Company Profile and Capabilities

2026



DIGIX

HELLO!



DIGIX | A

WE ARE A DIGITAL SIGNAGE, RETAIL TECHNOLOGY AND EXPERIENCE COMPANY WITH NATIONWIDE CAPABILITIES AND GLOBAL PARTNERSHIPS.

We help brands, retailers, banks, telecom operators and corporate organizations transform physical spaces into connected digital experiences through **digital signage, interactive solutions, AI-driven technologies, CMS platforms and end-to-end execution.**



GROUP COMPANIES

Adsells is one of Pakistan's leading integrated advertising and retail execution groups, delivering end-to-end solutions across signage, digital technology, outdoor media, brand activations, merchandise, fuel-station infrastructure and turnkey construction. With over seven decades of experience and a nationwide operational network, our group companies serve leading brands across Pakistan and Saudi Arabia.

TRADE TEAM
Retail fixtures & Metal fabrication

ADAXIOM
Software & tech integration

enter
Biometric integration & retail tech

OMM
Outdoor media management

DIGIX
Digital signage and retail technology

spot
Brand activations & events

REBRAND
Promotional items & giveaways

PETROSELLS
Fuel station fabrication & equipment supply

BUVAD
Turnkey construction & interiors

DIGIX | A

MESSAGE FROM THE CEO

At Adsells Group, we believe technology should empower businesses and accelerate Pakistan's digital transformation. Through DIGIX, our vision is to make commercial-grade digital solutions more accessible, helping brands confidently embrace innovation.

Our commitment goes beyond technology. We focus on reliability, responsive after-sales support and long-term performance so every solution continues to create value well after deployment.

Above all, we believe in partnerships, not vendor relationships. By understanding our clients' goals and working alongside them, we strive to deliver sustainable growth through innovation, quality and service.

Together, let's shape a smarter, more connected Pakistan.



Abbas Mujahid Qureshi
Group CEO
ADSELLS

TRUSTED BY LEADING BRANDS

We are proud to partner with Pakistan's most recognized brands across multiple industries, delivering innovative digital signage, technology and retail solutions that drive results.

TELECOM & TECHNOLOGY

Jazz | Zong 5G | Ufone 5G | Onic 5G | telenor | Samsung | itel | Huawei | Airlink | Lenovo

RETAIL & QSR

Carrefour | Imtiaz | Metro | Al-Fatah | Spar | i'm lovin' it | Pizza Hut | Hardee's | KFC | The Burger Shack

FMCG & FOOD

Unilever | L'Oréal | Tang | Tapal | Pepsi | Coca-Cola | National | Shan | The Magnum Ice Cream Company

FASHION & LIFESTYLE

Outfitters | Ethnc | Sapphire | Bareezé | Stylo | Ecs | Khaadi | Levi's | Lacoste | Bata

AUTOMOTIVE

Atlas Honda | Hyundai | Kia | Peugeot | Honda | Suzuki | Toyota | Haval | BYD | Jaecoo

BANKING & FINANCE

Bank Alfalah | UBL | Faysal Bank | Askari Bank | Standard Chartered | Allied Bank | MCB | HBL | JS | Bank Islami

ENERGY & PETROLEUM

Total | Parco | Shell | Attock | PSO | Aramco | go | Puma | Be Energy | Caltex

DIGIX | A

DECADES OF TRUSTED RELATIONSHIPS

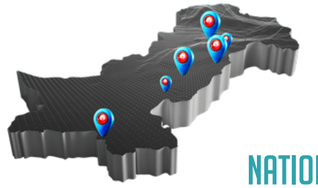
For more than seven decades, Adsells has grown alongside its clients through dependable service, consistent execution and long-term value creation.

BUILT ON TRUST. DRIVEN BY COMMITMENT.



DIGIX | A

OUR ECOSYSTEM



NATIONWIDE SERVICES

Consulting • Installation •
Support • SLA



DIGITAL SIGNAGE

Indoor & Outdoor LED / LCD
Displays



INTERACTIVE

Kiosks • Touch Tables •
Wayfinding • Self-Service



DIGITAL ACTIVATIONS

Holograms • Gamification •
Photo Booths • Robotics

SMART RETAIL

Digital Shelves • ESL •
Smart Freezers



IOT & AUTOMATION

Sensors • NFC / QR • RFID •
Smart Triggers



CMS & CONTENT

Cloud CMS • Scheduling •
Monitoring • Dynamic Content



AI & ANALYTICS

People Counting • Heatmaps •
Audience Intelligence



DIGIX | A

OUR PRODUCTS



LCD STANDEE



INTERACTIVE KIOSK



MOBILE KIOSK



ORDERING KIOSK



INTERACTIVE WHITE BOARD



DIGITAL DISPENSER



DIGITAL SIGNAGE



COUNTETOP DISPLAY



INTERACTIVE TABLE



VIDEOWALL DISPLAY



CMS PLAYER



PROJECTION MAPPING



AI & HEATMAP ANALYTICS



SHELF EDGE DISPLAYS



CUSTOM SHAPED DISPLAYS



CUSTOM RETAIL DISPLAY



AI ADVERTISING ROBOT



DELIVERY ROBOT



HOLOGRAM FAN DISPLAY



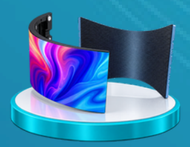
HOLOGRAM DISPLAY



LED/SMD STREAMER



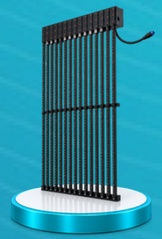
LED/SMD SCREEN



CURVED LED/SMD SCREEN



LED/SMD STANDEE



MESH LED/SMD SCREEN



DIGITAL BACKPACK



CONTENT MANAGEMENT



3D CONFIGURATOR DEVELOPMENT



3D CONTENT DEVELOPMENT



SOFTWARE DEVELOPMENT

DIGIX

LED/SMD SCREENS

Indoor & outdoor LED displays, anamorphic installations, curved and custom-shaped screens, transparent/mesh LED, digital billboards and bespoke LED solutions.



DIGIX


CAN YOU REMOVE MAKEUP IN 10 SEC?
GARNIER
SCRUB
OTHERS


BEFORE
AFTER
FACEWASH
SERUM
HAIR OILS
ORGANIC HAIR OILS
PROFESSIONAL SHAMPOO
CREAM & LOTION


L'ORÉAL
PARIS
N°1 BEAUTY BRAND IN THE WORLD
MULTI-PATENTED MELASYL
GLYCOLIC-BRIGHT
86% DARK SPOTS REDUCED.
REDUCES DARK SPOTS BY 86%


MASK BAR
COTTON PADS


AL-FATAH


GARNIER
ACTIVE SKINCARE POWERED BY GREEN SCIENCE
BRIGHTER SKIN IN 3 DAYS
3.5% VITAMIN C + NIACINAMIDE + SALICYLIC ACID
GREEN BEAUTY FOR ALL OF US
REMOVE MAKEUP
CLEANSE
TREAT
PROTECT

L'ORÉAL











Atlas Honda

HONDA Dealership – Nationwide

SMD Screens & Digital Standee | Dealerships across Pakistan | Centralized CMS | 24/7 monitoring











LACOSTE


Yes,
you are
EXCEPTIONAL




KIDS


KIDS


LUCKY ONE


Yes,
you are so
ETHNC

ETHNC


DENIM
SS 2025


A BRAND NEW
EXPERIENCE


DENIM
SS 2026


Outfitters


LUCKY ONE


Outfitters

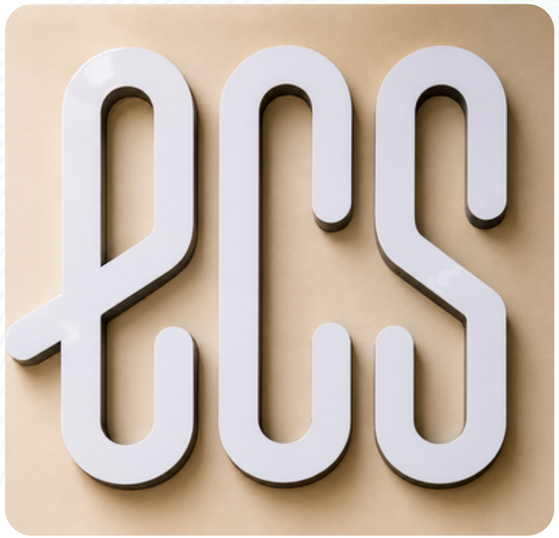
Outfitters









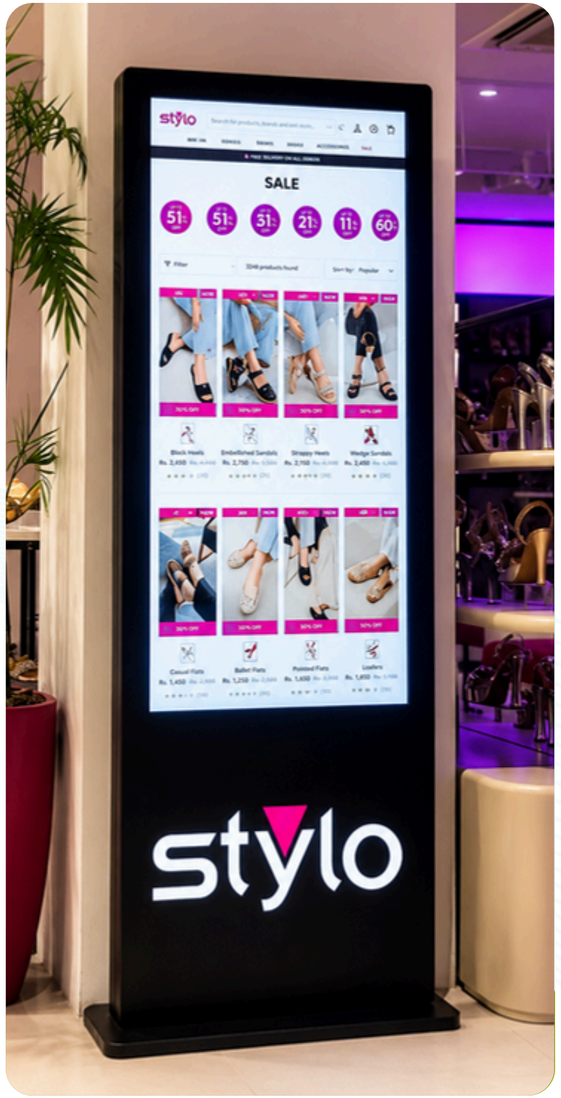


Model Town - Lahore

SMD Screens | outlet | Centralized CMS











stylo

Liberty Market - Lahore

SMD Screens, Digital Standee & Hologram | Outlet | Centralized CMS











كارفور
Carrefour





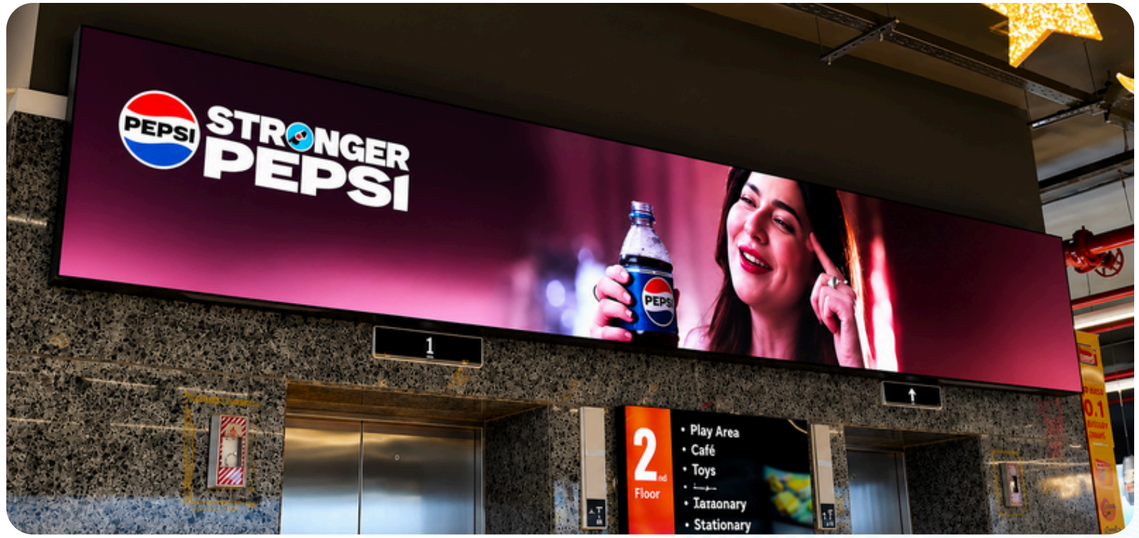


aramco

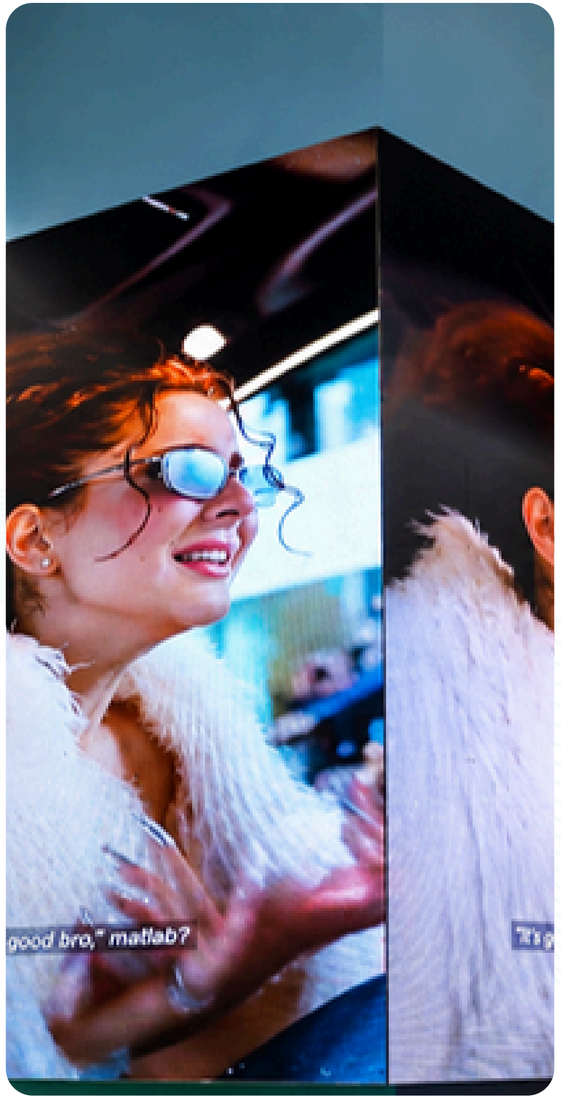
Fuel Stations - Nationwide

SMD Screens | Fuel Stations across Pakistan | Centralized CMS | 24/7 monitoring


AB HI ASLI PEPSI
AB HI ASLI PEPSI
up
PEPSI
PEPSI


PEPSI
STRONGER
PEPSI
1
2nd
Floor
• Play Area
• Café
• Toys
• Stationary

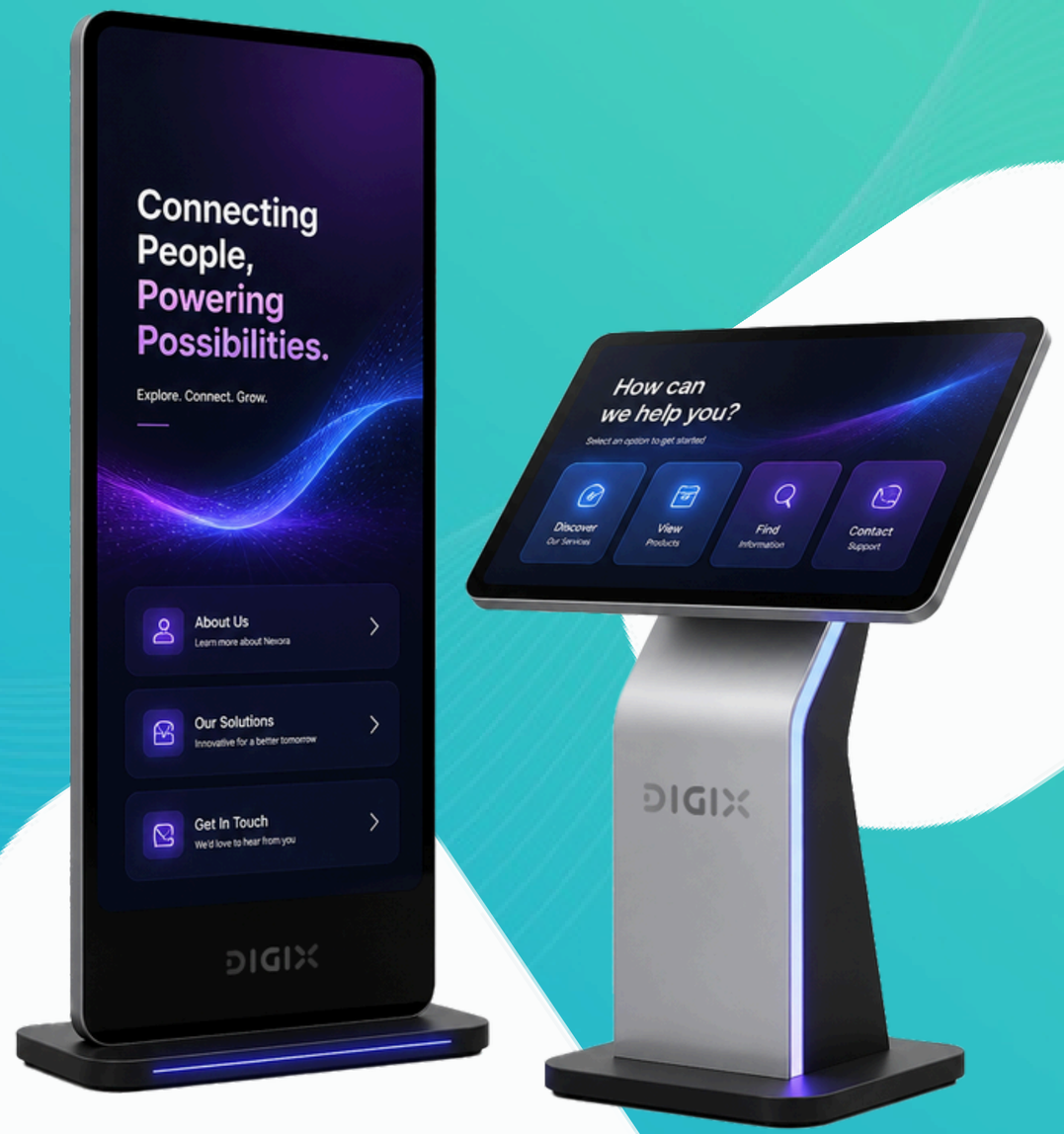

PEPSI
STRONGER
PEPSI
PEPSI
STRONGER
PEPSI
1
2
Floor
Play Area
Café
Toys
Stationary
Home Decor
Household


good bro," matlab?

pepsi

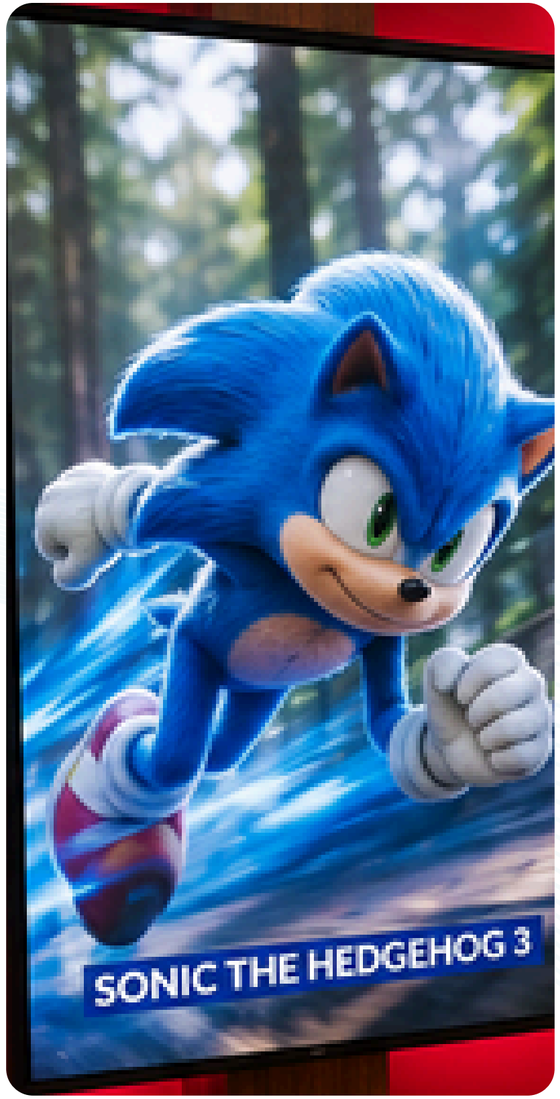
LCD DISPLAYS

Interactive and non-interactive commercial displays, digital kiosks, digital standees, video walls and digital menu boards.



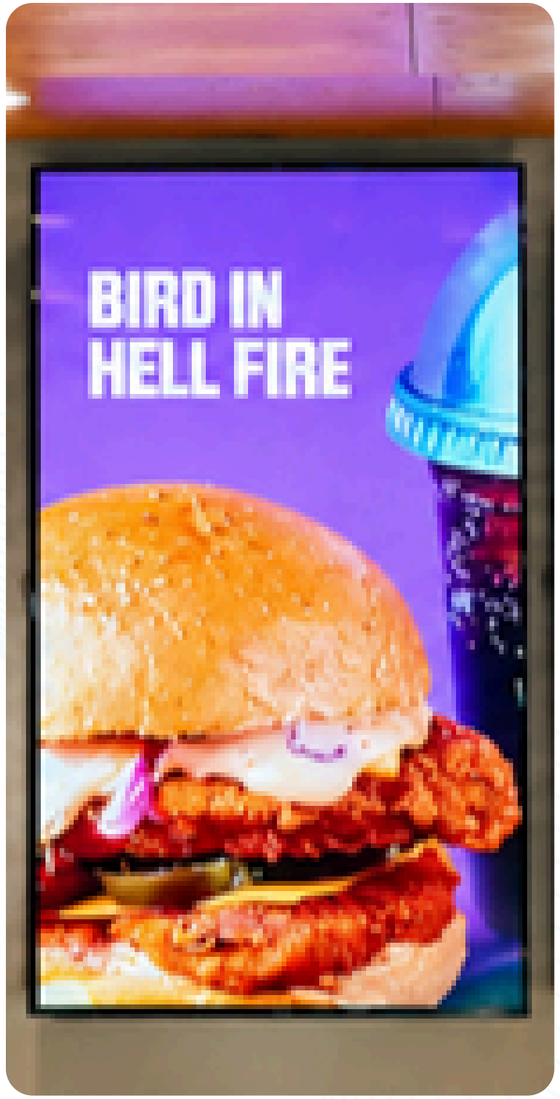

Jazz
DIGITAL
EXPERIENCE
CORNER


BREAKING
NEWS
Jazz
DIGITAL
EXPERIENCE
CORNER
DIGITAL
EXPERIENCE
CORNER


SONIC THE HEDGEHOG 3

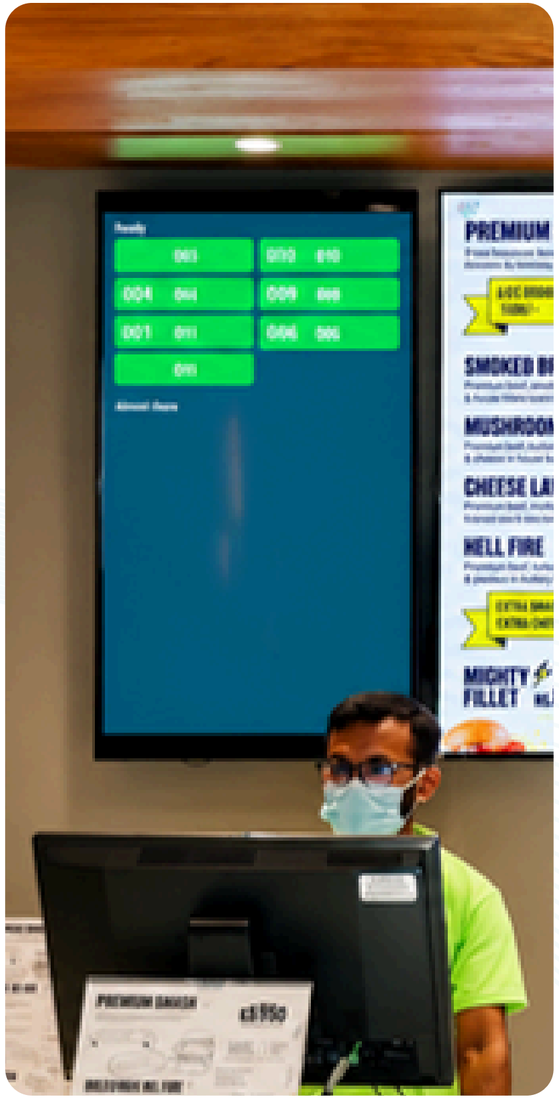

Jazz
HALL OF
SUPERPOWERS
SIMOSA


Jazz









THE BURGER SHACK

Main Boulevard, Gulberg - Lahore

Digital Menu Board | Fast Food Restaurant | Centralized CMS | 24/7 monitoring







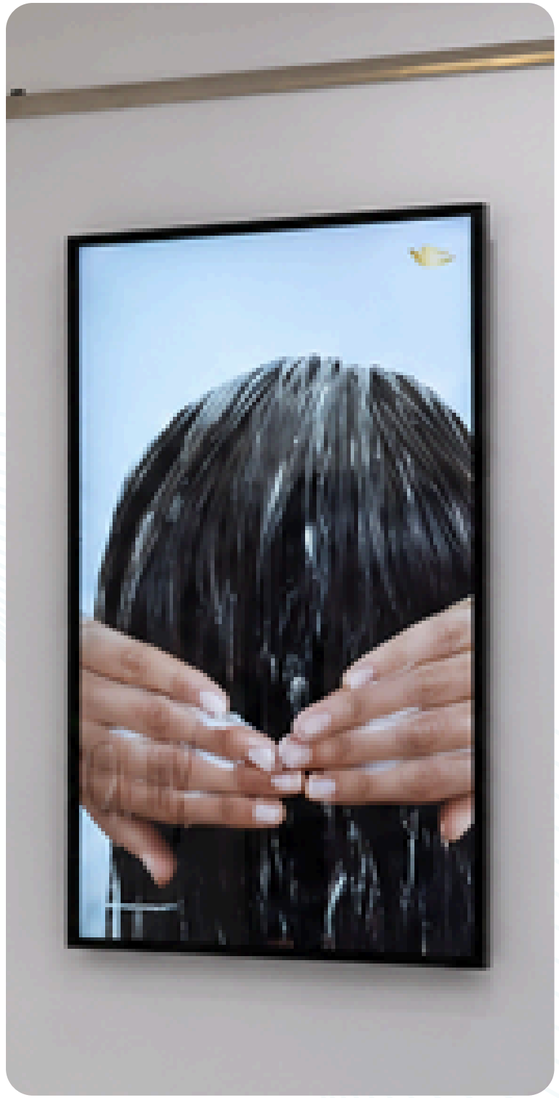




THE MAGNUM ICE CREAM COMPANY

Retail Stores - Nationwide

Non-Interactive Digital Screens | Retail stores across Pakistan | Centralized CMS




How to Use Mask
Dove
Beauty
ETS
SERUM
INTENSE
REPAIR
72
HOURS*

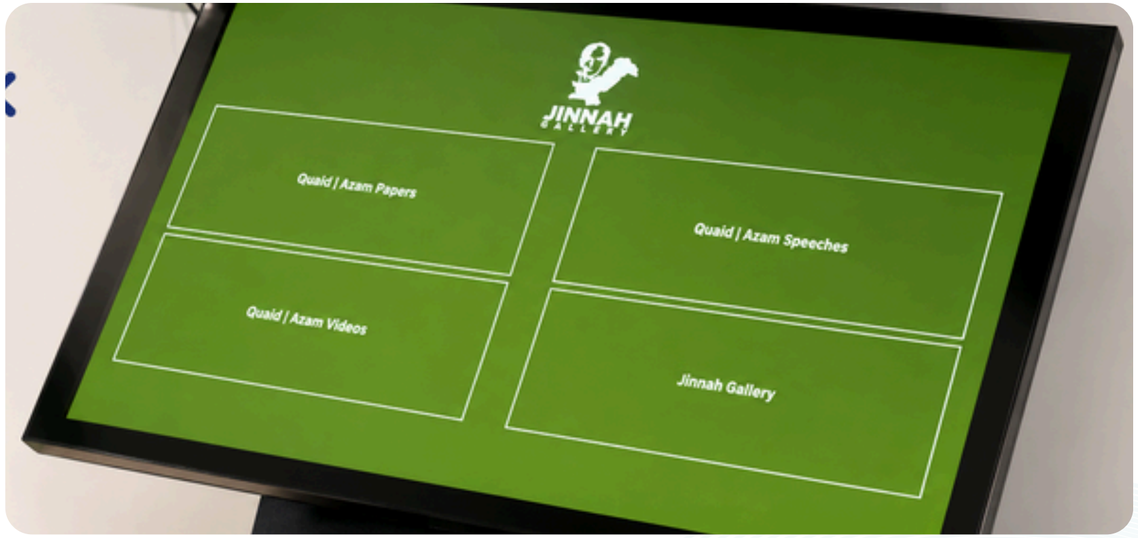

Unilever


Video Wall
Beauty
How to Use Mask
Wash Hair
with Shampoo
Apply Mask
from mid-lengths
to ends
Leave for
10 Minutes
Rinse
Thoroughly
Dove
10 IN 1
DEEP REPAIR
TREATMENT
HAIR MASK
4K Resolution
Centrally Controlled
Wireless HDMI Transmitter


PENETRATES TO THE
DEEPEST LAYERS
Beauty

Unilever

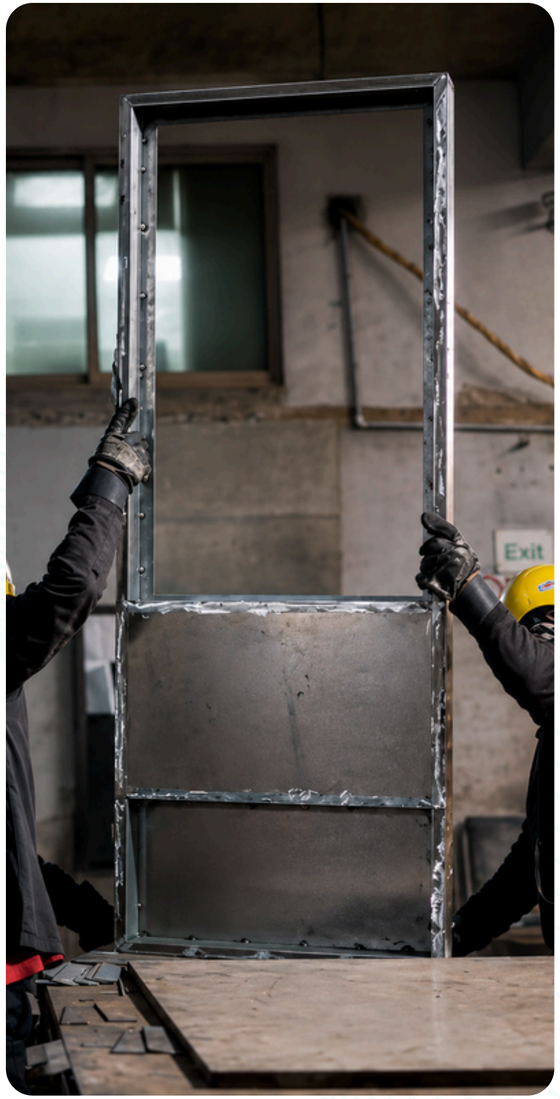

DIGITAL ARCHIVES
PRESERVE • EXPLORE • SHARE
DIGITAL ARCHIVES


JINNAH GALLERY
Quaid | Azam Papers
Quaid | Azam Speeches
Quaid | Azam Videos
Jinnah Gallery




JINNAH GALLERY


JINNAH GALLERY
INAUGURATED BY
CHIEF OF ARMY STAFF
GEN SYED ASIM MUNIR, NI(M)
9 MAY 2024


Exit


Atlas Honda
CD70
PKR 121,500/-
Technical Specifications
Features
PROMOTIONS
Atlas Honda
Atlas Honda
Atlas Honda

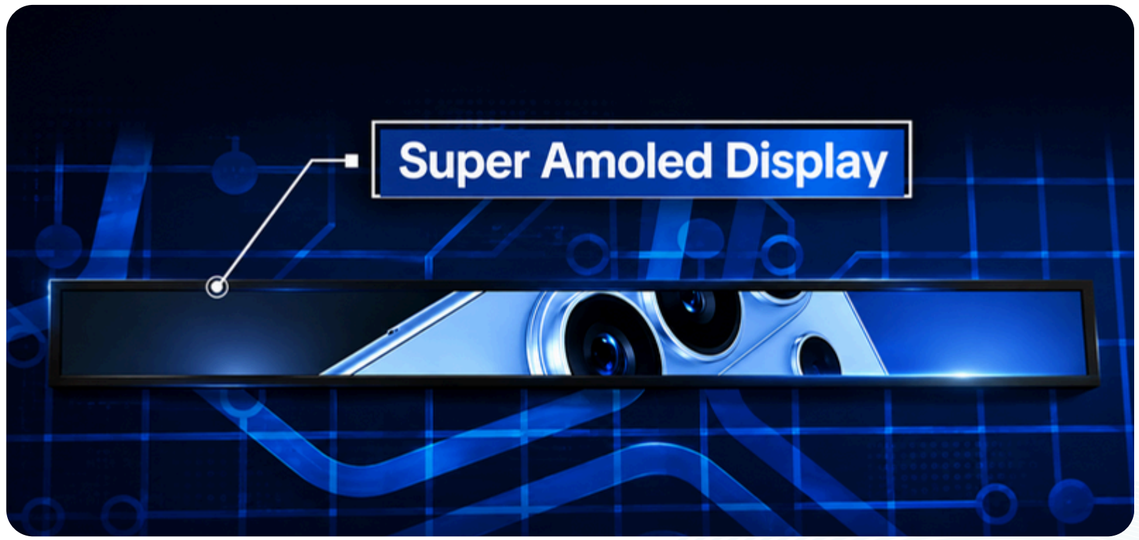

Atlas Honda
PKR 181,900/-
Atlas Honda


Atlas Honda
Centralized Digital Promotions
EXPANSION OF DIGITAL
PROMOTIONS
ATLAS HONDA DIGITALLY EXPANDS
ITS PROMOTIONS WITH CDP



Atlas Honda


Nightography Video
Introducing the New
45W
X8d


Super Amoled Display


Privacy Display
Galaxy Fit3
45W


S26


Galaxy S Series
Galaxy AI is here
SAMSUNG

SAMSUNG

HOLOGRAM DISPLAYS

Holographic showcases,
3D product displays,
hologram fans and
immersive product
visualization solutions.



DIGIX


CKET AUR
AY'S


Carrefour
كارفور
CRICKET AUR LAY'S ALWAYS
Welcome to Carrefour




CRICKET AUR LAY'S ALWAYS


SIGN UP
& GET A CHANCE TO WIN
HOME THEATRE
SIGN UP


SCAN
Now

CONTENT MANAGEMENT

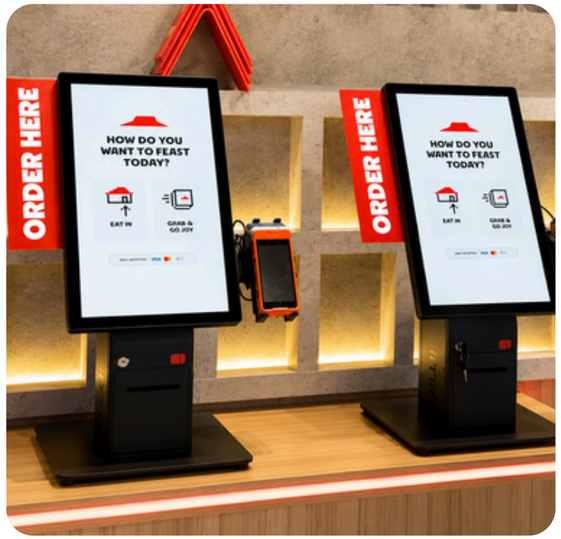
Cloud-based content management, scheduling, remote monitoring, dynamic playlists and centralized control.



DIGIX









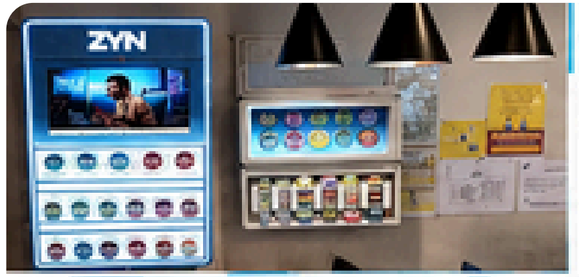


Pizza Hut

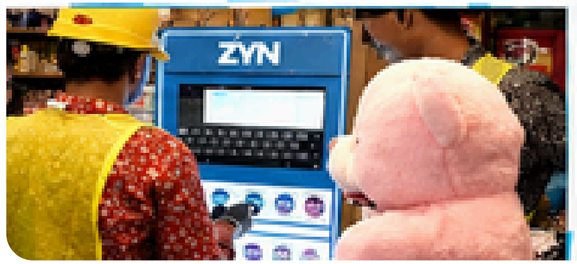
Pizza Hut - Lake City

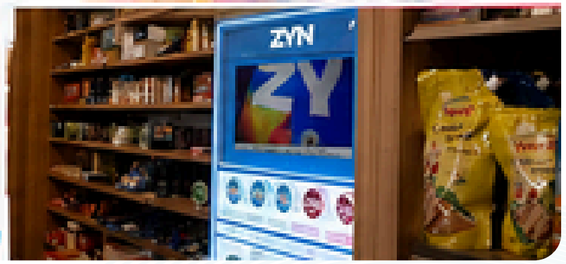
Content Management & SMD Screen | Restaurants across Pakistan | Centralized CMS


ZYN
This product contains nicotine which is a highly addictive substance.
یہ پروڈکٹ نکوٹین پر مشتمل ہے جو لت کا باعث بنتا ہے۔
CHOOSE YOUR
ZYN


ZYN

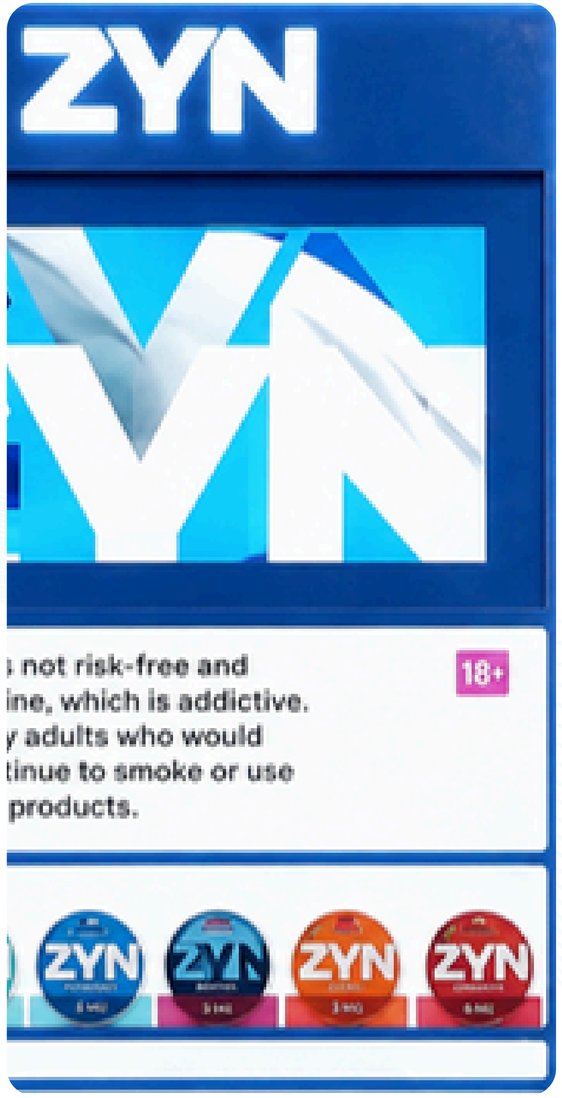

ZYN

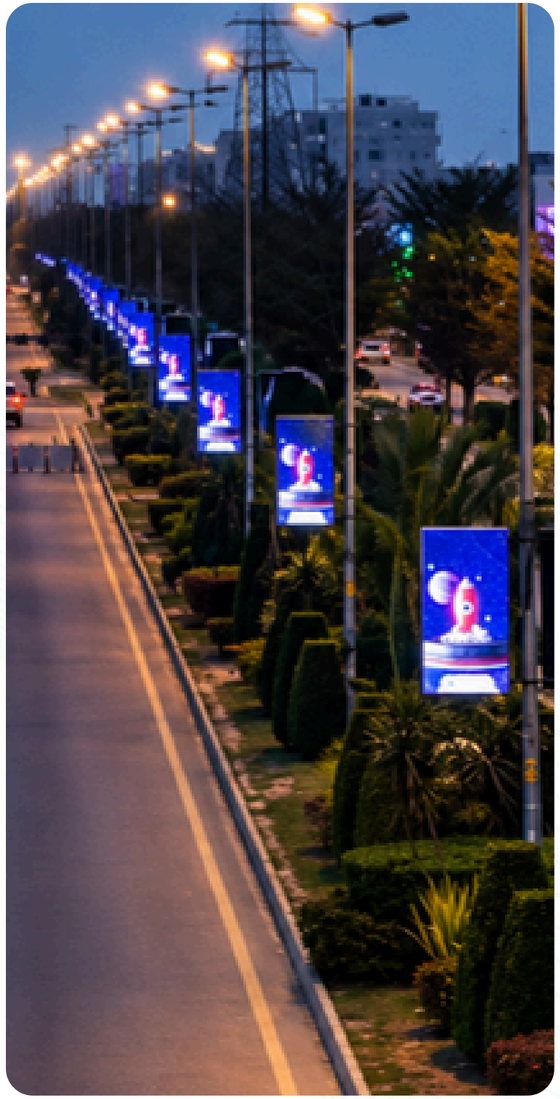

ZYN


ZYN

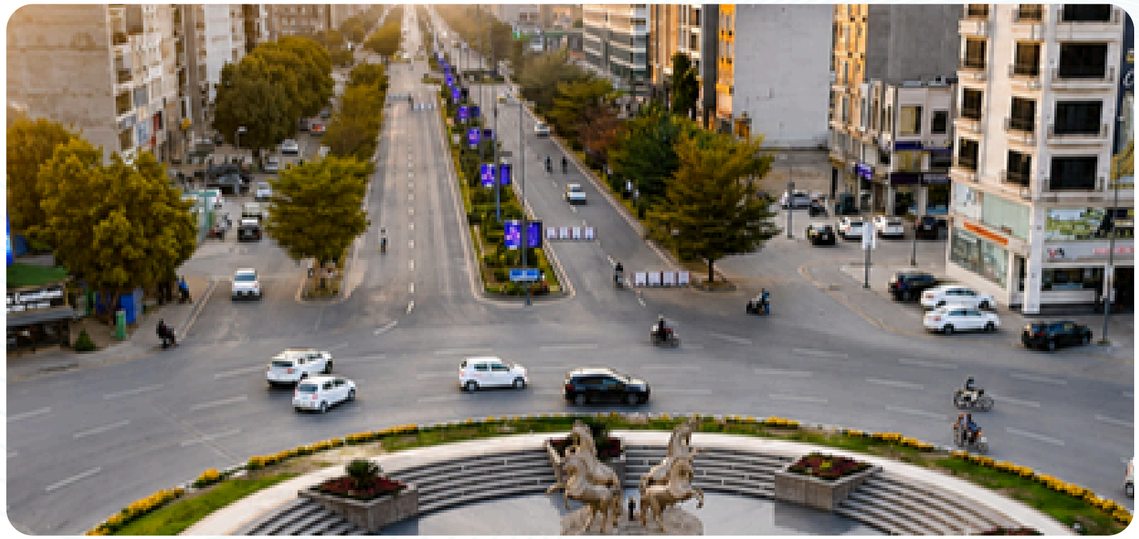

ZYN


ZYN
This product is not risk-free and contains nicotine, which is addictive.
Only for use by adults who would otherwise continue to smoke or use other nicotine products.


ZYN
not risk-free and
ine, which is addictive.
y adults who would
tinue to smoke or use
products.
18+




Awaam Shehri Avenue




30

ROBOTICS & AI EXPERIENCES

Interactive robots, AI-powered assistants, event robots and customized robotic experiences designed for customer engagement, information delivery and brand interaction.



DIGIX


ilk


Products


beverage
DIGIX
DIGIX
KettyBot


DIGIX


Follow me, please!

pepsi


TANG
PERFECT IFTAR PARTNER
PERFECT IFTAR PARTNER
PERFECT IFTAR PARTNER
PERFECT IFTAR PARTNER

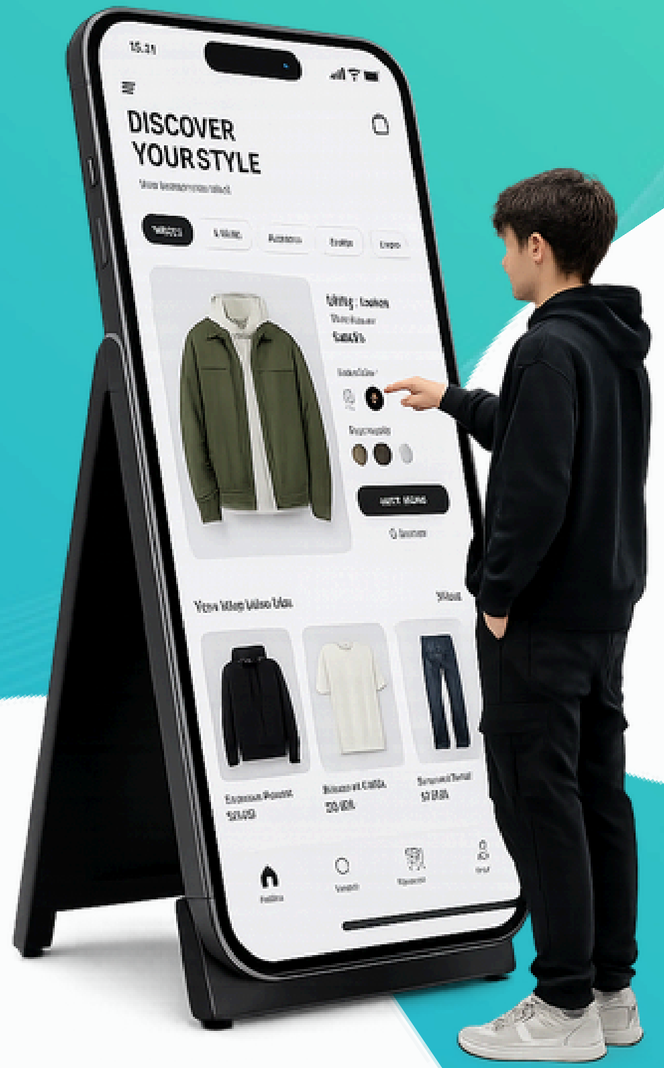

TANG
PERFECT IFTAR PARTNER
VITAMINS C+D + ZINC
THE PERFECT
IFTAR PARTNER
IFTAR PARTNER


TANG
رمضان مبارك
PERFECT
IFTAR PARTNE
FORTIFIED WITH
VITAMINS
C+D

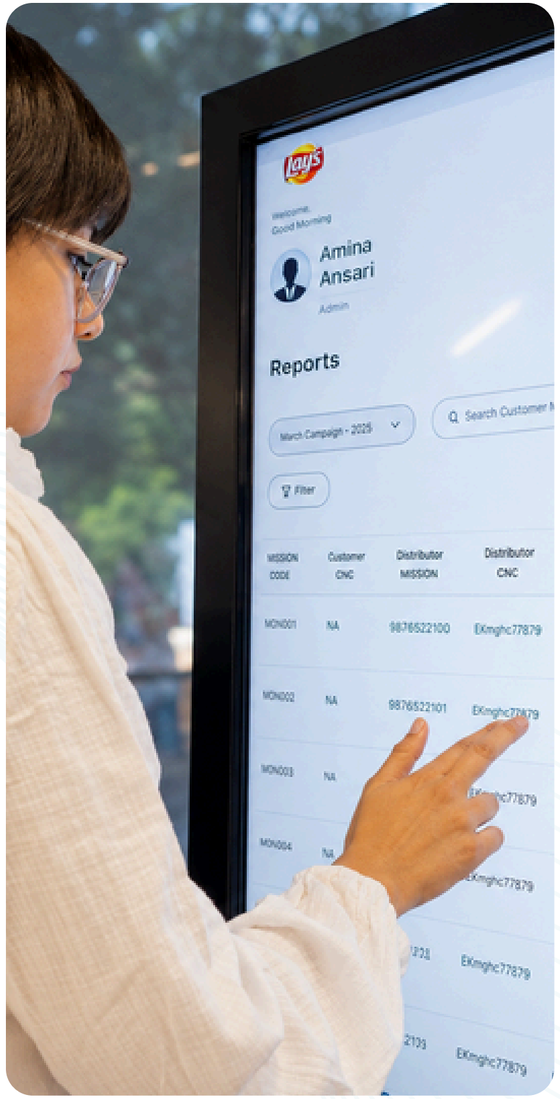

TANG
رمضان مبارك
C+D
FORTIFIED WITH VITAMIN C+D+ZI

CUSTOM DISPLAYS

Custom-designed digital displays tailored to your brand, product or environment, combining creative design with advanced display technology.

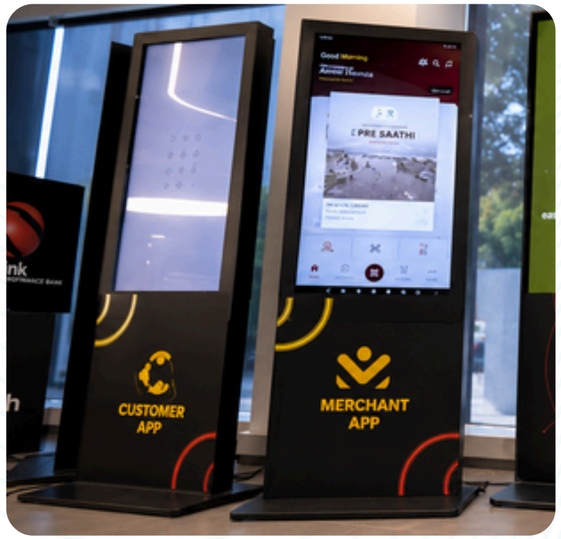


DIGIX













JazzCash

Jazz Cash HQ - Islamabad

SMD Screen, Custom Shaped & Interactive Digital Standee | Experience Center | Centralized CMS


2AM
KESTUDIO.PK


Coke Studio
CELEBRATING 15 YEARS OF LOVE
2008 – 2024


AAYi AAN


Studio
PASSION


Coke Studio
CELEBRATING 15 YEARS OF LOVE
2008 – 2024

Coke Studio













pepsi

CUE Cinema - Lahore

Custom Shaped Screen | Refreshment Area | Centralized CMS











Unilever

LMT's - Nationwide

U Shaped SMD Display | Modern Trade | Centralized CMS











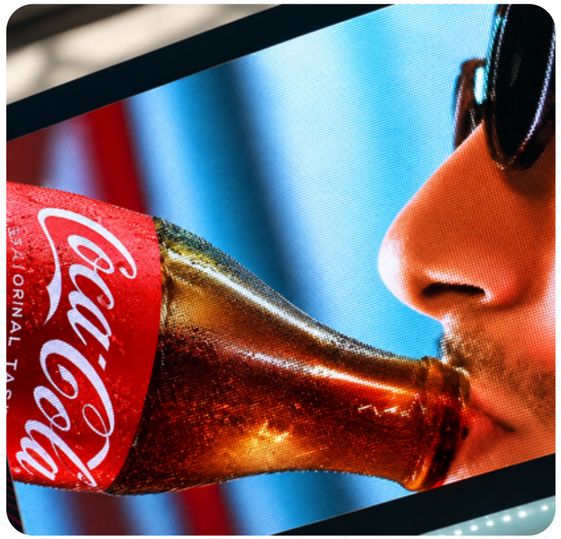
pepsi

LMT's - Lahore

Custom Shaped Bottle with Screen | Multiple Locations across Lahore | Centralized CMS









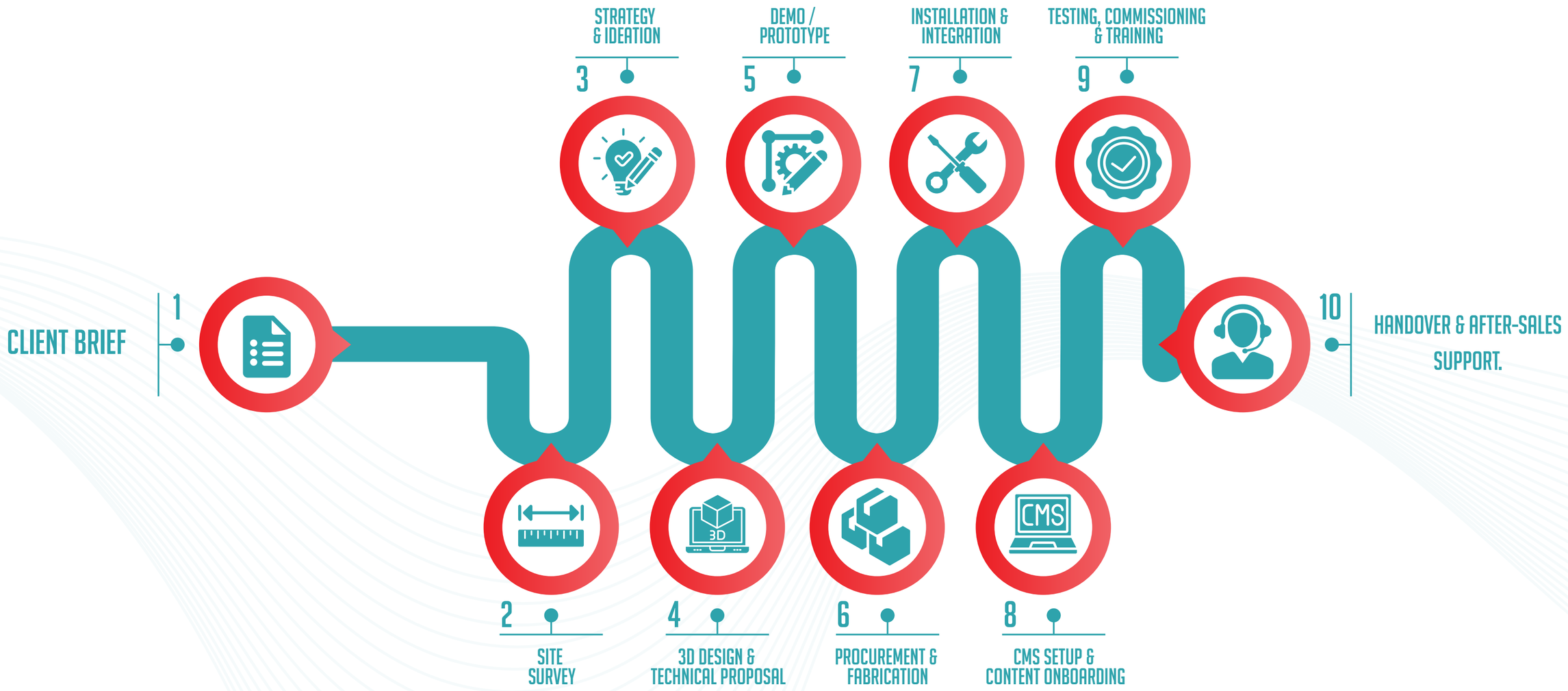


Coca-Cola

LMT's - Lahore

Custom Shaped Screen Gondola's | Multiple store across Lahore | Centralized CMS

PROJECT JOURNEY



THANK YOU

LET'S BUILD THE NEXT DIGITAL EXPERIENCE.

LET'S CONNECT

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+92 302 8421126