



TechnoGroup Company Profile



About TechnoGroup

TechnoGroup was founded in 2013 with the launch of its e-commerce platform, TechnoLife. Over the years, the group expanded by introducing a diverse range of services, including payment solutions, logistics, digital gold trading, and corporate bulk sales. These additions have shaped TechnoGroup into a multifaceted organization serving various sectors with innovation and excellence.

History of Techno Group

1

2013: Foundation and Certification ofc

- Launch of the Technolife brand.
- Obtained eNAMAD certification, establishing credibility and trust in the online retail sector.

2

2017: Strategic Investment and Growth

- Acquisition and investment by Pars Hamrah Caspian Company.
- Focused on expanding the mobile product category to cater to a growing market.

3

2019: Physical Store Expansion

- Opening of Technolife's first physical store in Tehran, located in the Mobile Center.

4

2020: Product and Physical Store Development

- Strategic focus on selling all types of digital products.
- Expanded the product portfolio to include laptops and accessories.
- Expanded the number of physical stores to five locations across Tehran, enhancing accessibility and brand visibility.

5

2022: Marketplace Launch and Industry Leadership

- Achieved the title of the largest online digital goods store in Iran.
- Launched a new marketplace store for broader product availability.
- Expanded the home appliances category to meet customer demand.
- Initiated a corporate bulk purchasing platform for organizational clients.

6

2023: Infrastructure development and the rise of TechnoGroup

- Entered the gold trading market by expanding the gold category.
- Launched Technogold, a platform for secure online gold trading.
- Introduced Technopey, a platform for online loan services.
- Expanded operational and logistical infrastructure to enhance service delivery and customer satisfaction.

Our Vision and Mission



Diverse Product Portfolio



Mobile ,Laptops & Homeappliances

*Top brand models and essential
accessories*



Technoexpress

*Leveraging Technology for
Enhanced Delivery Services*



Technopay

Online lending platform



Technogold

Secure online gold transactions



Technobusiness




Wholesale and corporate purchasing

TechnoGroup Ecosystem: Gold, Credit, Express and Business Solutions

Discover Technogroup's innovative platforms: Technogold for secure gold trading, Technopay for seamless credit purchases, Technoexpress for Logistics Challenges Solutions and Technobusiness for efficient wholesale buying.



Technogold: Secure Gold Trading Platform

-  ***Licensed Platform***
Officially licensed by Gold and Jewelry Union, Virtual Business Association, and more.
-  ***24/7 Availability***
Trade gold anytime with a quick, seamless process.
-  ***Physical Gold Option***
Choose to receive your purchased gold physically.



Technopay: Flexible Purchasing Options

Online Purchases

Buy products from Technolife's website using Technopay credit.

In-Store Credit

Apply online and use credit for purchases in Technolife's physical stores.

Technopay: Innovative Credit Solutions

1

Established in 2024

Launched as a credit facilitator backed by Technolife's experience.

2

Seamless Credit Purchases

Apply for loans to buy products at cash prices from Technolife.

3

Simplified Loan Process

No guarantor required, qualify with a Sayadi check.

**BULK
PURCHASE**

Technobusiness: Wholesale Solutions



Mobile Phones

Purchase mobile phones in bulk for your business.



Digital Products

Buy laptops, tablets, and accessories in large quantities.



Accessories

Acquire smartwatches, bands, headphones, and earphones wholesale.

Technobusiness: Easy Purchase Service

1

Create Account

Set up a personalized account on the Technobusiness website.

2

Verify

Complete the verification process for your business.

3

Shop

Add desired products to your cart for bulk purchasing.

Logistics Challenges in Iran and TechnoExpress Solutions

Sanctions Limit

Technological Access

Economic sanctions restrict Iran's logistics sector from accessing advanced technologies and international markets, leading to inefficiencies in supply chain operations and hindering the adoption of modern logistics solutions that could enhance delivery efficiency.

Logistical Bottlenecks

The combination of Iran's challenging topography, including mountainous terrains and vast deserts, along with underdeveloped transportation infrastructure, creates significant logistical bottlenecks that hinder timely delivery and efficient supply chain operations.

Geographic and Infrastructural Challenges

Iran's logistics landscape is significantly influenced by its diverse geography, which includes mountainous regions and deserts, alongside aging infrastructure that requires modernization to enhance efficiency and meet contemporary logistical demands.



Leveraging Technology for Enhanced Delivery Services

01

Transformative Impact of Technology

The integration of advanced technologies in logistics not only streamlines operations but also addresses specific regional challenges, enhancing overall service delivery and operational efficiency in complex environments like Iran.

02

Real-Time Data Utilization

Implementing real-time tracking and data analytics allows for immediate insights into logistics operations, enabling proactive decision-making and improving customer satisfaction through transparency and reliability.

03

Economic Empowerment through Innovation

By fostering an inclusive logistics ecosystem, technology-driven solutions create job opportunities and stimulate local economies, aligning with global trends towards gig-based employment and community engagement in logistics services.

Technolife: A Trusted E-commerce Leader

12+ Years of Excellence

*Established reputation in
e-commerce since 2012.*

Diverse Product Range

*Largest supplier of digital
products in the country.*

Customer Satisfaction

Committed to ensuring a positive shopping experience.



Technolife Digital Performance Overview

Unveiling key metrics driving Technolife's digital success



Traffic Insights

12M

Monthly Blog Visits

25M

Monthly Website Visits

400K

Daily Blog Visits

830K

Daily Website Visits

TRAFFIC TRENDS

...



TRAFFIC TRENDS

TRAFFIC TRENDS

TRAFFIC TRENDS

TRAFFIC TRENDS

TRAFFIC TRENDS



TRAFFIC TRENDS



Performance Highlights



Peak Searches

*500K concurrent searches
during peak hours*



Monthly Orders

*110K average monthly orders
processed*



Steady Growth

*Consistent traffic increase
across platforms*





Technolife's Competitive Edge

1

Wide Product Range

Extensive array catering to diverse customer needs

2

Innovative Services

"Technoloan" makes valuable products more accessible

3

Customer-Centric Approach

Fast delivery, easy returns, exceptional after-sales service

4

Digital Advertising Solutions

Innovative advertising for partner brands



Cutting-Edge Advertising Services

Banners and Video Ads

Showcase brands on high-traffic pages

Social Media Campaigns

*Engaging content for
Iranian audiences*

Sampling and Packaging

*Customised packaging
with promotional offers*

Google Ads Management

*Maximise exposure through
Google's ecosystem*

Strategic Growth Initiatives

1

Physical Store Expansion

Target five locations in Tehran for enhanced offline visibility

2

Product Category Development

Focus on expanding laptops and mobile accessories

3

Technological Advancements

Invest in infrastructure and CRM to improve customer experience

Partnership Opportunities

Direct Access

Reach a large, tech-savvy Iranian audience

Custom Campaigns

Tailored advertising with measurable ROI

Market Expansion

Boost brand awareness and sales in Iran



Connect with Technolife

2

Head Office

Visit our main hub in Tehran and Dubai

24/7

Customer Support

Round-the-clock assistance

450

Talented Team

*450 dedicated professionals driving
our success and growth of.*

5M+

Happy Customers

Join our growing family

3

Physical Stores

Experience Technolife in person

Thank you

Contact Information

Head Office: NO. 100, Motahari St , Tehran, Iran

Phone: +98214770800

Email: info@technolife.ir

Website: www.technolife.ir