

# COMPANY PROFILE



CELER INNOVATIONS

# HISTORY, EXPANSION & GROWTH



CELER INNOVATIONS

# History, Expansion and Growth



The company being only a couple of years old may sound like a rookie company but in a year's time we have worked on multiple multi-dimensional projects which has helped us grow by leaps and bounds. The company is being expanded aggressively as we hire new and more talented individuals to take us to new heights with their rich and diverse experience of working in this field. During the year the company partnered with different companies to work on major projects in coalition with partner companies to reach a common goal. We aim to keep on growing and the hunger for reaching new heights just keeps on growing with every passing day and is sure to take this company forward in a positive direction in the upcoming future.

# CORE TEAM



CELER INNOVATIONS

# Core Team



No company is anything without a strong team which not only execute the tasks assigned to them efficiently but make sure they complement each other in pushing for quality execution of ideas day in day out. The core team of our company includes the following:

## **Ali Iqbal – Chief Operating Officer**

Ali Iqbal as the position suggests is responsible for making sure that all aspects and divisions of the company are working in smooth harmony and everything is being done according to set standards within the time allocated. Having spent more than 5 years in the UK, Ali Iqbal brings first-hand knowledge about business operations, business development and client management along with out of the box solutions to problems which arise during design and development.

## **Ali Munawwar Sufi – Chief Project Manager**

Ali Munawwar holds a degree in Computer Science with Artificial Intelligence from the University of Hertfordshire, UK and is more of a jack of all trades. Ali Munawwar, along with his experience in real life artificial intelligence applications and development, is also an expert coder and programmer who has commands over multiple languages and frameworks. He handles most of the projects and works closely with other management heads and with junior programmers helping them sharpen their skills under his command while learning new and new skills as he helps them learn along the way.

# Core Team



## **Omer Shafqat – Lead Developer**

Omer Shafqat is an experienced programmer and coder who has command over almost all major programming languages and frameworks including PHP, Python, Laravel, Drupal, WordPress etc. He also holds a Computer Science degree from COMSATS University, Pakistan. Omer Shafqat likes to be involved in every project personally and provide as much technical guidance as he can to the teams working. Having years of experience in development and designing he serves as the go to person for everyone who gets stuck somewhere and Omer Shafqat never disappoints in problem solving. Along with this he makes sure all the development being done matches his strict Quality Assurance tests and standards which make sure the final product is of impeccable quality.

## **Abdullah Choudhry – Chief Business Developer**

Abdullah Choudhry is focused on the development and growth of the business through building relationships in the industry, identifying opportunities, and completing business deals. He combines strategic thinking and sharp executions coupled with relentless ambition and energy, which enables the business to reach targets, goals, and attain objectives. Abdullah has held Leadership positions on advisory panels/Business consultant across the globe. He brings in the global perspective and inspires the company to grow beyond physical borders. Moreover, He holds degrees from University of Hertfordshire(UK), Kansas State University(USA) and University of Calgary(Canada). One of his key roles is to explore business leads and maintain an effective communication role with our clients. His technical expertise and business analytics skills majorly assists us on understanding our clients needs and hence, delivering on our promises.

# Core Team



## **Ali Wazir – Wordpress Expert**

Ali Wazir, is our highly skilled developer who is an expert of standard/custom wordpress and other CMS based web applications like Drupal, Joomla & Magento etc. He prefers agile development methods to accommodate always changing client requirements on the fly.

## **Saad Sayyab Abbasi – Business Executive**

Saad Sayyab serves as the business executive of our company and his main objective is to bring new clients on board and make sure they are being well taken care of.

## **Shoaib Ashraf – Head Designer**

Shoaib who happens to be an excellent photographer as well serves as the head designer for our company. He makes sure the UI/UX of all projects being developed are attractive as well as easy on the eye as possible. He is an expert in designing highly responsive and intuitive UIs for all platforms including desktop, web and mobile. Checkout his amazing portfolio here: [shoibashraf.me](http://shoibashraf.me)

## **Fawaz Sajid – Social Media Strategist**

Fawaz has been handling social media for international giants such as Suzuki, Mazda & various other multinational companies. His expertise includes assisting the client with any new product launch by developing multiple strategies to execute the launch which in turn not only increases the product but the overall brand exposure as well.



# Core Team



## **Haroon Ahmed – Designer**

A highly talented individual, great at design and motion graphics/animations. He is quick at churning out eye-catching content while his designs are widely appreciated by our clients and he has earned praise from multi national clients of Celer Innovations for providing aesthetically pleasing designs, he is a valuable addition to our team.

## **Muhammad Ejaz Amir – Senior App Developer**

Ejaz is responsible for converting designs and APIs into fluid hybrid mobile applications. Although he is a native android developer but recently he has been developing flutter apps as they are cost-effective and enables rapid development with a single code base that works for both android and iOS.

## **Maha Tabassum – Social Media Team Lead**

Maha serves as the social media team lead for celer innovations and she has been careering to our local and international clients by managing their social media profiles. Not only she effectively leads the whole social media team but also knows every trick in the book for effective community management. She works seamlessly with the design team to generate quality content on day to day basis. Prior to this she was leading the social media team in Ministry of Information and Broadcasting Pakistan.



# WORK DOMAIN



CELER INNOVATIONS

# Work Domain



We take pride in having a huge working domain. Thanks to the exceptionally talented pool of developers we hold expertise in multiple platforms and frameworks. The list includes:

- WordPress, Drupal (CMS)
- Laravel, Code-Ignitor (PHP based frameworks)
- Node, Angular, Ionic, React (JavaScript based frameworks) Django (Python based framework)
- Hybrid Mobile Apps
- Woo-Commerce, Magento, Shopify and other e-commerce platforms Custom jobs on HTML, CSS, JavaScript, PHP, Java & Python.
- Web Designing, UI/UX Designing, Social Media Posts & Logo Designing SQL, Oracle, Cassandra, Maria DB, Mongo DB, DynamoDB
- Square Space, Wix

# OUR SERVICES



CELER INNOVATIONS

# Website



In this era of world wide web everyone needs a presence online, every business now needs a website to reach out to customers all over the World. We provide cross platform web solutions compatible across multiple devices and browsers, with fast, minimalistic, interactive and responsive designs.

- UI / UX
- Responsive Design
- Mobile Website
- CMS (Content Management Systems)
- E-Commerce

More Details at: <http://www.celerinnovations.com/home/services/website>

# Mobile



Recent report shows that 90% of consumers' mobile time is spent in apps. It is safe to say it's an App World and the Web just lives in it. Such facts and mobile usage trends have compelled website owners to have an app as well and that's where we come in! Helping you build light-weight, simple and user-friendly mobile solutions tailored to your needs.

- UI / UX
- IOS Apps
- Android Apps
- Hybrid Apps

More Details at: <http://www.celerinnovations.com/home/services/mobile>

# Marketing Solutions



A product is as good as it is marketed. Even if you have a ground breaking product it would need proper marketing to reach its full potential and benefit you like the way you wanted it to while making it. We provide in-house marketing solutions from social media marketing, SEO to other forms of e-marketing. We also provide conventional marketing solutions like flyers, leaflets, Penaflex or SMS marketing.

- Social Media Marketing/Management
- SEO (Search Engine Optimization)
- Leaflets
- Miscellaneous

More Details at: <http://www.celerinnovations.com/home/services/marketing>

# Branding



“First Impression is the last impression”, our team firmly believes in this saying and works very hard to make your impression as good as it can be so that you stay confident at all times and reap benefits of your ever lasting impression.

- Social Media
- Business Cards
- Logo
- Miscellaneous

More Details at: <http://www.celerinnovations.com/home/services/branding>



# Consulting



Considering a new start-up? Have a raw plan you want to mature? Struggling with the execution of an idea? Need help with your final year project? Need consulting regarding how to expand and unlock that next level? We are here to help you get it all sorted. With our expert consultants you can have all the help you need right from brainstorming about a new idea you just got or about how to market your product, we have it all covered!

- Consultation
- Start-up Consultancy
- Planning
- Execution

More Details at: <http://www.celerinnovations.com/home/services/consulting>

# Enterprise Solutions



We provide all the hassle-free solutions that you need to swiftly manage your resources with modern technology.

- MRP (Material Resource Planning)
- ERP (Enterprise Resource Planning)
- CRM (Customer Relationship Management)
- HRM (Human Resource Management)

More Details at: <http://www.celerinnovations.com/home/services/management>

# CLIENT PORTFOLIO



CELER INNOVATIONS

# Client Portfolio



Over the period of a year we have worked on many stand-alone projects including website development, website designing, mobile application development and even some back end upgradation for various clients. Along with this we have partnered with other companies as well where in coalition we developed a product for the client. Some of the major clients handled and work done by us and our developers are as follows:

## Mobile Application for Dreamjobs.Ik

A hybrid mobile application was designed and developed which worked on both iOS and Android platforms. Dreamjobs is a job portal website operating in Sri Lanka, the application replicated all the features which the client had on their website and provided a new dimension for the users to access and manage their accounts from the mobile application rather than using the main website again and again which was time consuming and boring. The application is with the client right now for final testing before its released on the App Stores.

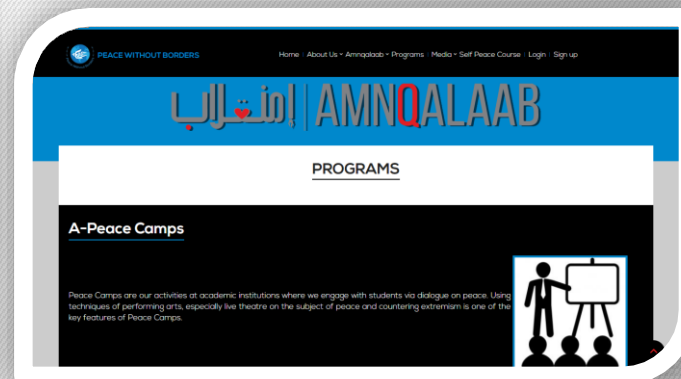
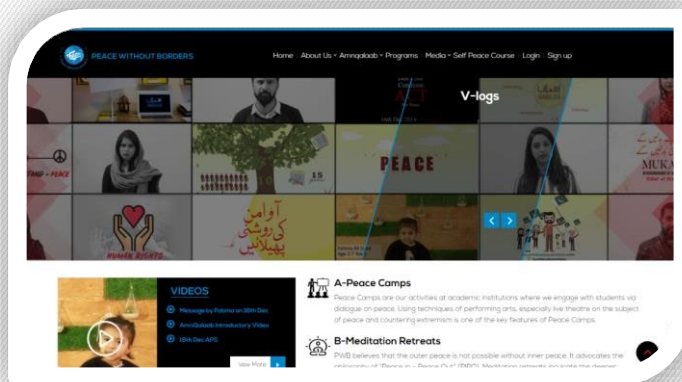


# Client Portfolio



## Learning platform for USAID Pakistan

A subsidiary project under the banner of USAID i.e. [peacewithoutborders.pk](http://peacewithoutborders.pk) was designed and developed just recently where an internal learning portal was developed to train USAID designed courses. This project was developed in Drupal and the client has been very happy with the performance of the website till date. Not only the website has increased exposure for the client but many of their users have been able to take advantage of the valuable courses they have on their learning portal.



# Client Portfolio



## Bospakistan.com – Boss Industries Pakistan

Boss brand is synonymous with plastic products in all of Pakistan. Their complete range and reputation has made them the biggest plastic products manufacturer of Pakistan. They had a very simple and plain website when they approached us and they wanted to take things to another level. After a couple of meetings with our team they agreed to our proposal of taking the website custom and developing a new one. Our team has been busy in developing a new website for them in Drupal and it should be launched shortly.



## Sahoolatkar.pk – Boss Industries Pakistan

The people at boss industries were so impressed with our performance for their main website that they decided to discuss another project with us. This time they wanted us to be the driving force behind their sister company which was just recently launched and help compliment their aggressive growth by automating everything which happens from the time a customer places an order till the time when they have to generate the financials for the year end. We devised a strategy and after long nights of brainstorming we were able to hit the bullseye. The client is over the moon with our response and is counting days till all of the agreed things are launched. This being a long term project would be delivered to the client around sometime mid of 2019. At the end the client would have an e-commerce website built on Laravel having advanced features like wallet and cashback for customers, two different mobile apps, one for clients and the second for staff, an all in one custom portal for the super admin and the staff where all the business activities would take place, be it sale, purchase, stock management, company communications, HR management, salaries, pay-slips, performance of staff and stores, all kinds of financials and reports. This whole system would literally take all their business management digital and end all kinds of manual paper work which was going on since they started.



# Client Portfolio

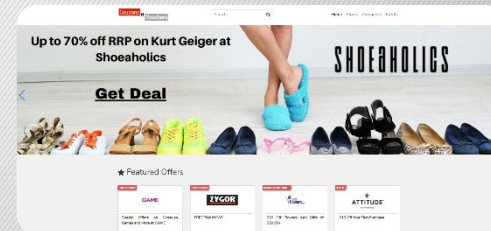


## Theapplepro.com - The Apple Pro

This was our first experiment with Shopify platform and it was a huge success. The client got exactly what he was wishing for in his e-commerce website. The website was designed, developed and delivered to the client with in a period of just a couple of days.

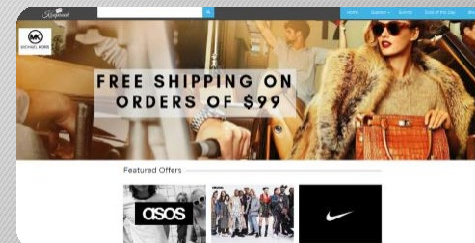
## couponsvouchers.co.uk – Coupons’n’Vouchers

The client already had a very basic and poor website which was upgraded and made SEO friendly as well as optimized for mobile users. The website maintenance is also assigned to celerinnovations.



## Kouponed.com - Kouponed

An e-commerce website is being designed and developed for an international client on Drupal and it would be live soon as well





# Client Portfolio



## Myfundraisingevent.com

This was a very complex and complicated website designed and developed for an international client. The website was supposed to act as a platform for organising events and online auctions. The client wanted a super admin panel as well from where he could manage the whole website including content management, support tickets, controlling the pricing etc. The website is loaded with functionalities even though the client requested it to be made on WordPress, showing just how capable our team is.

## Myfundraisingevent.com (Upgradation from WordPress to Laravel)

The client was so happy with the websites performance and the response from his customers has been so good that after just a few months of deployment the client requested us if we could upgrade the WordPress website and develop a new custom one for him which would be including more complex features than before and we gladly agreed. Our team has been busy with this project for the past few months and the project is near completion upon which the old website would be removed and the new one would be uploaded to the above domain.



# Client Portfolio



## Dmventures.com.pk – D.M. Ventures

A simple website for a group comprising of different companies to display company businesses, about them and their team. The site was designed and developed by our team and is being managed by us now as well.



## Tngreatwall.com – T&NGreatWall

T&N Great Wall is an oil and gas company operating in Pakistan. The company needed a modern website to attract foreign clients and investors. The site was designed and developed by our team in accordance with the client requirements.

## Axxeumgroup.com – Axxeum Group

Axxeum group of companies consists of different energy sector companies with ties around the world. The group needed a dynamic website to showcase their accomplishments to the world and attract foreign investors as well.



# Client Portfolio



## Otispk.com – OTIS Pakistan

OTIS Pakistan has been with us ever since we started. The whole website was designed and created according to their needs and the site is being managed by us ever since.



## Techtree.io – Tech Tree

A tech company specializing in STEM (science, technology, engineering and mathematics). All careers now require some STEM skills yet there are very less learning opportunities for STEM, this is where tech tree comes in. We manage their website, social media and are involved with their SEO and marketing as well.

## WonderTree.co – Wonder Tree

Another tech company, creators of Wonder Games. The Wonder Games engage special children through the newly embraced technology of Augmented Reality. We run their Social media, SEO and marketing campaigns through the health & educational institutions that may require their services.

# Client Portfolio



## Osaka Batteries

Osaka batteries is one of the leading names in Battery manufacturing industry of Pakistan and has been the market leader in introducing cutting edge modern technologies in the country. We at Celer Innovations handle all their social media profiles be it facebook, Instagram, twitter, LinkedIn or YouTube.

## Volta Batteries

Volta batteries has been proudly manufacturing specialized batteries for every segment of the market in Pakistan for the past 25 years and have been exporting latest technology batteries across the globe. Celer Innovations handles all their social media profiles since a long time and has propelled them to a huge social media following across various social media platforms.

Both Osaka Batteries and Volta Batteries is owned by PAL (Pakistan Accumulators Limited). We have been their web consultants for over 2 years now for all their websites.



# Client Portfolio

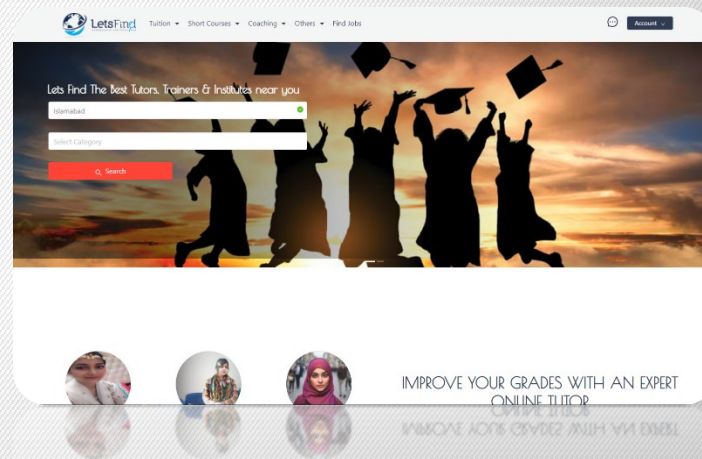


## POS for Shaheen Restaurant

We developed a Point-Of-Sales system for Al-Shaheen Restaurant. The system is highly responsive and also contains extensive inventory management functionality. This system also allows centralisation of data for multiple branches/restaurants.

## LetsFind.pk

LetsFind is a modern educational platform which aims to create opportunities for tutors, institutes and skilled individuals seeking to offer tutoring services worldwide. The Platform offers parents & students to interact freely with tutors & institutes. This is a custom website developed on Laravel and React & is currently under our maintenance as well.



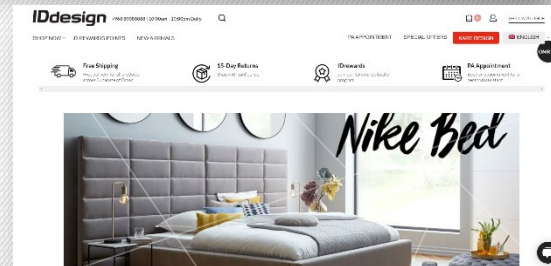


# Client Portfolio



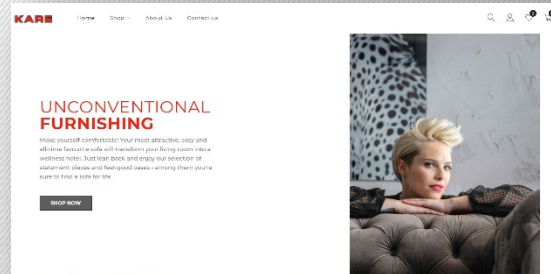
## iddesignoman.com - IDdesign Oman

IDdesign a Denmark based brand, has been providing furniture with a Scandinavian touch to customers in various parts of the world. We have upgraded their website and is currently under our maintenance services.



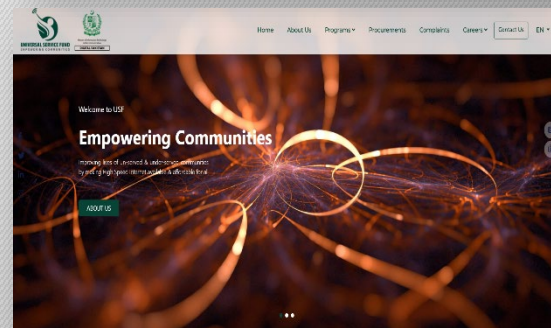
## karedesign.shop – KareDesign Oman

KARE a German brand, is an unconventional furniture company which strictly rejects run-of-the-mill concepts, operates strategically with a feel for the market and ensures continued success with revolutionary furnishing ideas. We have upgraded their website and is currently under our maintenance services.



## USF Pakistan

Universal Service Fund was established by the Government of Pakistan (Ministry of Information Technology) to spread the benefits of the telecom revolution to all corners of Pakistan. We are currently upgrading their website from scratch by designing and developing a more modern version of their current website. The development version can be viewed on our staging server here <https://usf.celerinn.com/>



# Client Portfolio



## Hawalrwp.com – Haval Rawalpindi

Haval is a specialist manufacturer of SUVs owned by Great Wall Motors. Haval is one of the new automotive entrants in Pakistan with a promising future with its specialised SUVs. We at Celer Innovations handle their Rawalpindi dealership's social media profiles be it facebook, Instagram, twitter, LinkedIn or YouTube, and their website is currently under development by us.



## Baicrwp.com – BAIC Rawalpindi

BAIC Group (officially Beijing Automotive Industry Holding Co., Ltd.) another new entrant in Pakistan, is a Chinese state-owned enterprise and holding company of several automobile and machine manufacturers located in Beijing, China. BAIC also makes Hyundai and Mercedes-branded cars for sale on the Chinese market through the Beijing Hyundai and Beijing Benz joint ventures (of BAIC Motor).

We at Celer Innovations handle their Rawalpindi dealership's social media profiles be it facebook, Instagram, twitter, LinkedIn or YouTube, and their website is currently under development by us.



**北汽集团**  
**BAIC Group**



# OTHER WORKS



CELERA INNOVATIONS

# Other Works



Not only our team has designed and developed websites and platforms for our clients from scratch but our team of developers have helped other software houses in developing various high profile projects. Although we cannot take credit for the whole site but we can surely show the talent of our development team.

- **Jamapunji.pk – Securities and Exchange Commission Pakistan:**

A subsidiary of SECP, jamapunji was designed and developed by our developer on Drupal. The website aims to provide guidelines and tips on stock markets and investing in general.

- **Lums.edu.pk – Lahore University of Management Sciences:**

A university management portal was designed and developed for one of the most reputable university of Pakistan. This was designed on Drupal.

- **Securities and Exchange Commission of Pakistan (SECP)**
- **Lighting Asia**
- **Pakistan 225 One Nation One Vision**
- **E-bank**
- **Pakistan Institute for Parliamentarian Services (PIPS)**
- **Pakistan International Airplane (PIAC)**

# Other Works

Other than the above mentioned projects we have worked or helped in various other small/large projects and our work has been appreciated by all our clients due to which most of these clients are still attached to our company for after sales services, general trouble shooting and/or for upgradation whenever and where ever needed.

