

AI Content Localization in Marketing Communications in Afghanistan: A Qualitative Analysis of ChatGPT-Generated Advertisements

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Abstract: AI chatbots play an effective role in content production for organizations and in the development of marketing communications. Given their speed in producing and analyzing content, many companies now use AI chatbots in creating commercial content. However, the compatibility and alignment of content generated by AI tools with the prevailing cultures and values of societies is another issue that has a deep relationship with technology localization. Within the framework of the concept of “technology localization,” this study qualitatively analyzed five commercial advertisements in different cultural contexts of Afghanistan, generated by ChatGPT, in terms of cultural and linguistic bias. The research findings, while indicating the effectiveness of AI chatbots in producing marketing communication content, identified linguistic and cultural biases in the content examined. The results show that the use of foreign words, particularly English vocabulary, the production of relatively shallow and superficial content, as well as the use of certain words that are implicitly more distant from the prevailing culture of Afghanistan, are among the linguistic and cultural biases of AI. This article supports the localization of AI in the industries and marketing communications of Afghanistan and considers the presence of human resources in the formation of content through AI tools a fundamental necessity.

Abstrak: Chatbot AI memainkan peran efektif dalam produksi konten bagi organisasi dan pengembangan komunikasi pemasaran. Mengingat kecepatannya dalam memproduksi dan menganalisis konten, banyak perusahaan kini menggunakan chatbot AI untuk membuat konten komersial. Namun, kesesuaian dan penyesuaian konten yang dihasilkan oleh alat AI dengan budaya serta nilai-nilai masyarakat setempat merupakan isu lain yang sangat berkaitan dengan lokalisasi teknologi. Dalam kerangka konsep “lokalisasi teknologi,” penelitian ini menganalisis secara kualitatif lima iklan komersial yang dihasilkan oleh ChatGPT dalam konteks budaya Afghanistan yang beragam, dengan menyoroti aspek bias budaya dan linguistik. Temuan penelitian menunjukkan bahwa meskipun chatbot AI efektif dalam memproduksi konten komunikasi pemasaran, terdapat bias linguistik dan budaya dalam konten yang dianalisis. Hasil penelitian mengungkapkan bahwa penggunaan kata-kata asing—khususnya kosakata bahasa Inggris—produksi konten yang cenderung dangkal, serta penggunaan kata-kata tertentu yang secara implisit kurang selaras dengan budaya Afghanistan, merupakan bentuk bias linguistik dan budaya dari AI. Artikel ini mendukung upaya lokalisasi AI dalam industri dan komunikasi pemasaran di Afghanistan serta memandang keterlibatan sumber daya manusia dalam penyusunan konten melalui alat AI sebagai suatu kebutuhan mendasar.

Keywords : AI, ChatGPT, Linguistic Localization, Cultural Localization and Marketing Communication.

INTRODUCTION

Nowadays, artificial intelligence has influenced a major part of our lives and is capable of processing enormous amounts of information and discovering new patterns that are hidden within the information. Under today’s conditions, artificial intelligence, by influencing human beings’ lives, has

gained the ability to process large amounts of information and discover new patterns for us from within the information hidden in life (Moradi & Dass, 2022). Meanwhile, one of the important fields that has been deeply affected by artificial intelligence is marketing communications.

AI in marketing is currently gaining importance, due to increasing “computing power, lower computing costs, the availability of big data, and the advance of machine learning algorithms and models” (Huang & Rust, 2021, P. 30) Its significant presence has brought about profound changes in the field of marketing communications, and in this area, it can greatly assist organizations in content creation and personalization, as well as in analyzing customer behavior.

Despite the exponential and growing adoption of artificial intelligence by marketing managers and consumers, no study has yet comprehensively covered the body of knowledge produced on artificial intelligence in the three important fields of marketing, consumer research, and psychology (Mariani et al., 2022, p. 756)

The artificial intelligence ecosystem consists of technological elements, codes, and information. These components, which mutually reinforce each other through interaction, include algorithms, customer information, digital content, and technology infrastructures (Malthouse & Copulsky, 2023) These algorithms have made significant progress in producing and delivering personalized content or messages, such as emails or offers (Moradi & Dass, 2022) And one of the characteristics of modern thinking AI, which can be considered its revolutionary feature, is its capacity for personalization through the analysis of big data and its ability to undertake thinking tasks in marketing. (Huang & Rust, 2021).

One of the advantages of artificial intelligence is that this new technology can provide a basis for understanding customer behavior across different local cultures and communities, ultimately providing a platform for global marketing offerings to design products that are tailored to local conditions.(Mogaji et al., 2022).

The alignment and integration of these important and complex elements enable marketing communication content to be personalized according to the conditions and characteristics of the audience, and in this regard, the ability to process enormous amounts of information and discover new patterns hidden within the information is one of the unique characteristics of artificial intelligence (Moradi & Dass, 2022). However, alongside this powerful advantage, one of the major issues in the field of artificial intelligence is its cultural bias and its lower compatibility with the dominant culture of a particular region. “As people increasingly use generative artificial intelligence (AI) to expedite and automate personal and professional tasks, cultural values embedded in AI models may bias people’s authentic expression and contribute to the dominance of certain cultures” (Tao et al., 2024, P. 1)

AI language models such as ChatGPT are nowadays used for various purposes around the world. AlKhamissi et al. (2024) write about the differences in the responses of these models to questions: “One

reason for the difference between the responses is that they tend to reflect the culturally specific views commonly expressed by the people who use the same language as the prompt.

Accordingly, the localization of AI messaging technologies such as ChatGPT in Afghanistan, as a multilingual and multiethnic country with its own particular culture and values, is of great importance. Although various definitions and perspectives have been presented regarding the localization of artificial intelligence, from a communication perspective, emphasis is placed on the dissemination of local symbols and the integration of local cultural manifestations through carrier tools and at customer touchpoints (Yang, Li, & Jin, 2026). The purpose of localization, as a process of social change, is described as increasing the long-term psychological well-being of individuals within a community (De Young, 2011).

A major focus on the dominant culture and values in a society, particularly including language, customs, and traditions, is one of the major aspects referred to as the localization of technology in discussions of new technologies. Specifically, at present, the dominant languages among the people of Afghanistan are Dari Persian and Pashto, while the people have their own various dialects. Considering that, in the process of assessing cultural alignment, focusing on backgrounds and linguistic and cultural diversity (AlKhamissi et al., 2024) is an important principle, the differences, plurality, and diversity of this country should also be taken into consideration in our research and analysis.

In this research, I study the necessity of localizing content generated by AI chatbots in the field of marketing communications in Afghanistan; an issue that, due to politics and war and under the influence of security-related news, has received less attention. In this study, I seek to generate hypothetical commercial advertisements using ChatGPT without intervening in the content, and then study them in terms of their compatibility and alignment with the conditions and culture. My main objective in this research is to identify AI-generated content in terms of its compatibility with the environment and geography of Afghanistan. Therefore, I focus on the question of to what extent AI, particularly ChatGPT, acts impartially and without bias in preparing and producing marketing communication content. I also examine in which areas this bias is more prominent from cultural and linguistic perspectives.

Academic research around AI-based marketing communications has not been conducted in Afghanistan. This academic area in Afghanistan is deeply weak, but in other countries around the world, extensive research has addressed the position of AI technology in marketing communications or in organizations as a whole from various dimensions. Moradi & Dass (2022), in a part of their study, show that artificial intelligence plays a role in important and different areas of life; from its effectiveness in the customer life cycle to analyzing future sales, trends, and pricing, and ultimately helping customers save time, are among the benefits of artificial intelligence for marketing.

The study by Tao et al. (2024) examines large language models (LLMs) and cultural bias, which is theoretically closely related to the core of my research. They show that, due to bias in large language models, the values of English-speaking and Protestant European countries are preferred, which indicates the cultural bias of these models and the distance between their cultural expression and local cultural values.

In another hand, AlKhamissi et al. (2024) reveal that LLMs demonstrate greater cultural alignment along two dimensions—firstly, when prompted with the dominant language of a specific culture, and secondly, when pretrained with a refined mixture of languages employed by that culture. Whereas the findings of (Tao et al., 2024, P. 6) surface an important lesson for emerging AI literacy curriculums: “LLMs are culturally biased but people can mitigate and control this bias, to a degree, using cultural prompting”.

In this case, some of the researchers have focused on localization of communication or new technology in marketing. Li et al. (2020), by studying the localization of marketing communications of global brands, point to an important finding. They found that when a global brand uses highly symbolic local cultural elements, local consumers evaluate the brand less positively.

Likewise, Yang, Li, & Jin (2026) suggest that managers use AI localization to highlight local distinctiveness; AlKhamissi et al. (2024) study the cultural alignment in Egypt and reveal that improving customer acceptance, and provides tools for assessing and enhancing AI localization. Therefore, when assessing cultural alignment, it is imperative to acknowledge the diverse backgrounds within each country.

Mogaji et al. (2022) study artificial intelligence technology at three levels and believe that, at the firm level, AI technology has transformed different aspects of marketing, while at the consumer level, serious concerns have emerged in relation to ethics and privacy. They found that the consequences of these global concerns have effects on the nature of human–machine interactions.

Malthouse and Copulsky (2023), by referring to consumers, brands, platforms, publishers, content providers, and others as a broad set of stakeholders in the AI ecosystem, show how the combination of these components enables marketers to create platforms for testing, extract insights from data, and support marketing processes.

However, a significant body of research has focused on the relationship between artificial intelligence and customer knowledge creation. For instance, Bag et al. (2021) They focus in their research on the effect of artificial intelligence on the creation of three major areas, namely customer knowledge, user knowledge, and external market knowledge, in order to better study the effect of artificial intelligence on rational decision-making and its influence on firm performance and revealed that these three knowledge have important effect on the B2B marketing-rational decision making.

I use the technology localization as the conceptual framework of this study. Localization is a process that provides the context for adapting a technological product to the environment in terms of technical and/or cultural aspects (Agbozo, 2022). Localization is referred to as a process of social and behavioral change aimed at adapting goals and daily patterns within the framework of the surrounding natural systems; behaviors that are focused on place and in which adaptation to the environment must take place in that same place (De Young, 2011).

Artificial intelligence, as a new technology, and its content are also considered part of the technology addressed in this article. At the main time, “the topic of technology localization and transfer in the industrial sector is a vital subject that has garnered significant attention in academic research over the past decades, especially in the context of developing countries or nations that have experienced wars and major crises and are striving to achieve sustainable development and economic growth” (Halife et al., 2025, P. 412). They show that a major obstacle to technology localization is the weakness of technical and managerial skills with in industrial institutions, limiting their capacity to absorb and adapt transferred technology.

METHOD

This research was conducted using a qualitative approach. In this research, I have attempted to analyze the challenges and opportunities of AI localization in the context of marketing communications in Afghanistan. To enable an examination of the capabilities of AI, my main focus has been on ChatGPT as an AI platform in generating marketing communication content in Dari Persian in Afghanistan.

The data for this study were obtained using ChatGPT, focusing on five different contexts: a telecommunications company, an airline services company, a clothing store, a restaurant, and a university. (see Chart 1.) In a conversation with the ChatGPT chatbot, it was asked to independently prepare a promotional advertisement for each of the companies or business contexts, taking into consideration the Dari Persian language and Afghan culture.

Table 1. Selected Business Contexts for AI-Generated Marketing Advertisements

No.	Name of The Company	Group
1	Payam Telecommunication Company	Telecommunication
2	Kabul Airline	Culture
3	Markaz Cloth Center	Cloth
4	Kabul King Resturant	Food
5	Sadaat University	Education

For the analysis of the data, the focus was on the localization criteria, which are cultural and linguistic localization. Then, the five aforementioned advertisements were coded based on the two specified dimensions, and the phrases and concepts corresponding to the two proposed dimensions were identified and categorized. Finally, the concepts obtained were compared with each other.

RESULT AND DISCUSSION

The advertisements prepared by ChatGPT regarding different cultural contexts in Afghanistan, in the first step, show the extent to which artificial intelligence has developed and how it compares with many educated and experienced individuals in this field. The advertisements produced demonstrate professionalism, familiarity with the principles and fundamentals of advertising and promotion, as well as awareness of the prevailing culture within companies or organizations in artificial intelligence. Our study shows that the pessimistic view toward artificial intelligence in relation to the creation and construction of marketing communication content should be set aside; however, at the same time, one should be aware of its dimensions and consequences and the level of its compatibility with the prevailing culture.

This study showed that in Advertisement No. 1, which is based on a “hypothetical telecommunications network” called Payam, the messages are appropriately aligned with the prevailing culture and language in Afghanistan, and a kind of prior localization can be seen here. In the title, the phrase “Nowruz gift” is linguistically and culturally compatible with the dominant cultural discourse prevailing in Afghanistan, and the focus on prosperity and happiness during Nowruz also indicates the alignment of the content, from a communicative perspective, with Afghan culture.

In the second advertisement, from the perspective of the communication model, the message has been sent from the source to the destination without problems. One of the obstacles is the lack of compatibility of the title with the culture inside Afghanistan. The phrase “Kabul Airline” here is a foreign phrase in the English language, whereas the dominant culture of Afghanistan prefers “Kabul Airways.” Also, from a linguistic perspective, the use of the phrase “a fresh destination” is confusing, and the phrase “your reliable companion in the sky” also does not have a very meaningful position in terms of cultural usage.

In Advertisement No. 5, “Markaz clothes center” uses foreign words. However, these words have become established in the everyday conversations of the people of Afghanistan. Among them, the word “style” can be mentioned, which is used in this advertisement as follows: “Visit Markaz clothes center and find your favorite style.”

In the advertisement related to “Sadat Private University,” the word “semester,” which is English, has been used instead of the academic period. On the other hand, this commercial advertisement is not

at the level of a university from a professional perspective, and from a human perspective, an advertisement appropriate to the weight of an academic environment could be prepared. In other words, in terms of the use of vocabulary and the weight of the words, there is a significant difference among the advertisements produced, while thematically they are very different. For example, “experienced and specialized professors” itself is a type of reference to an educational environment such as a course, rather than a university. Whereas in universities, most of them have master's and doctoral degrees and have conducted research.

However, the important point is that the advertising messages prepared by intelligent companies for Afghanistan are very simple, very general, and at the same time without the slightest creativity and novelty. Advertisements in other companies in other countries use simple but deeply influential titles, sentences, and proverbs. The use of sentences has a slight complexity and forces the audience to think and not forget the advertisement quickly. Nevertheless, there is meaningful compatibility among other parts of the advertising texts in terms of communication, culture, and language with the prevailing situation. For example, in the advertisement related to the restaurant, “From every day and formal clothes to clothing suitable for gatherings and parties, you can find a diverse collection of women’s, men’s, and children’s clothing in one place.” This phrase is linguistically and culturally compatible with the prevailing culture in Afghanistan.

Table 2. Linguistic and Cultural Localization of AI-Generated Advertisements in the Afghan Content

Company	Linguistic Localization Advertisement	Cultural Localization Advertisement
Telecommunications Company	تحفه نوروزی پیام Payam’s Nowruz Gift	در سه روز نخست سال نو هجری شمسی، ۱۰ گیگابایت اینترنت رایگان دریافت کنید Receive 10 GB of free internet during the first three days of the new Solar Hijri year.
Airline	یا رفتن به یک مقصد تازه، کابل ایرلاین در کنار شماست. Whether you are traveling to a new destination, Kabul Airlines is by your side.	همسفر مطمئن شما در آسمان Your trusted travel companion in the sky.

Clothing Store	استایل مورد علاقه‌تان را پیدا کنید. Find the style you love.	فروشگاه لباس مرکز، در کابل آماده پذیرایی از شماست. Markaz Clothing Store is ready to welcome you in Kabul.
Restaurant	برای صرف غذای خوش‌طعم و گذراندن لحظات خوش با خانواده و دوستان‌تان، جوکار رستوران انتخابی مناسب برای شماست. For enjoying delicious food and spending pleasant moments with your family and friends, Jokar Restaurant is a suitable choice for you.	با ارائه انواع غذاهای لذیذ و باکیفیت، محیط آرام و خدمات مناسب، جوکار رستوران تلاش می‌کند هر بار تجربه‌ای خوشایند برای مهمانان خود فراهم کند. By offering a variety of delicious, high-quality dishes, a calm environment, and suitable services, Jokar Restaurant strives to provide its guests with a pleasant experience every time.
Private University	برنامه‌های تحصیلی متنوع استادان مجرب و متخصص A variety of educational programs Experienced and specialized instructors	ثبت‌نام برای سمستر جدید آغاز شده است Registration for the new semester has begun.

This study, focusing on five cultural contexts, examined the marketing communication content generated by ChatGPT with regard to the issue of linguistic and cultural bias. In this research, an attempt was made to have a commercial advertisement for a private university, an airline, a restaurant, a clothing store, and a telecommunications company created by the ChatGPT tool in an unbiased manner, taking into account the cultural, linguistic, and local conditions of Afghanistan. The complete content of these commercial advertisements in Persian is accessible in Appendix 1 of this article, and it can be analyzed from there. The findings of this study indicate the ever-increasing, compatible, and very rapid growth of artificial intelligence tools in all sectors, particularly in the field of marketing communications, for content creation, customer direction, and providing personalized decision-making for them.

The commercial content obtained showed that artificial intelligence has now made its way in, compared with many of the individuals who are active in companies in the role of commercial content creators, and it now produces diverse and required content for companies in a short time. However, alongside this, the study showed that despite the upward trend of artificial intelligence in this field, linguistic and cultural biases or foreignness in content production still exist, particularly in the context of Afghanistan. The use of English literature and vocabulary such as “style,” “شیک” (chic), and “airline” in cultural content such as clothing stores or airlines in the Persian language is a form of the entry or reinforcement of foreign words through artificial intelligence tools. This finding of ours confirms the

research literature, particularly the finding of (Tao et al., 2024), that “surface an important lesson for emerging AI literacy curriculums: LLMs are culturally biased but people can mitigate and control this bias, to a degree, using cultural prompting.”

Nevertheless, our study shows that if individuals or human agents who are knowledgeable about cultural and linguistic matters are active in marketing companies, they can manage the content generated by artificial intelligence. The present research also validates the finding of (AlKhamissi et al., 2024), as they emphasize that when assessing cultural alignment, it is imperative to acknowledge the diverse backgrounds within each country.

CONCLUSION

Overall, this article emphasizes the necessity of localizing artificial intelligence tools in order to adapt them to the cultural and social conditions and contexts of Afghanistan. The research findings, while being consistent with the concept of technology localization, also confirm that part of the research background that relies on AI bias. The findings showed that, at least in the content analysis of commercial advertisements prepared by the ChatGPT chatbot, linguistic and cultural biases existed. This bias was not observed in all the content, but it was clearly observed in some of the advertisements under study. On the other hand, the cultural incompatibility of the message content with the culture and conditions of Afghanistan was among the other important findings of this research. Overall, the research shows that the AI chatbot, especially ChatGPT, due to its speed and capability in analyzing and generating content, has become the greatest opportunity for content designers and small and large companies in Afghanistan. By using AI chatbots, they can prepare and produce marketing communication content and influence the personal choices and decision-making of audiences. Nevertheless, employing and hiring individuals who are specialists and possess experience and cultural knowledge in managing the preparation and production of marketing communication content through AI tools is considered necessary. the results of this research show that if cultural and linguistic biases are not taken into consideration, and if the basis for AI localization in Afghanistan is not provided through technology localization, the possibility of the continuation and formation of a new type of cultural domination in the future of Afghanistan can be seen.

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Appendix:

This appendix includes the full texts of five marketing advertisements prepared by ChatGPT. They are presented here in Dari Persian without any alteration or modification. As mentioned in the research methodology, these advertisements cover five different cultural domains, which have been studied in terms of linguistic and cultural localization within the framework of AI localization.

Table 3. Full Texts of AI-Generated Marketing Advertisements

No	Title	Content
1	تحفه نوروزی پیام؛ ۱۰ گیگابایت اینترنت رایگان برای شما!	نوروز ۱۴۰۶ را با یک تحفه ویژه از پیام آغاز کنید! به پاس همراهی همیشگی شما، با استفاده از سیمکارت پیام، در سه روز نخست سال نو هجری شمسی، ۱۰ گیگابایت اینترنت رایگان دریافت کنید و با خانواده، دوستان و عزیزان‌تان در ارتباط باشید. پیام همیشه تلاش می‌کند رضایت مشتریان خود را حفظ کرده و ارتباطی امن و مطمئن را برای شما فراهم سازد. بیاوید امسال نیز در کنار هم، شادی و سعادت نوروز را جشن بگیریم 🎉 نوروزتان مبارک!
2	با کابل ایرلاین، سفر را با آرامش آغاز کنید!	برای سفرهای کاری، دیدار با خانواده و دوستان یا رفتن به یک مقصد تازه، کابل ایرلاین در کنار شماست. ما تلاش می‌کنیم با ارائه پروازهای منظم، خدمات مناسب و توجه به آسایش مسافران، تجربه‌ای راحت و مطمئن را برای شما فراهم کنیم. مقصد شما هر کجا باشد، سفر خود را با اطمینان آغاز کنید و لحظه‌های بهیادماندنی بسازید. کابل ایرلاین؛ همسفر مطمئن شما در آسمان ✈️ .
3	کابل کینگ رستوران؛ طعم خوب در قلب کابل	اگر به دنبال یک جای مناسب برای صرف غذای خوش‌طعم و گذراندن لحظات خوش با خانواده و دوستان‌تان هستید، kabul king رستوران انتخابی مناسب برای شماست. با ارائه انواع غذاهای لذیذ و باکیفیت، محیط آرام و خدمات مناسب، جوکار رستوران تلاش می‌کند هر بار تجربه‌ای خوشایند برای مهمانان خود فراهم کند. برای یک غذای خوشمزه و یک دیدار بهیادماندنی، به جوکار رستوران در قلب کابل سر بزنید. Kabul king رستوران؛ جایی برای طعم، آرامش و خاطره‌های خوب .

4	آینده‌ات را از امروز بساز!	در دانشگاه خصوصی سادات، فرصت آن را دارید تا در یک محیط علمی و پویا، دانش و مهارت‌های خود را برای ورود موفق به بازار کار توسعه دهید. برنامه‌های تحصیلی متنوع استادان مجرب و متخصص محیط آموزشی مناسب توجه به مهارت‌های علمی و حرفه‌ای اگر برای آینده خود هدف دارید، انتخاب امروز شما می‌تواند مسیر فردایتان را تغییر دهد. ثبت‌نام برای سمستر جدید آغاز شده است. برای دریافت معلومات بیشتر و ثبت‌نام، با دانشگاه در تماس شوید. دانشگاه خصوصی سادات؛ دانش، مهارت، آینده .
5	فروشگاه لباس مرکز؛ انتخابی برای هر سلیقه	اگر به دنبال لباس‌های شیک، باکیفیت و مناسب برای هر مناسبت هستید، زر پلازا در کابل آماده پذیرایی از شماست. از لباس‌های روزمره و رسمی گرفته تا پوشاک مناسب محافل و مهمانی‌ها، می‌توانید مجموعه‌ای متنوع از لباس‌های زنانه، مردانه و کودکان را در یک مکان پیدا کنید. برای خریدی راحت و انتخابی مطمئن، به زر پلازا سر بزنید و استایل مورد علاقه‌تان را پیدا کنید. فروشگاه لباس مرکز؛ زیبایی، کیفیت و انتخاب در یکجا.