

# KiplePay fast tracks Perak's digital agenda



CORPORATE NEWS

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Perak hawkers now have the ability to apply for permits from the E-Mall function within the KiplePay app.

SHAH ALAM: [Green Packet Bhd](#) 's wholly-owned subsidiary kiplePay Sdn Bhd has introduced new digital features to their e-commerce platform, E-Mall which provides Perak hawkers with the ability to apply for permits from the E-Mall function within the KiplePay app.

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“This 2021 platform consisting of KiplePay e-wallet and KiplePay payment gateway which enables cashless payment for in-store and online transactions for the convenience of both merchants and shoppers,” it said in a statement.

KiplePay said hawkers can now skip the hassle of physical registration and enjoy speedy approvals of business permits in three simple steps, all via their smartphone.

KiplePay CEO Tan Kay Yen said businesses outside of Malaysia’s major cities are recognising the need to go digital and would require the necessary support to help them in their digitalisation journey.

He added that the extended E-Mall function was an extension of KiplePay’s cashless solutions and is a game-changer for merchants looking to be a part of the digital marketplace.

“There are almost 400,000 local businesses in Perak that stand to gain from these solutions.

“In support of the State’s initiative to provide a cashless ecosystem in Perak, KiplePay is proud to journey with these local businesses to fast track their digital adoption to ensure that this technology will improve the accessibility, convenience and quality of life for the people of Perak,” Tan said.



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