



Seljuk
TRADERS

ISLAMABAD, PAKISTAN
EST. 1986

COMPANY PROFILE 2026

Global Trade Partners.

*Indentors · Manufacturers' Representatives · Importers
Exporters · General Order Suppliers*

Challenging ourselves to bring new and original ways of thinking —
our passion is precision and accuracy for simplifying worldwide trade
since 1986.

1986

ESTABLISHED

38+

YEARS EXPERIENCE

25+

COUNTRIES SERVED

700+

GLOBAL ASSOCIATES

14

SERVICE DOMAINS

WWW.SELJUKINC.COM

info@seljukinc.com · +92 333 512 5278

Global Challenge. World Class Response.

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A single united team — delivering world-class service to clients globally since 1986.

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COMPANY AT A GLANCE

<p>1986 FOUNDED</p>	<p>38+ YEARS ACTIVE</p>	<p>25+ COUNTRIES</p>	<p>700+ ASSOCIATES</p>
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“Constantly challenging ourselves to deliver more to our clients — international outreach, worldwide partnerships, and the exchange of information and trade are the most emphasised areas of our company.”

<p>Quality First</p> <p>Every product we source meets the highest standards of compliance, specification, and technical verification before it reaches our clients.</p>	<p>Client Centricity</p> <p>Your investment, timeline, and objectives are the primary measure of our success in every single engagement we undertake.</p>	<p>Continuous Growth</p> <p>We invest in knowledge, technology, and global relationships to stay ahead of our clients’ ever-evolving industrial needs.</p>
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CONTACT INFORMATION

<p>HEAD OFFICE</p> <p>Main Tamma Road, Next to Jinnah Muslim Law College, Islamabad, Pakistan</p>	<p>MAILING ADDRESS</p> <p>P.O Box # 3359 Islamabad, Pakistan</p>
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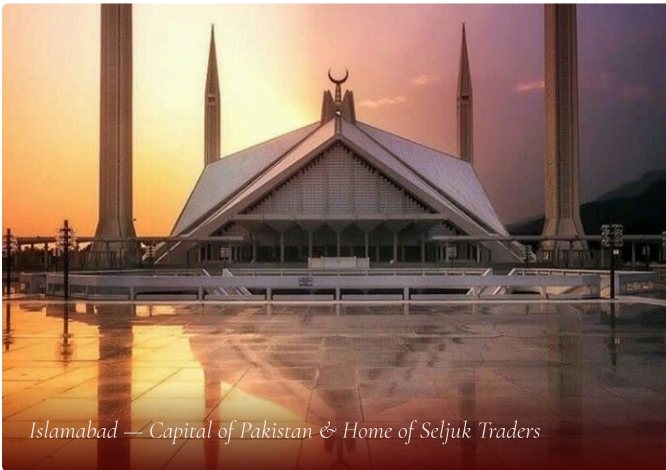
WHO WE ARE

Our Story.

Founded in 1986 as 'Seljuk Inc', we have spent nearly four decades establishing ourselves as one of Pakistan's most trusted Indentors, Manufacturers' Representatives, and General Order Suppliers. In 2018, we formalised our standing under our better-known commercial name: Seljuk Traders (Smc-Pvt) Ltd.

Headquartered in Islamabad — the capital of Pakistan — we enjoy direct proximity to all relevant government ministries, embassies, trade bodies, and regulatory authorities, allowing us to navigate Pakistan's complex procurement landscape with speed and precision.

Our network spans 25+ countries and over 700 foreign associates and principals. We organise, manage, and execute trading business both locally and internationally — applying four decades of accumulated expertise and professional integrity to every engagement.



Islamabad — Capital of Pakistan & Home of Seljuk Traders

1986

FOUNDED

2018

INCORPORATED

ISB

HQ

Capital City Advantage

Based in Islamabad, we enjoy unmatched proximity to government ministries, embassies, trade bodies, and procurement authorities — giving our clients a decisive advantage in Pakistan's institutional and regulatory landscape.

LEADERSHIP

CEO's Message.


Muhammad Sabir Hussain

Founder & Chief Executive Officer

"We are here to help answer your questions and navigate the full complexity of international trade. Our experienced team is on hand to guide you through every aspect of your requirements. We take genuine pride in applying our expertise for our clients."

— Muhammad Sabir Hussain, Founder & CEO

Our Commitment to You

- We respond to every inquiry with speed and professionalism.
- We deliver personalised, attentive service — never one-size-fits-all.
- We actively consult clients and incorporate their feedback.
- We invest in our team's expertise to deliver the highest standard of service.

Mission & Vision.

Two guiding principles that define everything we do — from first inquiry to final delivery and beyond.

*“Global Challenge.
World Class Response.”*

SELJUK TRADERS TAGLINE

Our Mission

To provide superior quality, cost-effective, end-to-end import and export services — through an unwavering customer focus, continuous process improvement, and a culture of reliability and integrity.

We are committed to sourcing and supplying innovative, quality-compliant products that meet contractual, statutory, and regulatory requirements. Management takes full accountability for quality of goods, services, and conduct.

Our Vision

To achieve sustainable, long-term growth across all our service domains — becoming the preferred trade partner of choice for Pakistan’s government, industrial, and private sectors.

Drawing on four decades of expertise, we continuously transform emerging global opportunities into measurable, practical advantages, connecting clients to world-class foreign principals.

WHAT DRIVES US

Our Core Values.



Ambition

Continuously seeking opportunities to grow, improve, and adapt — winning new markets through forward-thinking strategies.



Transparency

Complete openness in all interactions — with clients, suppliers, and partners alike, without exception.



Ethics

Choices and actions guided by integrity, respect, and commitment to diversity at every level of our work.



Creative Energy

Energised by intellectual curiosity and genuine passion for simplifying worldwide commerce.



Pride

First ambassadors of our principals — promoting their products and protecting our reputation always.

Expert Team

Industry experts passionate about their work, with extensive backgrounds across a wide variety of industries and projects.

Client Focus

Maintaining professionalism at all times, engaging clients at every level to ensure requirements are fully and precisely met.

Local Knowledge

Our knowledge base combines deep customer insight, supplier relationships, professional associations, and trade body expertise.

WHERE WE OPERATE

Industry Sectors.

We simplify the trade business — wherever industry demands it. Our 700+ global associates cover the full spectrum of Pakistan’s industrial and commercial needs across every major sector.

 IT Equipment & Components	 Defense Applications	 Pressure Systems & Pumps
 Medical Equipment	 RF & Microwave Components	 Sensors & Instrumentation
 Energy & Natural Resources	 Aerospace & Avionics	 Maritime Components & Equipment
 Communications	 Radar Components & Equipment	 Electronics Manufacturing
 Construction & Mining	 Security Equipment	 Food & Agriculture
 Plants & Machinery	 Oil & Gas Exploration	 UAVs & Unmanned Systems
 Solar Energy Products	 CNC & Precision Machining	 Industrial UPS & Batteries
 Safety Equipment	 Steel, Tubes & Fittings	 3D Printing & Additive Mfg.

24+

INDUSTRY SECTORS

700+

GLOBAL ASSOCIATES

25+

COUNTRIES SERVED

38+

YEARS EXPERIENCE

“Don’t see your sector? Contact us — if it’s industrial, we can source it. Our global network covers virtually every field of industrial commerce.”

WHAT WE SUPPLY

Our 14 Service Domains.

As manufacturers' representatives, importers, and indentors, we source and supply precision industrial goods across 14 specialised domains — connecting Pakistan to over 700 global principals worldwide.

<p>01 Machine Tools CNC machining centers, lathes, milling, grinding, EDM, cutting tools and accessories.</p>	<p>02 Production Machines 3D printing, laser cutting, forming presses, plastics processing and textile machinery.</p>
<p>03 Industrial Machines & Equipment Welding systems, surface treatment, furnaces, heat exchangers, mixing and marking equipment.</p>	<p>04 Building & Construction Excavators, drilling rigs, concrete equipment, construction tools and building materials.</p>
<p>05 Hydraulics & Pneumatics Pumps, compressors, valves, actuators, cylinders and industrial filtration systems.</p>	<p>06 Power Transmission & Components Motors, bearings, gearboxes, variable frequency drives, couplings and positioning systems.</p>
<p>07 Electricity & Electronics Generators, transformers, switchgear, power supplies, cables and electronic components.</p>	<p>08 Robotics, Automation & Industrial IT PLCs, industrial robots, collaborative robots, UAVs, SCADA and industrial computing.</p>
<p>09 Environment, Health & Safety Air treatment, PPE, water treatment, waste management and fire safety systems.</p>	<p>10 Metrology & Laboratory CMM machines, analytical instruments, lab equipment and optical inspection systems.</p>
<p>11 Detection & Measurement Oscilloscopes, flow meters, pressure gauges, sensors and measurement instruments.</p>	<p>12 Food Industry Meat processing, dairy, bakery, fruit & vegetable and food packaging machinery.</p>
<p>13 Packing, Packaging & Handling Packaging machines, conveying systems, palletizers, cranes and storage solutions.</p>	<p>14 Materials, Tools & Components Steel, aluminium, hand tools, power tools, fasteners, seals and lubrication products.</p>

Government & Defense Supply

We supply government, semi-government, and defense sector clients across Pakistan — including full tender participation and complete project packages spanning mechanical, electrical, electronics, instrumentation, and telecommunications domains. Our Islamabad base provides unmatched institutional access.

Private & Industrial Supply

We serve Pakistan's private manufacturing sector with the full range of our 14 service domains — sourcing precisely what each client needs from our 700+ global principals. Full after-sales support, technical training, and warranty coordination are included as standard in every engagement.

Full product subcategory listings at:

www.seljukinc.com/services

AREAS OF EXPERTISE

What We Do.

Trading of All Sorts

General Order Suppliers

Importers & Exporters

Dealers & Distributors

Wholesalers & Retailers

Customer Service

Market Research

Manufacturers' Representatives

Indentors

Technical Training

Tender Participation

After-Sales Support

HOW WE WORK

Our 5-Step Process.

1

Understand Your Requirements

We listen carefully to specifications, budget, timeline, and regulatory requirements before sourcing. No assumptions, no shortcuts.

2

Source Globally

Leveraging 700+ associates across 25+ countries to identify best-matched principals for your precise technical and commercial needs.

3

Quality Assurance

Rigorous verification of specifications, certifications, and supplier credentials before any proposal reaches you.

4

Timely Delivery

Full logistics management — documentation, customs, freight and delivery — by land, sea, or air.

5

After-Sales Support

Complete post-order support, technical assistance, and warranty coordination long after delivery.

GLOBAL REACH

Market Outreach.

We target markets in the following regions, maintaining active relationships with over 700 foreign associates representing the world's leading industrial manufacturers:

North America — USA & Canada

Europe — Germany, UK, France, Italy & more

Asia — China, Japan, South Korea, Taiwan & Singapore

Middle East — UAE, Saudi Arabia & Turkey

South Asia — India & Sri Lanka



Land

Road and rail freight across Pakistan and overland routes.



Sea

FCL/LCL via Karachi and Port Qasim.



Air

Expedited air freight for time-sensitive components.

100%

CLIENT SATISFACTION

100%

CONSULTANCY OFFERED

Our Business Statement

Seljuk Traders is conscious of the need to fulfil its obligations under any contract with clients to produce the desired outcome in a cost-effective, planned, and systematic manner. Our commitment to supply innovative quality products and services which comply with contractual, statutory, and regulatory requirements — and to deliver professional, timely pre- and post-order service — is unwavering. Management takes full accountability for quality goods, services, and integrity.

ALSO REGISTERED WITH

 WEBOC — Web Based
One Customs

 Pakistan Revenue
Automation Ltd. (PRAL)

 Active Taxpayer List —
FBR

*Fully compliant & active
on all platforms*



Seljuk
TRADERS

OFFICIALLY REGISTERED

Compliance & Credentials.



Islamabad Chamber of Commerce & Industry

Member

CM-3147



Federal Board of Revenue — Pakistan

Business NTN

5108321

STRN: 3277876154505



Securities & Exchange Commission of Pakistan

Incorporated

012590

— GET IN TOUCH

Let's Talk Trade.

We respond to every inquiry with speed and professionalism. Reach out to our team today — we're ready to help you source exactly what you need.

HEAD OFFICE

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FOLLOW US



@seljuktraders

WHY WORK WITH US

38 Years of Trust

Since 1986 we have built our reputation on integrity, transparency, and professional excellence — across every transaction, every client, every time.

One Partner, 14 Domains

From machine tools to food processing — a single trusted source for all your industrial procurement needs in Pakistan, backed by 700+ global principals.

Islamabad. Connected.

Our capital city base gives direct access to ministries, embassies, and regulatory bodies — simplifying your institutional dealings at every level.