

## KiplePay fast tracks Perak's digital agenda

**SHAH ALAM:** Green Packet Bhd's wholly-owned subsidiary KiplePay Sdn Bhd has introduced new digital features to its 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.

"This is in continuation of the partnership with Digital Perak, which was first announced in October 2020 to digitally onboard residents in Perak, with the key feature being the unified payment platform consisting of KiplePay e-wallet and KiplePay payment gateway that enables cashless payment for in-store and online transactions for the convenience of both merchants and shoppers," it said.

KiplePay said in a statement that 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 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 business-

es 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.

Digital Perak CEO Tuan Meor Rezal Fitri Meor Redwan said: "The agency continuously looks for ways to support local businesses in going digital and this continued collaboration with KiplePay will help facilitate and expose them to new ways of marketing and customer engagement."