

Muhammad Imran Saleemi

Executive Committee Member



Muhammad Imran Saleemi brings over 25 years of experience in the retail and supermarket industry, distinguished by strategic growth, operational excellence, and visionary leadership. As the driving force behind Rainbow Cash & Carry, he transformed it from a single outlet into a leading regional supermarket chain. His strong grasp of market dynamics and consumer behavior, combined with a solid educational foundation, has enabled him to build innovative, customer-focused ventures and drive sustainable business growth.

Professional Journey

With more than two decades of experience, Muhammad Imran Saleemi has played a pivotal role in transforming Rainbow Cash & Carry from a modest retail outlet into one of the region's leading supermarket chains. As CEO, he has strategically expanded the brand to eight thriving branches across Lahore, Rawalpindi, and Sheikhupura, with a ninth outlet currently under development in Shahdara, Lahore. Under his dynamic leadership, Rainbow Cash & Carry has evolved into a modern retail enterprise, embracing innovations such as online grocery shopping, efficient home delivery systems, and environmentally responsible initiatives including eco-friendly packaging. His forward-looking approach continues to set new benchmarks in Pakistan's retail sector.

Achievements

- Successfully expanded Rainbow Cash and Carry into a trusted retail brand with multiple branches.
- Pioneered the introduction of sustainability-focused initiatives in supermarket operations.
- Created significant employment opportunities, contributing to local economic growth.
- Recognized for excellence in customer service and retail innovation.

Community Involvement

- Actively supports local farmers by sourcing locally produced goods.
- Engages in charitable initiatives, including contributions to food banks and welfare programs for orphans and widows.
- Promotes health, wellness, and sustainability through community partnerships.

M/s Rainbow Stores

Main West Canal Road, Near Gourmet Bakers, Lahore.

Tel: +92+42-35971771 Mobile: 0300-8400028

Email: imran_saleemi7781@yahoo.com