

Sparklist makes it to the TOP 3 most installed apps in Pakistan

The classifieds mobile app currently offers 40 Million PKR in products across a wide variety of categories such as fashion, electronics, cars, home, entertainment and services.

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Only one week after the official launch of **Sparklist**, the classifieds mobile app was already ranked among the top 3 most installed apps in the Pakistani Google Play Store. Currently it holds the 5th place.

The app is available all over Pakistan, with most listings coming from Lahore and Karachi, followed by Islamabad. The marketplace already offers 2,000 listings posted by users, amounting to a value of over 40 Million PKR in items being sold. The most prominent categories of listings are Women's Fashion and Electronics. But different products start to call attention, such as handicrafts, and pre-owned cars.

“The key behind the fast success of **Sparklist** is innovation. We have integrated to e-commerce the most fundamental aspect of trading, that still lacks in other online marketplaces - social interaction. With Sparklist, not only can users discover products in their surroundings, but also bargain and interact with sellers. This helps building trust during the transactions. Interaction is a trait that is deeply imbedded in many cultures, especially in countries like Pakistan’, explains Nalla Karunanithy, Sparklist’s founder and global managing director.

Dynamics in the online market change fast and the platform is able to constantly adapt the product to new markets and users expectations. “Our aim is to move fast and grow consistently in strategic markets. Being first movers will give us immense competitive advantage” adds Karunanithy, who already has plans to expand the business into other regions.

About Sparklist:

Sparklist is a classifieds mobile app that connects buyers and sellers in the same area. Buyers can browse through different categories and find a wide variety of goods. Sellers list their product by snapping a photo with their smartphone and directly post it, with price and description. As an additional feature, the platform allows users to chat, negotiate prices and

build trust.

The company is supported by Rocket Internet, which wants to become the world's largest Internet platform outside of the United States and China, and has already built other successful companies in the region, such as Kaymu and Daraz.

Download the app [here](#).



RELEVANT LINKS

 **Google Play Store**

https://play.google.com/store/apps/details?id=com.sparklist.android&referrer=adjust_reftag%3DchNaQBzZfggF1

 **Sparklist**

<https://www.sparklist.pk/>

IMAGES





ABOUT ROCKET INTERNET

Our Mission

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit www.rocket-internet.com.

Our Focus

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

Our Strategy

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

Our Platform

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



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