

Techjockey Commits AED 1 Million to UAE Market Entry, Aims to Simplify Software Buying for Middle Eastern Businesses

India's leading B2B software marketplace expands footprint in the United Arab Emirates with localised pricing, customer support, and AI-powered buying experience



techjockey.com

Dubai, United Arab Emirates Jul 31, 2025 ([Issuewire.com](https://www.issuewire.com)) - In a strategic move to strengthen its global footprint, **Techjockey.com**, India's largest B2B software discovery and eCommerce platform, has announced its official launch in the **United Arab Emirates**, backed by a planned **investment of AED 1 million** over the next 18 months. The expansion aims to accelerate software adoption among

small and mid-sized businesses (SMBs) across the UAE and the broader Middle East region.

Techjockey's UAE entry comes at a time when the country is positioning itself as a leader in the digital economy in the region. According to PwC, the UAE's digital economy is expected to contribute over **AED 140 billion to GDP by 2031**, with digital infrastructure, cloud platforms, and SaaS playing a central role.

"The UAE has become a magnet for digital innovation, with SMEs actively looking for smarter technology tools to drive growth," said **Akash Nangia, Co-Founder, Techjockey**. "Our AED 1 million investment signals a deep commitment to this market. We're here to make software discovery smarter, faster, and more accessible, backed by local teams, regional language support, and trusted buying guidance."

The company plans to hire an experienced **UAE-based team** across sales, partnerships, and customer success within the next 12 months. It will also introduce **localised pricing, customer support, and AI-driven software matchmaking** to provide tailored recommendations for businesses in the region.

"Software buying is often an overwhelming and time-consuming task, especially for businesses without internal IT teams," said **Arjun Mittal, Co-Founder, Techjockey**. "We've built a platform that simplifies this process end-to-end—from need assessment and vendor comparison to purchase and onboarding."

Techjockey aims to onboard **500+ regional software vendors and resellers** by 2026, providing them with a scalable go-to-market channel that requires minimal upfront investment. The platform will also host verified user reviews and offer real-time consultations to help buyers cut through the clutter and select software that aligns with their business goals.

According to IDC, **68% of SMBs in the Middle East cite difficulty in software procurement**

due to a lack of standardised information, local support, and time to evaluate options.

Techjockey seeks to fill this gap by offering a hybrid model that blends automation with human expertise.

"By anchoring our operations in the UAE, we're not just entering a new market, we're contributing to a regional shift toward smarter digital adoption," Nangia added. "We are excited to be a catalyst for both local business growth and global vendor expansion in the Middle East."

[Techjockey UAE](#) operations will be headquartered in Dubai, with regional scaling planned across other GCC markets in the coming years.

[About Techjockey.com](#)

Founded in 2017 by **Akash Nangia and Arjun Mittal**, Techjockey has built a thriving ecosystem that connects over **2 million global users** with **21,000+ verified software solutions** across **650+ categories**. The platform collaborates with over **3,000 leading global vendors**, including Microsoft, Adobe, AWS, Zoho, and Freshworks, enabling businesses to make informed software decisions in a fragmented and rapidly evolving digital landscape.

Visit Techjockey UAE: <https://www.techjockey.com/ae/>

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