Q mobile & MegaGate are now particularly popular amongst the youth. Its reason is a lesser amount of cost and range of functions in it, like the dual SIM option, touch screen, media players, cameras, FM radio

**“Blackberry, HTC, Apple iPhones & other smart phones are only eminent amongst the corporate class. Their price makes it hard for common man to afford them”**

and USB support. Their promotion strategies are also effectual and are hitting the target market. Imported Chinese handsets are fashionable amongst the minor class of Karachi for its affordable rates.

When it comes to the cellular networks, Mobilink leads the market because of its quality and services in Karachi. Attractive packages are compelling the youth to use Telenor, Ufone, Zong and Warid.

Alvin Toffler wrote in his book, “In future science and technology will surmount the world because it will not only have an effect on the economy and the civilization but also our behavior patterns and trends.” Undoubtedly today mobile phones have become the most essential component of our lives and it's ever mounting need makes it the most dynamic industry in terms of competition and change.

**“Brands like Q mobile & MegaGate are now particularly popular amongst the youth.”**





## The Market Guru: Muhammad Idrees

President  
Karachi Electronics Dealers Association

*“Karachi is a city where at a monthly basis around 1.2 million cell phones are imported and distributed all over the country in which 0.5-0.6 Million are international brands such as Nokia, Samsung, Sony Eriksson e.t.c and the rest are china handsets”*

BY MIR HASSAN ALI KHAN

The Phone World Magazine team visited the spacious office of a very composed president of the Karachi Electronic Dealer Association (KEDA), Muhammad Idrees who is serving the association for the past two and a half years after winning the elections for president-ship.

Idrees highlighted the achievements of the Karachi Electronic Dealer Association by informing the team that after Karachi Chamber of commerce, Karachi Electronic Dealer Association is the biggest single trade association of Pakistan in terms of members. It spreads across Karachi and comprises of more than 8000 members, from Kemari to Gulshan Hadeed. Most of the problems are resolved through the Karachi Electronic Dealer Association, which include rivalries between companies and dealers, give and take plus police conflicts. Issues like mobile snatching is also resolved by them and Idrees said, **“We have recovered around 33000 cellular phones from all around Karachi”**. He further added, “We compelled the government to lift the ban on using second hand computers. The avalanche of cellular phones in the markets of Pakistan is a consequence of the efforts made by KEDA. After negotiating with the then Finance Minister Shaukat Tarin, we succeeded in reducing the duty fee of imported mobiles

which increased the imports of cellular phones. We openly condemn the suggestion that has been put forward to ban the sales of Chinese cellular phones.”

The goal of Karachi Electronic Dealer Association is to provide equal opportunities to every brand out there in the market and business activities to be conducted within the limits defined by the law. The vision and focus of KEDA revolves around the objective of collecting all the people related with mobile business and electronic trade under one roof so that all the policies of the government can be implemented effectively.

It is praiseworthy that 52 percent of Pakistan's population resides in Punjab but 70 percent of the imports are carried out in Karachi, supplies are distributed all across Pakistan via Karachi. **“We don't think that there is any provincial-gap when it comes to the distribution of cellular phones in Pakistan. Around 1.2 million (branded) cellular phones are imported of which 0.5 million Chinese cellular phones are imported on monthly basis”** remarked Idrees.

The President of KEDA had cordially requested all mobile dealers and associations in Pakistan to efficiently improve the market and tackle the problems through which it is going through.





# The Innovative G-five

BY FAAKIHA HASSAN RIZVI

Working for more than 14 years at “Abdullah Haroon Market” of Karachi Mr. Obaid and Mr. Shakir are successfully running two distribution companies one of them being 'Chain Telecom'. They started distributing G-FIVE in the mobile market just two months back and their brief interview revealed some interesting facts about the market and their prospects while handling its distribution. They informed us that there are 1700 active mobile shops running at Abdullah Haroon Market.

Currently, they are busy with their distribution in Sindh and Baluchistan. The brand comprises of 'MTK 6225' boards which has a life span of 2 years while the board used by other Chinese mobile phones are 'spectrum' based, which have a life span of just 6 months. These distributors are handling 88 active models present in the market while the total number of

G-FIVE models exceeds 200 in count. Mr. Obaid and Mr. Shakir endorsed the opinion that the brand is spreading swiftly across Central Asia. On average 1.3 million handsets per month are sold in India alone.

Highlighting the main reasons of G-FIVE's success, Mr. Obaid stated, *“There are various reasons that are behind its success. It has introduced handsets which were never launched in Pakistan. We are also granting one year warranty for the customers, which aren't given by other brands.”*

**Enlightening us about the warranty process they said that upon the warranty claim the handset is repaired if possible and returned to the customer within 5 days.** There is no warranty for LCD and camera however problem with to ear piece, mouth piece or main board is entertained.







**There are six warranty centers currently operating in Pakistan located in Lahore, Faisalabad, Karachi, Rawalpindi and Gujrat.**

Karachi is regarded due to its cellular phones distribution. Mr. Obaid and Mr. Shakir also unveiled their strategies in its distribution across the country and now are focusing on its penetration in the markets of Sindh and Balochistan. With their estimate they would require 3 more months to fully distribute their handsets in these regions as they are optimistic about their sales rising up to 0.2 million handsets per month.

They tagged 'low price' as a major factor behind the distribution of their handsets. While elaborating, they said, ***"Our mobile price ranges from a Minimum of Rs. 1,250 to a Maximum of Rs. 8000. Dealers in Pakistan who sell Nokia, Samsung and Q-Mobile with one year warranty will now sell G-FIVE with one year warranty as well"***. Punjab and Khyber Pakhtunkhwa are already enjoying top sale.

They agreed about the competition in the mobile market. The volume of sales remained constant but the difference arose when some brands outweighed others on the basis of credit. They believed that the abysmal socio-political conditions of Pakistan along with natural disasters cannot disturb the market for a long period of time. They stated that, ***"Crises affect the business community for 15-20 days (in case that any other crisis does not erupt immediately after this time frame)."***

***Moreover, public has evolved to it now".***

Briefing the network of China telecom they said that the network encompasses almost all the well known and rural areas of Pakistan. Describing the diversified environment of mobile market, Mr. Obaid said, ***"Presently, every dealer wishes to launch his own brand. Previously Nokia used to sale 1 million handsets per month this rate has decreased to its half with other half comprising six to seven newer brands."***

They are optimistic about the introducing tablets among their products. Talking about chipsets, the duo stated that MTK also deals with 2G while QUALCOMM only works with 3G or 4G. However, 70-80 percent of the Pakistani population prefers cellular phones with reasonable prices. They further stated that they plan to expand their dealers beyond Abdullah Haroon market since other markets of Karachi like Karina Market, Mobile Hall and Raza Mobile Residency has better opportunities too.

Both partners felt great in promoting this vibrant brand in Pakistan as they considered it to be the sole affordable brand providing its customers with cellular phones which possess innovative features. They mentioned that the new projector phone of G-FIVE has left many back in the chase. At the end, they expressed their point of view that Phone World Magazine would definitely help in the promotion of their brand by bridging the dealers and distributors of the cellular Market.



## Advance Telecom at its best: Gulfam Communication

BY FAKIHA HASSAN RIZVI

Kashif is in the mobile business for 14 years and is the main distributor of Advance Telecom. He considers Advance Telecom to be the top distributor of Asia. Kashif considers the sales of Nokia to be very high. According to him, the profit ratio used to be greater in the past and now on each cellular phone the profit is just Rs 15 or 25. He identified 'competition' as the main reason for low profit ratio and thought that Chinese mobiles have improved the market.

He suggested that in order to improve the distribution channel, all the main dealers should meet on monthly basis and all of them should be restricted to sale cellular phones on fixed process. He said that people have

owned counters in the market worth Rs 10,000 Rs 20,000 and this is creating mess in the market along with decreased profit. Such counter owners have even made it difficult to distinguish between wholesaler and retailer. Kashif said that it was mere rumor that distributors are making profit of up to 7%. Nowadays it is nearly impossible to take out salaries for the workers" said Kashif. He said that 3G will survive in the market only if it keeps the profit for the wholesalers and distributors.

Kashif likes to eat pulses and spends his holiday while sleeping. He considers Advance Telecom just like his 'home'. He lauded Phone World Magazine team for initiating a platform where retailers and distributors can voice their opinion in a better way!



## Old is Gold MINHAS ELECTRONICS

BY AIMAL ALI KHAN

We had the opportunity to interview the owners of the Minhas Electronics. They have been in business for about 20 years and selling Motorola handsets back in early 90's. If you are not familiar with them, they are the ones that would not fit in a pocket. Those were the days when GSM was not that famous and cell phone users were very less. Those days keeping a cell phone was considered mark of status and was so expensive that not only outgoing but even the incoming calls were charged. The owner Riaz Adam described the success in selling handsets these days. They used to sell ten devices in a week back then and now they sell approximately 10 sets in a day. They are interested in selling Nokia devices due to their performance and durability. Upon discussing other brands, they replied that though other brands are launching good devices yet they have a long stairway to climb in order to compete with Nokia. Q-Mobile being relatively new and recent



will not be fair to get compared with Nokia, yet it has a tough market to struggle with. Due to sales of latest handsets with 3G capabilities, the public is showing more interest and want to utilize their devices with the latest services. Moreover the latest imports of iPhones and other brands are also 3G enabled, but most of the customers are not aware of their benefits. The representative of Minhas Electronics emphasized on improving business with the deployment of 3G networks. He is optimistic on behalf of the return over investments and revenue generation.



# The Trustworthy



BY HASSAN SALEEM

The PhoneWorld team visited the Zonal Office of United Mobile at Abdullah Haroon Road Karachi run by Khalid Iqbal, who has been in the business for past 2 years. He was proud to say that his shops sells only branded handsets like Nokia, QMobile, Samsung, Megagate and L.G. On asking about the market of these brands and any visible changes he replied that **QMobile has changed the shape of the market. It has won over the Samsung sales and other international brands to become the second highest sold handset company in Pakistan.**

Khalid elaborated the prices of the handsets as the reason to snatch a position on the podium of market leaders. The prices of QMobile handsets ranges from a mere Rs. 1950 to Rs. 8500 with a posh design and warranty compared to other local brand competitors out there today.

On the pressing issue of market hindrances, Khalid Iqbal responded positively about facing problems in the market with low profit margin. He further clarified that

they sell United Mobile devices on their specified prices, but they receive customer complaints since retail rates differ from them. For example a set of Rs. 8500 will be available at Rs. 8000, with such variations it gets difficult to maintain profit. This creates a high risk in losing customers too.

Upon discussing the 3G innovation in Pakistan Khalid showed positive assertions by replying that 3G should be introduced in Pakistan, because **they are selling customers 3G enabled handsets, and if you don't have 3G in your country then you are just paying for services that are not available.** We asked Khalid that if local brands like QMobile, Megagate, G-5, Gtide bring 3G sets in to the market, would people buy them; He replied almost rhetorically that obviously **if they are getting 3G services on a low priced phone then there is no reason to avoid such deals.**

Asking about his distribution Channel, he replied that this is a Zonal office (referring to where they were during the interview) and he has the whole zone under his authority, but he isn't having complete control over the situation because of the grim situation in Karachi. "We are a little skeptical about handing over credit as yet, otherwise we used to distribute brands in Baara Market, Geo and Baahria Market e.t.c. in the Arangi area, but those markets have their own distributors now" remarked Khalid.





# ND TELECOM

BY HASSAN SALEEM

NDTC has a wide network across the country with a distributing chain in Peshawar, Quetta, Faisalabad, Multan and even areas that fall in the interior Sindh district. The business has been running good but with the recent flood in Sindh is why mobile shop owners are not having a good response from the market. Public in Karachi and other parts of Sindh are interested in inexpensive and loaded handsets. That is they want almost all the features but with affordable rather less price tags. *China maal* can serve their requirements as they please. Since branded stuff with such applications and features is way out of normal ranges. Chinese unbranded sets with their shrilling ring tones and low durability are what normally serve their purposes. Upon discussing the warranty claims we were told that they serve their customers by repairing defected and faulty devices.



BY FAKIHA HASSAN RIZVI

Mustafa the person responsible for the launch of Ubest mobiles has been working in the mobile market for the past 12 years had a cordial discussion with the Phone World Magazine team. He has introduced a Chinese mobile which he considers to be "Original" and of good quality. Ubest is a manufacturer of cellular phones in China. The Company designs and sells mobile handsets based primarily on global system for mobile communications (GSM).

He was optimistic about raising the sales of UBEST, initially the sales have started in interior Sindh but natural disasters like floods are becoming an impediment. Mustafa aims at elevating the UBEST mobile brand. He claims that these cellular phones possess a good battery. He thought that the segregation of wholesaler and retailer doesn't matter as sales are generated on the basis of quantity.

He revealed some interesting facts about the sales of cellular phones in China by explaining to us that there were huge malls in china specifically dedicated to mobile phones. Mustafa said that he knew the Chinese market language hence it's a bit difficult to manage food items but thanks to the Pakistani and Indian restaurants over there things are easier. He considered Chinese people to be very friendly, hard working and dedicated

about their business. It takes 2 to 3 days for him to bring Chinese mobiles from China. Mustafa was of the view that Nokia and Samsung have their own place but good quality Chinese or local brands can also lift up the market. He was positive that he could make a market place for UBEST in Pakistan but Nokia would remain formidable. He was of the view that Indian market could not be compared with the Pakistani one as there were scores of brand in India. **Brands like Q Mobile are a copy of Micro Max that was launched in India.** Regarding 3G he said that every person cannot afford to use handsets that are compatible for 3G technology.





A view of Serena Market and its mobile shops!



A Mobile shop selling Mobile accessories and hand held video games.



Restaurants near Parking lots are also very famous amongst the customers and shop owners.



(L-R) Amir the Finance Seceretary and Asif the President, of Serena Market Welfare Association busy in their routine work.



A view of serena Market and its routines in handling customers.



The only retailer at Serena market, doing business in iPhones and HTC products.

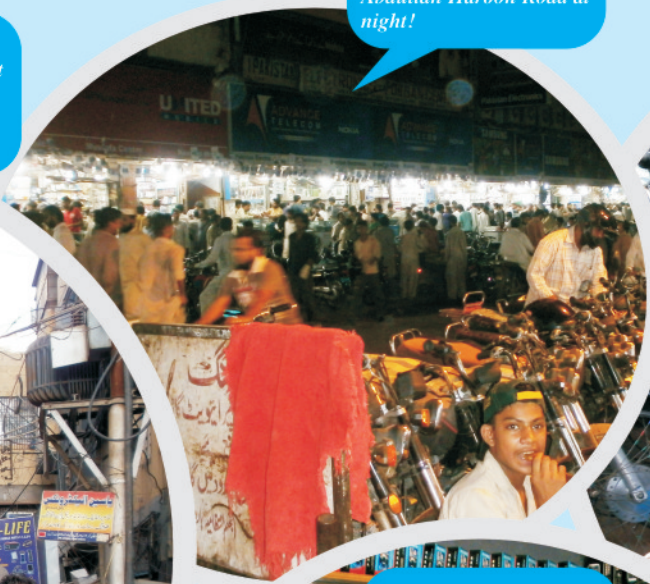




A picture of Moon Market, one of the largest "Mobile phone Accessories" markets in Karachi



A beautiful picture of Abdullah Haroon Road at night!



A PW representative having a moment in "Unique mobile repair shop"!



Sale of accessories on Abdullah Haroon Road



The sudden demand in Chinese mobiles is resulting crowds at Hashmi market!



Advance Telecom and its superb Advertising mechanisms, all along Abdulla Haroon Road Karachi





# Toy Mobile Phones

## Spider



No wonder Spiderman's Spidey Senses were Tingling! This phone has a unique design which immortalizes the legendary comic superhero!

A kid's 'Toy Car' at a glance; but in reality a fancy Mobile Phone. This phone is equipped with all the tech goodies that a mobile needs. Stuff like Colorful Display, Bluetooth & Camera that can support Dual SIMs, priced at Rs.2,800!

## Ferrari



There's a Surprise under the hood of this car... and it is not an Engine but a proper color display and camera phone! This phone has a unique design..with price ranging from Rs.5,000 to Rs.7,000!



## Ferrari

Walt Disney's star cartoon character Minnie Mouse admired as a kids toy mobile phone.

## Disney



## ILU Phone



Chinese toy phone are rapidly becoming famous here as childrens and teenagers a like find them amusing



*The innovative thinker and realist behind MegaGate Mr. Muzzamil Raza. A man who not only single handedly markets his brand countrywide, but also set its standard on par with international brands such as Nokia, Samsung, Q-Mobile etc. He has brought the company from a humble beginning to a position of strength through devotion, zeal and enthusiasm*

BY MIR HASSAN ALI KHAN

**PW :** Could you kindly describe a brief overview of MegaGate?

**MG :** MegaGate is a UAE based company that has a long history of consumer electronic products. We have strategic partnerships with major global consumer electronic brands, in Middle East as well as Pakistan, on manufacturing as well as marketing various products.

Moreover, we have a portfolio of multiple brands under consumer electronics in Middle East, Africa and Pakistan. The Cell phone project is done for the first time in Pakistan by MegaGate with the same philosophy of innovation, quality and passion for our products.

**PW :** First of all we would like to congratulate you on the fact that you are expanding your mobile stock by introducing a new handset, the 6610 Blockbuster; are there any future plans to introduce more handsets?

**MG :** Definitely! There are future plans to introduce a lot of more handsets for our customers. Infact, by the time this interview will be published there will be at least couple more handsets launched!

**PW :** Sir, could you please describe a little about yourself and your role at MegaGate?

**MG :** I'm an MBA in Marketing from IBA Karachi; with the zeal to lead and drive businesses. I have been in the mobile phone industry for more than six years and have seen this industry grow and change tremendously. In this short career, I've initiated and led various projects and teams; thanks to my current and previous bosses who have had that trust in my capabilities. I had previously initiated and managed businesses of various global brands as well as some very interesting locally





developed products.

I'm leading the mobile phone business of MegaGate in Pakistan. This includes right from opening markets' developing products, sales and marketing, and keeping the business healthy and profitable. I was the first person hired for mobile phone business earlier in the year and now we have a team of more than fifty people working locally as well as internationally and obviously, it's going to grow much more quickly.

**PW : Being a brand new player in a game of well established mobile corporations, how do you plan to compete and set standards that will define MegaGate?**

**MG :** We will compete on the basis of our philosophy only by providing innovative and high quality products alongside ensuring quality post-sales services. MegaGate is new in mobile phone industry of Pakistan but has vast experience of manufacturing, R&D and marketing top brands in Pakistan and abroad. With our products and strategies, so far we have and we will set standards for other industry players to follow.

**PW : What was and is the initial drive force behind the launching of this company?**

**MG :** With the available technology right now, the possibilities are endless and there is a big gap among global brands and local brands in terms of quality of products, their options, values and business volume. So MegaGate wants to fill that gap. This is how we want to build the platform for ourselves.

The driving force is to take MegaGate in global markets and compete against world's top brands in various countries. That is why it was very important for us to set very high standards for ourselves right from the beginning, which we have done.

**PW : Is MegaGate planning to follow a single kind of OS that is available in the market, such as Android, WP7 or IOS?**

**MG :** At the moment we have feature phones based on customized software. We're currently evaluating Android and other platforms too and we will soon bring few very high value smart phones and other products.

**PW : The OS market has been dominated by huge names like Android, WP7 and IOS who are setting marks in the Pakistani mobile world as well; in this case, what OS would MegaGate prefer?**

**MG :** So far the preference is toward Android as it is an open platform and consumers can have great options for



*To make 3G useful and reachable for customers, it needs to be affordable for a wide range of customers which MegaGate can provide with their efforts and R&D according to the interview.*



how they want to use their device. However, at the same time, we will make sure that we also provide our customers with lot of options through content, applications etc.

**PW :** The biggest and most important tech. gossip out there today is whether we should get 3G or not, what are your views on the issue?

**MG :** Obviously, there is a big gap in technology due to unavailability of 3G. So we should have 3G available as soon as possible. However, to make 3G useful and reachable for customers, it needs to be affordable for a wide range of customers. MegaGate can make 3G handsets affordable for a wide range of customers but to make those products useful for customers, 3G services also need to match comparable price points.

**PW :** How would you define a successful mobile company, considering huge cutthroat market rivalries that companies have with each other now days?

**MG :** In today's environment, a successful mobile phone company will be the one that can give customers innovative and useful products. With available technology, options are unlimited, so it is our responsibility to make those options available for customers. Moreover, quality and trust in your brand is an important principle and it should be one of the top priorities of any company.

The rivalry should be, and would be, on how good a product you can provide the customers. And these should be the rules of engagement of any mobile phone company going forward.

**PW :** With other local manufacturers and international imports, where do you see MegaGate in the next 5 years?

**MG :** With the potential we have, we should definitely be market leader in Pakistan and a top player in various international markets.

**PW :** Do you have any preference for embedding modems of UMTS or Rev-A in any of your future handsets?

**MG :** Based on network availability, we will definitely do that. The technology available with MegaGate has no limitations. We are actually looking forward to that.

**PW :** Which brand do you consider to be a healthy competitor for MegaGate?

**MG :** I think global brands have a lot of potential so we're looking forward to competing with them. It helps us in fueling the drive we have for innovation.

**PW :** Being such a stature in the business, you must have a very tight schedule; what are your activities on your days off and which hill station do you like to visit?

**MG :** I like to spend my time with my family whenever I get the chance! And my favorite hill station is definitely Murree.

**PW :** What kind of food do you enjoy having?

**MG :** I love all kinds of "Desi" food, such as "Nehari", "Pai", "Sarson ka Saag" etc.







## OPEN MARKET HANDSET (OMH):

# Breaking the Chains

BY AIMAL ALI KHAN

OMH has been developed to enhance customer's selection for their preferred devices thus improving the channels and distribution of the CDMA ecosystem. With the help of OMH certified devices and networks the users and the business developers can gain by reusing their devices any where having the OMH compliant network. Just like GSM networks in Pakistan, consumers can freely choose their favourite device and can also select their choice of operator; with OMH compliant networks and devices we can have the same options and benefit from its multiple uses where ever the CDMA network is available. So in short OMH requires all the subscriber specific information be embedded on RUIM card. The RUIM card is like a SIM card that we use normally on our GSM handsets and stands for Removable User Identity Module.



With such devices and networks the users can not only benefit by having a large variety of devices but they can also support high speed internet. With OMH compliance the competition will not only rise between devices but even compel the service providers. So naturally the consumer will feel better margins since the manufacturers will keep on improving their devices with affordable price tags and allowing them with a combination of services. These improvements will support video conferencing on the move which is inherent due to the better capacities of CDMA networks.

As a reader you will require even more information on selecting such devices. So let us help you on how to identify them. We are sure that you can differentiate between a diamond and a ruby. Well that's not just it. OMH compliant devices or RUIM cards will have a ruby symbol on them but with specific orientation and colours, even with a specific background. Moreover for the operators there are different forms and documents to be duly filled and confirmed by the CDG. Then the operator can put the logo on their devices and RUIM cards. For your further interest and information I will recommend that you visit the following websites.

OMH™ info: <http://www.cdg.org> or <http://wiki.cdg.org>

Marketing Work Group: [http://wiki.cdg.org/wiki/OMH\\_MWG](http://wiki.cdg.org/wiki/OMH_MWG)

Test requirements and Acceptance Group & TAG Process Guide: [http://wiki.cdg.org/wiki/OMH\\_TAG](http://wiki.cdg.org/wiki/OMH_TAG)

Various CDG documents (CDG166, 174, 182, etc) : [http://www.cdg.org/members\\_only/ref\\_doc.asp](http://www.cdg.org/members_only/ref_doc.asp)

Logo usage guidelines: [http://wiki.cdg.org/wiki/OMH\\_MWG](http://wiki.cdg.org/wiki/OMH_MWG)



# SMART PROCESSING

BY FAREED KHAN

In today's life, we need a fast multitasking device that can cope up with our daily multi task computing activities while maintaining a minimum usage power. For this purpose developers are making their best classes of processors for our PCs and Cellular phones. Main competitors are Intel and AMD, both of them are leading companies in making processors worldwide for PCs.

AMD was the first company to introduce the dual core processor phenomenon with the launching of its AMD Athlon 64 X2 dual core processor followed by Turion X3 triple core processor and the X4 Quad core processor. Thus, sending a shock wave to Intel's market. Intel responded by launching Pentium D in 2005 which was nothing more but two Pentium 4 Prescott processors embedded together on a single dice. However both of these companies have gone further more with launch of their six core processors with core i7 980, codenamed "Gulf town" and AMD launching its phenom 2 X6, codenamed "Thuban", but AMD again made a remarkable progress by making its "Phenom-2-X6" processor backward compatible with its

predecessors i.e. X2 dual core and X3 triple core motherboards. Although, these companies are not famous when it comes to cellular phones. Nowadays Smartphone's are basically small pocket PCs but certain developers make mobile processors like NVIDIA's Tegra 2, Qualcomm's Snap Dragon, OMAP T1, ARM cortex A9, ARMADA they all give the smart phones a computer like capabilities.

Over the recent time smart phones manufacturers are focusing on their processing capabilities occupying less space and performing in lesser time. For instance, Apples launch of its 3GS smart phone back in 2009 was a major performance upgrade as compared to its predecessor generations. Similarly Qualcomm's 1Ghz Snapdragon to Toshiba TG01, HTC HD2 and HTC's Google Nexus provided major performance boost in processing power.

In short the trends are moving towards handsets with more options and capabilities. These are achieved by embedding better processors that can support latest features and more applications with faster data rates.





- Firstly 3G services should be affordable enough to get purchased.
- Secondly their handset prices should be in range of \$40 to \$50.

الثرايا  
THURAYA

## THURAYA

### Satellite within Reach

BY MIR HASSAN ALI KHAN

Following are details of the interview conducted by our team member Mir Hassan from the Chief Operating Officer of Thuraya Sheriar, who is very optimistic in the deployment of 3G in Pakistan. He has considered it as a fantastic technology which has been long awaited for years now. According to him, "The earlier the better, but still it is most welcomed in Pakistan. It will be a very good change in the telecom milieu of Pakistan." He mentioned two important things about the deployment of 3G services; firstly the 3G services should be affordable enough to get purchased. Otherwise if the tariffs and prices are too high it would keep the major market of telecomm subscriber in Pakistan away from it. The other thing is the availability of handsets to attract the major segment of the market. So ideally the 3G tariffs should be affordable enough for the major segment of the market with regular handsets in range of 40\$ to 50\$.

These are his observations and he wished all the promoters the very best in introducing this technology in Pakistan. Thuraya is one of the leading satellite telecommunication service providers in the world. It provides the most affordable and reliable satellite service. In Pakistan it is represented by International Marketing and Trading Company. Sheriar said, "We officially represented Thuraya in Pakistan and we are also the distributor and service providers in Pakistan.

Thuraya satellite services have a very vast range of products ranging from mobile handset to IP terminal which are basically capable of very high speed internet." He also said that they are completely portable and one can enjoy the broadband services, even while sitting on top of K-2. He stated, "We have Thuraya marine terminal specially designed for marine service naval ships and merchant ships. We have Thuraya satellite based public call offices as well. **We have been in Pakistan for the last eight years and we are the premier providers of satellite services here."**

**Last year Thuraya launched "Thuraya XT". It is the most advance, smartest and toughest satellite phone in the world. It is moisture resistant, dust proof, sturdy and robust yet attractive.** I think among all the satellite phones available globally, Thuraya XT is the most attractive handset. Thuraya also launched the "Thuraya SG2520". In addition to that we have other handsets which can connect to the satellite as well as GSM network. Depending on the usage if your requirement is in multiple networks then you are recommended to get Thuraya SG2520. They will launch a new handset in during the first quarter of next year, 2012 "Thuraya XT Dual". This will run on both the networks i.e. GSM and Satellite.





# How Integral is a mobile phone to your life - Lahore Speaks

*“Cellular phones have become an integral part of one's life”*

BY FAKIHA HASSAN RIZVI

Cellular phones have become an integral part of one's life. Seldom will you notice someone without this handy little communication device whether it be a sales person at a small shop near your house, the driver cleaning the car in a posh garage of a bungalow or even the maid striving to earn her bread and butter by washing dishes. Cellular phones seem to be an obligation rather than a choice. Cellular phones, that transformed into 'status symbols' among the Pakistani elite, teenage girls and boys who are always ready to brag about the latest model clenched in their fists, have secured a top place in the list of 'inevitable needs'.

Observing the mobile phones consumer behavior of the most populous city of Pakistan- our very own 'lively



Lahore', one can easily notice that the gender gap isn't bridged up while owning this essential gadget even. In Lahore the male members who possess a cellular phone exceed in numbers to the female members. However, adoption of cellular phones has become very rapid ignoring the 'gender segregated' data results. **The vibrant youth of Lahore forms the largest group to own cellular phones i.e 85%. Over 30% of the**

**Lahoris wish to get rid of their old handsets after every 6 months** (wonder if they do get old after 6 months...). **Whereas, the more stint 52% prefers changing them after a year or so.**

Quickly glancing at the preferences and the choices of 'Zinda dilan-e-Lahore' when it comes to purchase a mobile phone, it was noticed that majority of the consumers were fancied by brand new handsets but the demand for used ones was reasonable enough and couldn't be ignored for that reason. **Among the used ones, foreign and Chinese brands were a major source of attraction for buyers while there was negligible appeal for the local brands.** A good majority still seems to be a big fan of the unmatched "Nokia" although a variety of brands are in the market. Most of the smart phone users were the students.

When we talk about cellular phones then there isn't a possibility that we won't check our pockets. The economical minds were willing to spend around USD 100-200 in order to purchase a new handset while the more generous ones were ready to spend USD 220. However, the former outweighs the latter when it comes to statistics. **More than 50% of those people willing to spend over USD 220 belong to the 'student sphere'** (who use their parent funds) and the members of the business class.

**“It's the use which makes the invention good or bad”, 'calling and texting' cellular phones have been tagged with both these purposes since their inception into the Pakistani society.** Standing at the traffic signal, walking on the pavement, buying grocery at a store and even while driving people are in a hang of using both these popular functions. Lahori teens are overwhelmed by the late night call packages and SMS bundle offers which have rendered other functions of this innovative device passive!





## The Illustrious Wholesaler Who Envisions the Success of 3G in Pakistan

### MR. MALIK KHALID IQBAL

*Younis Mobiles & Vice President of Anjuman Tajran Electronics (Hall Road)*

BY HASSAN SALEEM

The phone world magazine team had the honor of interviewing the Vice president of the Traders Association of Hall Road Market and the current owner of “Younis Mobile”, Mr. Malik Khalid Iqbal. He is the most prominent mobile whole seller not just in Hall Road and Lahore alone but also in the whole Punjab region as well. Mr. Khalid is a very famous and humble natured personality recognized throughout the Mobile Market business. Younis Mobile is a shop that is providing mobile in bulk to all kinds of retailers and “local mobile dukaans” in Punjab, whether it be international brands such as NOKIA, Samsung, BlackBerry, L.G or local brands like QMobile, Megagate and others. If you are a first timer, you will recognize the shop because of the crowd. Mr. Khalid

prays five times a day. And according to his friends and associates, he is a very modest person. He has a simple taste for food products, even though he resides in the city which is acclaimed world-wide to carry the true “Zaiqa” of Pakistan, with variety of tasty foods like “Nehari”, “Siri-Pai” and “Chicken Charga”. On vacation he claimed that he spends the most of his time with his family.

On being questioned regarding the probability on 3G and whether it should be introduced, Mr. Khalid jumped at the opportunity and said that “3G should be introduced. As with its services, there would be a boom in sales”.

Being at the prestigious position he has the responsibility to improve the conditions of the whole market, parking spaces and construction and security infrastructure as well. As it is his firm desire that Hall Road should have a friendlier atmosphere to facilitate the underserved community as well. On the improvement of security, Mr. Khalid also made it clear that he wants to diminish the “*Dummy Mafia*” of the Mobile business, which comprises of the organizations that sell “Cloned Handsets” of international brands with bogus warranties and rates to outwit the commoners of our nation.

**“3G should be introduced. As with its services, there would be a boom in sales”**





# HIGH QUALITY ↓ LOW PRICE That Is **G-TIDE!**

BY FAKIHA HASSAN RIZVI

Ali Imran the Chief marketing officer of G-tide, at the mobile market of Hall Road Lahore made some interesting revelations when interviewed by the Phone World Magazine team. Mr. Ali has been associated with mobile marketing for the past 15 years. He started working with G-tide just a year back with an aim of 'high quality and low price.'

Currently, G-tide is in 31 countries and is a top-selling cellular phone in Egypt. It is the second top-selling brand in United Arab Emirates and leading brand in the Kingdom of Saudi Arabia. In Pakistan it was introduced recently (i.e. in 2011) but in the rest of the world it emerged in the year 2002. It was launched in our markets during the month of May (2011) for the first time. Within 5 months G-tide has covered almost the entire Central Punjab and has entered the northern-Punjab during the month of October, 2011. It has opened service centers in the Multan and the Bahawalpur Market covering the Southern Punjab. At present, there are 6 service centers kicking off with just 7 models. It will update the collection with additional 10 more models within the next year.



Mr. Ali Imran stated, "We believe in quality. In terms of quality our best model is G666 which is a flip phone and such cellular phones are relatively difficult to manufacture. We ensured a metal body, beautiful colour and design along with durability." Throwing light upon the response of the customers he remarked, ***"The response is marvelous. Customers fancy our products. No one asks about the price after having a glance at the handsets of G-tide due to their striking appearance."*** It seems as if G-tide is all geared up to effectively draw the attention of consumers and dealers out there in the market. The noteworthy strategy of the marketing officer in this regard is that he believes the Pakistani market to be interesting with regards to 'adaptability'. "People give a warm reception to things which do not compromise on quality. We have a long term planning, we don't just want to introduce G-tide as a brand; our ultimate goals are market, cooperation, mutual trust and customer satisfaction which for us is a win-win situation", said Mr. Ali during the interview. Commenting on the performance of G-tide in comparison with other mobile brands like Club





mobile and G'Five; he was of the view, "We are at the initial stages and yet our strategies are different from that of Club and G'Five. Club is making limited models while G'Five is introducing models without any backup. G-tide believes in competition which gives rise to opportunity as the size of market increases. Customers always demand high quality with low price. That is the main difference between G-tide and other local brands as G-tide looks after the customer demand."

The success rate of G-tide can be measured through its quick penetration in just one province of Pakistan. **Presently, there are 100 distributors of G-tide spread across Punjab. G-tide has sold more than 50,000 units in the last four months through a single province; as it has started from grass root level.** The models of G-tide with touch screen or the ones with touch panel are popular in the market. The Chief marketing officer proudly claimed, "We have rated our GP51 (touch screen) at just Rs.4,500 with 25 built-in movies and Java supported OS whereas all other local brands have introduced their similar touch screen models above Rs. 6,000. The G160 is another

remarkable G-Tide model, It is unbreakable with long battery and a standby time of 720 hours. The fault rate is not more than 1 percent and we give a warranty of one year with a back up of 2 years. Therefore, the customers are not wasting money while buying G-tide." This is the reason that the service centers of local mobile brands are not jam-packed with people and we can hardly see customers over there.

According to Mr. Ali, G-tide is also planning to penetrate into the markets of Sindh and Balochistan. However, he lamented that the socio-political conditions of Karachi are not favourable enough for such initiatives. Commending the efforts of the CEO of G-tide, Mr. Ali stated, "He is a dynamic person who is cognizant of the mobile market and a friendly administrator as well." When asked about his personal likes and dislikes, in a lighter vein Mr. Ali disclosed that, being in the mobile business it is difficult for him to spare time for his friends and family and the only thing he likes to do during a holiday is to rest. One of G-tide's distributors at Layah, Mr. Shafqat Mehmood Chaudhry depicted his satisfaction by stating, "The quality of G-tide handsets is very good, people like it and out of 100 sets hardly do I receive complaint regarding even a single set. We are complacent with the way G-tide is working."







*'Jis Jis k paas  
Nasaki hai  
woh bolay  
cheez  
balla ki hai'*



# NASAKI

## *Taking On China*

BY FAKIHA HASSAN RIZVI

*'Jis Jis k paas Nasaki hai woh bolay cheez balla ki hai' ... you must have heard these lines if you listen to the radio. Nasaki is a relatively new low cost brand introduced in Pakistan. The Phone World magazine team got a chance to meet the Director sales of Nasaki, Malik Amanat Ali. He is the dealer of Nasaki in Punjab and Khyber Pakhtunkhwa.*

*According to him 40 handsets of Nasaki have been launched till now with complete focus on the low-income class. "They also have the right to possess good handsets which Nasaki aims to provide" added Malik Amanat Ali. He was of the view that there was no guarantee of Chinese brands in comparison to Nasaki. Malik said, "Nasaki is qualitatively better than other Chinese brands in the market." Nasaki has launched handsets within the range of Rs 1500 to Rs 2200. New model of Nasaki is worth Rs. 1100 that according to Malik would compete with Chinese handsets worth Rs. 3500. "We are providing the customers with the same Chinese handsets just in Rs. 1900 which other companies are selling in Rs. 5000" remarked Malik.*

Nasaki has head offices in four provinces of Pakistan which also serve as service centers. **Out of 100,000 handsets sold last month only 600 were repaired at the service centers.** Handsets are repaired and delivered back to the customers within 24 hours of their entry into the service center.

Regarding 3G technology in Pakistan, Malik said, "It takes time for people to accept and understand new technology." Being the joint- secretary of Hall Road he was not satisfied with the functioning of the market for the past 10 months due to insecurity and larceny. There is insecurity and looting", deplored Malik.

Sharing his personal predilections, Malik told that he liked to eat mutton, prayed five times a day and preferred to spend the holiday with his children. When asked about his favourite hill station, he replied, "Whole Pakistan is very beautiful in my sight."

He gave a strong message to the market by urging the shopkeepers, dealers and retailers to work while keeping in mind the moral and ethical values. He requested the business community to follow the principles of honesty while entering into transactions so that Pakistan may prosper.




 club mobile  
 THINGS WITH CLUB *hobby's*

## Join the Club

“China Mobile was the first to introduce dual sim in phones, and now the likes of Nokia and Samsung are also making these types of phones!”

BY HASSAN SALEEM

The Phone World team visited Hall Road and had an interview with the in charge of Ahmed Mobiles Zeeshan Ahmed.

Zeeshan was very keen on the interview, and kindly described about “Ahmed Mobiles.” He informed us that “Ahmed Mobiles is both a wholesaler and Retail mobile center that deals with only branded mobile handsets such as NOKIA and Samsung.” On being asked that whether they supported any local mobile brands, Zeeshan replied that the only local mobile brand that Ahmed Mobile supports is “Club Mobile”!

Explaining about Club Mobile, he said that “Club mobile with one year warranty is a very reputable brand out in the market today, that has very affordable product line of Handsets with price ranging from Rs.1,600 to Rs.8,000 which includes a variety of styles such as **Classic keypad, Full QWERTY and Full Touch Screen phones**; and the brand also provides one year warranty to its customers, with the same warranty tenure as given by NOKIA and Samsung internationally”.

He further explained that people have many complaints regarding their Chinese branded handsets. He didn't want to go into the specifics but displayed confidence about his products stating, “**People are satisfied when they make purchases from us!**”

The biggest threat to local brands are the well established international brands, we asked if that was the case with Club Mobile, Zeeshan replied that it all depends upon awareness, only a few people get the awareness that they are offered low priced handsets with all the features you would expect from a highly expensive handset, so once they have an experience with it, they tend to realize the benefits; which ultimately gives rise to their sales,

Enquiring about China Mobiles being a threat to the international brands, Zeeshan replied “Definitely! You can judge it yourself; (Branded) **China Mobile indeed is a threat to the corporate brands because of their high end features, feasibility, flexibility and affordability.** The recent increase in the warranty tenure has forced the international brands to go to extreme measures and compete with them. The best example is that, China Mobile was the first to introduce dual SIM options in phones, and now the likes of Nokia and Samsung are also making these types of phones!” He suggested the government to take necessary steps to improve the market security and check the sales of non branded devices. He finally said that the only organization that is doing something for us is the “Anjumman Itehad Organization”, he explained that this organization is doing a spectacular job in “reaching out” to the authorities with our problems, the problems of a common shop owner! Recently the organization launched a successful protest on the “Load shedding “issues which has produced positive results.”





## Selling Mobility

# SAGAR MOBILE

(Rafi Plaza), Hall Road Lahore

BY FAKIHA HASSAN RIZVI

Malik Saqib, owner of Sagar Mobile in Rafi Plaza (Hall Road Lahore) is in the mobile business for the past 8 years. **Hall Road constitutes around 80 plazas and is among the largest markets of Asia with 3500 members.**

He was asked by our team to differentiate between a wholesaler and retailer. He replied, "The retailer has to sell things and the wholesaler which is kept by the companies in between the selling process does not allow any margin to the retailer. Companies should supply the products to every shopkeeper themselves" There are just 14 wholesalers in entire Lahore who sell the supplies to the shopkeepers. 'Younas Mobile' is the biggest wholesaler right now in Punjab which is functioning justly." Saqib was of the view that customers demanded for Nokia handsets mostly. "Almost every model of Nokia is being sold and the one which doesn't suit customer demand is diminished from the market. Nokia introduces 2 to 3 models within a week. Publicity also affects the sales. For instance, Q-Mobile is being sold due to publicity.

Today, internet has given a lot of awareness, customers do not seek guidance while purchasing

cell phones they have their mind made up before entering the shop" remarked Saqib. He advised the shopkeepers to use their vote in order to ameliorate the situation of the market.

About the problems of the market, Malik Saqib said that—there is no security in the market especially with the inception of 'dummy mafia'. Customers have left the market due to insecurity and various other problems. He said that if he got a chance to improve the condition of the market, he will solve the problems at a single platform and eradicate the lack of management.

Majority of the population in Pakistan is not literate therefore, it is important to convey them about the advantages of 3G

Regarding the introduction of 3G in Pakistan, Saqib said, "Majority of the population in Pakistan is not illiterate therefore, it is important to convey them about the advantages of 3G." Talking about his likes and dislikes, Saqib said that he likes to eat 'saag' (spinach), does general repairs at his home and buys grocery during holidays. He said that today people are living hand to mouth and recreational activities depend largely on their budgets.



# What's Your Hand Set?

## Al-Madinah Mobile HALL ROAD LAHORE

BY FAKIHA HASSAN RIZVI

Muhammad Usman the owner of Al-Madinah mobile at Hall Road Lahore expressed his views over the general situation after having a discussion with the Phone World Magazine team of the market and the trend of sales at his shop located at hall Road in the city of Lahore.

Regarding the sales trends he said that he mostly sold Nokia and Chinese brands among which the sales of G-five are more than others. He had received very few complaints from the users of G-five handsets. At his shop, consumer behaviour is inclined towards Chinese mobiles as customers could get a camera, memory card and blue tooth in a single handset with affordable price range.

Highlighting the problems of the market, Usman showed deep concerns for non recorded sales of the mobile handsets. He was also worried about having no checks for the sale of fake mobile phones using official brand names thus outwitting innocent customers. Apart from the sales of the devices he has suggested to improve the security of the market for the convenience of customers coming and going.



## INTRODUCING THE F900 SOUND BLASTER

The F900 , a product of the Chinese mobile company AGTEL, is something that one would be interested in, priced at near Rs.3000, being a cell phone with a camera and having dual sim functionality doesn't come as much as a shock to us, since china phones are usually filled with awesome features at low prices. So what is the cool feature of this phone you may ask?

***"Bhai iss phone mein 14 speakers hain!!!"***

Having 12 speakers on the back of this phone, puts an evil grin on the face, because let's face it; the first thing you are going to say, after listening to your music on this phone is going to be:

*"Uffffff.....Awaaz ho tau Aisi!!!"*





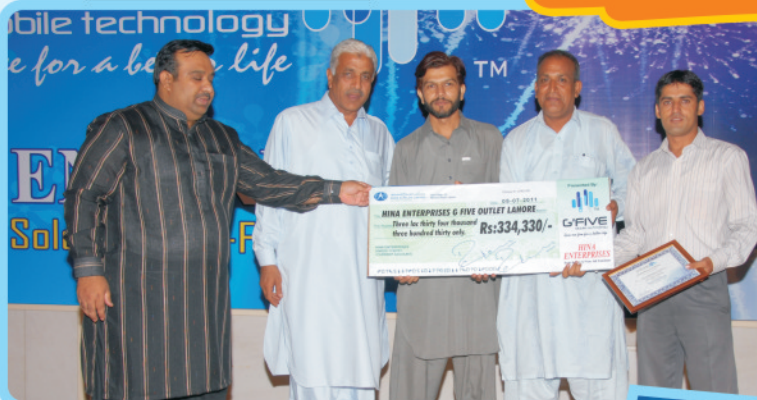


Mr Abdur Rehman (C.E.O G'Five Pakistan) Addressing the Retailers and Wholesalers of Hafeez Center on the occasion of G'Five's First Anniversary at PC Lahore

**G'Five Mobile's first anniversary at PC Lahore**

**EVENT**

Mr. Abdur Rehman and Mr Winston presenting the 1st Prize of Rs. 600,000/- to Mr. Rehan of Arif centre for the Retailer having best Rebate sales (last 2 Months)



Mr. Abdur Rehman presenting the 3rd Prize of Rs. 334,330/- to Mr. Shabbir Labba owner of Al-Madina centre and Mr. Zeeshan for the Retailer having best Rebate sales (last 2 Months)



(L-R) Mr.Jones (Head of Sales and Marketing G'Five Pakistan), Mr. Winston (Owner G'Five) and an Associate enjoying the function

Mr.Abdur Rehman (C.E.O G'Five Pakistan) and Mr Winston (Owner G'Five) presenting the 2nd Prize of Rs. 446,000/- to Mr. Riaz of Riaz Mobiles for the Retailer having best Rebate sales (last 2 Months)





One of the many sights one would view at Hall Road, covered with banners of mobile brands and handset billboards all the way.



## The Oldest Mobile Market

A Normal day in the shops at Hall Road Lahore!



Students visiting counter stalls at hall road looking for quick fixes to their phones, and also browsing for new merchandise!



Finding the ideal pouch to your handset in lahore can be as tough as finding a needle in a haystack! Here some students are searching for their Handset's pouch at Hall Road



Power officials repairing a Transformer at Hall Road Lahore



**Check this out!**  
Dummy Nokia handsets on sale with dummy warranties by **CZ**.  
**Be Aware!!!**



# PACKED TO SELL

## HAFAEZ CENTER

### THE JAM PACKED TECHNOLOGY MARKET!

BY FAKIHA HASSAN RIZVI

The President of Hafeez Center and Gulberg Board Association during a candid discussion with the Phone World Magazine Team commented on the security situation of the country. He said that his top most priority as a President was to make sure that the life and property of the customers and fellow shopkeepers be safe. *There are 300 mobile shops in Hafeez Center alone and besides that there are 600 other shops related to Information Technology such as computers, laptops and other accessories.*

On being asked about the distance of 'dummy mafia' from Hafeez Center, Kaleem said that: *"we try our best to meet the expectations of the people. Hafeez Center is an exemplary market of Lahore. Hafeez Center was the first one to arrest the pioneer gang of 'dummy mafia'. After that we never encountered such gangs in the markets. Mobile snatching is prevented through frisking and checking. There are 115 security cameras installed in the market. We made 6 feet high boundaries around Hafeez Center when the country was going through insecurity and instability. There is a proper parking lot outside the market premises."*

Due to these reasons, people prefer to go to Hafeez Center, along with their families even.



There are in-case-of disaster arrangements such as fire extinguishers. The handset that he uses belongs to Samsung. *Regarding 3G technology he said that: "I welcome 3G and any product related to technology receives warm reception in Pakistan." Malik gave the message to the mobile market that everyone can play a positive role by pointing out all the criminal elements and make the market secure. The comfort of the people should be the priority of the government and law-enforcement agencies.*

*"I welcome 3G and firmly believe that any product related to the technology will receives a warm reception in Pakistan."*

Malik Kaleem







# DEALING WITH IT

BY FAKIHA HASSAN RIZVI

Sheikh Usman, the authorized dealer of Nokia and Samsung has been working in Hafeez Center since 2000 and owns 6 shops, presently. He is presently dealing with Nokia, HTC and Samsung.

During a cordial discussion with the Phone World Magazine Team he said that: "The services of Advance are better than United. Nokia should work on making handsets for the local population. Previously, we used to rate Nokia at number 1 and at number 2 as well, But Samsung has now replaced Nokia at number 2. The new Android Operating System of Google has boosted up Samsung sales."

Regarding 3G technology he said that if it could be provided at a price that ranges between Rs.10, 000 to Rs.20, 000, then the sales would be good. "We consider ourselves to be retailers and serve the customers rather than serving the retailers after being wholesalers. Retailers should be facilitated" said Usman

Highlighting the sales of different brands he said that: "Q-mobile is popular due to its dual-SIM and multimedia phone. It has captured those customers who want low cost handsets; almost all the models of Q-mobile are being sold." He lauded the efforts of the market management. Listing some good works he told that a beautiful Mosque has been built in Hafeez Center to facilitate the shopkeepers and customers, lifts have been installed in the market ensuring the smooth flow of customers and there is security round the clock. Within this plaza, 30,000 mobile customers come regularly on daily basis.

## SHEIKH USMAN

AUTHORIZED DEALER OF  
NOKIA AND SAMSUNG

In Usman's sight Nokia care was better than i2, United, Advance and Mobile Zone. He said that Nokia was initiated from Finland then emerged in Germany and from then onwards to different countries. He mentioned that Nokia doesn't compromise on quality but its strategies don't suit the market. Usman suggested that it should follow the market trend. Usman welcomed new technology by stating that: **"gradually the customers are getting well-acquainted with technology and now people will know about the Operating Systems in their handsets. 3G and 4G is the need of the hour"** Sh. Usman likes to eat Pizza and spends his holiday with the family by hanging out. If for one day he gets a chance to become the President of the Lahore mobile market then he would make the market better in terms of security and eradicate broker system. He also aims at launching his own brand in the future.

In his final note he said that **Pakistan should accept and welcome technological advancement as it is the age of Information and Communication Technology, gone are the days when the post men used to deliver letters at door steps!**



“3G is the new hype of the country today, but it won't be a “Flood” that would create a craze for the technology. Reason being that the rest of the world is moving towards 4G and we have yet to move towards 3G. Other than that I don't think that the operators would provide us with the promised data rates, and our current Wi-Fi connectivity speeds are proof of that!”

## TOGETHER WE CONNECT

### FAROOQ BUTT

General Secretary of the Anjumman Taajran Organization and the owner of “Communicators” the Authorized dealers of Advance Telecom, Mobile Zone and United Mobile at Hafeez centre



BY HASSAN SALEEM

Phone World had an interview with Farooq Butt the General Secretary of the Anjumman Taajran Organization and the owner of “Communicators”; the Authorized dealers of Advance Telecom, Mobile Zone and United Mobile at Hafeez centre!

On differentiating between Hall Road and Hafeez centre, two of Lahore's largest markets, he said, **“Hall Road is a huge market that focuses mainly on imported low priced China Mobiles whereas Hafeez centre deals in all kind of branded mobile phones, laptops & PDAs.”**

On being questioned about the affect of the Chinese Mobiles on the mobile market, Farooq Butt agreed it's affect on their businesses, since the higher echelon of the society is only 2% whereas the “Safaid Posh” (commoners) are 98%; and when the latter is provided with all the facilities that are only available in super expensive handsets, then an effect on the business is inevitable!

Nokia is now introducing handsets that can support dual SIMs , such as the X1-01 and the C2-03, whether

this was Nokia's response to the China mobile feature the question was forwarded to Farooq on which he replied, **“Samsung was the first mobile brand to introduce Dual SIM with a Dual Standby mode. Dual SIM normally requires a reboot to activate the second SIM whereas Dual Standby doesn't require a reboot. Nokia has not yet introduced any handset that supports such features!”**

Stating a little about his role as a General Secretary of the “Anjumman Taajran”, Farooq explained that for him security has always been an issue of high concern, but throughout the time, the security has increased exponentially, from CCTV cameras to local guards. He would appreciate a formal help on behalf of the government in this regard. On a personal note, Farooq stated that he likes kashmiri foods, “Siri Pai” etc. and also likes to visit the ill stations like Naraan and Kaghan on holidays.



## One of the most Secure Markets of Lahore

Samsung displaying its latest products i.e the Galaxy SII and the Galaxy Tab to the public



Security Guards active at Hafeez center's vicinity



Due to the excellent security and almost pristine environment, even ladies are seen visiting mobile shops at Hafeez centers



Mobile Shop owners following the tedious routine in dealing with customers every single day



Not only mobile phones a booming business but even mobile phone casings and pouches are a decent source of income at Hafeez Center



Students getting lost in the midst of the many mobile shops that Hafeez Center has to offer





**“It's a good substitute to your expensive phones that you keep at home or at secure premises; plus they are Stylish, Cost Efficient and Reliable compared to other branded low cost phones.”**



# Chinese Brand Taking Over

BY HASSAN SALEEM

Last week when I wanted to update my cell phone firmware I visited a mobile shop in F-7 markaz. It was not surprising to see a decent rush of customers in and out of the shops in Islamabad, most of them window shopping though, but still quite a few actually made purchases. Now here is the shocker, I was under the assumption that being at a “hosh posh” sector of the capital, people would go for the elite stock like, iPhones & Galaxy's , but on the contrary most of the sales made were of brands that hardly heard of. I am talking about Q-Mobile, Megagate etc. I asked the shop owner, and he revealed to me that these **Chinese sets are a booming business!** And they in return for us make a decent profit. To be frank it was a bit awkward to see these mobile sets been preferred by people over the real branded stuff?

I have got to admit that the distributors of these branded Chinese handsets are doing a good job in

making sales by increasing the awareness amongst the public through media advertisement and newspapers.

I have to say that, a few months ago I would stay away from the “Chinese Maal”, why? Well for the obvious that they seem “unreliable”!, But given the current circumstances with the media advertising of well orchestrated China Mobile commercials; people sure have started to lose the hesitation on purchasing these kind of sets, which is a good thing.

It's a good substitute to your expensive phones that you keep at home or at secure premises; plus they are stylish, cost efficient and reliable compared to other branded low cost phones.

**Highly recommended for a try at least!**



# THE GIANTS THAT WERE

BY AIMAL ALI KHAN

Upon my visit to meet the senior president of the union in Blue Area Choudery Waseem, I had the opportunity to discuss about the old handsets and their influence on our lives. After raising the question of deploying of 3G networks, he was more than willing to have it introduced in the market. He denied any rumors of no business returns. Rather he was very confident that this will improve the money flow and will benefit the operators more than anything. Having the latest handsets which are 3G enabled, the operators should have no qualms in carrying out the 3G networks.

The president, Waseem, showed some old Motorola handsets. They were heavy and much larger to get fixed in our pockets. He seems to be keeping a Jurassic park of the handsets. A separate pouch would be required to carry them along. It seemed funny when he compared them with Q mobile and Nokia E71. To even surprise you, one of the handset was the named "Ultra Sleek 9650", though it felt a few grams lighter than the others. According to the president these handsets were

not changing that frequently as it does today. Despite their huge sizes people were still more interested in buying and using them. This was the time when our scientists were working on GSM technology back in early 90's.

Motorola being one of the pioneers in handsets paved the way for other manufacturers and improved the customer experience. By showing us these handsets was not to inform you about his collection, but to give you an idea on how user experience has changed since then. The situation may not be exactly the same when compared with the leap of deploying the 3G network but in the long run the first steppers will be remembered for innovating the user experience and improving the revenues with latest techniques and distinctive boundaries. The operators in Pakistan are not confident regarding the business returns with their own school of thoughts. They should start rethinking and look into the depth that 3G can promise. Yes LTE cannot be ignored but if the operators think that users in Pakistan may not utilize the huge data facilities, I would humbly say that they are not correct. Just as the president said when GSM was taking over even with the high costs for incoming calls, users never backed off from using the ordinary voice calls. If the operators are working on LTE they should know that LTE products are not mature enough to reach the end user with affordable rates. By affordable rates, I mean we will be buying the device in less than Rs.10,000 using around 70Mbps data service for not more than Rs. 1000 per month. If the operators consider this a future proof I would guess it will take more than 10 years to overcome the money spent on deploying the LTE network. 3G will not take them that long due to a huge variety in handsets and several data services running maturely across the globe. Those large handsets are a history yet they served their operators and manufacturers more than enough. They have lived their purpose and paved the way for innovation.





BY AIMAL ALI KHAN

The dual SIMs handsets are gaining importance with the available tariffs and calling rates. Samsung is one among them with a variety of devices. The competition has compelled other manufacturers to meet the rising demands of such handsets. Nokia too has presented the market with such a handset. This is a good start for Nokia as the usual consumer in Pakistan has certain demands when it comes to choose the handset. Nokia can improve its penetration with its dual SIMs sets since people have shown great interest in handsets like LG, Samsung, MegaGate, G-Tide etc.

Samsung has proven its iron in this business, upon discussion with the president of Black horse market, Asad. Though he is very impressed with the Nokia and hTC yet he emphasized on the dual SIMs of Samsung like C6112, b5277 and 5212. Keeping in view the market trends and the consumer behavior he received a better response due to its features like live standby and better battery life. According to him these handsets have manageable cost prices ranging from Rs. 8.5K to Rs.

12.5K. You can always visit these shops and ask about their recent rates for your own convenience. In short *to avoid carrying two handsets in a restricted space of our pockets or handbags, the dual SIM can make it much easier to manage our course of works.*

According to Asad the general public of Pakistan keeps two cell phones. There are several reasons for this behavior. Some maintain one SIM contact as their permanent number and another one according to different operator packages. Moreover larceny of expensive gadgets has also compelled users to keep different handsets. So whichever the case, dual SIM with their nominal rates are gaining fame. It started with local known brands and now brands like Nokia and



# IT TAKES TWO





BY FAREED KHAN

The mobile market in Peshawar is booming these days. People tend to buy phones that have lots of features with better quality and performance. Various brands of mobiles like Nokia, Samsung, Sony Ericsson and Apple have their say.

Here people like to buy phones that are not very expensive and for that reason Chinese handsets are the most ideal. With the availability of majority of inexpensive goods made in China, sale of the cellular phone is also rising in the Peshawar market. These Chinese cellular phones are actually the exact replica of original brands that are made by different multinational companies. According to dealers and buyers in Peshawar, most of the cell phones that are available in the market are Chinese and its market is increasing day by day.

**“sasta roay  
baar baar....  
Mehanga  
roay aik  
baar”**

Whenever a company launches any cellular phone with a new pricy design, the next day its Chinese made replica penetrates the same market at a lower price thus taking the same market from its original maker.

Most of these Chinese phones make their way from Lahore and targets the low income brackets that enjoy the same features of the original phone in affordable versions. But on the other side these phones have drawbacks, like no warranty and are functional for less than a year. In worst cases they start malfunctioning within a week.

Most of the consumers like to buy Nokia brand and majority of them are not officially made by Nokia. The most famous among them are N-series, Xpress music and Nokia 6300.

Due to their instability the users usually want to get rid of them in 6 months period. Having a low resale value, the consumer does not bother with them as they add a few thousands Rupees to buy a new Chinese Handset. On the other hand the original handset buyers don't sell their devices due to their reliability, and even if they want, it gives them a decent sum according to the demand and condition of the handset. That is why it is famously said that **“sasta roai baar baar.... Mehanga roai aik baar”**. This story remains the same for the other brands like Samsung and Sony Ericsson as well.

## Peshawar Calling...

*The original Nokia 6300 is set at Rs.10, 000 then its Chinese made variant is available in less than Rs.4,000. The original N-95 costs Rs.37,000 while its Chinese brother costs Rs.7000. Nokia Xpress costs Rs.17,000 whereas its Chinese clone costs around Rs.5,000.*





Mobilink  
**indigo** EXCLUSIVE **htc**  
*quietly brilliant*

## MORE FOR MOBILINK EVO 3D



Yup! It's time for 3D, as other competitive operators of Pakistan were introducing major branded smart phones with exclusive offers, well Mobilink being...Mobilink, wasn't going to sit back and enjoy the show.

The HTC EVO 3D despite its 3D technology is a beast from the perspective of every "Nut and Bolt" that holds it up together.

With a powerful 1.2 GHz Dual Core Processor by Qualcomm the device runs on the latest AndroidOS v2.3 Gingerbread, which supports all the stuff new Smartphones have such as Bluetooth and Wi-Fi. The EVO 3D has a 5MP primary camera that allow the user to snap 3D pictures and a secondary 1.3 MP camera for video calling. Mobilink is pricing it at Rs.59,999/- which is a little on the hefty side, but then again it is targeting the higher echelon of society.







U  
were  
SAYING?

**Fone** has always introduced new and exciting offers to the public in the past, the Google IDEOS, the VERVE and the HTC Flyer Pad. And now Ufone is introducing a duo of the new HTC ChaCha and the Wildfire S with exciting new offers.

The fundamental laws of "interesting offers" are that they need to have exciting price tags with high quality so the subscriber won't have the hesitation in making the purchase.

HTC is a beast in the Smartphone business, quality is the highest priority when HTC is the brand logo on a phone. So you not need worry there. And price wise these phones are very affordable.

The ChaCha, a Full QWERTY/TFT Capacitive Touch phone is more appropriate for the people who like to have the feel of metal under their thumbs, when they rampantly type their SMS.

The 800 MHz processor phone comes with built in AndroidOS v2.3 Gingerbread, 512 MB ROM and 512 MB RAM, 5MP

primary and secondary camera and supports a microSD card slot that can be juiced up to 32 Gigs.

**The Wildfire S, is a full on Touch Screen that has a look that is similar to the Desire. It is more of a youth attraction or should I say a "Uth" attraction! The phone is extremely stylish and highly reliable.**

**The Wildfire S is a 600 MHz processor phone that also comes in with a AndroidOS v2.3 Gingerbread, 512 MB ROM and 512 MB RAM, 5MP camera and a microSD card slot that can support up to 32 GB memory cards.**

*Ufone also says that you can reimburse Rs. 4000 and Rs.2000 back on the HTC Chacha and the HTC Wildfire S respectively, by spending at least Rs.500 per month for at least 3 months*







## NOKIA C2-05

With the high demand of the NOKIA C2-03, Nokia has been motivated to launch a newer model similar to the C2-03 called the NOKIA C2-05, the phone is a very sleek design slider phone that includes EDGE and GPRS connectivity a decent VGA camera, amazing sound and a capacity to store up to 32 GB of data.

*“Style ki inteha hai iss mei”*



## THE X1-01

*Music Masti*

The X1-01 of NOKIA's, has been introduced by Advance Telecom and others to the market. It's a quite simple phone that has been stripped off the regular features like GPRS, EDGE, Infrared port, Bluetooth and USB connectivity and it is totally out of WLAN leagues. Yet it is getting famous among the masses due to its powerful sound system, a FM Radio and Dual SIM capability.







## Q ke ye hai Touch ka Zammana !

Surfing through the TV channels my eyes caught the attention of a Mobile advertisement featuring two of the hottest stars of the media, the ad was very promising and hence made me anxious for the product. And at the end I was surprised (in a good way) to find out that it was a new Q mobile, the full touch E950. The phone is a well constructed phone that supports Bluetooth, Class 12 GPRS, MP3 Library and YouTube playback, supports all kinds of messengers, has awesome SRS sound; but most importantly it supports Wi-Fi. The phone looks amazing and is promised to perform. It has a one year warranty and is predicted to be in affordable ranges. What more could a mobile enthusiast want?

*“Q Mobile Waqai Life ka Touch Badal raha hai”*



The all new Club Spice a new Touch Phone from Club Mobile, one of the new hot local brands in Pakistan! The Spice is a Dual SIM 3.2" LCD Touch screen smart phone that has features such as a 3.0 MP Camera, Wi-Fi, Radio, Skype feature and built in Yahoo and MSN messengers.

As we all are familiar to the fact that Club Mobile launches very affordable handsets to the market so we can expect a fine price on this phone as well. The phone on the other hand is similar to the Megagate Titan, hence we can expect the price in the same range as well.



Spice up Your Life  
with the all new  
**CLUB SPICE!**







# 4 in 1

is the new



**Quad Band** - 4 SIM - 2.2 inch - MAX 4G TF TV - FM - MP3 - MP4 - Bluetooth - 2 Colors MTK6253+MTK6225.

**Function:** Support JAVA, MSN, Yahoo, Game, Voice recorder, Incoming photo display, Calendar, Alarm, Note, Stopwatch, Games

**Color:** Black and Silver

**Language:** English, Arabic, French, Urdu.

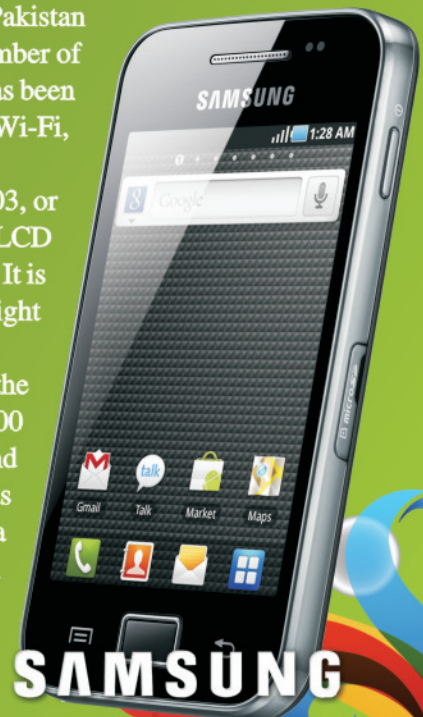
**Accessory:** Battery, Charger, USB Cable, Phone Manual, Headphone, Phone Pouch

## Samsung's Ace in the sleeves

The Galaxy range of Samsung has been a huge success internationally. Even in Pakistan it has received a huge appreciation. The AMOLED screens has attracted a large number of users and simultaneously increased its fanbase all around the country. This device has been powered with a 1 GHz CPU processor that can support additional features like Wi-Fi, Bluetooth, GPS, Geo Tagging and what not? But its only problem is its high price.

Hence before "*Awaam Mayoos Ho jaati*" Samsung introduced the Galaxy i9003, or the Galaxy SL, this phone was a clone of the S, but it was different for having a super LCD display rather than super AMOLED. This caused a slight reduction on its price tags. It is about Rs. 2000-Rs.4000 lesser than the Galaxy S. Samsung is heading towards the right direction, but with not much of a magnitude, the price needed to be lesser.

So, Samsung introduced the Samsung S5830 or more commonly known as the "Samsung Galaxy ACE", this phone had a little less processing power, around 800 MHz which trust me, is still enough. The phone has all the other features that the S and SL have except that it does not have a secondary camera, but the price tag has significantly improved, it is marked at Rs.26000 i.e. Rs.6000 less than that of a Galaxy SL and Rs.8000 less than a Galaxy S. What more would a customer want than to have a **Qualcomm MSM7227 chipset with Adreno 200 GPU** running Android OS v2.2 Froyo which can be upgraded to v2.3 (depending on the handset parameters). **This is the best package a user can utilize with 3G supported handsets and the latest upgradable versions of Android.**







## PTA's Chairman Speak at the 7th INFOSEC

The Chairman of PTA (Pakistan Telecommunication Authority) Mr. Mohammed Yaseen as the chief guest on the occasion of the 7th Info-Sec-2011 was addressing the security conference, where he stated that "PTA with joint collaboration of renowned industry players have drafted the "ICT security guidelines" for the telecom sector, GoP and End Users. On the same occasion Mr. Mohammed Yaseen also shared some new information regarding 3G and its "Coming Soon Status". He said that there is a good progress in respect of policy formation regarding 3G and we have road map and potential to launch the product. Chairman PTA shows the hope that we will be able to come up with 3G by the mid of forthcoming year.



## PTCL'S TRUMP CARD!

PTCL made history on the 14<sup>th</sup> of August 2011 by successfully launching the first 3G powered Tablet in Pakistan. The EVO Tab was and is still a smash hit to this day.

The Tablet manufactured through iVio is powered by an Android based

Operating System v2.2 "Froyo", which ultimately makes this, a very touch sensitive device.

The 3G feature is not a "Hoax" as many may consider, since we all know that there is no 3G service in our country yet? Well the claim is valid, the device does offer and provide 3G to the user, the device is using a built in EVDO (Rev-A) modem to accommodate the 3G features, the device supports GSM as well. Which means you can make calls with the device. iVio has also embedded a Qualcomm MSM7627T (Turbo) 800 MHz Processor chipset that can support UMTS modems as well to facilitate the buyer with 3G flavors.

This tablet can run on all networks supported by either UMTS or Ev-DO (Rev-A). And for people who are not

familiar with EVDO (Rev-A) it is simply faster network which can support data rates better than EDGE/GPRS. Thus enabling the users to many new exciting features of which video calls and conferencing is a simple example. PTCL has always been successful in introducing new exciting offers to the public, and now they have introduced 3G to us in the form of this amazing tablet phone, apart from the USB Rev-A dongles.

Well the great race for 3G is over people, PTCL is the first Operator to introduce a proper 3G capable (and working) device with a network.



## HP Shuts Down Palm Retail Stores Forever



HP has finally decided to shut down Palm, and this time its forever. The dealer shops had shut down and are never expected to open again. Though a very sad news to all the Palm fans out there, who were anxiously waiting for the new tablet and some new releases that were coming soon? Still the silver lining for the users was that they had the chance to make sweet deals on purchasing Palm handsets at Fire-Sale prices! Everything Must Go!





## TenPearls wins 2nd Prize at NOKIA & AT&T Innovators contest!

TenPearls is a App developing company owned and run by a Pakistani, the company was awarded 2nd prize for their submitted Application, 101 Animals at the NOKIA & AT&T Innovators Contest 2011! The Application constructed on a NOKIA platform targets little children from 3 years onwards in helping them learn about Animals and their related sounds and pictures.



## PTCL Still Thinking for the Public

PTCL recently introduced a Broadband Mega National DSL package for the 256Kbps users which allowed them unlimited downloads, which had a deadline of 31st September 2011. The huge appreciation from the public regarding the Rs.299/Month package has motivated PTCL to extend the package till the 31<sup>st</sup> of December of this year.



For PostPay Customers only

## UFONE DOES THE SALSA!

Ufone yet again launches HTC and this time it's the Salsa! The phone is powered with a 800 MHz Qualcomm MSM 7227 Chipset that has all the high end features that one you would expect from high end Handsets like 5MP primary camera, VGA secondary Camera, 512 MB ROM (Can support up to 32 GB of memory), running on Android OS v2.3 (Gingerbread) & Supports 3G Network too.





# CENTRAL ASIAN CELLULAR FORUM

## PROMOTING 3G TECHNOLOGY

- Creating Awareness
- Encouraging Dialogue
- Providing Consultancy Services
- Organizing Seminars, Workshops & Conferences
- HR Training / development programs
- Online Discussion Portal

• Online discussion portal  
• HR training / development  
• Workshops & conferences  
• Providing consultancy  
• Creating awareness

## TECHNICAL SUPPORT & SERVICES

- Network Planning &
- Optimization services for
  - CDMA 1x
  - EVDO
  - UMTS
  - HSPA
- Technical Audit of 3G Networks
- 3G Product & Services

• 3G Product & Services  
• Technical Audit of 3G  
• Networks  
• HSPA  
• UMTS  
• EVDO  
• CDMA 1x

## FOOT PRINTS

- Afghanistan
- Armenia
- Azerbaijan
- Kyrgyzstan
- Mongolia
- Pakistan
- Tajikistan
- Turkamanistan
- Kazakhstan
- Uzbekistan

• Uzbekistan  
• Kazakhstan  
• Turkamanistan  
• Tajikistan  
• Mongolia  
• Azerbaijan  
• Armenia  
• Afghanistan

# The 3G World

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Central Asian Cellular Forum

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# TITAN

T610

Power at your Fingertips!

Discover the power of richer touch experience with MEGAGATE TITAN, packed with brilliant and easy to use touch interface and faster processor.



Fluid Touch  
Interface



3.2" Large  
Screen



3.2 Megapixel  
Camera



Social  
Networking



Media Player



Under One Year Warranty