

Divar

دیوار

Iran's largest peer-to-peer classifieds platform for goods, property, and jobs. Tehran Index record: founded 2012, headquartered in Tehran, part of Hezardastan.

Record	IR-CO-004 · Aghe Pardazan-e Hooshmand · sector classifieds · founded 2012 · Tehran
Entity verification	Verified: the legal identity is confirmed by an official source. The tier describes the entity, not every field; each fact below carries its own evidence state.
This document	Version 2026-10-07.2d18dfe5. Generated 2026-10-07 from a snapshot of the record taken 2026-10-07 (99 public facts; facts checksum 1285208d7e3255e7b25c2e9776b88942; snapshot sha256 2d18dfe58ad53a3d...). Nothing in it was typed by hand: every figure, period, source and note is the record field.
Dates	Latest fact update on the record 2026-10-07 · last full desk review 2026-07-18 · a full review re-reads every source; a fact update touches one field.
Currency of this file	The live record at tehranindex.com/companies/divar is corrected continuously and supersedes this file for anything dated after 2026-10-07. Corrections are logged with dates at tehranindex.com/corrections .

Evidence states used below: [Official record](#) · [Company disclosed](#) · [Founder disclosed](#) · [Third-party reported](#) · [Tehran Index derived](#) · Not disclosed. Official record means a registry, exchange or regulator document; company and founder disclosed means the company or its executives on the record; third-party reported means press or a shareholder report we hold but not the underlying filing; derived means a Tehran Index mapping, never a market study.

Decision snapshot

Headline figures a reader asks for first. Founder and CEO statements are labelled as such and are not audited.

Platform scale FY2020-21 Company disclosed	44M unique handsets opened the app · 18.5M phone numbers posted ads · 129.5M ads posted in the year · 5.2M ads live on an average day Source: Divar Annual Report FY1399 (reviewed) · retrieved 2026-07-10 Note: Divar's own annual report for the year to March 2021. The 44 million counts unique handsets (اتکى یشوگ) that opened the app, not phone numbers; the report counts phone numbers only among advertisers, 18,519,000 of them.
Group 2025-01 Third-party reported	Cafe Bazaar, formerly in the same group as Divar, was acquired by Tapsell on 24 January 2025. Source: PitchBook, Cafe Bazaar company profile · https://pitchbook.com/profiles/company/178919-74 · retrieved 2026-09-28 Note: PitchBook's profile records the buyer and the date. It does not list the group's current companies or state whether Balad is independent.
Monetisation 2021-04 Third-party reported	Pomegranate's CEO letter says Cafe Bazaar Group (App Store and Divar) grew into its second largest portfolio holding, mainly driven by Divar's monetisation, with the App Store growing GMV by more than 50 per cent; the group paid a dividend in the year. Source: Pomegranate Investment Q4 2020/21 report (CEO letter) · https://cdn.prod.website-files.com/64354d715efcf21d31d398a9/645216b599312f7d8d150c78_PGI_Q4_2020_2021_final.pdf · retrieved 2026-09-28 Note: Assessment by a Stockholm-listed shareholder in its published reporting. Corrected 28 September 2026: the growth in GMV of more than 50 per cent is the App Store's, as the letter states, not Divar's.
2017 valuation anchor 2017-Q4 Third-party reported	EUR 38 million for a 10 per cent shareholding in Cafe Bazaar group (Divar then included); divided out, about EUR 380 million for the whole group, a post-money figure if the shares were newly issued Source: Pomegranate Investment Q4 2017 portfolio update · https://mb.cision.com/Main/15594/2439650/783190.pdf · retrieved 2026-09-28 Note: The division is ours: 38 divided by 0.10 is 380. Corrected 28 September 2026: the implied figure was labelled pre-money; a price paid for a stake values the company including that money, so it is post-money if new shares were issued and the equity value if existing shares changed hands. Divar later separated with Hezardastan; no Divar-only mark exists.

Operating and financial metrics, period-stamped

Series are as disclosed; where a definition changed between years the note says so and the series is not continuous.

Unique phones that opened the app, year-on-year change Year to 20 March 2022 Company disclosed	20 per cent Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: The level for the year, 53.1 million unique phones, is stated in the same report; the figure here is the stated change.
Unique phones opening the app, daily average Year to 20 March 2022 Company disclosed	10.1 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: Devices, not people or accounts. The printed headline carries a plus sign; the bar for 1400 prints 10.1 million.
Unique phones opening the app, monthly average Year to 20 March 2022 Company disclosed	22.2 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: Devices, not people. The same chart prints 16.5 million for 1399 and a change of 30 per cent, but those two do not agree (16.5 to 22.2 is about 35 per cent), so the printed change is not carried here.
Active installs at year end, year-on-year change Year to 20 March 2022 Company disclosed	8 per cent Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: The year-end level, 23.6 million active installs, is stated in the same report. Page 10 states installs are counted from Cafe Bazaar.
Unique advertisers, year-on-year change Year to 20 March 2022 Company disclosed	18 per cent Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: The level, 21.8 million unique advertisers, is stated in the same report. Its 1399 figure (18.5 million) agrees with the 1399 report's 18,519,000.
Ads published, year-on-year change Year to 20 March 2022 Company disclosed	8 per cent Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: The level, 139.7 million ads published, is stated in the same report.
Ads published in a single day, record 20 February 2022 Company disclosed	more than 522 thousand Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: The report prints the date in the Iranian calendar; 20 February 2022 is its Gregorian equivalent.
Ads on view to users each day Year to 20 March 2022 Company disclosed	more than 6.7 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: The 1399 report's 'average daily active (live) ads, 5.2 million' is worded differently (more than, each day, versus an average), so the two are not directly comparable.
Ads published in Tehran city Year to 20 March 2022 Company disclosed	more than 30.3 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: City of Tehran, not Tehran province. The same text gives 2.1 times Mashhad.
Share of ads published, home and kitchen Year to 20 March 2022 Company disclosed	24 per cent Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06
Share of ads published, real estate Year to 20 March 2022 Company disclosed	16 per cent Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: A share of ads published, not of ad views or of transactions.
Share of ads published, vehicles Year to 20 March 2022 Company disclosed	13 per cent Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06
Advertisers in the vehicles category Year to 20 March 2022 Company disclosed	7.8 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: People who posted at least one vehicles ad; categories overlap, so category counts do not sum to total advertisers.
Advertisers in the real estate category Year to 20 March 2022 Company disclosed	4.6 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: Categories overlap; the 1400 real estate count of ads published is not printed in this report, only the share (page 25).

Unique ad views Year to 20 March 2022 Company disclosed	45.9 billion Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: A unique view counts one device once per ad per week (page 30). 1399 on the same basis: 41.0 billion, change 12 per cent (page 30).
Contact details revealed to users Year to 20 March 2022 Company disclosed	more than 1.3 billion Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06
Users who received an ad's contact details Year to 20 March 2022 Company disclosed	34.6 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: 1399 comparison on the same page: 28.0 million, change 23 per cent.
Active non-personal (business) users Year to 20 March 2022 Company disclosed	more than 1.5 million Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: Non-personal users are defined on page 62: users of the business panels (car showrooms, shops, real estate), the wholesale subcategory, users who named themselves a real estate adviser at least four times, or users with business signs in services and jobs. Not comparable with the 1398 'active businesses' (447,000 or 347,027), which used a different rule.
Ads published by non-personal (business) users Year to 20 March 2022 Company disclosed	15.5 million, 11 per cent of all ads Source: Divar annual report 1400, year to 20 March 2022 · retrieved 2026-10-06 Note: The same sentence says 69 per cent of these ads came from real estate advisers and agencies.
Unique advertisers, year-on-year change Year to 20 March 2021 Company disclosed	38 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Advertisers are counted as unique mobile numbers that posted at least one ad. The previous year on the same chart is 13.4 million.
Active installs, year-on-year change Year to 20 March 2021 Company disclosed	10 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06
Ads published per day, average Year to 20 March 2021 Company disclosed	more than 353 thousand Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Ads published each day on average, not ads live on the site at once.
Ads published, year-on-year change Year to 20 March 2021 Company disclosed	31 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: The previous year on the same chart is 98.8 million ads.
Share of ads published, home and kitchen Year to 20 March 2021 Company disclosed	23 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: The report names this category home-related and defines it as home furnishings, kitchen goods, tools, building and garden.
Share of ads published, real estate Year to 20 March 2021 Company disclosed	17 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06
Share of ads published, vehicles Year to 20 March 2021 Company disclosed	13 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06
Advertisers in the home and kitchen category Year to 20 March 2021 Company disclosed	6.562 million Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: People who posted at least one ad in the category; the report says it had the most advertisers of the ten categories.
Unique ad views Year to 20 March 2021 Company disclosed	more than 41 billion Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: A unique view counts one device once per ad per week.

Unique ad views, year-on-year change Year to 20 March 2021 Company disclosed	42 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: The previous year on the same chart is 29 billion unique views.
Ads published in Tehran city Year to 20 March 2021 Company disclosed	30.5 million Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: City of Tehran, not Tehran province. The report puts it at about a quarter of all ads.
Advertisers who paid nothing to publish, share Year to 20 March 2021 Company disclosed	88 per cent Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Share of the year's 18.5 million advertisers. Paid options are promotions that move an ad up or keep it at the top.
Ads submitted for review Year to 20 March 2021 Company disclosed	185 million Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Ads submitted before review. The same chart gives 56 million rejected and 129 million published.
Apartment-for-sale ads Year to 20 March 2021 Company disclosed	7 million Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Ads, not apartments: one apartment can be advertised more than once. The same page gives 3.6 million apartment-rental ads.
Passenger car ads published Year to 20 March 2021 Company disclosed	8.6 million Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Ads, not cars sold.
Shops that published ads Year to 20 March 2021 Company disclosed	more than 19 thousand Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Shops using the storefront feature, Divar Shops; not a count of all business advertisers. The same page gives 322 thousand ads in Divar Shops.
Users in income-earning categories Year to 20 March 2021 Company disclosed	1,435,606 Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: Users of seven categories in which, the report says, users usually earn income. The report rounds it to 1.4 million.
Calls to customer support Year to 20 March 2021 Company disclosed	more than 2 million Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06
Chat conversations on ads Year to 20 March 2021 Company disclosed	641,540,671 Source: Divar annual report 1399, year to 20 March 2021 · retrieved 2026-10-06 Note: A conversation is a text exchange between two people and holds several messages. The same page gives 3.725 billion messages, 3.9 times the previous year.
Customer care staff, in-house Three months to 21 September 2020 Company disclosed	5 people Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Divar's own customer care team; the report says it worked alongside three contracted support firms during the quarter, whose staff are not in this count.
Contact centre agents Month to 21 September 2020 Company disclosed	97 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Agents staffing the support contact centre in the last month of the quarter; the two earlier months show 98 and 99.
Contact centre talk time, total Three months to 21 September 2020 Company disclosed	24,507 hours Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Total time agents spent on calls across the quarter.
Longest wait to reach the contact centre Three months to 21 September 2020 Company disclosed	60 minutes Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: The single longest wait, not the average; the report attributes it to night-shift scheduling.
Average call rating Three months to 21 September 2020 Company disclosed	4.64 out of 5 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Average of the ratings callers chose to give; about one call in five was rated.

Calls rated by callers, share Three months to 21 September 2020 Company disclosed	20.5 per cent Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06
Call ratings at the top score of 5, share Three months to 21 September 2020 Company disclosed	87.1 per cent Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Share of the ratings given, not of all calls.
Calls resolved by the end of the conversation Three months to 21 September 2020 Company disclosed	4 in every 5 calls Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06
Calls passed on as a support ticket, share Three months to 21 September 2020 Company disclosed	14 per cent Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06
Call topics about Divar's product sections Three months to 21 September 2020 Company disclosed	428,759 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Counts topic tags on incoming calls, not calls: one call can carry several tags. The report puts this at 87 per cent of all tags.
Call topics that were violation reports Three months to 21 September 2020 Company disclosed	45,750 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Counts topic tags on incoming calls in which users reported a violation, 9 per cent of all tags; one call can carry several tags.
Call topics about ad review Three months to 21 September 2020 Company disclosed	148,271 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: The largest product topic, 35 per cent of product-section tags; it covers rejected ads, rejected photos and review delays.
Call topics about payment Three months to 21 September 2020 Company disclosed	125,412 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: 29 per cent of product-section tags.
Call topics disputing an ad rejection Three months to 21 September 2020 Company disclosed	111,905 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: About three quarters of ad-review call topics.
Support tickets on the busiest email day 6 September 2020 Company disclosed	735 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: The email team had 14 agents; the quietest day of the quarter had 352 emails.
Visits to support and rules pages Three months to 21 September 2020 Company disclosed	3,183,818 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06
Views of the help article for users who were defrauded Three months to 21 September 2020 Company disclosed	13,240 Source: Divar customer care quarterly report, June to September 2020 · retrieved 2026-10-06 Note: Views of a help page, not the number of fraud reports.
Ads published Year to 20 March 2019 Company disclosed	more than 72 million Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06 Note: Ads published across Iran during the year. The report states it as a lower bound.

Businesses active on Divar Year to 20 March 2019 Company disclosed	more than 380 thousand Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06 Note: The report counts sellers of new and second-hand goods and those offering services and recruitment. It does not give the activity threshold used.
Direct employment Year to 20 March 2019 Company disclosed	350 people Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06 Note: Divar's own staff as the report gives them, with no date within the year and no list of the group entities included.
Vehicle ads Year to 20 March 2019 Company disclosed	7.4 million Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06
Vehicle ad views Year to 20 March 2019 Company disclosed	6.8 billion Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06 Note: Views of vehicle ads; the report does not say whether repeat views are counted.
Property ads, buying and selling Year to 20 March 2019 Company disclosed	16.5 million Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06 Note: The report heads this block property buying and selling; it does not say whether rental ads are included.
Property ad views, buying and selling Year to 20 March 2019 Company disclosed	6.5 billion Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06
Cities where Divar operates Year to 20 March 2019 Company disclosed	60 Source: Divar report on Iran's second-hand economy, year to 20 March 2019 · retrieved 2026-10-06 Note: Stated in the present tense in a report published early in 2019.
Headcount Year to 19 March 2020 Company disclosed	795 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: Total personnel as the report states it; the report does not break the count down by group entity.
Active businesses Year to 19 March 2020 Company disclosed	447,027 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: The report defines an active business as a user who posted on average at least two ads a month from one city in one fixed category.
Ads published Year to 19 March 2020 Company disclosed	98,754,514 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: Ads published, not ads submitted: rejected ads are not in this count.
Ads published, year-on-year change Year to 19 March 2020 Company disclosed	37 per cent Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: The previous year on the same page is 72 million ads published.
Ads published per day, average Year to 19 March 2020 Company disclosed	270,560 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: Ads published each day on average, not ads live on the site at once.
Ads published in a single day, record 3 February 2020 Company disclosed	375,552 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: The report prints the date in the Iranian calendar; 3 February 2020 is its Gregorian equivalent.
Active users Year to 19 March 2020 Company disclosed	35 million Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: The report does not define an active user or say over what window activity is counted. Later reports count unique phones that opened the app instead, a different measure.
Share of ad views via the app Year to 19 March 2020 Company disclosed	more than 94 per cent Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: A share of ad views, not of users. The website took 5 to 6 per cent.
Passenger car ads published Year to 19 March 2020 Company disclosed	9.6 million Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: Ads, not cars sold. The report calls it Divar's largest subcategory.

Real estate ads published Year to 19 March 2020 Company disclosed	16,864,014 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: Ads, not properties: one property can be advertised more than once.
Vehicles ads published Year to 19 March 2020 Company disclosed	16,433,336 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: All vehicle ads, of which passenger cars are 9.6 million.
Home-related ads published Year to 19 March 2020 Company disclosed	16,336,006 Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: The report does not list what the category covers.
Ads reviewed per day, average Year to 19 March 2020 Company disclosed	500 thousand Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: Includes requests to edit existing ads as well as new ads, per the report's note on its review figures.
Ads published by businesses Year to 19 March 2020 Company disclosed	31 million Source: Divar performance report, 2019 to 2020 · retrieved 2026-10-06 Note: About one third of all ads. The report does not say whether it used its active-business rule to identify business ads.
Content and moderation FY2020-21 Company disclosed	41B+ unique ad views in the year, up 42% from 29B the year before · 55,000 users blocked for illegal activity or after reports from other users, up 17% Source: Divar Annual Report FY1399 (reviewed) · retrieved 2026-07-10 Note: A unique view, in the report's own definition, counts every view of an ad from one device within one week once. The report prints درایم ۴۱ , more than 41 billion.
Advertisers & installs FY2021-22 Company disclosed	21.8M+ unique advertisers (+18% YoY) · 23.6M+ active Cafe Bazaar installs at year-end Source: Divar FY1400 annual report (PDF via mirror) · https://arc-up.ir/wp-content/uploads/2022/07/Divar-Report-1400.pdf · retrieved 2026-07-11 Note: Report: 1 in 3 Iranian adults posted an ad; 50M+ installs by July 2022.
Devices & ads (9-month, CEO on record) 9 months of 1403 (Mar-Dec 2024) Company disclosed	62M unique devices opened the app · 94M ads published (108M reviewed, 86% publish rate) · 18M ad-posting users Source: CEO Ashkan Armandehi, Digiato Insider live stream (timestamped) · https://www.youtube.com/watch?v=ADYdQ6xBIBo · retrieved 2026-07-16 Note: Timestamps 00:00:55 / 00:01:15; stream 2025-03-01; corroborated by @Digiato live posts. 9-month basis, not comparable to the FY2020-21/FY2021-22 annual series.
User base and platform position (to April 2025) To 30 April 2025 Third-party reported	Over 38 million users, described as continuing to lead the Iranian online classifieds market with strong annual revenue growth. Artificial intelligence is applied to content moderation and fraud detection. Source: Pomegranate Investment AB (publ), audited Annual Report 2024/25 · https://www.pomegranateinvestment.com/ · retrieved 2026-08-13 Note: The shareholder states "users" without distinguishing registered from active, so the label is reproduced as published and should not be read as active users.

Business and group structure

Model Durable Third-party reported	Classified ads and e-commerce app with sections for real estate, vehicles, goods, community services, industrial equipment and jobs; users register with a national ID and pay to post more than three ads Source: Wikipedia, Divar (website) · https://en.wikipedia.org/wiki/Divar_(website) · retrieved 2026-09-28 Note: An encyclopedia article.
--	---

Leadership and boards

Origins As the article reads on 28 September 2026 Third-party reported	The Cafe Bazaar article says Hezardastan Information Technology Development Group, which it gives as Cafe Bazaar's owner, also operates Divar, and names Hessam Armandehi and Reza Mohammadi as Cafe Bazaar's founders in April 2011; it does not name Divar's founders. Source: Wikipedia · https://en.wikipedia.org/wiki/Cafe_Bazaar · retrieved 2026-09-28 Note: An encyclopedia article that is partly out of date: Cafe Bazaar was acquired by Tapsell in January 2025. The Divar article gives 2012 as Divar's founding year without naming its founders.
--	---

Hezardastan CEO

Current
Not disclosed

Not publicly confirmed

Source: retrieved 2026-07-10

Leadership (registry)

Registry snippet, 2026-07-11
Official record

CEO: Ashkan Mir Armandehi · Chairman: Hessam Mir Armandehi (also representative of the Hezardastan parent)

Source: Official corporate registry records (indexed capture) · retrieved 2026-07-11

Note: The founding Armandehi brothers hold both chairs, consistent with founder control of Hezardastan.

Ownership, capital and listing status

Brand to operator, stated by the company itself

Company disclosed

The company's own page names **دنمشوه نازادرپه گآ تکرش** (صاخ یم‌ماهس) as the operator behind the brand. The passage is quoted verbatim in the source passage.

Source: divar.ir (company website) · <https://divar.ir/terms> · retrieved 2026-09-17

Note: Corroborated: two independent reads of this page returned the same sentence. The sentence appears only after JavaScript runs, so a plain fetch of this URL will not find it.

Pomegranate see-through stake

2017-Q4

Third-party reported

Increased from 3% to 4.5% in the 2017-Q4 round

Source: Pomegranate Investment Q4 2017 update ·

<https://mb.cision.com/Main/15594/2439650/783190.pdf> · retrieved 2026-09-28

Legal entity & parent (registry)

Registry, snippet capture
2026-07-11

Official record

Opco: Agah Pardazan-e Hooshmand (private joint stock, ~1395/2016) · "Divar" trademark registered 17 December 2019 · Parent: Hezardastan IT Development Group (holding, registered capital 1,500B rial)

Source: Official corporate registry records (indexed capture) · retrieved 2026-07-11

Note: Hezardastan holding also shows: a cloud subsidiary (Rayanesh Abri Vahed, 2,500B rial), Avaye Hamrah Hooshmand (500B, historically the Cafe Bazaar entity; Cafe Bazaar was sold to Tapsell in January 2025, so this registry relation may be stale and is unresolved), and Pardazesh Hooshmand (2022).

Group restructuring under way (2025)

From 2025, ongoing

Third-party reported

A corporate restructuring process at Cafe Bazaar Group, which holds both Cafe Bazaar and Divar, was launched during and shortly after the year to 30 April 2025 and was still ongoing at the time of reporting.

Source: Pomegranate Investment AB (publ), audited Annual Report 2024/25 ·

<https://www.pomegranateinvestment.com/> · retrieved 2026-08-13

Note: Material to any ownership or structure claim about either company. Status unresolved at the reporting date.

Position within the Hezardastan group

As at 30 April 2025

Official record

Divar sits within the Hezardastan group. A shareholder in that group reported owning 100% of Divar at group level as at 30 April 2025, and gave a combined look-through economic interest of 4.3% across Cafe Bazaar and Divar together rather than separately. That combined disclosure reflects the structure as it then stood: Cafe Bazaar has since been acquired by Tapsell, whose holding company is Pegah Holding, so the two are no longer under one owner.

Source: Pomegranate Investment AB (publ), audited Annual Report 2024/25 ·

<https://www.pomegranateinvestment.com/> · retrieved 2026-08-13

Note: The shareholder report calls the group "Cafe Bazaar Group" in its narrative while naming HEZARDASTAN in its interest table, and it flags an unnamed restructuring as ongoing at the reporting date. That restructuring was the Tapsell acquisition of Cafe Bazaar. Any combined Cafe Bazaar and Divar figure from that report is therefore historic and must not be read as current structure.

Competitive set

Competitive set

Current
Tehran Index derived

Sheypoor (direct classifieds; its Apr-2021 shareholder mark implies ~EUR 56M) · Bama (vehicles vertical)

Source: Tehran Index registry; Pomegranate Q4 2020/21 · retrieved 2026-07-10

Note: Derived from the tracked-entity registry; Sheypoor figure from a listed shareholder's published mark.

What is not known

Stated gaps are part of the record. A blank is a finding, not an omission.

Post-FY2020-21 metrics Coverage pending	No formal company reporting since FY2021-22; post-1400 figures exist only as executive statements Source: retrieved 2026-07-10 Note: CEO stream disclosures for the first nine months of the year to 20 March 2025 (62M devices · 94M ads) are shown under Operating metrics; annual reporting itself remains discontinued.
Cap table Not disclosed	Current ownership undisclosed beyond the historical Pomegranate see-through Source: retrieved 2026-07-10
Annual reports after FY2021-22 Not disclosed	Not found in public search Source: retrieved 2026-07-11 Note: FY2021-22 report published July 2022; no FY2022-23 to FY2024-25 editions located, Divar appears to have discontinued annual reporting.
Financials Not disclosed	Never published Source: retrieved 2026-07-10

Corrections recorded on this record

Facts whose note records a dated correction, replacement or update. Reproduced from the record, not summarised.

Monetisation 2021-04 Third-party reported	Pomegranate's CEO letter says Cafe Bazaar Group (App Store and Divar) grew into its second largest portfolio holding, mainly driven by Divar's monetisation, with the App Store growing GMV by more than 50 per cent; the group paid a dividend in the year. Source: Pomegranate Investment Q4 2020/21 report (CEO letter) · https://cdn.prod.website-files.com/64354d715efcf21d31d398a9/645216b599312f7d8d150c78_PGI_Q4_2020_2021_final.pdf · retrieved 2026-09-28 Note: Assessment by a Stockholm-listed shareholder in its published reporting. Corrected 28 September 2026: the growth in GMV of more than 50 per cent is the App Store's, as the letter states, not Divar's.
2017 valuation anchor 2017-Q4 Third-party reported	EUR 38 million for a 10 per cent shareholding in Cafe Bazaar group (Divar then included); divided out, about EUR 380 million for the whole group, a post-money figure if the shares were newly issued Source: Pomegranate Investment Q4 2017 portfolio update · https://mb.cision.com/Main/15594/2439650/783190.pdf · retrieved 2026-09-28 Note: The division is ours: 38 divided by 0.10 is 380. Corrected 28 September 2026: the implied figure was labelled pre-money; a price paid for a stake values the company including that money, so it is post-money if new shares were issued and the equity value if existing shares changed hands. Divar later separated with Hezardastan; no Divar-only mark exists.

Registered entity

From the corporate registry record held on the profile. Personal identifiers of individuals are never reproduced.

Legal name	Aghe Pardazan-e Hooshmand · آگه پردازان هوشمند
Entity	operating company · status active · group Hezardastan
Registration	1395/06/01 (2016-08-22) · registered capital 3,500,000,000,000 IRR
Registered address	Innovation Tower, Shahid Beheshti University, Darakeh St, Daneshjou Blvd, Evin, Tehran, Iran (2nd floor, unit 201)
Web	https://divar.ir · https://www.linkedin.com/company/divarofficial

How this document was produced

Tehran Index holds one record per company in a structured database. Each fact carries a label, a value, the period it describes, an evidence state, the source it was read from, the date it was retrieved and a note that records caveats and every later correction. This file is a rendering of that record as it stood on 2026-10-07: scripts/export-company-record.mjs against the live database; facts checksum computed locally and by the database function company_facts_md5, both 1285208d7e3255e7b25c2e9776b88942. Because the record moves and this file does not, the file is superseded by the live record for anything dated after the snapshot; a regenerated version carries a new version string on every page. Methodology: tehranindex.com/methodology. Scope and standards: tehranindex.com/standards.