

DIGI MART-MEET OUR COHORT-11 STARTUP

Atiq Kaka, student of BBA – Vth semester, Department of Business Administration, University of Sufism and Modern Sciences, Bhitshah, a young and ambitious entrepreneur has recently launched his innovative startup, Digimart, and gets it successfully registered in National Incubation Center (NIC), Hyderabad. Founder of Digimart Mr. Atiq Kaka belongs to a deprived and less developed village near Saeedabad City, besides his academic achievements he started his entrepreneurial journey with the guidance of NIC Hyderabad and incubated his business in Cohort-II for one year where he has been learning the skills required for a startup and get individual attention from coaches to face the startup challenges, including seed funding.

As the driving force behind DigiMart, Atiq Kaka leads a pioneering marketplace that directly connects consumers with local marts and supermarkets, redefining retail experiences. Besides his recent business startup he runs Magnates Marketing Services, through which his strategic vision empowers businesses to enhance their online presence and achieve unparalleled success in the digital landscape. Moreover, in his capacity as the Country Manager for 4i Africa in Pakistan, Atiq Kaka leads efforts aimed at increasing carbon dioxide absorption through the strategic plantation of hems and Halophytes, thereby contributing significantly to environmental sustainability. In total he has earned approximately \$1200 from freelancing in a year.

Funded by IGNITE & MOITT



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ATIQ KAKA
FOUNDER & CEO

Introducing first digital grocery store in our
deprived neighbourhoods





