

JUGNU, A SYSTEMS LIMITED ASSOCIATE THROUGH ITS WHOLLY OWNED SUBSIDIARY SYSTEMS VENTURES, RAISES \$22.5 MILLION IN ITS SERIES A ROUND.

Jugnu, the budding B2B eCommerce platform from Lahore, has raised \$22.5 million in funding after entering a strategic alliance with Sary which is the leading MENA-based online commerce marketplace. Earlier, Systems Limited made an equity investment in Retailistan, the parent company of Jugnu, acquiring a 20% stake in the business, joining hands with the now-progressing retail accelerator.

Jugnu has currently connected more than 30,000 kiriyana (small retail stores) and SMEs directly with manufacturers through its app to address digitization challenges across Pakistan's eCommerce industry. With Systems Limited as a catalyst for growth, Jugnu can upscale the digital retail landscape on all fronts.



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