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KiplePay E-Mall supports hawker permit application, renewal

By Digital News Asia April 6, 2021

- **Perak hawkers can apply, renew business permits via their smartphones**
- **Part of Digital Park initiative, with key features supported by KiplePay's Payment Gateway**



MALAYSIAN fintech startup and Green Packet subsidiary KiplePay has introduced new digital features to their e-commerce platform, E-Mall, which the company said will allow hawkers in the Malaysian state of Perak the ability to apply for permits from within the KiplePay app.

The feature is a continuation of KiplePay's partnership with Digital Perak, an initiative first announced in October 2020 with the goal of digitally onboarding residents in Perak, the company said in a statement.

The key feature of the partnership is a unified payment platform consisting of KiplePay e-wallet and KiplePay payment gateway, which it said enables cashless payment for in-store and online transactions.

With KiplePay, hawkers in Perak can now skip physical registration processes and apply or renew their business permits via their smartphone, the company said.

KiplePay claimed the process is a speedy one as business owners only need to search for the Majlis Daerah Perak Tengah within the E-Mall function, select the permit type and submit the relevant information, and then make a payment.

The unified payment platform additionally supports merchants under Digital Perak's programme for them to access and pay for various services through the Digital Perak web portal, it said.

These services include training courses, co-working space, computer lab and office through Hub Innovasi and Multimedia (HiM), as well as asset booking, quit rent and summon payments with agencies, municipal councils and other Government Linked Companies (GLC) in Perak.

Tan Kay Yen, chief executive officer (CEO) of KiplePay Sdn Bhd (**pic**), said businesses outside of Malaysia's major cities are recognising the need to go digital and would

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require the necessary support to help them in their digitalisation journey.



"KiplePay strives to provide need-based, innovative and simple digital solutions for Malaysians, regardless of where they are located. The extended E-Mall function is an extension of KiplePay's cashless solutions and is a game-changer for merchants looking to be a part of the digital marketplace," he said.

Tan said there are almost 400,000 local businesses in Perak that stand to gain from these solutions.

Meor Rezal Fitri, CEO of Digital Perak, 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.

"Businesses in Perak have so much to offer and with this new solution as they not only remain relevant but stay competitive.

"We envision a sophisticated, digital-savvy business community in Perak, giving them the platform and the opportunity to maximise their earning potential as a business."